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.

- **44%** had their own tablet.
- **24%** had their own educational game device.
- **10%** had their own smartphone.
- **6%** had an iPod Touch or similar device.
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 ...

37% of Hispanic/Latinx parents said that learning is a "very important" reason their child uses screen media.

32% of Hispanic/Latinx parents said that the media their child uses helps "a lot" with learning.

27% of Hispanic/Latinx parents "strongly agree" that they are satisfied with the amount and quality of educational media for their child.

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When looking at reading ...

49% 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 ...

25 minutes with print books + 5 minutes with ebooks = 30 minutes total reading or being read to

⇧5 minutes from 2017 to 2020