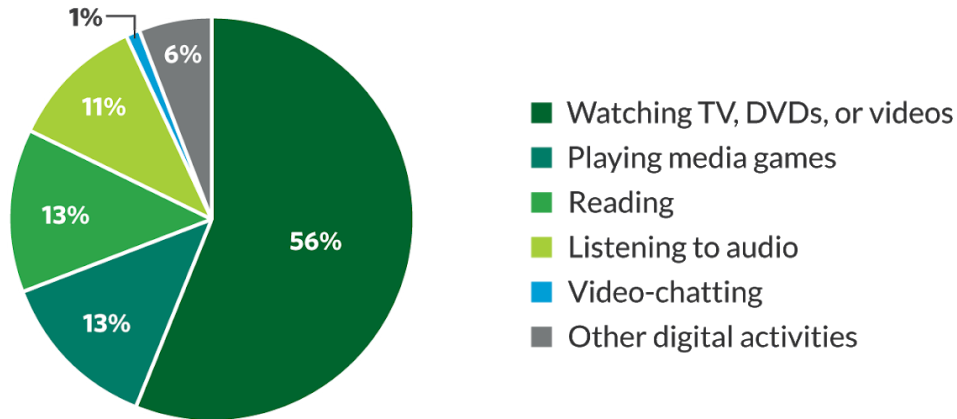


# The Common Sense Census: Media Use by Kids Age Zero to Eight, 2020

## Hispanic/Latinx Children's Media Use

Before the coronavirus pandemic, Hispanic/Latinx children from birth to age 8 spent an average of 3 hours and 55 minutes with media every day.



**1 hour and 41 minutes**  
watching TV/videos, DVDs, or video tapes on a TV set or computer



**41 minutes**  
watching TV/videos on a mobile device



**30 minutes**  
reading or being read to



**30 minutes**  
playing media games



**27 minutes**  
listening to audio

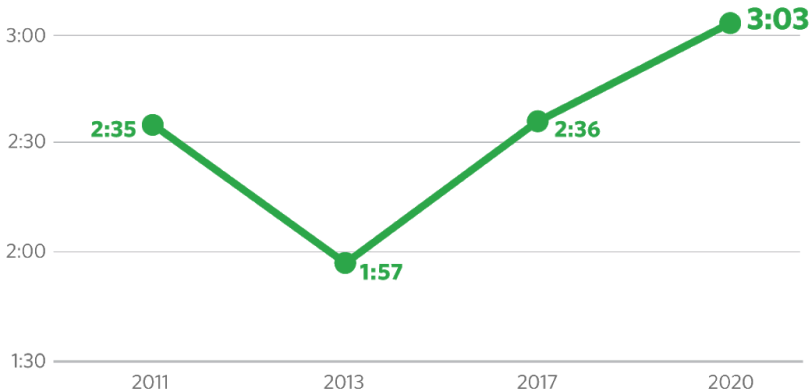


**1 minute**  
video-chatting

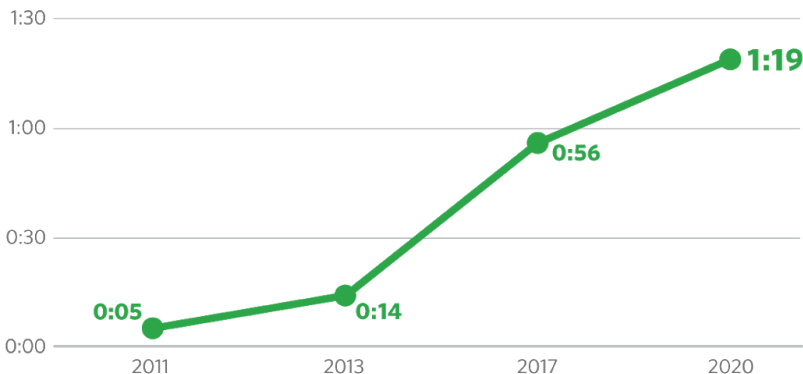


**15 minutes**  
other digital activities

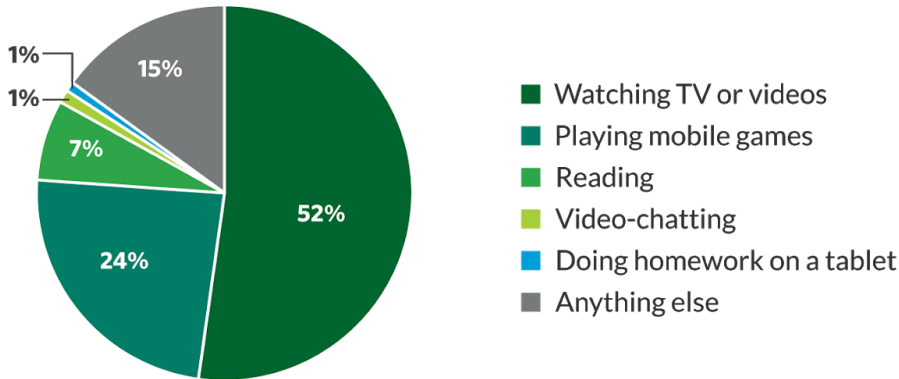
Over the years, young Hispanic/Latinx children's **daily screen time** has **remained fairly stable**.



