

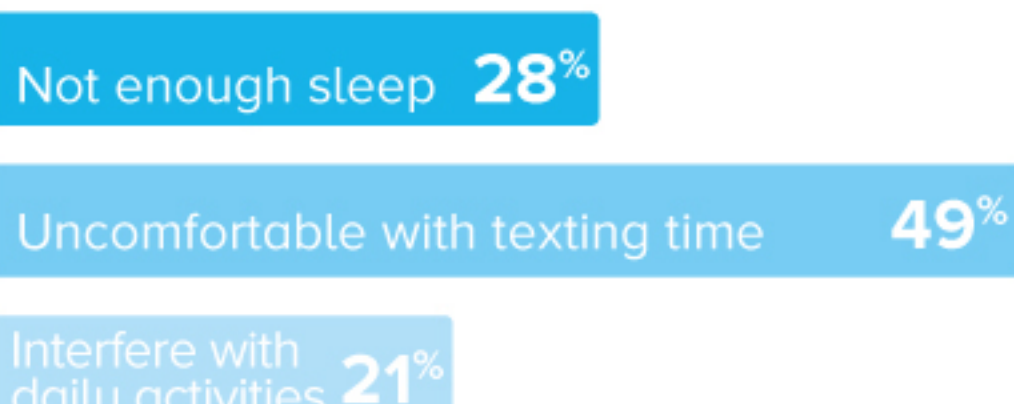
# CYBERBALANCE IN A DIGITAL CULTURE



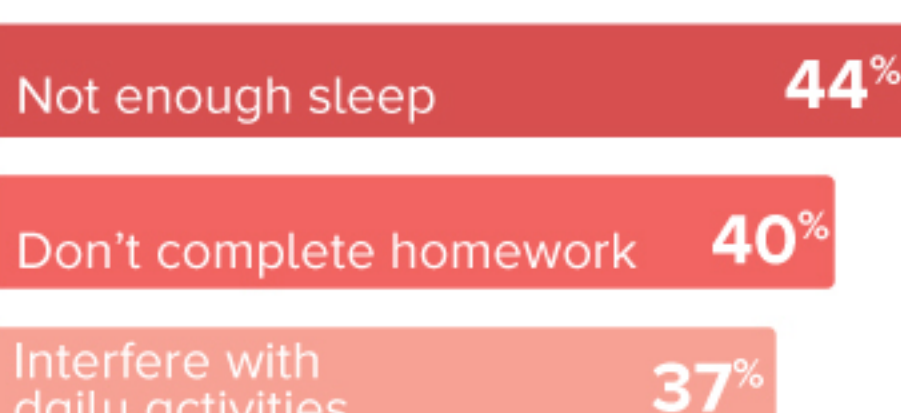
Both children and adults admit their biggest challenge is managing distractions. A full third responded that digital device use has replaced an activity they used to love.



