



Fact Sheet: HISPANIC MEDIA USE

The Common Sense Census: Media Use by Tweens and Teens

There are important reasons for examining media use along demographic lines: to understand how best to reach different groups with educational content or health messages, to help inform research examining possible differential effects of media use, and to inform public policies on issues such as the digital divide or media literacy education. Below is a snapshot of how Hispanic tweens and teens use media in the United States.

Use of Media by Hispanic Tweens and Teens

- On any given day, tweens spend an average of about seven hours (6:44) and teens spend about nine hours (8:51) with media—outside of school or homework—including TV shows, video games, social media, the Internet, print, and music.
- Only 17 percent of tweens and 29 percent of teens use a computer on any given day, while almost a quarter of tweens (24 percent) and two-thirds of teens (58 percent) use a smartphone.
- Teens who used smartphones spent almost five and a half hours (5:24) using them.

AVERAGE TIME SPENT USING ENTERTAINMENT MEDIA PER DAY, AMONG HISPANIC TWEENS AND TEENS

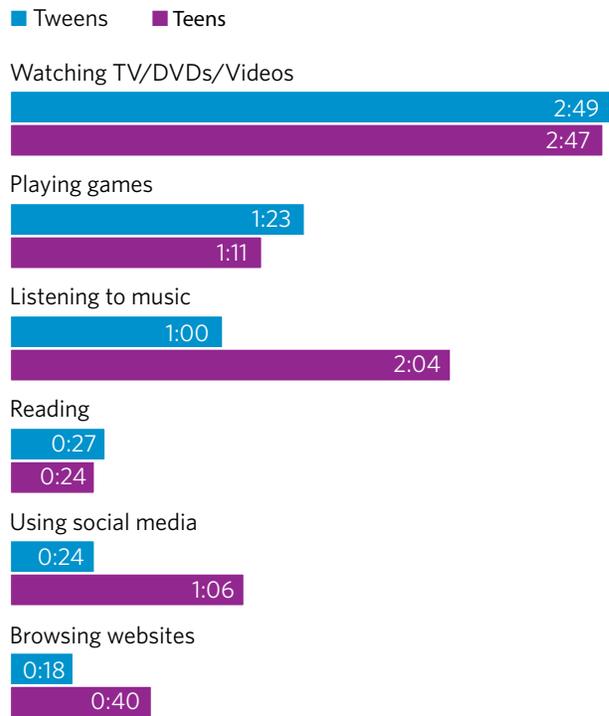
TWEENS



TEENS



AVERAGE TIME AMONG ALL FOR SELECTED ACTIVITIES, AMONG HISPANIC TEENS AND TWEENS



Note: Chart contains only a selection of media activities and does not indicate total time spent with media.

Enjoyment of Activities

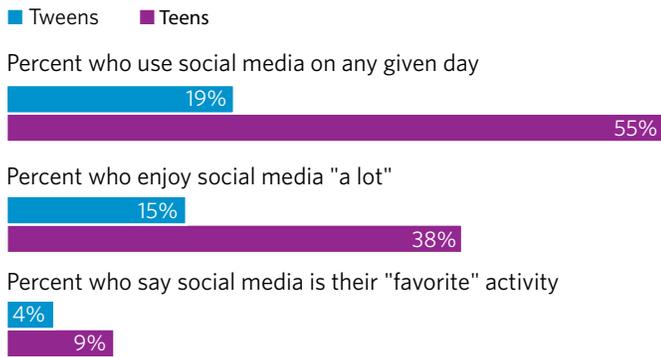
PERCENT WHO ENJOY EACH ACTIVITY "A LOT"

	Among Tweens	Among Teens
Watching television	59	41
Playing console video games	49	39
Reading	38	27
Playing computer games	31	22
Using social media	15	38

Texting and Social Media Use

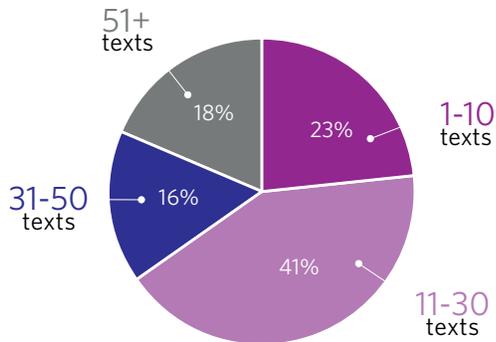
- A little more than a third of Hispanic teens say they enjoy using social media “a lot” (38 percent). Hispanic teens who report that they use social media average two hours a day on it. Among all Hispanic teens, this averages out to a little more than an hour (1:06) a day spent using social media.
- Although 38 percent of tweens indicate that they enjoy social media “a lot,” only 9 percent identify it as a favorite activity.

SOCIAL MEDIA ENJOYMENT AND USE AMONG HISPANIC TWEENS AND TEENS



AMONG HISPANIC TEENS WHO TEXT, NUMBER OF TEXTS SENT IN A DAY

Just over half (51%) of Hispanic teens send texts on any given day, sending an average of 50 texts a day.



Note: Percentages may not add up to 100 due to rounding.

Parental Talk About and Awareness of Children’s Media

- Most Hispanic youth report that their parents have talked with them about when they can use media (83 percent for tweens and 64 percent for teens) and how much time they can spend using media (81 percent for tweens and 59 percent for teens).
- Many Hispanic tweens and teens report that their parents talk to them about being responsible and respectful online (92 percent and 86 percent, respectively).
- Almost two-thirds (60 percent) of Hispanic tweens who go online report that their parents know “a lot” about what they do and see online, as do 32 percent of online teens.