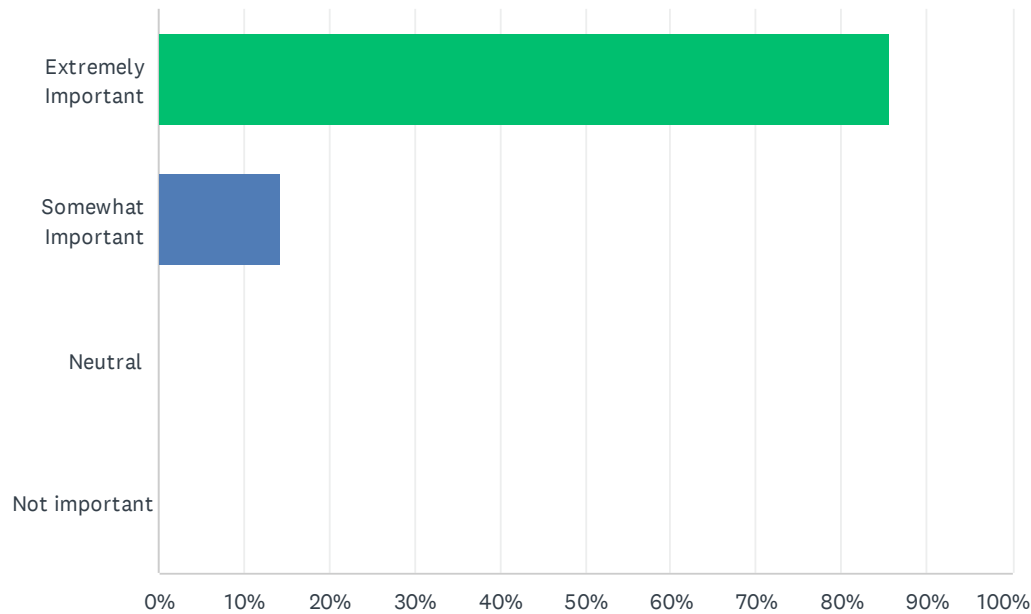


Q1 How important is developmentally appropriate content for your child?

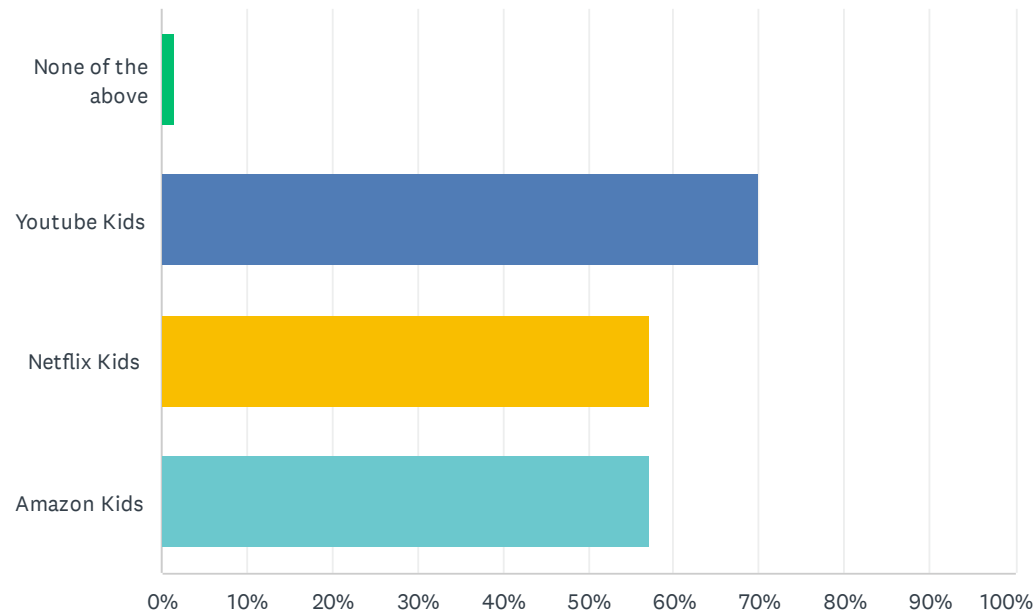
Answered: 63    Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely Important	85.71%	54
Somewhat Important	14.29%	9
Neutral	0.00%	0
Not important	0.00%	0
TOTAL		63

Q2 Which platform do you use most for your child’s content?