8-10 year olds



Teens

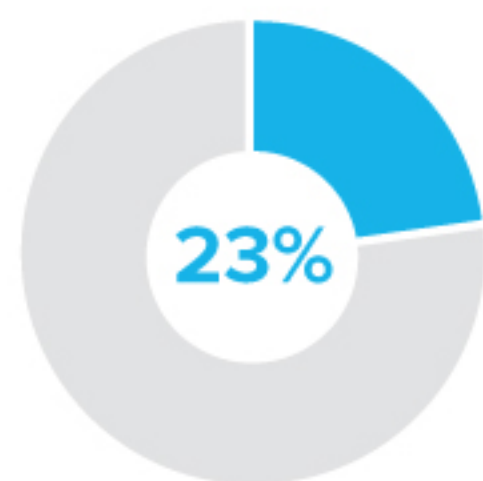


Adults

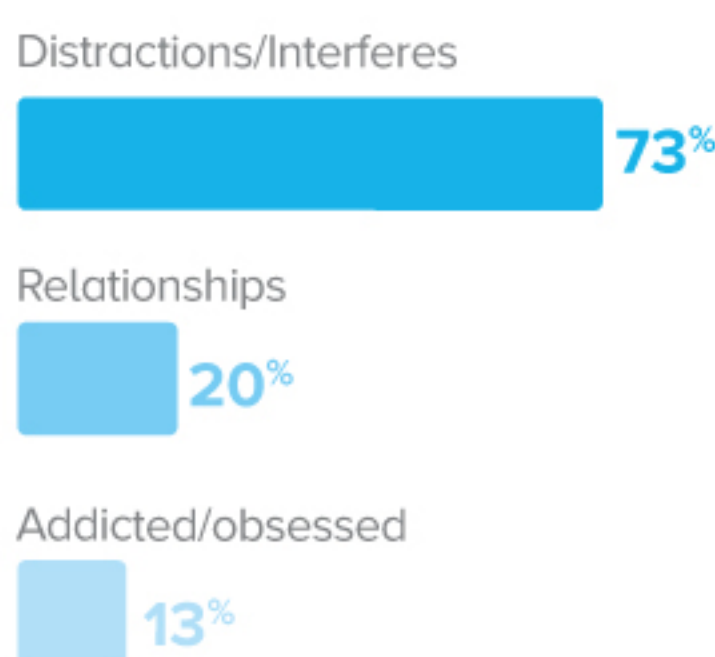


**31%** of teens have **NO** rules on digital device use. That's almost 1/3 of teen running their own show.

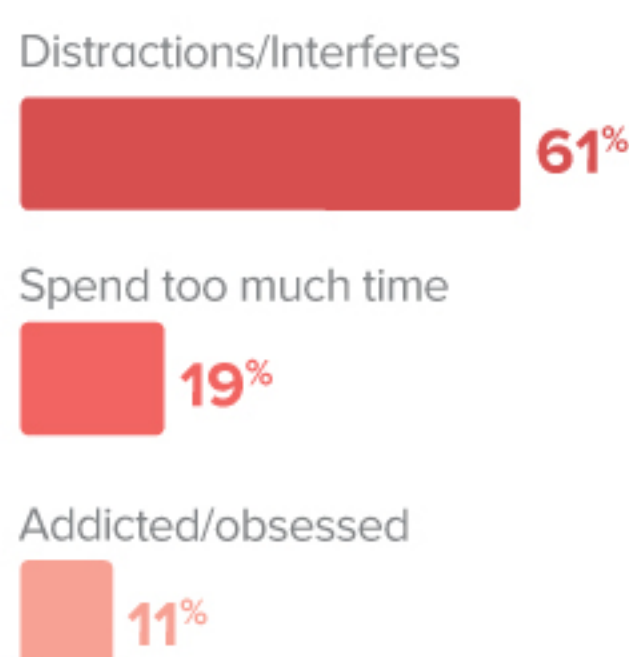
## “Yes,” we had cyberbalance challenges:



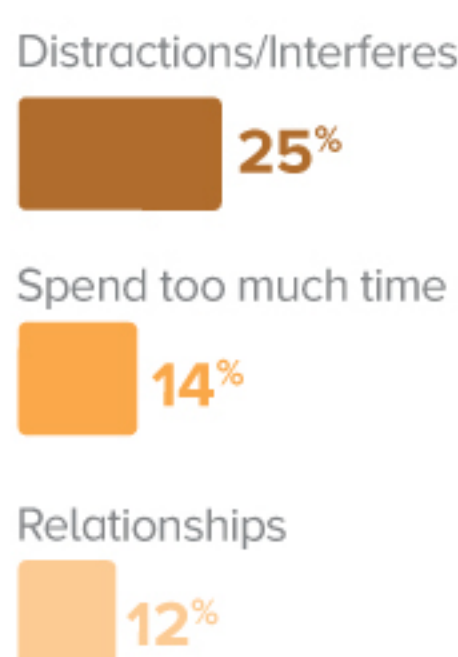
8-10 year olds



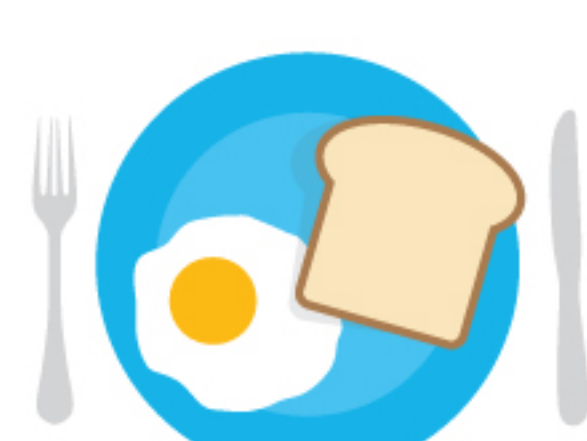
Teens



Adults



## Encouraging Trends:



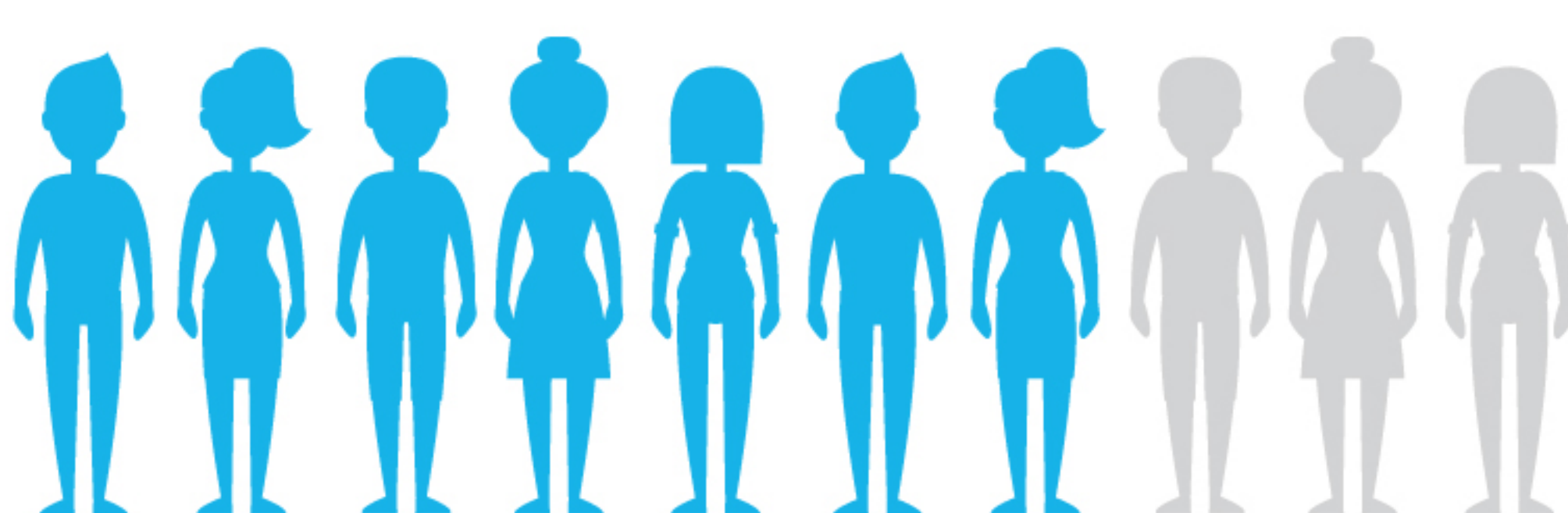
**1** out of **6** tweens are not allowed to have their phones at the table.

**15** 1 in 4 tweens choose to have media free days occasionally.



6 out of 10 tweens have **time limits** put on the use of their digital devices.

Parents feel 7 out of 10 teens obey family media rules.



1 in 4 tweens use health monitors (ex. Nike Fuel Band, Fitbit).

