

# ZERO TO EIGHT



## Children's Media Use in America 2013

### Growing Up Mobile

In the two years since Common Sense Media first reported on the media use of 0- to 8-year-olds, our latest survey in the series, *Zero to Eight: Children's Media Use in America 2013*, shows the media environments and behaviors of young kids have changed. More than ever, they're growing up mobile.



**3/4** of all  
kids have access to  
mobile devices at home.

### Smartphones

are still the most common device (63%, up from 41%), but tablet ownership is 5 times higher (8% to 40%) than it was in 2011.

