

Research Summary: Measuring Screen Time Reduction in the Brain Nourishment Community

Date: February 2025

Overview

Brain Nourishment (BN), a leading Gen Z digital wellness platform, conducted a comprehensive survey and impact analysis to measure how its content influences screen time reduction among its 1.6 million followers and broader audience reach. The results demonstrate BN's significant, measurable impact in helping young people reclaim time from their screens — contributing to healthier digital habits and improved mental well-being.

Survey Methodology

During February 2025, Brain Nourishment surveyed its community through both an Instagram Story survey and a poll distributed via its broadcast channel. A total of 8,176 responses were collected within a 24 hr period, a sufficient sample set to establish a 95% confidence level and a margin of error of approximately ± 1.1 with respect to our targeted engaged user group.

Survey Question:

"Has Brain Nourishment helped you reduce your screen time? If so, by how much?"

Response Breakdown:

- 49.24% reported no reduction in screen time.
- 50.76% reported a reduction in screen time, broken down as follows:
 - **20% of all respondents:** Less than 30 minutes per day
 - **14% of all respondents:** 30 minutes to 1 hour per day
 - **16% of all respondents:** 1 to 2 hours per day

Applying these numbers evenly across BN's entire 1.6M follower base over an average of 6 months (since the account has been active 12 months since inception), equates to a total number of reduced screentime hours since inception of a whopping 120,960,000.

Of course, there are a number of assumptions in that simple calculation that can lead to an overstated estimate so we have taken a conservative approach by applying a number of quantitative reductions to the assumptions to arrive at a more realistic estimate.

Our methodology is described in detail below.

Accounting for Overstatement Bias

Research consistently shows that self-reported behavior change tends to be overstated. To correct for this, BN applied a 75% reduction to the reported screen time savings, yielding adjusted average reductions of:

- **11.25 minutes/day** for the <30-minute group
- **33.75 minutes/day** for the 30-60 minute group
- **67.5 minutes/day** for the 60-120 minute group

Applying Impact to Different Audience Segments

BN recognizes the most engaged and motivated followers are much more likely to respond to surveys, especially when the topic is about the impact of BN (selection bias). This likely overstates reduction rates and reduction amounts, as passive followers or those less influenced by BN were less likely to respond. To extrapolate from the highly engaged survey responders and better reflect real-world impact, BN segmented its audience into five distinct groups, each with differing levels of exposure and engagement with BN content.

30-Day period Feb-March 2025		
Group	Population Size	Description
Engaged Daily Users	135,470	Most active followers who like, comment, or share daily. Assumed to mirror the survey sample closely.
Daily Reached Non-Engagers	545,863	Followers who see content daily but don't actively engage.
Monthly Users Reached	505,374	Followers reached within 30 days but not daily.
Remaining Followers	548,763	Followers not reached in the last 30 days, but assumed to have seen content in the past year.
Non-Followers Reached	10,841,000	Non-followers who saw BN content in the past 30 days.

Cumulative Screen Time Reduction Calculation

The survey results (after the above adjustment for overstatement bias) were applied differently to each group with specific reductions from baseline applied based on estimated engagement levels.

For each group, BN applied the discounted screen time reductions (by group) across the group size to estimate total daily minutes saved.

Adjusting for Time and Behavior Decay

Since BN has grown from zero to 1.6M followers over the past year, the team applied a **weighted average audience size** and counted **only 6 months of potential impact**. Further, based on behavioral science research showing that behavior change fades over time, BN applied a **50% drop-off rate** for assumed non-sustained reductions.

Final Impact Estimate

Combining all adjustments and assumptions, Brain Nourishment estimates that its content has contributed to approximately 34,197,987 hours of screen time reduction amongst its extended community.

Screentime Reductions Per Cohort		Engaged Daily Users	Daily Reached Non-Engagers	Monthly Users Reached	Remaining Followers	Non-Followers Reached	Total
Total Audience		135,475	545,863	505,374	548,763	10,841,236	
Discount applied to baseline survey results		0%	10%	50%	90%	97%	
Daily minutes reduced							
49%	0.00	0	0	0	0	0	
20%	11.25	306,522	1,111,551	571,724	124,162	735,874	
14%	33.75	656,834	2,381,895	1,225,122	266,061	1,576,872	
16%	67.50	1,488,823	5,398,961	2,776,943	603,072	3,574,243	
Total Daily		2,452,180	8,892,407	4,573,788	993,294	5,886,989	
Monthly minutes		73,565,394	266,772,200	137,213,645	29,798,831	176,609,661	
Monthly Hours		1,226,090	4,446,203	2,286,894	496,647	2,943,494	
Months since inception		12					
Average months of reduced screentime		6					
Avg drop-off rate behavior change		50%					
Total equivalent Months of reduction		3					
Total Hours		3,678,270	13,338,610	6,860,682	1,489,942	8,830,483	34,197,987

Why This Matters

This study highlights that BN is not just a platform for raising awareness — it drives real, measurable behavior change at scale. This positions BN as a unique leader in the digital wellness space, delivering quantifiable impact for youth mental health, productivity, and mindful technology use.

About Brain Nourishment

Brain Nourishment is the leading digital wellness platform for Gen Z, helping over 1.6 million young people rethink their relationship with screens and embrace real-life living. Through daily content, challenges, and community inspiration, BN is building a future where mindful tech use is the norm, not the exception.