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.

- **2 hours and 4 minutes**
  Watching TV/DVDs on a TV, computer, tablet, or smartphone

- **1 hour and 38 minutes**
  On social media

- **1 hour and 22 minutes**
  Watching online videos

- **1 hour and 53 minutes**
  Gaming on a mobile device, computer, or console

- **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.