



For Immediate Release

Survey: Change in Children's Screen Time During Covid-19

New international poll reveals over 60% of children spend more than the WHO-recommended hours on screens under quarantine.

- Compared to the recommended 2 hours per day, children under 18 years old spend **at least 3 hours on screens** during quarantine on average.
- 21% of parents report that their children spend **over 6 hours on screens**.
- 43% of parents reported a **decrease in children's off-screen activities** during the Covid-19 outbreak.
- More than 50% of parents agree that children have experienced **signs of anxiety, sadness, and worry** as a result of self-isolation.

Berlin, Germany, May, 2020 - Interactive audioplayer specialist [Tonies.com](https://www.tonies.com) has released a new dataset revealing how the Covid-19 outbreak influenced children's screen time habits and sentiments. With experience providing children with off-screen entertainment options, Tonies.com has helped children find an alternative to screens by innovating audiobooks and storytelling. As the pandemic continues to shut down schools and limit children's leisure activities, parents have relaxed screen time rules to maintain a sense of normalcy at home. However, imbalanced media uses for children comes at the cost of an impaired attention span and cognitive development. Restricted activities can also bring out feelings of sadness, anxiety, irritability, and frustration. To better understand how children today are coping with the coronavirus outbreak, Tonies.com has conducted a poll asking parents about the change in children's digital habits and emotions.

How the study was conducted:

An anonymous opinion poll was sent to respondents over the age of 18 in the European Union, United Kingdom, and United States between 21 April 2020 - 10 May 2020 GMT +1. Parents were asked a series of key questions on their child's recent behavior pattern under quarantine pertaining to screen consumption, physical activity, and emotional well-being.

The questions are as follows:

To what extent do you agree or disagree with the following statements: Compared to BEFORE the Covid-19 pandemic started (13 March, 2020)...

1. The children living with me have been eating less healthily
2. The children living with me spend more time watching TV or other screens
3. The children living with me spend more time playing (NOT computer games)

4. The children living with me have shown more signs of anxiety, worries and/or sadness
 Respondents were given the opportunity to respond on a 5-point scale ranging from: “Completely Disagree”, “Somewhat Disagree”, “Neither Agree nor Disagree”, “Somewhat Agree”, and “Completely Agree”.

A separate question was asked concerning the number of hours children spent on screens:

5. During the last seven days, how much time do the children living with you spend daily watching any kind of screen- including TV, computer screens, mobile phones etc.
 Respondents were given the opportunity to respond on a 4-point scale ranging from: “0 Hours”, “0-3 hours per day”, “3-6 hours per day”, and “more than 6 hours per day”.

Instructions for Journalists

This material, including graphs, are free to use. This information has been compiled with the intent to help facilitate the circulation of tips to understand and adjust to quarantine under the Covid-19 outbreak. Journalists and health policy officials are welcome to use this material.

This dataset, including graphs and tables, is available for download here:
<https://drive.google.com/drive/folders/1ppiENb9A139JeCEOL8dh0sMEWCbltPD?usp=sharing>

Findings

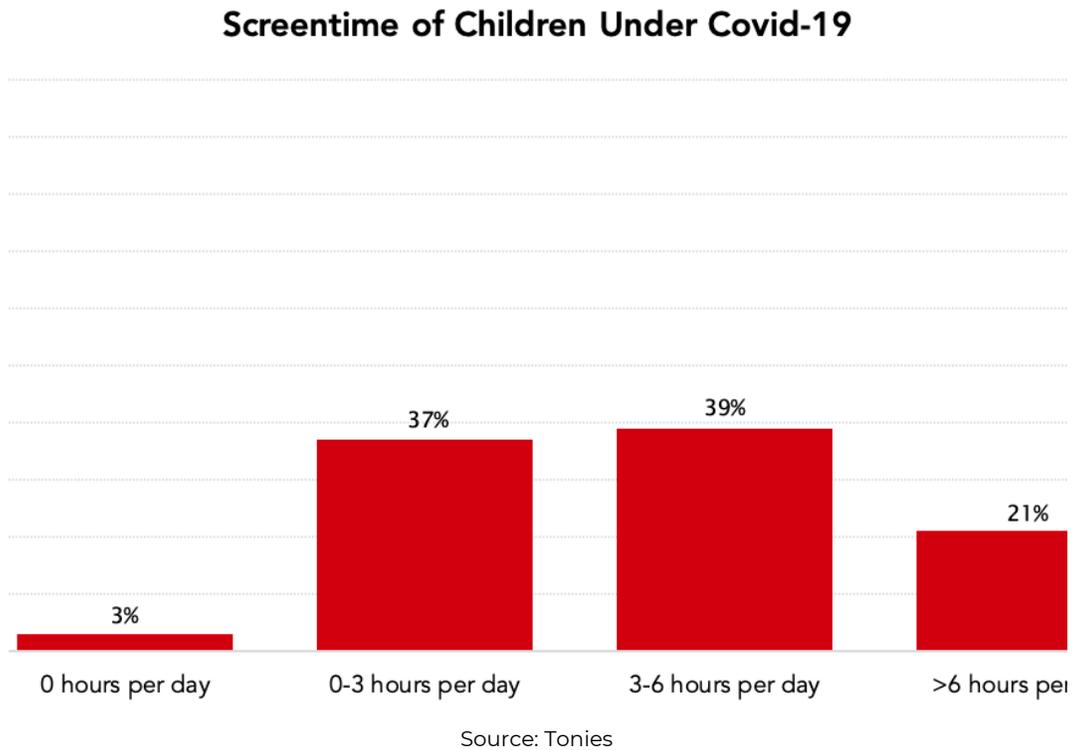
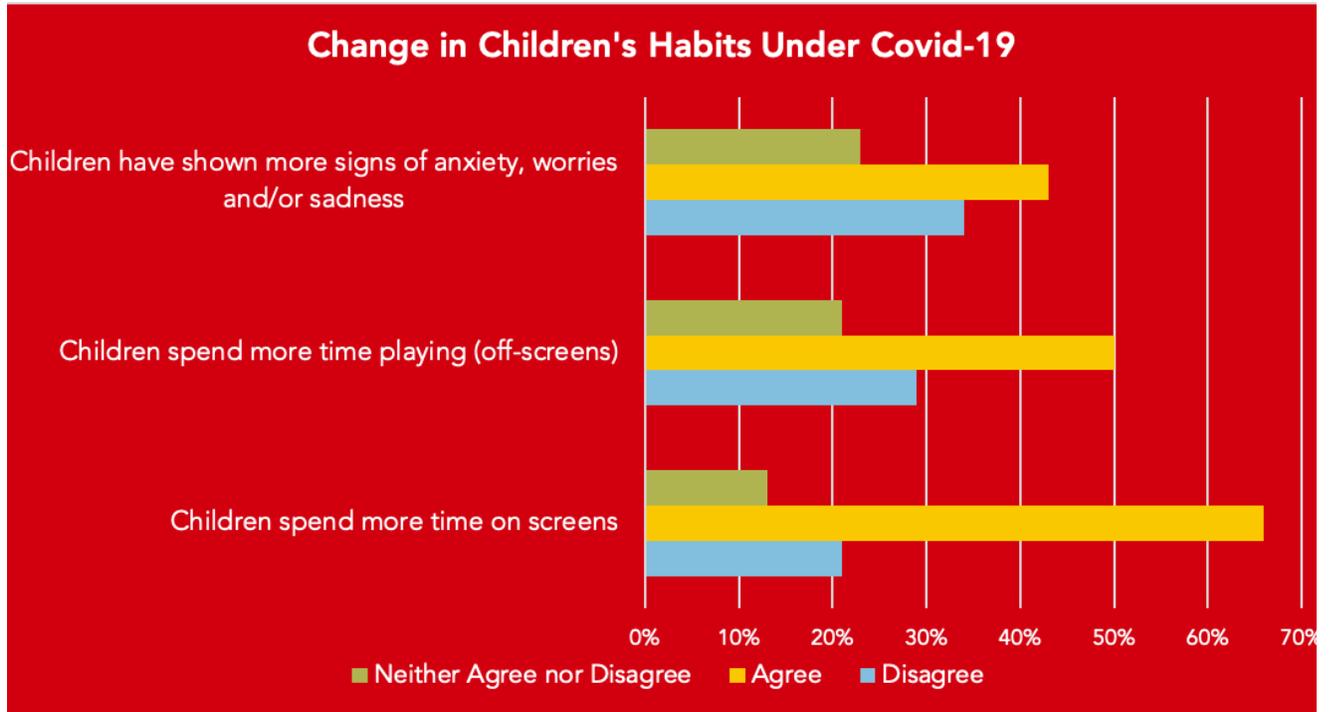
The results below reveal the distribution of aggregated responses concerning children’s behavior under Covid-19.

