

## Digital Missions Statistics

- About a quarter of U.S. adults (23%) say they get news at least sometimes from podcasts (Walker 2022)
- About three-in-ten adults ages 30 to 49 (29%) get news from podcasts at least sometimes; nearly one-in-five adults ages 50 to 64 (18%) say they do the same. (Walker 2022)
- Men and women get news from podcasts at similar rates (25% and 21%, respectively).
- Overall, 75% of U.S. adults say they have read a book in the past 12 months in any format (Faverio and Perrin)
- 30% of U.S. adults now say they have read an e-book in that time frame (Faverio and Perrin)
- 23% of U.S. adults listened to an audiobook (Faverio and Perrin)
- Brad Templeton advanced a “new moral theory [that] it is wrong to exploit known flaws in the human psyche.” He argues that the embrace of “psyche-exploitation avoidance” would lead to a new design of online spaces. (Anderson and Rainie 2021)
- Mike Liebhold outlined a future with applied machine intelligence everywhere, continuous pervasive cybersecurity vulnerabilities, ubiquitous conversational bot agents, holographic media and telepresence and cobotics (collaborative robotics), among other things. (Anderson and Rainie 2021)
- **Barry Chudakov predicts “the self will go digital” and exist in the flesh *and* in its digital avatar. “Identity is thereby multiple and fluid: Roles, sexual orientation and self-presentation evolve from solely in-person to in-space.” (Anderson and Rainie 2021)**
- The opportunities are limitless. However, all hands should be on deck so that the negative impact will not erode the gains of digital evolution. - Kunle Olorundare (Anderson and Rainie 2021)
- **We will have AI [artificial intelligence] that can monitor speech and to some extent, reactions to speech, closely – but we will have both good and bad actors in charge of the AIs. Esther Dyson (Anderson and Rainie 2021)**
- We need to move toward defining technical standards that will protect citizens’ data in digital spaces from harm. Raashi Saxena (Anderson and Rainie 2021)
- The metaverse – digital twins of real worlds or entirely fabricated worlds – will be a large presence by 2035, unfortunately with some of the same bad practices on the internet today such as personal-identity infringements. **Regulators *will* crack down on privacy violations. Clearly marked posts as to their origins (possibly on the blockchain) will authorize the source of information.** Warnings about information being suspect will be worked out. - Robin Raskin (Anderson and Rainie 2021)
- “The internet is a reflection of our own societies’ good and bad sides; the good far outweighs the harm. As digital spaces evolve, stakeholders need to find ways to curb online harms, not through ‘sanitation’ of digital spaces but by creating reasonable regulations that promote freedom of online expression and personal accountability that promote internet trust. The internet has evolved to a stage where it is now a necessary ‘commodity.’ ... Being online is vital and good for societies” - Nazar Nicholas Kirama, president and CEO of the Internet Society chapter in Tanzania and founder of the Digital Africa Forum (Anderson and Rainie 2021)

- **interactive bots become more widespread and as more spaces are curated by autonomous programs** - Marc Rotenberg, president and founder of the Center for AI and Digital Policy and editor of the AI Policy Sourcebook, (Anderson and Rainie 2021)
- **“We have time. The internet is yet young. I have confidence that society will understand how to benefit from the net just as it did with print. After Gutenberg, it took 150 years before innovations *with* print flourished:** the creation of the first regularly published newspaper, the birth of the modern novel with Cervantes and of the essay with Montaigne. In the meantime, yes, there was a Reformation and the Thirty Years War. Here’s hoping we manage to avoid those detours.” Jeff Jarvis, director of the Tow-Knight Center for entrepreneurial journalism at City University of New York (Anderson and Rainie 2021)
- A platform for the body: **Wearables that function as stand-alone devices**, incorporating augmented reality, with a direct connection to the cloud. - John Lazzaro, retired professor of electrical engineering and computer science (Anderson and Rainie 2021)
- Digitalization of life domains is certainly not straightforward or easy. But at the end it is inevitable and unavoidable. What is really important to discuss is how to minimize the negative sides - Anna Andreenkova, professor of sociology at CESSI (Anderson and Rainie 2021)
- When asked which of these platforms they *prefer to get news on*, **half of Americans say they prefer a digital device, more than those who prefer TV, radio or print** (Pew Research News Platform 2021)
- Though digital devices are by far the most common way Americans access their news, where they get that news *on* their devices is divided among a number of different pathways. Today, news websites, apps and search engines are the digital pathways most Americans get news from at least sometimes. (Pew Research News Platform 2021)
- the average minutes per visit was 1.95 on news websites (Pew Research Digital News 2021)
- All [news] outlets studied here have an official presence on Facebook and Twitter, while at least nine-in-ten have a presence on Instagram (96%) and YouTube (93%). Fewer outlets have accounts on TikTok (57%) and Snapchat (26%). (Pew Research Digital News 2021)
- Digital advertising continues to grow as a proportion of total advertising revenue (Pew Research Digital News 2021)
- **digital advertising grew** to \$152 billion in 2020 (Pew Research Digital News 2021)
- **63% of all advertising revenue** (Pew Research Digital News 2021)
- mobile advertising revenue comprised two-thirds of digital advertising (Pew Research Digital News 2021)
- Roughly six-in-ten U.S. adults (57%) often get news this way, compared with 30% who often do so on a desktop or laptop computer, according to a Pew Research Center survey. (Walker 2019)
- Nearly one-in-five parents of a child 11 or younger (17%) say that their child has their own smartphone. (Auxier, Anderson, Perrin, and Turner 2020)
- Roughly one-third of parents of a child age 11 or younger (36%) say their child ever uses or interacts with a voice-activated assistant such as Apple’s Siri or Amazon Alexa. (Auxier, Anderson, Perrin, and Turner 2020)

