HISPANIC PARENTING IN THE DIGITAL AGE

THE COMMON SENSE CENSUS: PLUGGED-IN PARENTS OF TWEENS AND TEENS



On any given day, Hispanic parents spend an average of about 10 hours (10:01) using screen media. Of that time, 8:52 is for personal use and 1:09 is for work.

Awareness of Media Content

of the content their children see or hear when they're using media.

Monitoring

of parents say they check their children's devices and social media accounts "most of the time."

Talking About Media

A majority of Hispanic parents say they talk to their children "most of the time" or "always" about the content they see and hear while using the following:





APPS



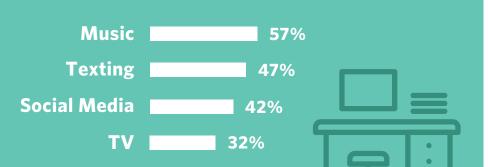




Media Multitasking

Percent of parents who "sometimes" or "often" use the following media while working:

Being Exposed to Images of Drug/Alcohol Use



Top worries about children's online activities include:

Receiving/Sending Sexual Images

Over-Sharing Personal Details

Technology Addiction

Access to Pornography

Too Much Time Online

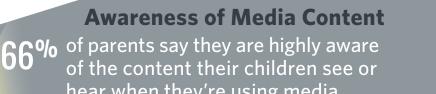
The Most Popular Screen-Based Activities are:

Watching TV/DVDs/videos

Video gaming on computers, smartphones, and tablets



Top Parental Concerns



63%

63%

60%

59%

57%

57%

Bedtime

43% of parents think that technology disrupts their children's sleep.

This infographic provides a snapshot of Hispanic

about their kids' — and their own — media use.

guidance, educational content, or health messages,

of media use, and inform public policies on

issues such as the digital divide or

media literacy education.

inform research examining possible differential effects

Examining media use along demographic lines can help us understand how best to reach different groups with

parents of tweens and teens' attitudes and concerns

💙 common sense



