

The Common Sense Census: Media Use by Tweens and Teens, 2021

Hispanic/Latino Children's Media Use

Before the coronavirus pandemic, **Hispanic/Latino children age 8 to 12** spent an average of 5 hours and 12 minutes with entertainment screen media every day.

In 2021, this increased by 1 hour and 47 minutes to **7 hours**.

Before the coronavirus pandemic, **Hispanic/Latino children age 13 to 18** spent an average of 8 hours and 14 minutes with media every day.

In 2021, this increased by 1 hour and 48 minutes to **10 hours and 2 minutes**.



Created by Adrien Coquet
from Noun Project

2 hours and 4 minutes

Watching TV/DVDs on a TV,
computer, tablet, or smartphone



Created by Vectors Point
from Noun Project

1 hour and 38 minutes

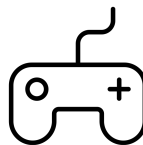
On social media



Created by Roundicons.com
from Noun Project

1 hour and 22 minutes

Watching online videos



Created by The Icon Z
from Noun Project

1 hour and 53 minutes

Gaming on a mobile device,
computer, or console

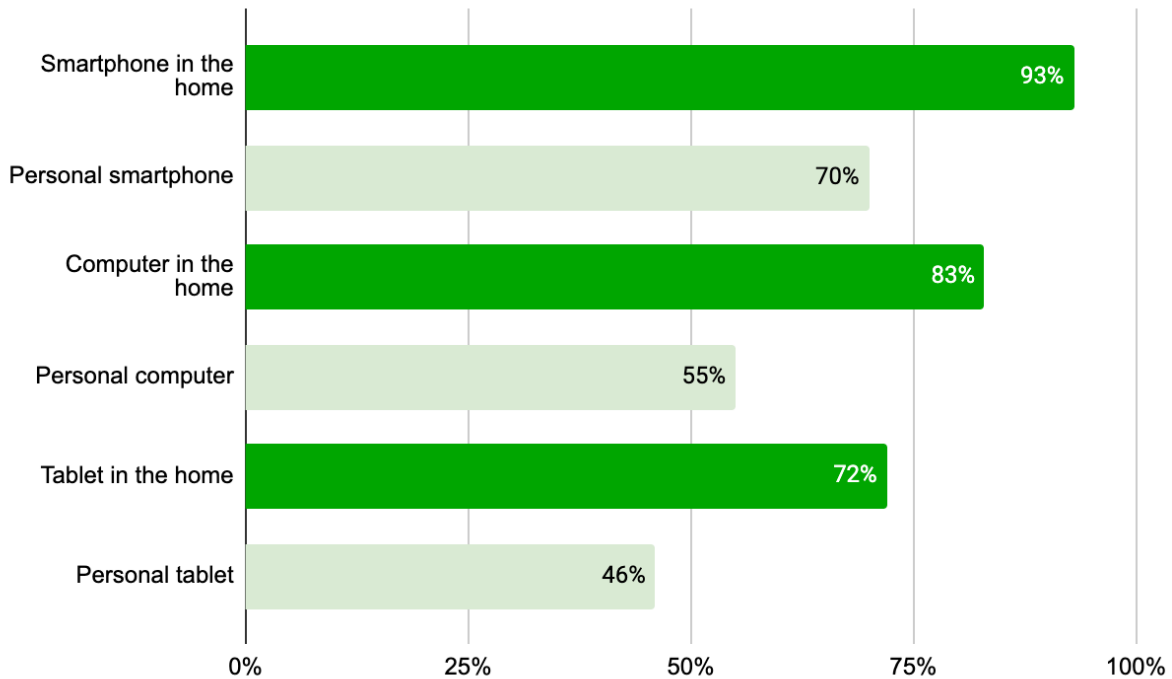


Created by designvector
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32 minutes

Reading for pleasure
(print and digital)

Many Hispanic/Latino children have their own **personal devices**, and even more have access to these in their home.



Device use and enjoyment: For many screen activities, there is a significant gap between frequency of use and enjoyment:

79% of Hispanic/Latino kids report **watching online videos** "every day," but **66%** enjoy watching online videos "a lot."

56% of Hispanic/Latino kids report **watching TV** "every day," but **only 36%** enjoy watching TV "a lot."

60% of Hispanic/Latino kids report **using social media** "every day," but **36%** enjoy using social media "a lot."

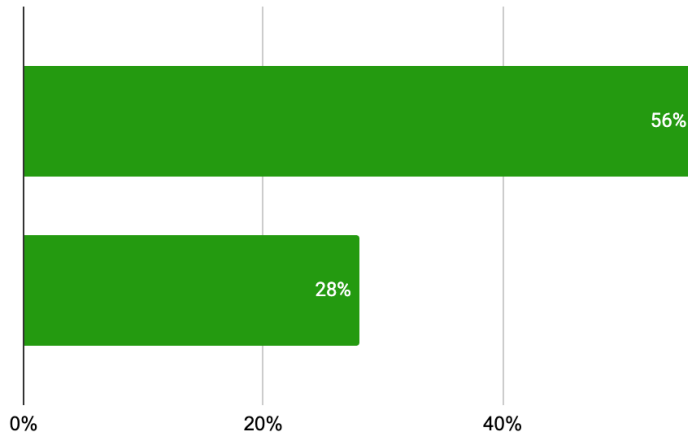
46% of Hispanic/Latino kids report **playing video games on a mobile device** "every day," but **37%** enjoy playing video games on a mobile device "a lot."

25% of Hispanic/Latino kids report **playing video games on a console or computer** "every day," and **45%** enjoy playing video games on a console "a lot."

When looking at **reading** among Hispanic/Latino children ...

21% report reading for pleasure "every day."

32% report reading for pleasure less than monthly.



56% say they enjoy reading a lot/somewhat.

28% say they enjoy reading only a little or not at all.