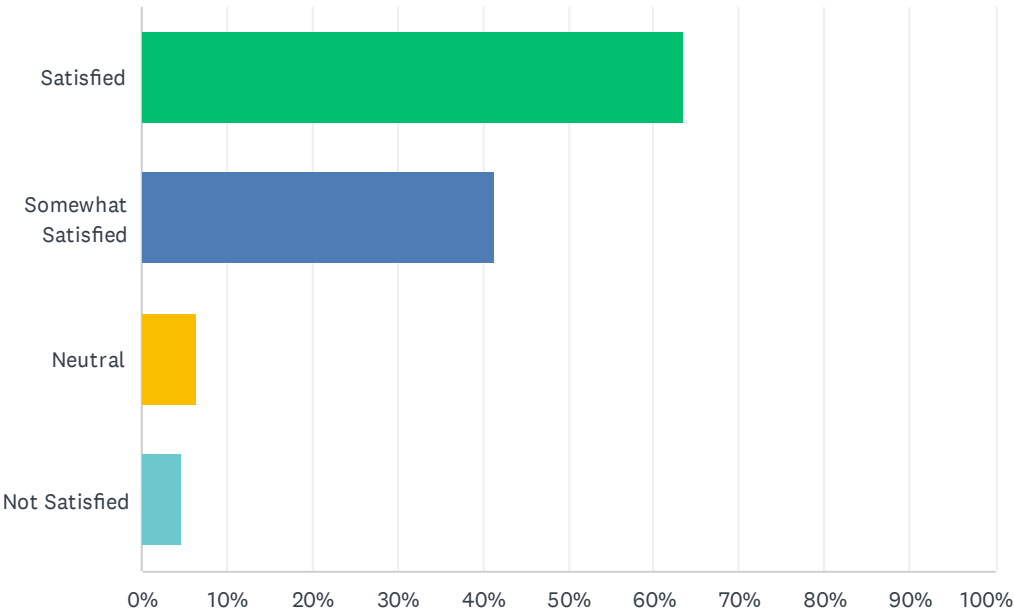
Answered: 63    Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	1.59%	1
Youtube Kids	69.84%	44
Netflix Kids	57.14%	36
Amazon Kids	57.14%	36
Total Respondents: 63		

Q3 How satisfied are you with current content options for toddlers?

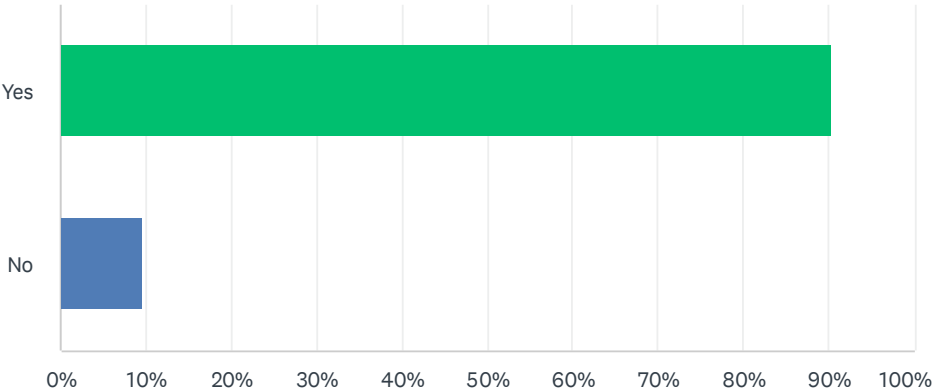
Answered: 63    Skipped: 0



ANSWER CHOICES	RESPONSES	
Satisfied	63.49%	40
Somewhat Satisfied	41.27%	26
Neutral	6.35%	4
Not Satisfied	4.76%	3
Total Respondents: 63		

Q4 Would you recommend a video platform with educational content based on child development milestones?

