

HISPANIC PARENTING IN THE DIGITAL AGE

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



This infographic provides a snapshot of Hispanic parents of tweens and teens' attitudes and concerns about their kids' — and their own — media use.

Examining media use along demographic lines can help us understand how best to reach different groups with guidance, educational content, or health messages, inform research examining possible differential effects of media use, and inform public policies on issues such as the digital divide or media literacy education.

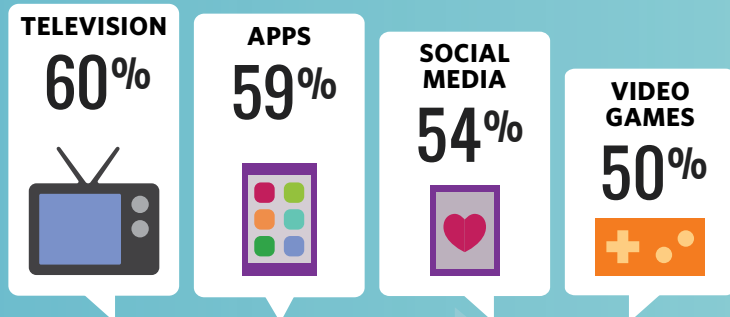
Time Spent



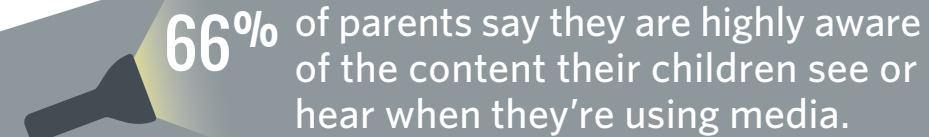
On any given day, Hispanic parents spend an average of about 10 hours (10:01) using screen media. Of that time, 8:52 is for personal use and 1:09 is for work.

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:



Awareness of Media Content



Monitoring

56% of parents say they check their children's devices and social media accounts "most of the time."

Top Parental Concerns

Top worries about children's online activities include:



Bedtime

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



Media Multitasking

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



The Most Popular Screen-Based Activities are:

