

# The Average Screen Time

(% OF AWAKE HOURS) BY COUNTRY

Are you a slave to your screen? According to our research, people spend an average of 6 hours and 37 minutes in front of screens. The question is, how does each country differ?

The country with the **highest average** screen time is **South Africa**, spending more than half the day on screens (**58.21%**). Surprisingly, even as one of the first countries to harness the power of technology and explore its benefits, according to News On Japan, **Japan** reportedly spends the **least** time scrolling (**21.70%**).

DAILY AVG SCREEN TIME (% OF AWAKE HOURS)

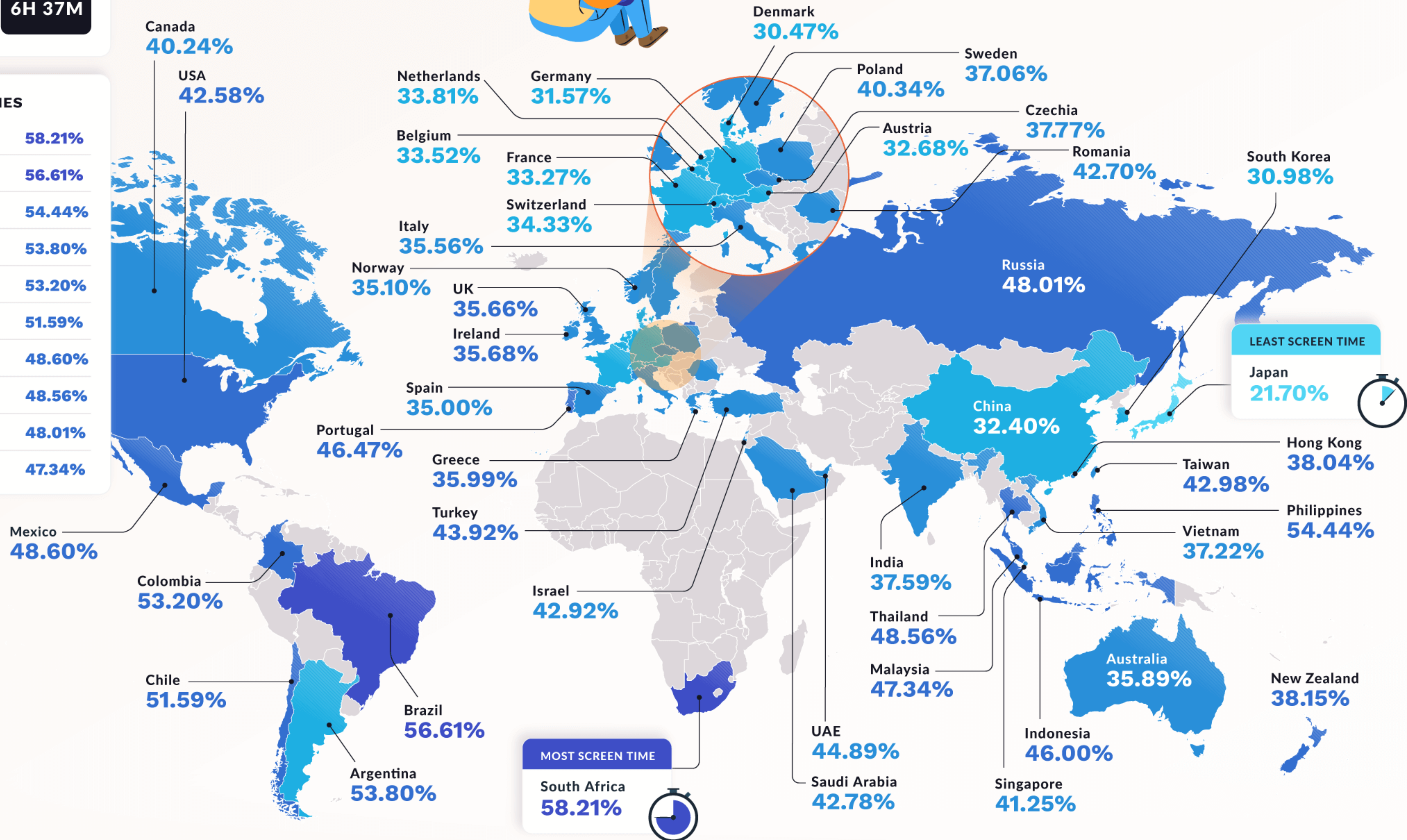


WORLDWIDE AVG SCREEN TIME

6H 37M

## TOP 10 COUNTRIES

- 1 South Africa 58.21%
- 2 Brazil 56.61%
- 3 Philippines 54.44%
- 4 Argentina 53.80%
- 5 Colombia 53.20%
- 6 Chile 51.59%
- 7 Mexico 48.60%
- 8 Thailand 48.56%
- 9 Russia 48.01%
- 10 Malaysia 47.34%



## LEAST SCREEN TIME

Japan 21.70%

## MOST SCREEN TIME

South Africa 58.21%

Methodology: We analyzed data from the Digital 2023: Global Overview Report by Datareportal and combined it with sleep patterns data from SleepCycle.com to calculate the % of awake hours each country (internet users aged 16-64) spends looking at screens for each category.



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