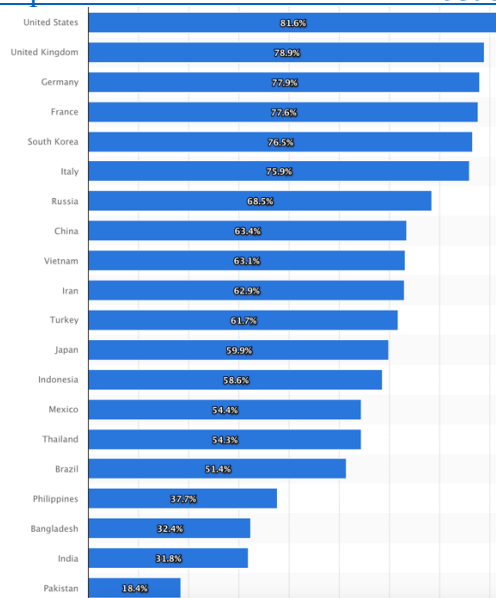
- majorities say their child uses this device to play music (82%) or get information (66%) (Auxier, Anderson, Perrin, and Turner 2020)
- The most common device parents say their young child engages with is a television, with 88% of parents saying their child ever uses or interacts with a TV. Smaller – yet still large – shares of parents say their child ever uses or interacts with a tablet computer (67%) or a smartphone (60%). Some 44% of parents of young children say their child ever uses or interacts with a desktop or laptop computer or a gaming device. (Auxier, Anderson, Perrin, and Turner 2020)
- **Fully 89% of parents of a child age 5 to 11 say their child watches videos on YouTube, as do 81% of those who have a child age 3 to 4 and 57% of those who have child age 2 or younger** (Auxier, Anderson, Perrin, and Turner 2020)
- half of parents overall (56%) say they spend too much time on their smartphone, while about seven-in-ten (68%) say they are at least sometimes distracted by their phone when spending time with their children (Auxier, Anderson, Perrin, and Turner 2020)
- According to YouTube, 1 billion hours of videos are watched on the site every day, and the platform has over 2 billion users (Auxier, Anderson, Perrin, and Turner 2020)
- Fully 80% of all parents with a child age 11 or younger say their child ever watches videos on YouTube, with **53% reporting that their child does this daily** (Auxier, Anderson, Perrin, and Turner 2020)
- more than four-in-ten parents (46%) say their child age 11 or younger who uses this platform has encountered videos on YouTube that were inappropriate for their age (Auxier, Anderson, Perrin, and Turner 2020)
- **The vast majority of Americans – 97% – now own a cellphone of some kind. (Pew Research Mobile 2021)**
- **smartphone is now 85%, up from just 35% in Pew Research Center’s first survey of smartphone ownership conducted in 2011** (Pew Research Mobile 2021)
- About **three-quarters of U.S. adults now own a desktop or laptop computer, while roughly half own a tablet computer.** (Pew Research Mobile 2021)
- **The global smartphone penetration rate is estimated to have reached over 78 percent in 2020.** This is based on an estimated 6.4 billion smartphone subscriptions worldwide and a global population of around 7.8 billion. (O’Dea 2021).
- Whereas in Sub-Saharan Africa, the same rate only stands at 48 percent (O’Dea 2021).
- 7.69billion smartphone subscriptions worldwide by 2027 (O’Dea 2022).
- **Internet use is nearly universal in most advanced economies surveyed.** In the United States, Sweden, Australia, the Netherlands, Israel and South Korea, more than nine-in-ten use the internet. And **in emerging economies, about half or more use the internet in every country but India.** (Silver 2019).
- **nearly all Japanese under 35 own a smartphone (96%)** (Silver 2019).
- In most countries, men and women are equally likely to own smartphones (Silver 2019).
- **screen time outside of virtual school among teenagers doubled from pre-pandemic estimates of 3.8 hours per day to 7.7 hours. (Rodriguez 2021)**
- This year, consumers have doubled the amount of content they consume on a daily basis. (Koetsier 2020)
- Global online content consumption is soaring in 2020, a new study of over 10,000 people in five countries (France, Germany, Spain, the UK and the US (Koetsier 2020)

