



- #1. Watch movies on TV/
 streaming services (49.9%)
- #2. Gaming (39.9%)
- #3. Play outside (34.6%)

What do children 4 years+ prefer to do?





Gaming

56.8%

Watch movies

42.4%





Play sport

35.3%





Watch movies

57.6%



Draw/crafts

37.9%



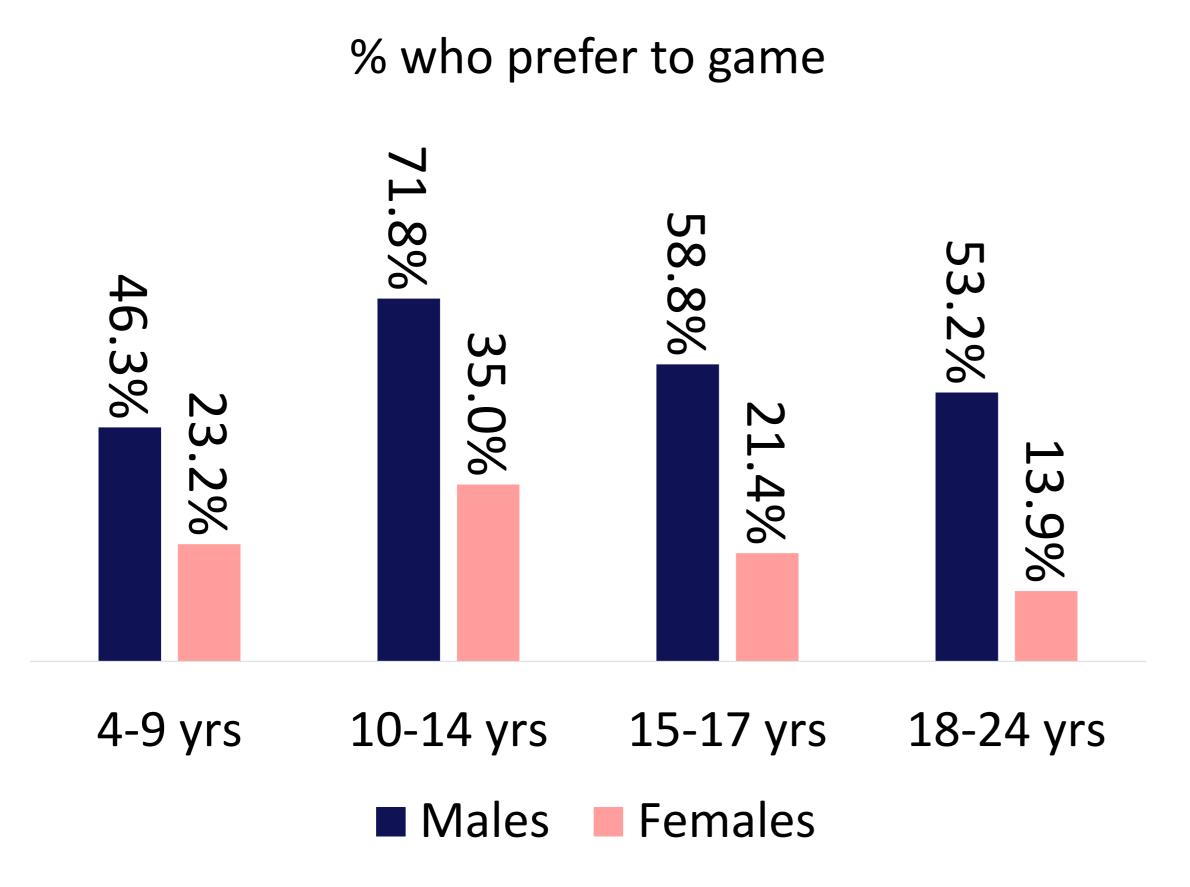
Go to the beach

34.9%



message 31.8%