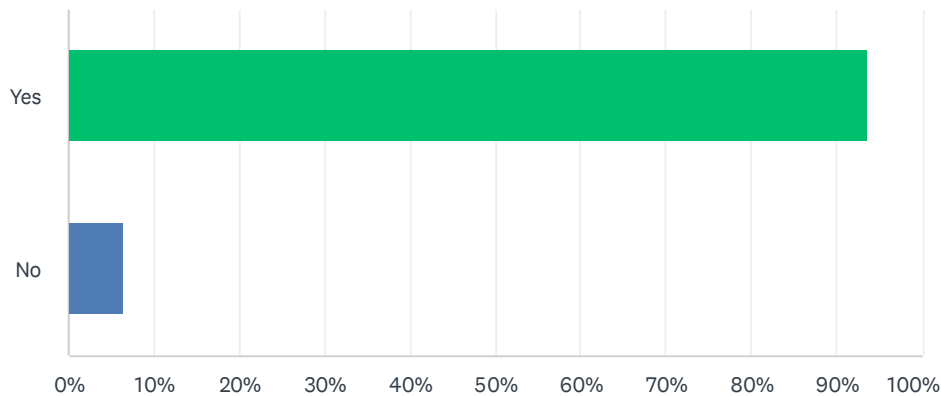
Answered: 63 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	90.48%	57
No	9.52%	6
TOTAL		63

Q5 Would you prefer a platform that aligns with WHO guidelines on child development? (children aged 2 to 5 should have no more than 1 hour of sedentary screen time per day)

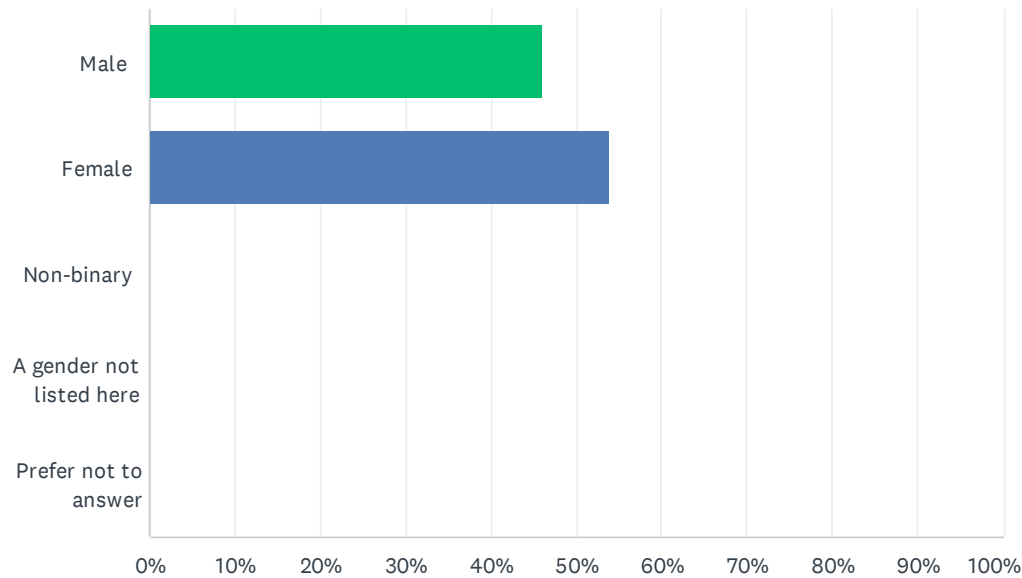
Answered: 63    Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		93.65%	59
No		6.35%	4
TOTAL			63