- The previous normal was just over three hours, but now my wife is — at least in this respect — completely and totally average. **Average daily time spent consuming content is now six hours and 59 minutes, which includes phone, TV, and other forms of digital media. (Koetsier 2020)**
- the average person spends a quarter of his or her waking time on their mobile device (Koetsier 2020)
- **50% of US Residents Spend Most of the Day on Screens (Koetsier 2020)**
- 50 percent of respondents from the US said they spend more than half or almost the whole day in front of a screen, be it a laptop, smartphone, desktop PC or TV. (Zandt 2021)
- Lockdowns and self-isolation orders during the coronavirus pandemic have drastically increased media consumption all around the world. According to market research by GlobalWebIndex, news coverage consumption went up by 36 percent, while usage of messaging apps and social media went up by 22 and 21 percent respectively. (Zandt 2021)
- **Those 60 and older – a group increasingly populated by aging Baby Boomers – now spend more than half of their daily leisure time, four hours and 16 minutes, in front of screens, mostly watching TV or videos. (Livingston 2019)**
- **about half (53%) of people 65 and older are smartphone owners. (Livingston 2019)**
- **Nearly all U.S. teens (95%) say they have access to a smartphone – and 45% say they are “almost constantly” on the internet. (Schaeffer 2019)**
- use their phone to connect with other people (84%) or learn new things (83%). (Schaeffer 2019)
- four-in-ten teen cellphone users (43%) say they often or sometimes use their phone to avoid interacting with people. (Schaeffer 2019)
- The biggest chunk of teens’ daily leisure time is spent on screens: 3 hours and 4 minutes on average. (Schaeffer 2019)
- **kids ages 8-18 now spend, on average, a whopping 7.5 hours in front of a screen for entertainment each day (CDC 2022)**
- **The Egyptians spend the largest proportion of their daily screen time (40.79%) consuming social media. This is closely followed by Saudi Arabians (40.09%) and Emiratis (39.41%). These figures aren’t too far from the average, however (34.94%). (Moody 2021)**
- **Worldwide, the average person spends 2 hours and 25 minutes on social media each day (Moody 2021)**
- **In the Philippines, where screen-time consumption is the highest in the world, the majority of this (almost 6 hours) is on mobiles. Brazilians also favor mobile screens (spending 5 hours and 17 minutes a day looking at them) as do the Thais (spending 5 hours and 7 minutes a day looking at them). (Moody 2021)**
- tweens spend an average of 4 hours and 44 minutes on their screens while teenagers spend an average of 7 hours and 22 minutes on theirs. And this doesn’t include any time on screens for homework. (Moody 2021)
- average American spends 7 hours and 11 minutes looking at a screen every day. This is slightly above average and over half an hour longer than the **British who average 6 hours and 25 minutes of screen time per day.** But it is nearly four hours less than the

biggest screen-time consumers, **Filipinos, who average nearly 11 hours every day.** (Moody 2021)

- **Worldwide – 8.4 social media accounts 2:25hr/day on social media (Moody 2021)**
- **Average mobile internet speed 42.7Mbps fixed 96.43Mbps (Moody 2021)**
- **6:55 on devices, 3:39 on mobiles, 3:16 on computer (Moody 2021)**
- **59.5% of population using internet (Moody 2021)**
- 66.147 million US subscribers in 1973, 25.592 million US subscribers in 2020 (Pew Research Newspapers 2021)
- **Physical spaces and virtual spaces will be seamlessly integrated, and digital technologies will disappear so completely into our lives and surrounding environments that we will barely notice it.** Some call it a “metaverse,” but it has several meanings and manifestations to different experts. (Anderson and Rainie 2022)
- Susan Crawford, a professor at Harvard Law School and former special assistant in the Obama White House for science, technology and innovation policy, said, “Someday we’ll cease to differentiate between on- and offline, just as we have stopped talking about ‘electrified’ life. (Anderson and Rainie 2022)
- A new class of professionals – coders, information curators, literacy advisors – will arise to help digital platforms encourage democratic behaviors. They will enable a “culture of accountability” in parts of the internet that is deeply trusted. (Anderson and Rainie 2022)
- New forms of digital property and a new regime of copyright and ownership will be commonplace. (Anderson and Rainie 2022)
- A Human API (application programming interface) will be designed to store and enforce the rules people set about what is allowed to come into their awareness, what takes up their time and what information is shared about their activities. (Anderson and Rainie 2022)
- **A Digital Bill of Rights will govern at least a share of the activity that occurs online.** (Anderson and Rainie 2022)
- **Penetration rate of smartphones in selected countries 2020 (Statista 2020).**

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