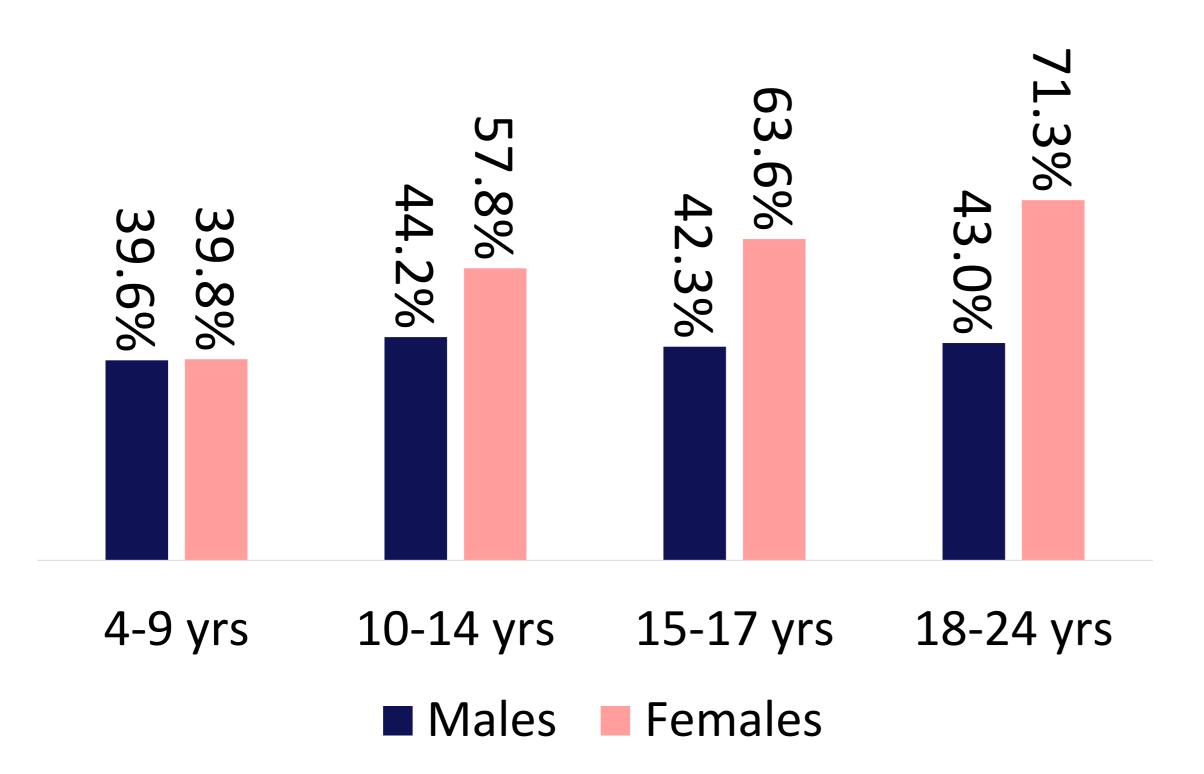
Gaming





Watch movies

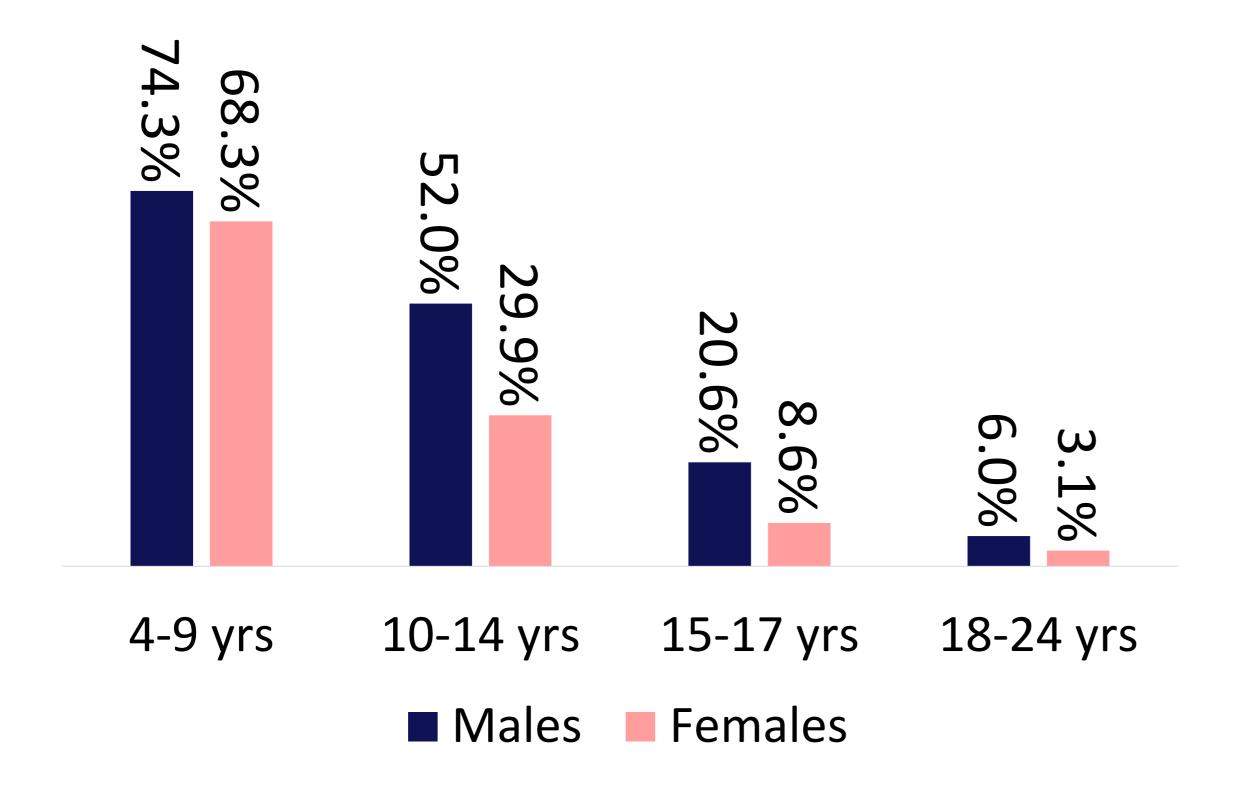
% who prefer to watch movies





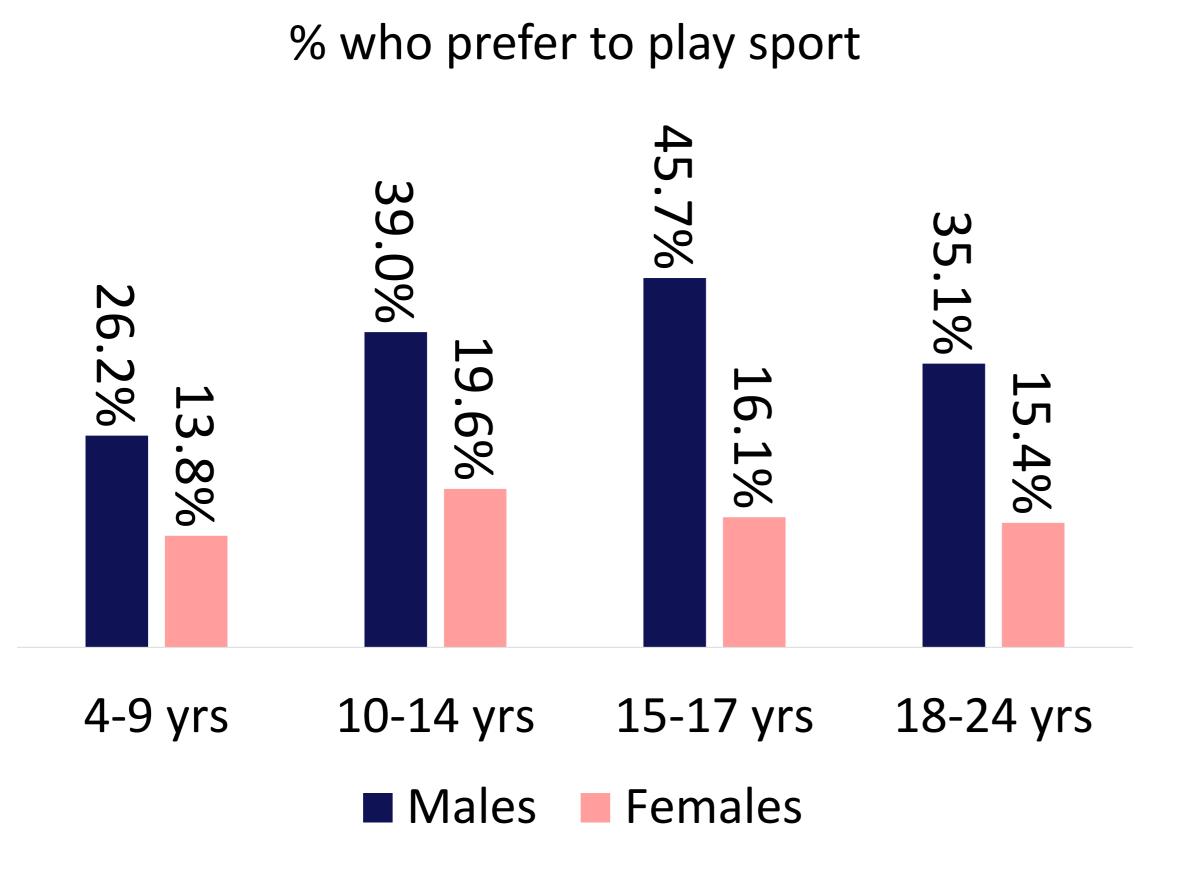
Play outside

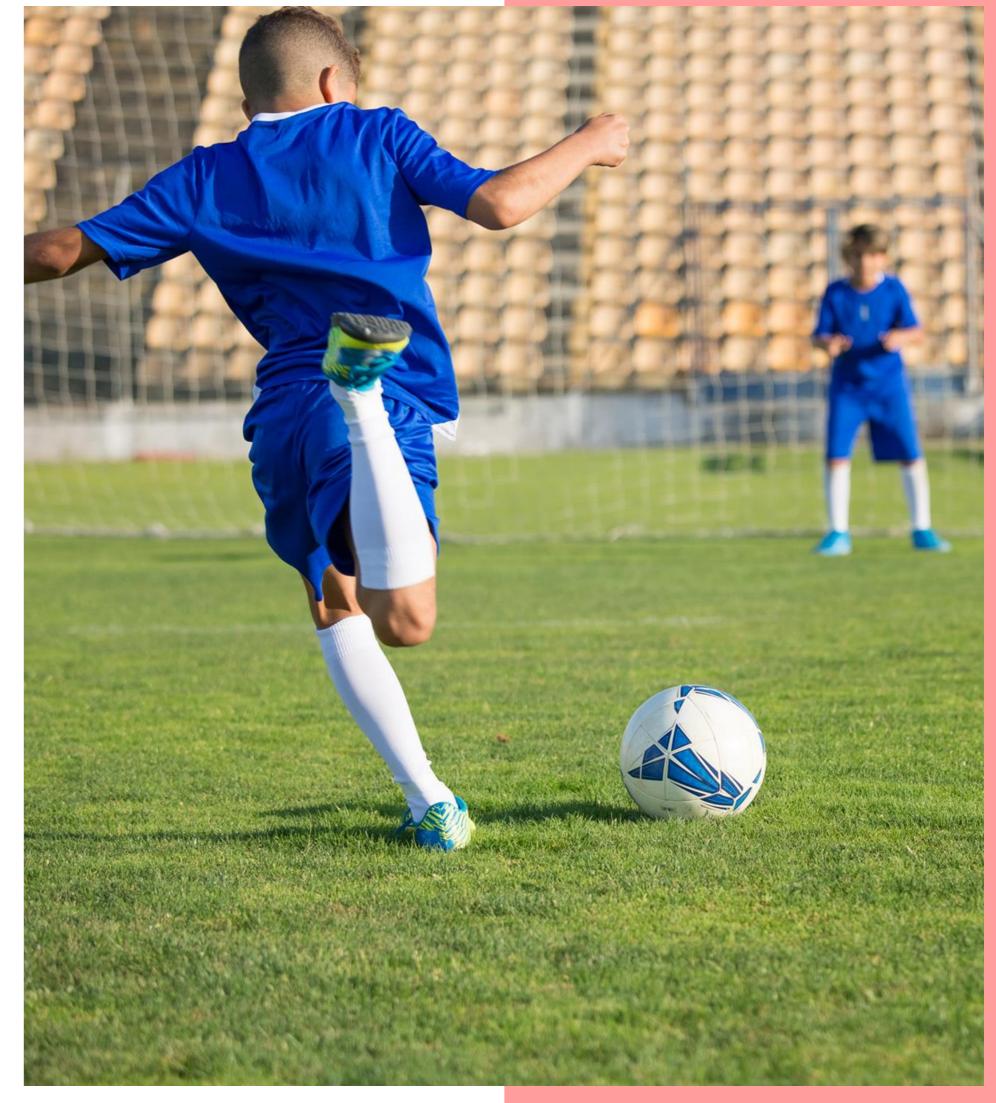
% who prefer to play outside





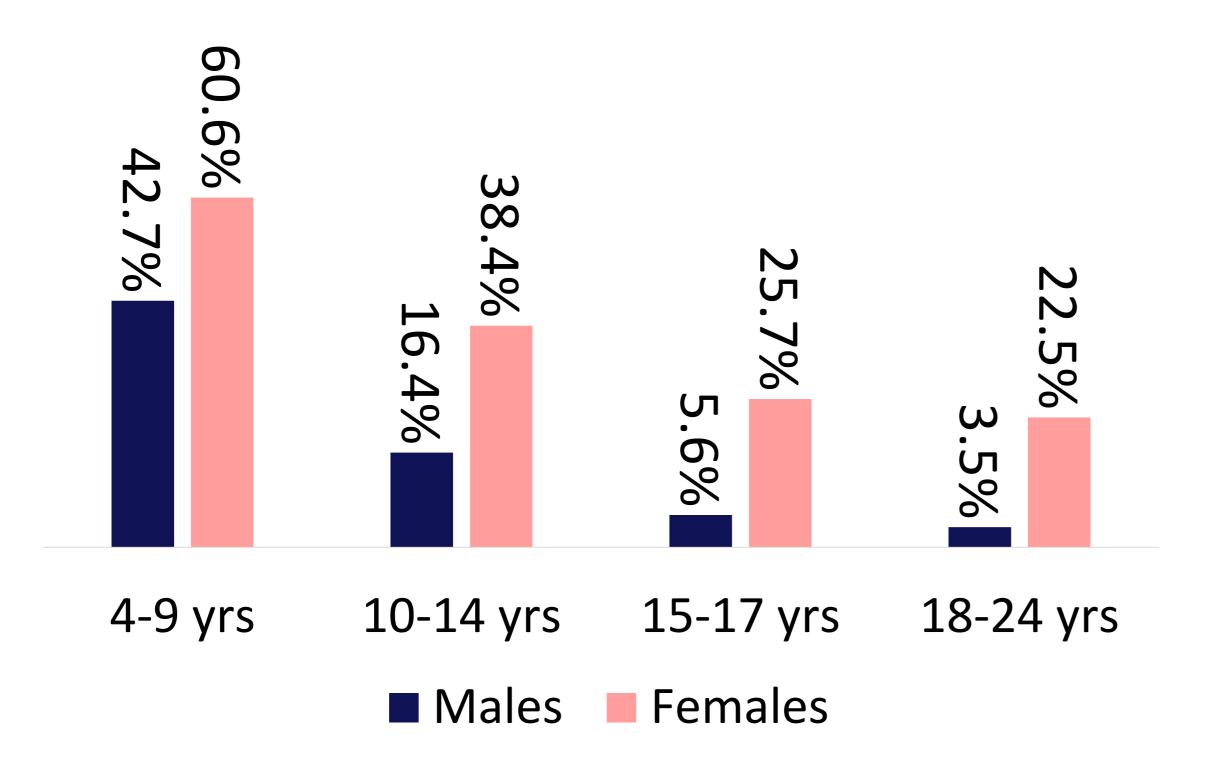
Play sport

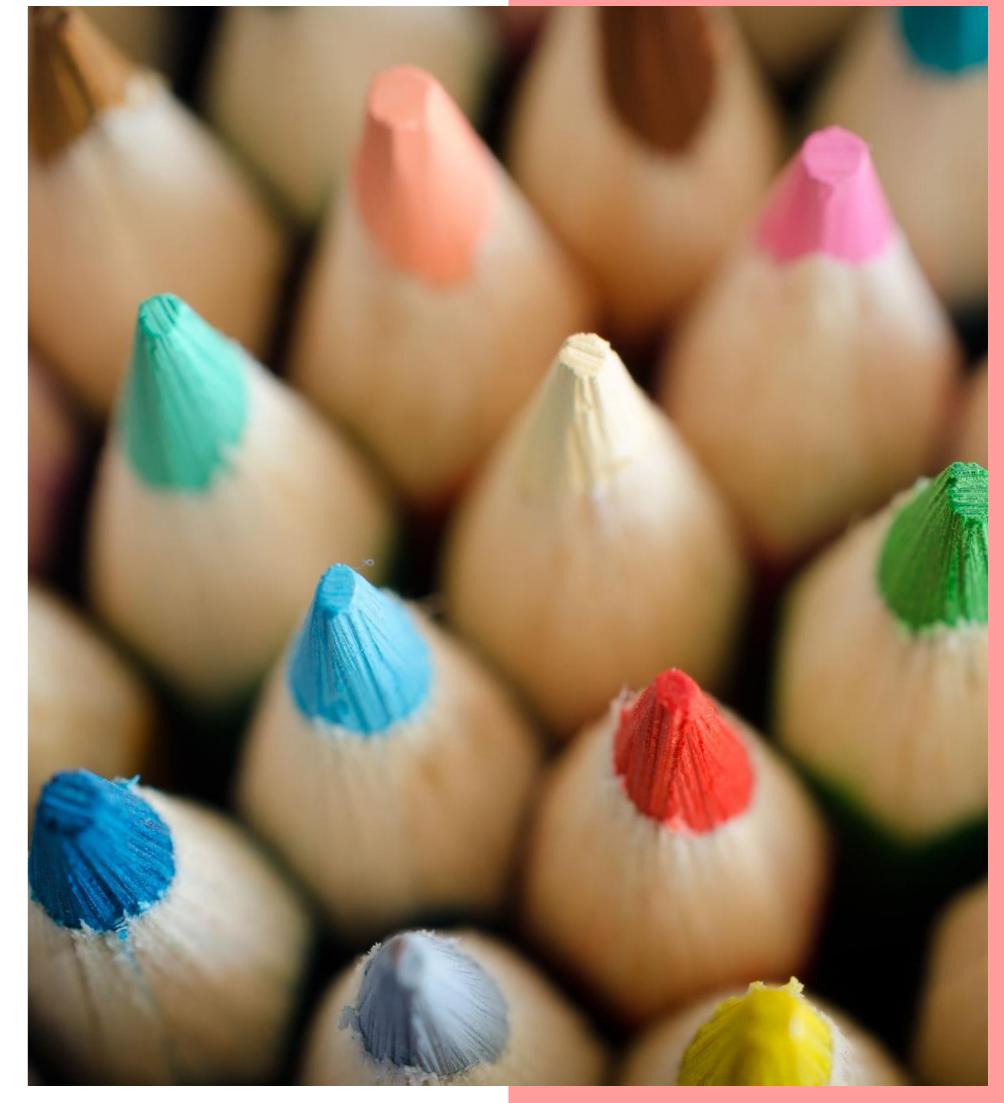