Q1 Gender

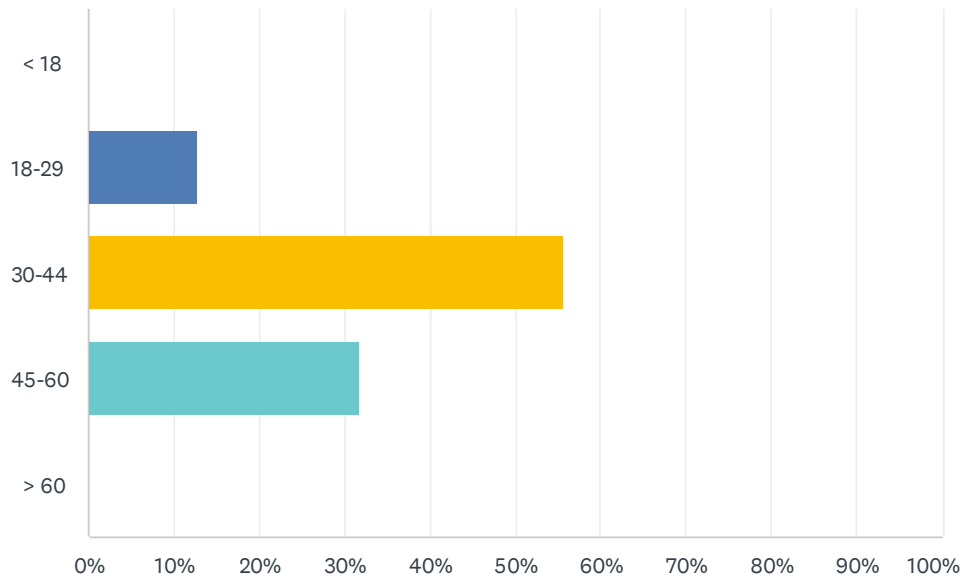
Answered: 63    Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	46.03%	29
Female	53.97%	34
Non-binary	0.00%	0
A gender not listed here	0.00%	0
Prefer not to answer	0.00%	0
TOTAL		63

Q2 Age

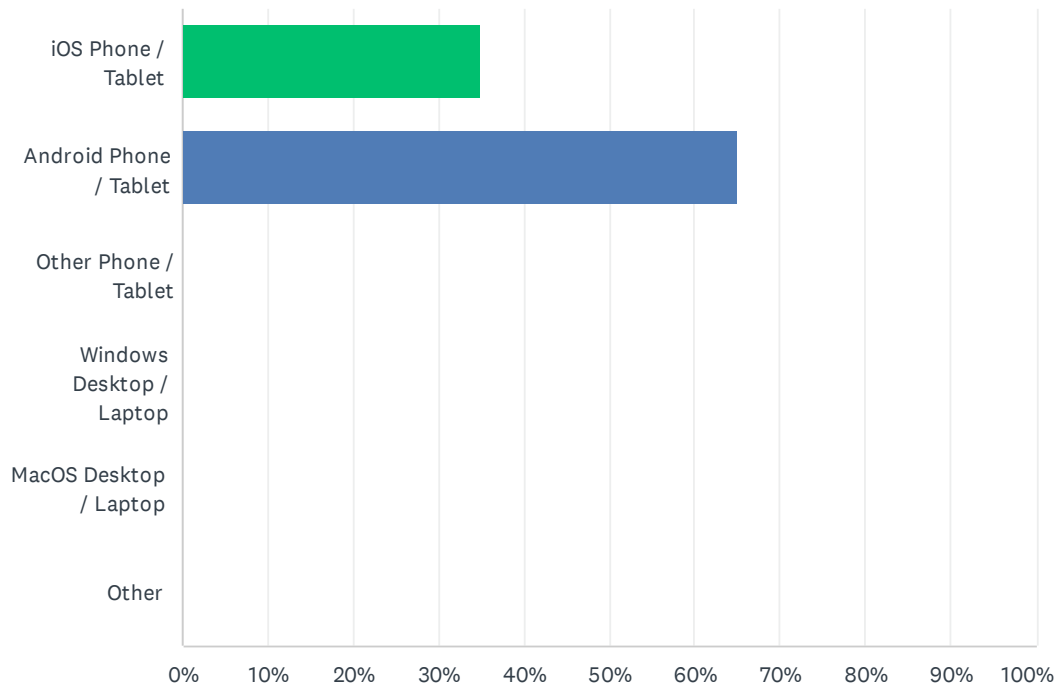
Answered: 63    Skipped: 0



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	12.70%	8
30-44	55.56%	35
45-60	31.75%	20
> 60	0.00%	0
TOTAL		63