Change in Children’s Habits Under Covid-19			
	Disagree	Agree	Neither Agree nor Disagree
Children spend more time on screens	21%	66%	13%
Children spend more time playing (not computer games)	29%	50%	21%
Children have shown more signs of anxiety, worries and/or sadness	34%	43%	23%

N.B. Participants were asked to respond to these questions on a five-point scale. These results have been aggregated. Please see “Further Findings by Factor” for a full breakdown. Source: Tonies

Screentime of Children Under Covid-19				
Screentime per day (hours)	0 hours per day	0-3 hours per day	3-6 hours per day	>6 hours per day
Children (%)	3%	37%	39%	21%

Source: Tonies



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<https://drive.google.com/drive/folders/1ppiENb9A139JeCEOL8dh0sMEWCbltPD?usp=sharing>

Further Findings by Factor:

Below you will find a 5-point breakdown for each response based on the following statements:

Compared to *before* the Covid-19 pandemic started (13 March, 2020), the children living with me spend more time watching TV or other screens:

- 11% of parents completely disagree
- 22% of parents somewhat disagree
- 6% of parents neither agree nor disagree
- 50% of parents somewhat agree
- 11% of parents completely agree

Compared to *before* the Covid-19 pandemic started (13 March, 2020), the children living with me spend more time playing (NOT computer games):

- 17% of parents completely disagree
- 17% of parents somewhat disagree
- 28% of parents neither agree nor disagree
- 33% of parents somewhat agree
- 6% of parents completely agree

Compared to *before* the Covid-19 pandemic started (13 March, 2020), the children living with me have shown more signs of anxiety, worries and/or sadness:

- 6% of parents completely disagree
- 17% of parents somewhat disagree
- 39% of parents neither agree nor disagree
- 33% of parents somewhat agree
- 6% of parents completely agree

How many hours have children in the household spent watching any kind of screen? (including TV, computer screens, mobile phones etc):

- 3% of parents responded "0 hours per day"
- 37% of parents responded "0-3 hours per day"
- 39% of parents responded "3-6 hours per day"
- 21% of parents responded "More than 6 hours per day"

We kindly ask that you give credit and link to the source: Tonies <https://www.tonies.com/>

Quote

"The coronavirus outbreak has brought about an unprecedented phenomenon where physical play has gone almost completely digital - and it isn't going anywhere anytime soon. Parents are increasingly relying on screens to facilitate children's education, entertainment, and connectivity," comments Manon Sel at Tonies. "Nevertheless, passive screen time shouldn't replace reading, playing or problem-solving. It is important for parents to nurture their children through more creative solutions. We hope this survey contributes to the existing discussion between parents, educators, health officials, and the media regarding child safety and education."

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Instructions

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We kindly ask that you give credit and link to the source:

Tonies <https://www.tonies.com/>

Please contact pablo@datawire.press if you have any questions.

About the Data Wire Press Agency: DWPA provides media distribution solutions for relevant, verified datasets sourced from researchers, government entities, corporations, and non-profit organizations. Our newswire strives to be the voice for cutting-edge research to reinforce fact-based reporting.

About Tonies: We are Patric Faßbender and Marcus Stahl. We came up with the idea for the Tonies and the Toniebox in 2014. We founded our company Boxine GmbH to make sure it would not just stop at being a good idea and would instead become a fantastic reality. We are both fathers each with two children. We actually got to know each other through our children who were at the same nursery. It was simply meant to be!