Draw/crafts

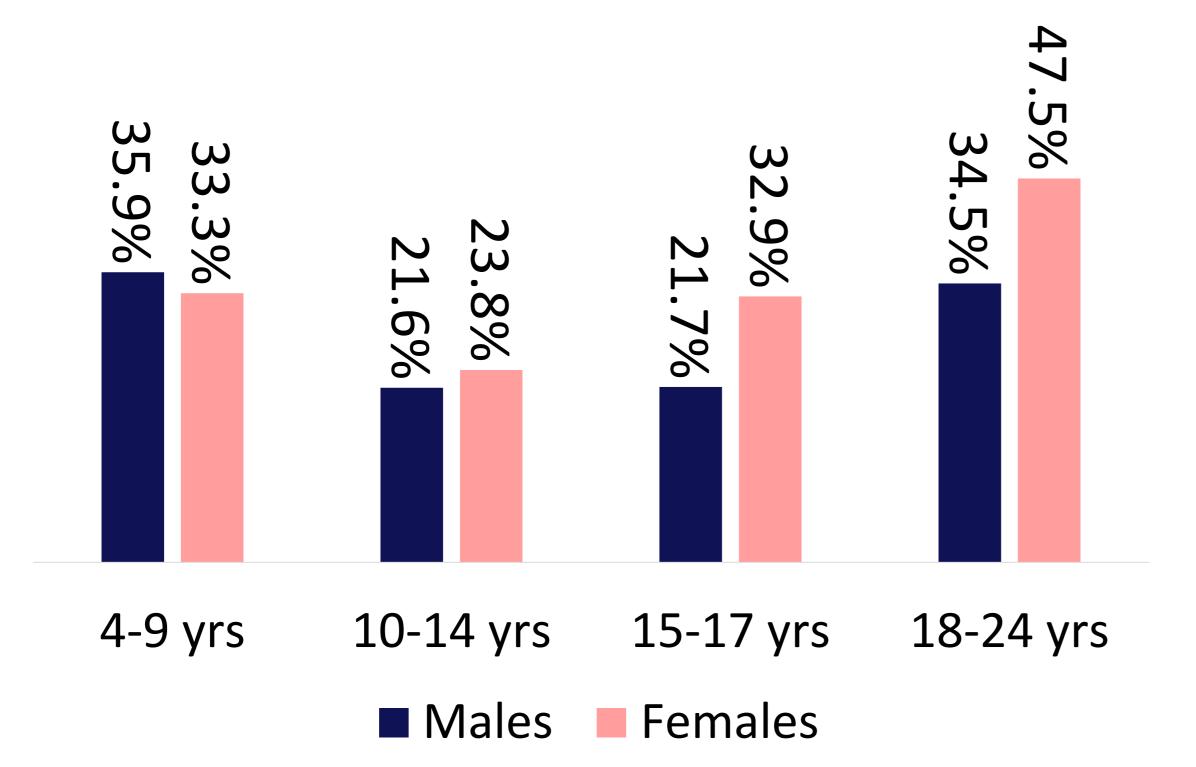
% who prefer to draw/crafts

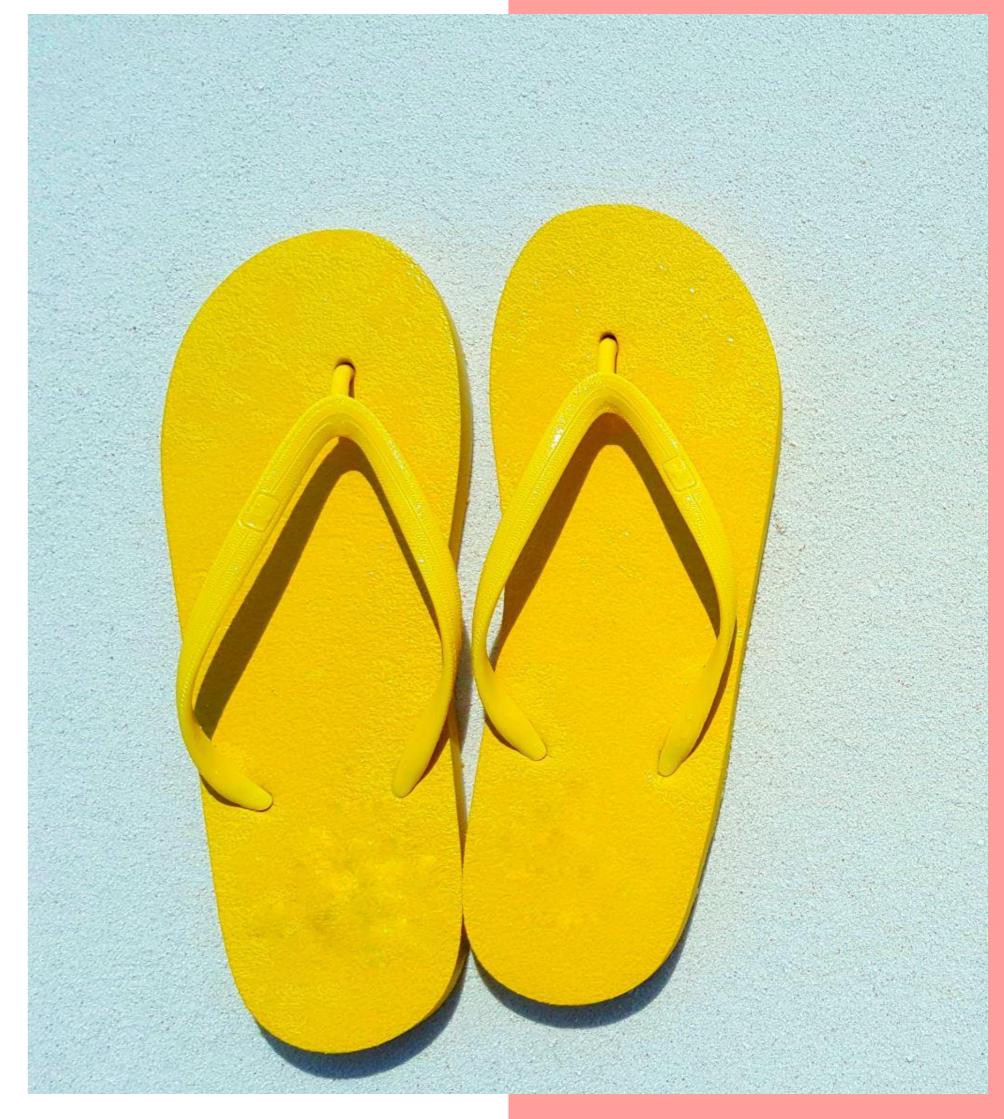




Go to the beach

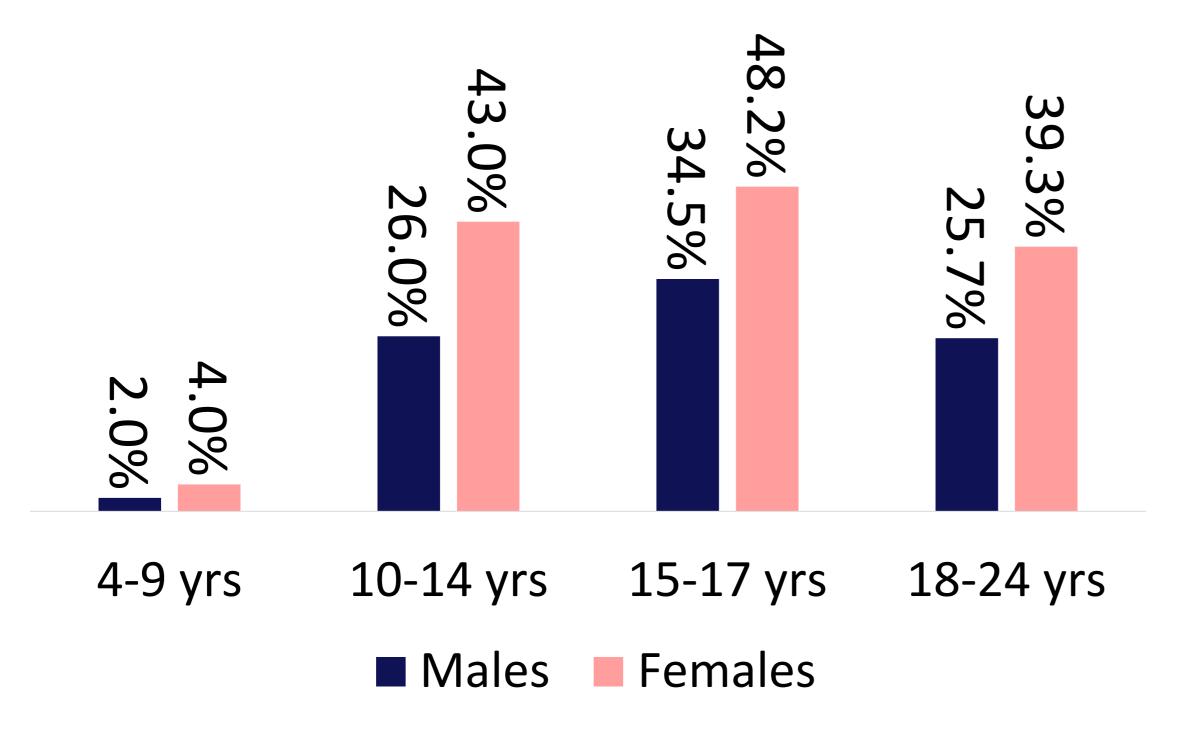
% who prefer to go to the beach





Chat/facetime/message

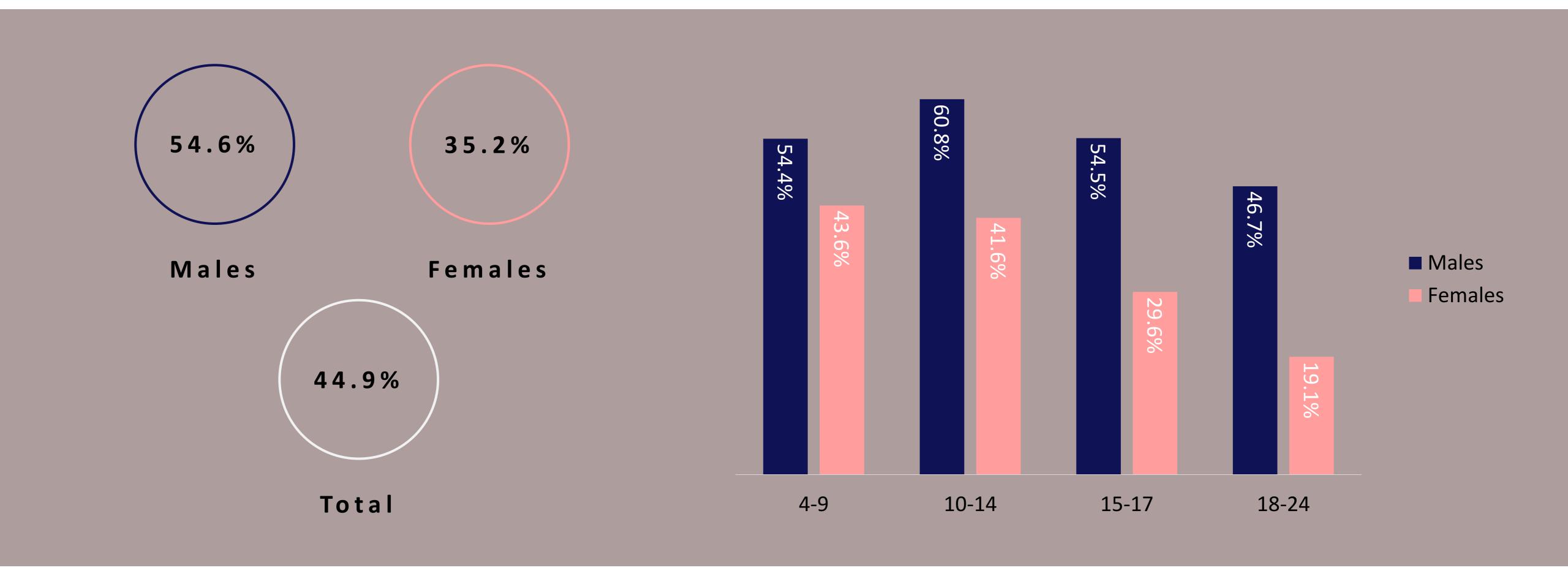
% who prefer to chat/facetime/message







Sport participation by age and sex



Males

Top 3 sports:

- Soccer (40.2%)
- Swimming (20.2%)
- Baseball (18.6%)





Females

Top 3 sports:

- Swimming (32.8%)
- Ballet/dance (13.4%)
- Soccer (13.3%)

Males

Top 3 sports:

- Soccer (18.9%)
- Baseball (10.62%)
- Basketball (9.2%)





Females

Top 3 sports:

- Swimming (13.2%)
- Soccer (10.0%)
- Gymnastics (7.3%)