### Q3 Device Type

Answered: 63    Skipped: 0

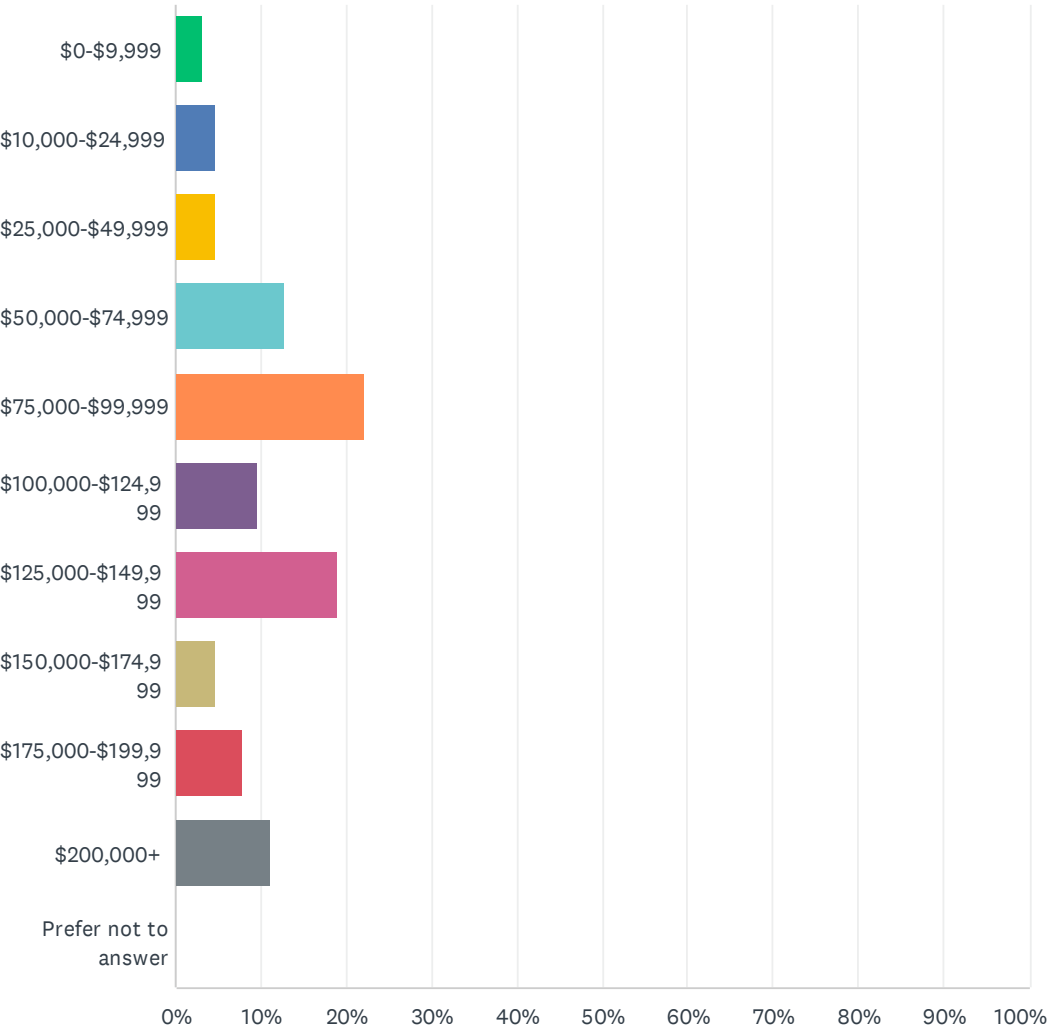


ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	34.92%	22
Android Phone / Tablet	65.08%	41
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	0.00%	0
MacOS Desktop / Laptop	0.00%	0
Other	0.00%	0
TOTAL		63