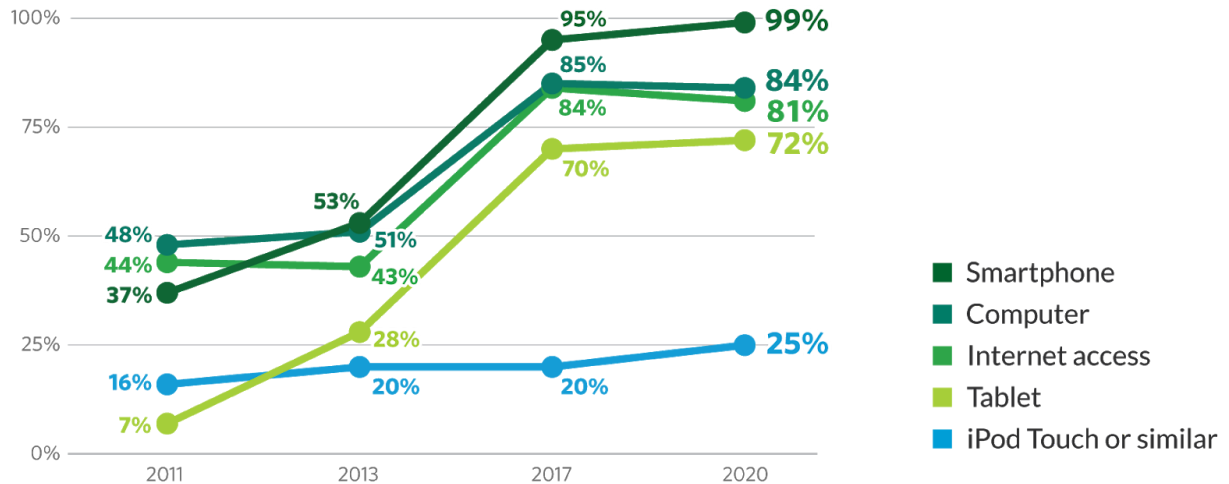
However, there has been a **large increase in mobile media use**.



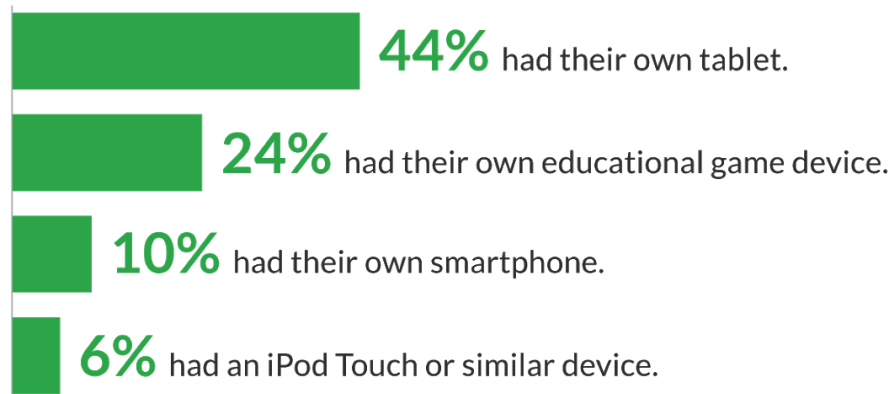
For young Hispanic/Latinx children, more than half of the **time on mobile devices** in 2020, before the coronavirus pandemic, was spent watching videos.



Young Hispanic/Latinx children's ownership and access to media has increased over time but has remained fairly stable since 2017.



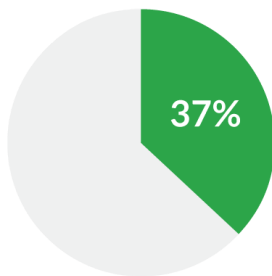
Even children age 8 and younger had their own personal devices before the coronavirus pandemic.



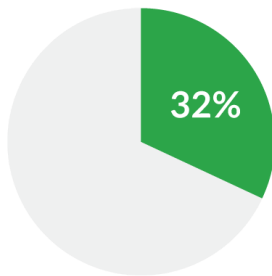
## Top **media concerns** of Hispanic/Latinx parents of young children include:

1. Sexual content in media:  
*55% were "very concerned"*
2. Cyberbullying online:  
*53% were "very concerned"*
3. Violent content in media:  
*50% were "very concerned"*

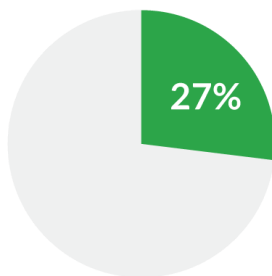
## When looking at **educational media activities** ...



of Hispanic/Latinx parents said that learning is a "very important" reason their child uses screen media.

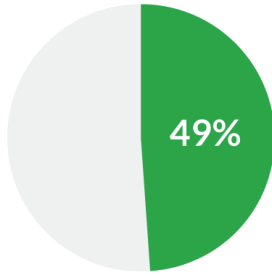


of Hispanic/Latinx parents said that the media their child uses helps "a lot" with learning.



of Hispanic/Latinx parents "strongly agree" that they are satisfied with the amount and quality of educational media for their child.

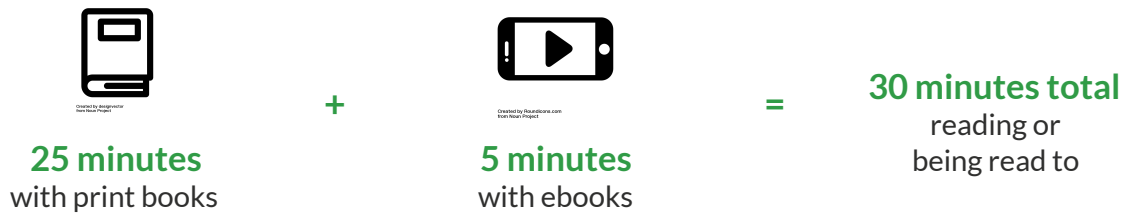
## When looking at **reading** ...



of Hispanic/Latinx parents said their young child is read to or reads every day.

↑ **7 percentage points** from 2017 to 2020

## And each day, these children spend an average of ...



↑ **5 minutes** from 2017 to 2020