Top 3 reasons not participating in sports they wish



No time 43.3%



Issues with transportation

19.2%



No money 18.9%





Use of mobile phone and electronic devices

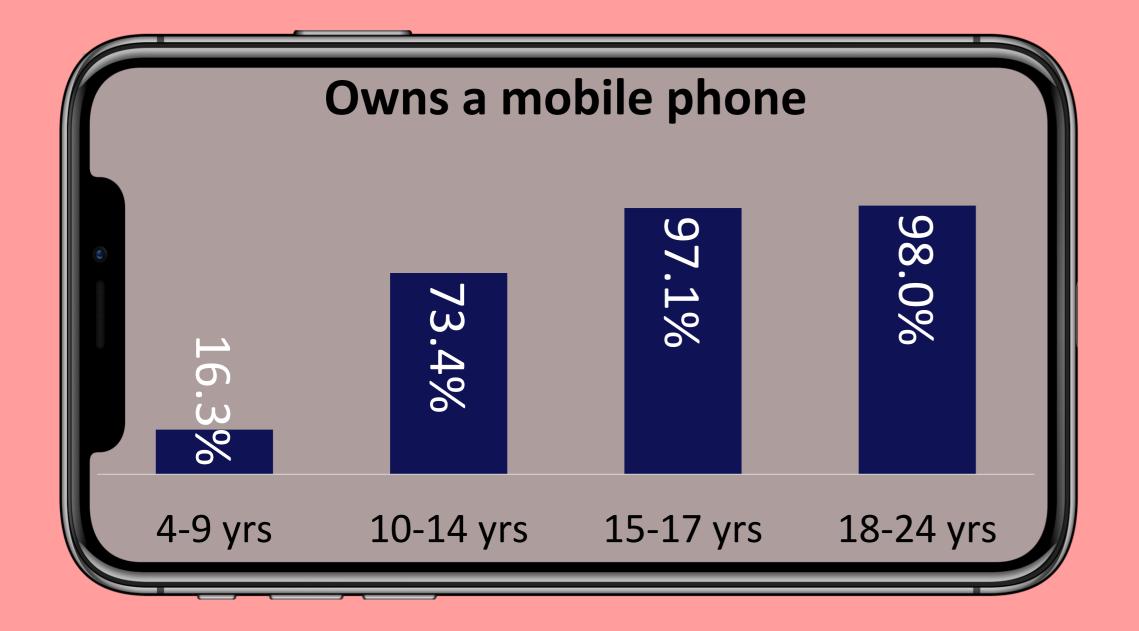


Access to a mobile phone

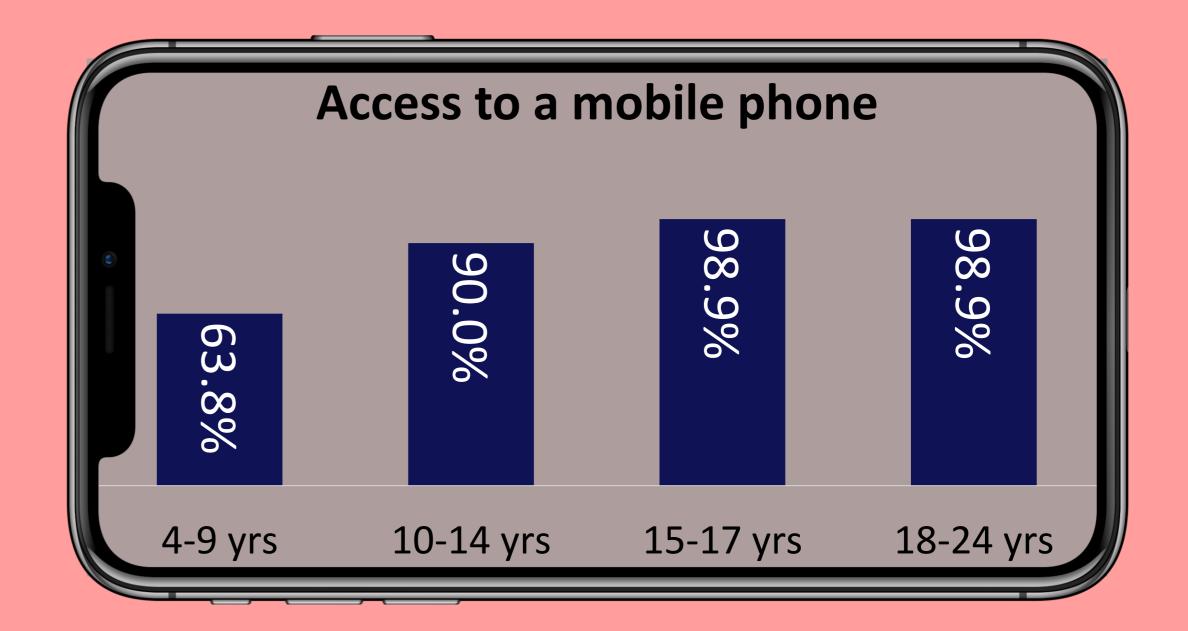
- 68.1% of children and youth 4+ own a mobile phone
- 86.6% has access to a mobile phone