# Q4 Household Income

Answered: 63    Skipped: 0

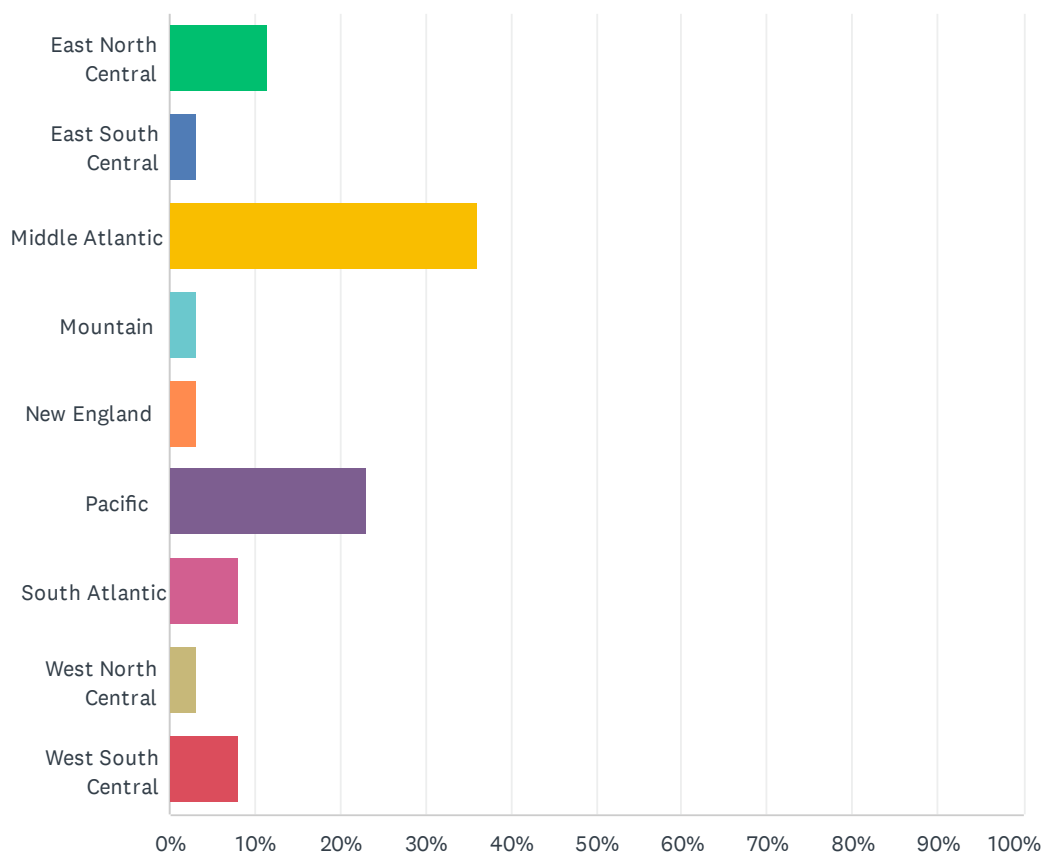


## Short survey on Toddler Screen time

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	3.17%	2
\$10,000-\$24,999	4.76%	3
\$25,000-\$49,999	4.76%	3
\$50,000-\$74,999	12.70%	8
\$75,000-\$99,999	22.22%	14
\$100,000-\$124,999	9.52%	6
\$125,000-\$149,999	19.05%	12
\$150,000-\$174,999	4.76%	3
\$175,000-\$199,999	7.94%	5
\$200,000+	11.11%	7
Prefer not to answer	0.00%	0
TOTAL		63

## Q5 Major US Region

Answered: 61 Skipped: 2



ANSWER CHOICES	RESPONSES	
East North Central	11.48%	7
East South Central	3.28%	2
Middle Atlantic	36.07%	22
Mountain	3.28%	2
New England	3.28%	2
Pacific	22.95%	14
South Atlantic	8.20%	5
West North Central	3.28%	2
West South Central	8.20%	5
TOTAL		61