Owns a mobile phone

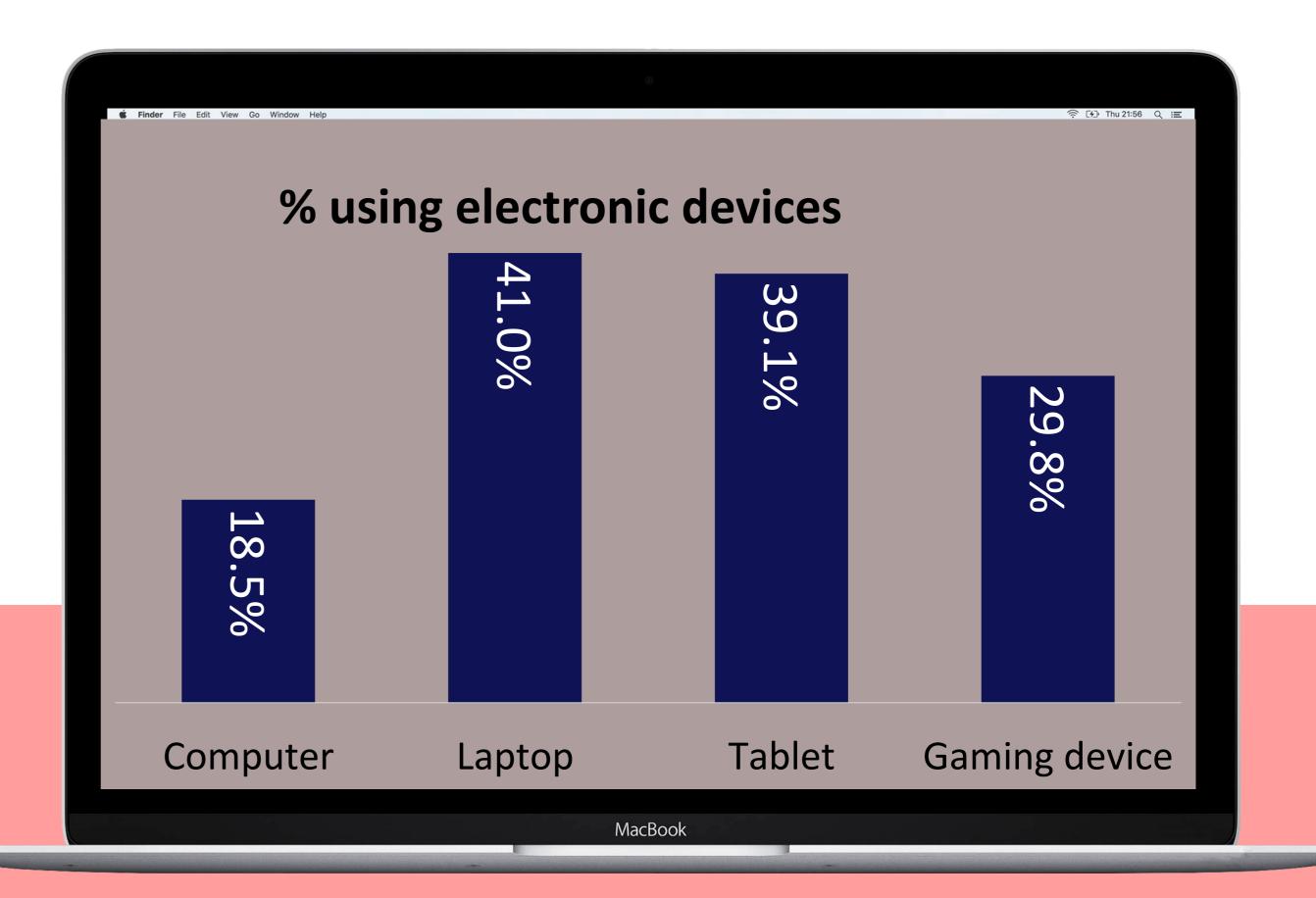


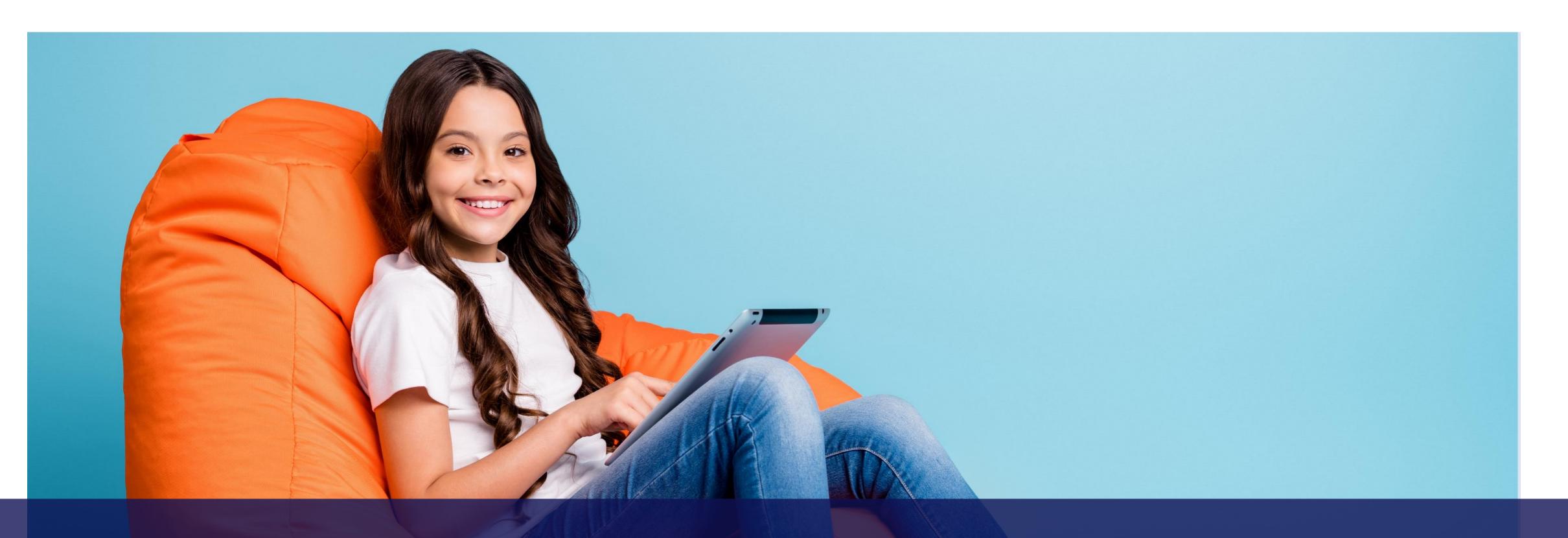
Access to a mobile phone



Use of electronic devices

83.8% of 4+ use at least one electronic device





Top 4 reasons for using an electronic device Females

56.7%

56.0%

45.1%

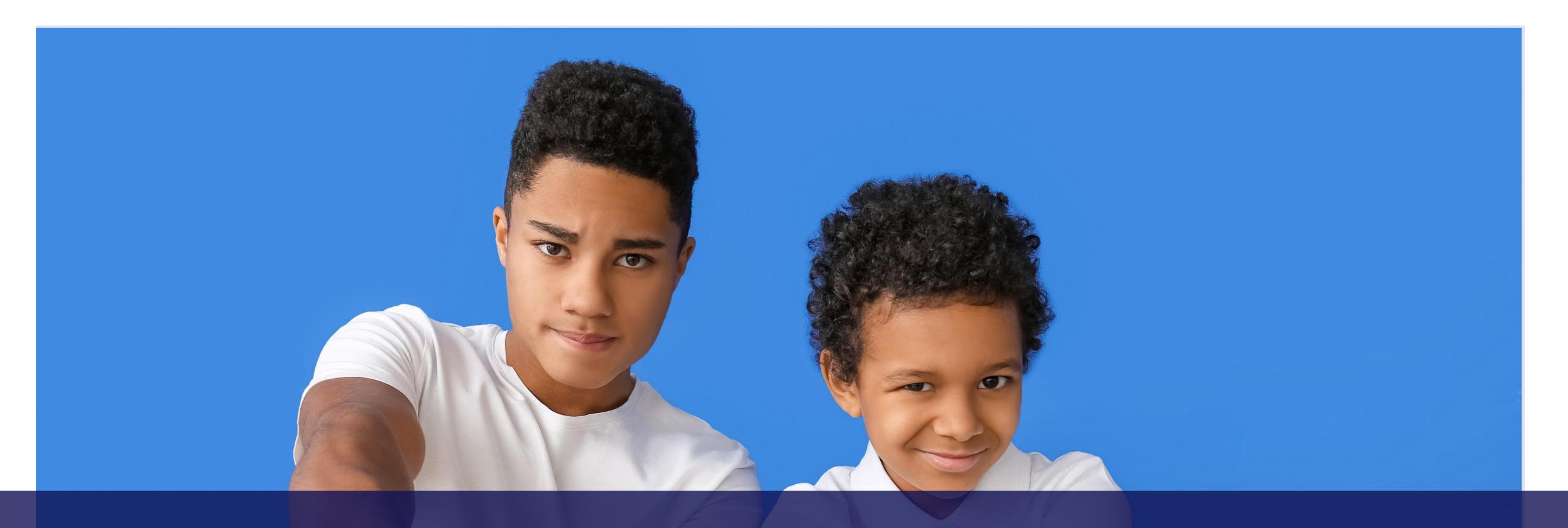
37.6%

Social media

To chat

For school projects

For gaming



Top 4 reasons for using an electronic device Males

60.6%

For gaming

51.5%

To chat

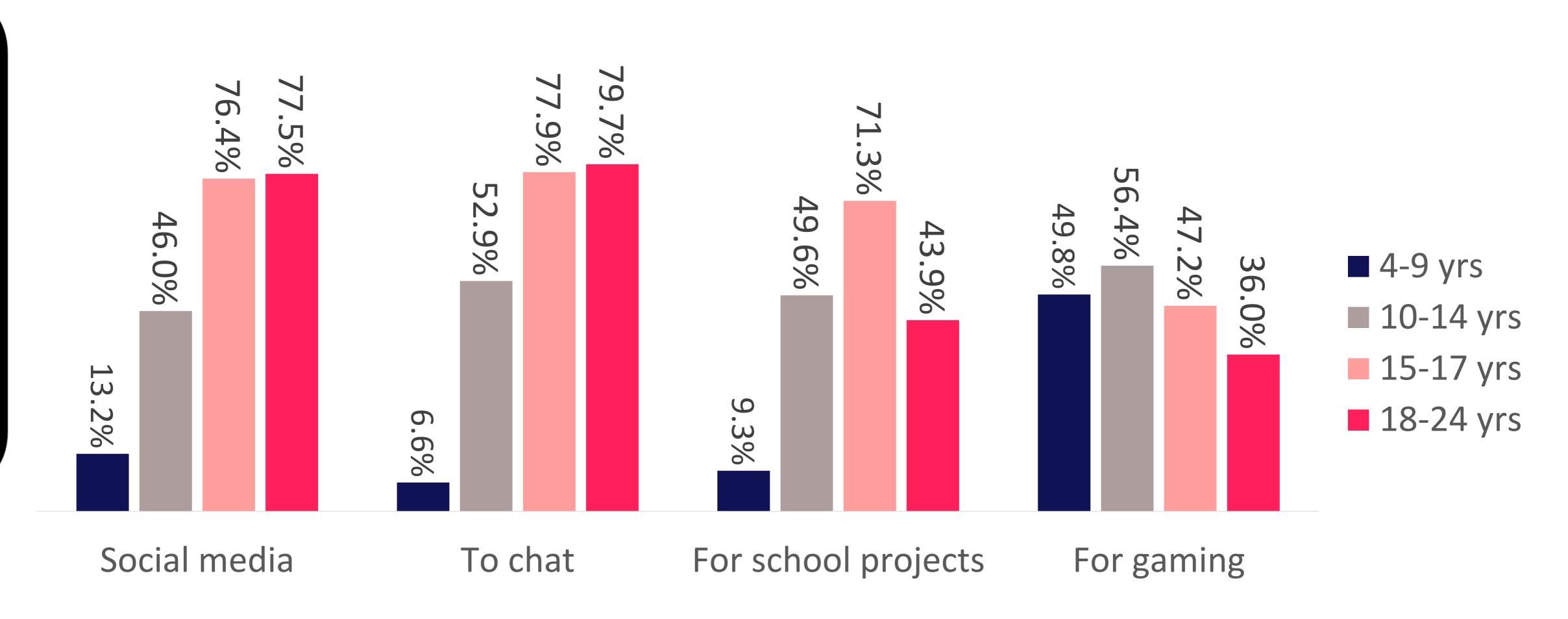
49.2%

Social media

38.5%

For school projects

Top4 reasons for using electronic devices by age category



Time spent on social media and on gaming 10+



Social media



Males

3 hours per day

7 days per week

Females
4 hours per day
7 days per week



Gaming



Males

2 hours per day

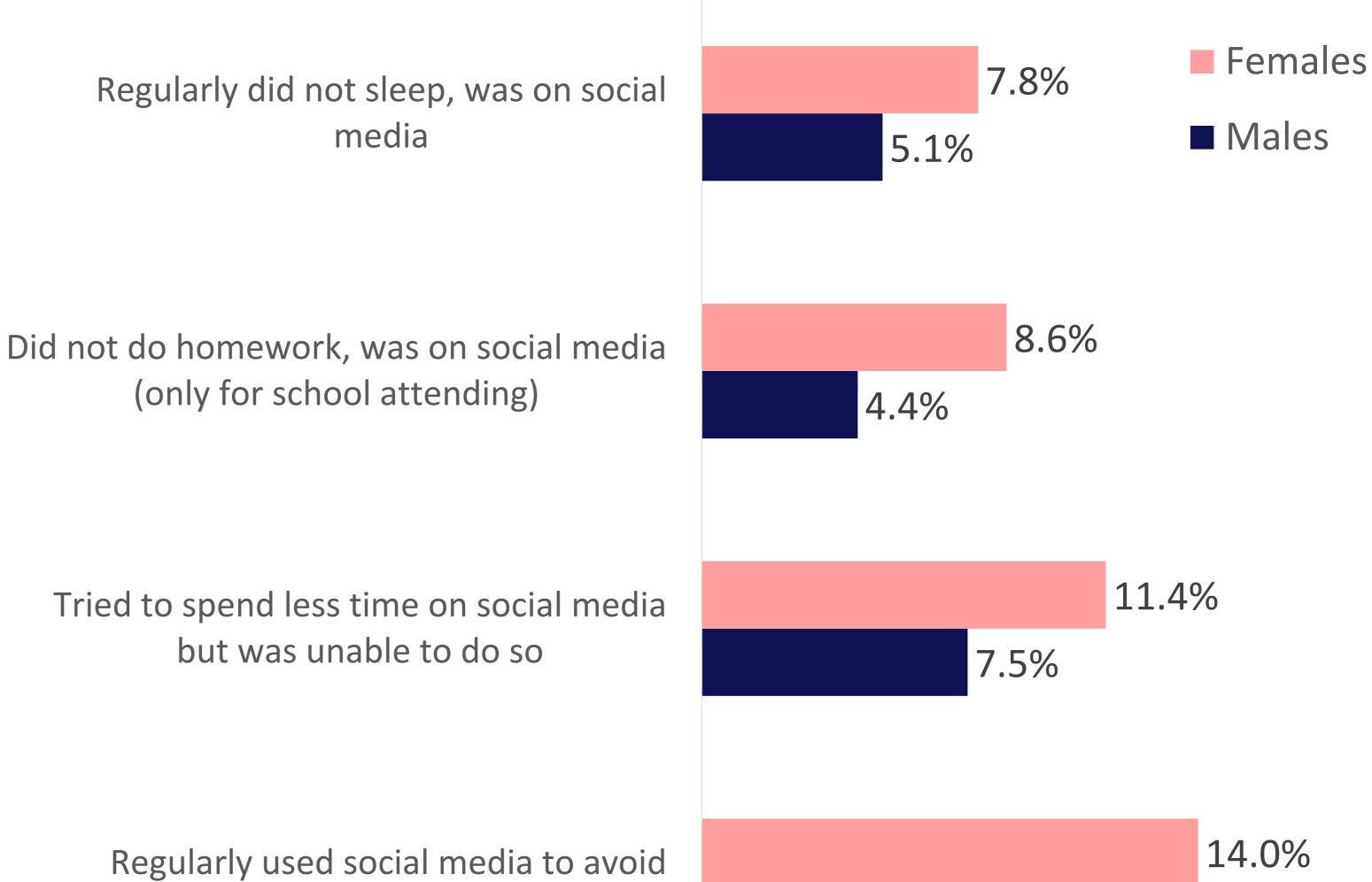
4 days per week

Females
<1 hour per day
3 days per week

In the past year

How did you feel in relation to social media?

Regularly used social media to avoid thinking about troubling things



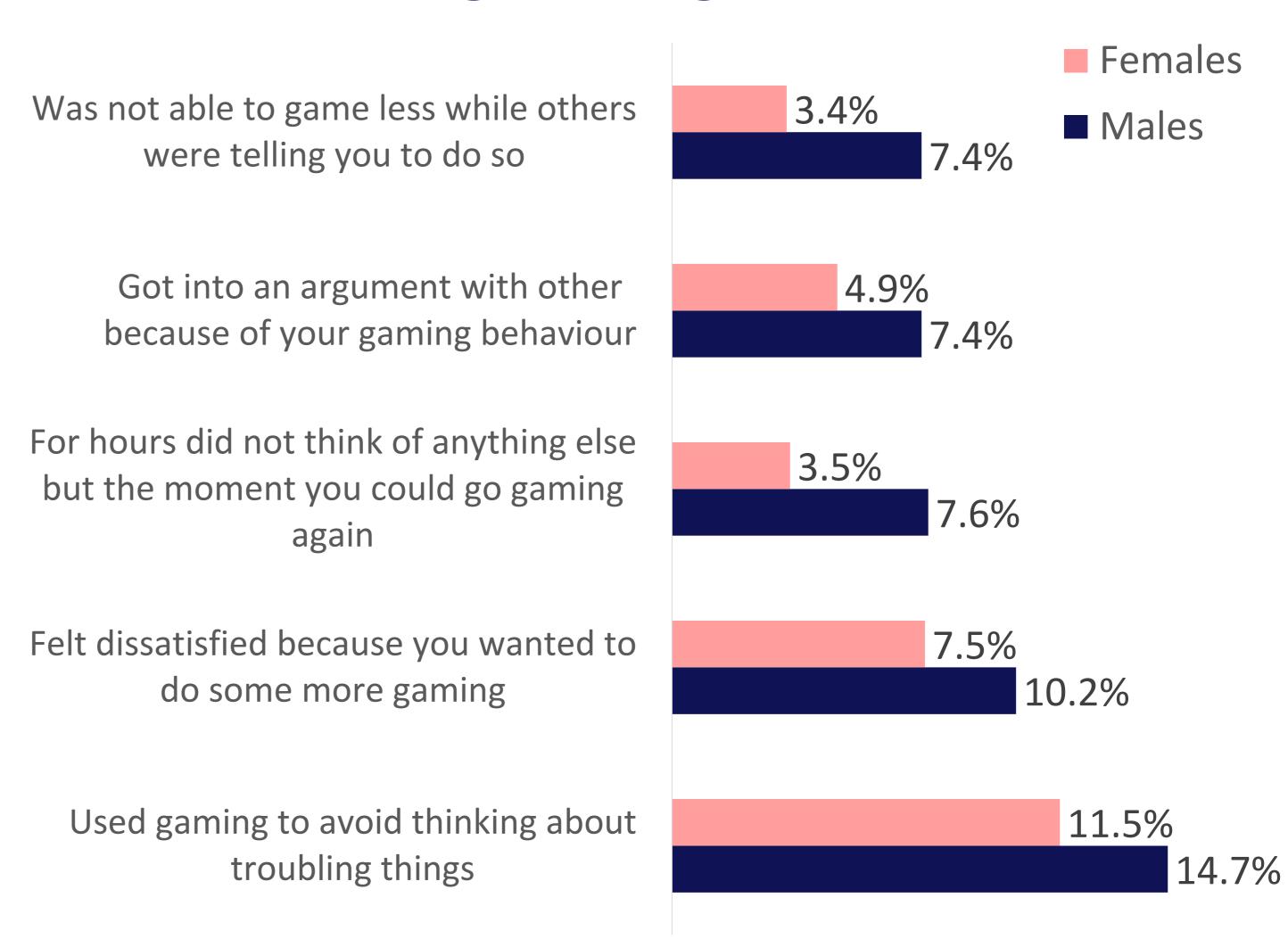
8.2%





In the past year

How did you feel in relation to gaming?



What do they do when stressed?

Males 10+









40.5% Gaming

20.8% Use social media

16.0% Gaming

27.9% Use social media

