



Hyperconnected families: Qustodio study reveals the new normal for digital natives and novices

Spanish kids aged 12 to 17 spend more time online than at school

- High school kids spend 1,058 hours online per year; 4.5 hours more per day than they spend at school.
- The average Spanish home contains 3 smartphones, with 1 in 10 households owning up to 5.
- 38% of Spanish parents say they are addicted to their mobile compared to 36% of parents in the U.S. and the U.K.
- Half of Spanish parents think they spend less time with their family due to excessive mobile phone use. 80% feel bad about it.
- Switching off notifications, turning on flight mode, and setting time limits are some of the strategies used by Spanish parents to reduce usage.
- Despite these figures, Spanish families are still not overly concerned about how their kids use the internet, although younger parents do tend to take an interest.
- Overall Spanish families are more lenient about how they raise their kids, however they show less flexibility where homework, chores, and technology are concerned.



- **The two regions where kids spend most time online are the Canary Islands and Murcia. The regions of Cantabria and La Rioja spend the least.**
- **65% of Spanish parents cannot name any digital wellbeing brands, services, or apps.**

Madrid, October 22, 2019. A few months ago, the National Statistics Institute (NSI) reported that the birth rate in Spain has dropped by 30% over the last decade. During this same period, the number of devices in homes has multiplied. Smartphones are the most popular, to such an extent that **Spanish households contain on average 3 mobile phones**, with 1 in 10 Spanish homes owning 5 or more of the devices.

Leading digital safety and wellbeing platform **Qustodio** carried out a study **“Hyperconnected families: the new panorama for digital natives and novices”** to find out how Spanish families are using technology. The report forms part of their #TenemosQueHablar (#WeNeedToTalk) campaign and includes over 1,200 interviews with moms and dads across the country, as well as in the States and the United Kingdom, who have kids aged between 5 and 17 who use the internet.

The report estimates that **Spanish kids aged between 5 and 11 spend an average of 711 and 45 minutes hours online per year.** This number however increases to 1,058 hours for kids aged 12 to 17. In both cases, it's boys who are spending more time online.

When we compare these figures with the number of hours for these age groups spend at school (792 hours at elementary school and 1,054 at high school), we see that at elementary school children spend 80 hours and 15 minutes of that online, and **high school kids spend an additional 4 hours and 30 minutes per day.**

All this translates into 2 hours 24 minutes per day, although 26% say they spend over 3 hours a day. If we analyze these results across the country, we see that the **Canary Islands and Murcia**, both reporting an average connection time of 3 hours 18 minutes per day, are the **regions where kids spend most time online.** On the opposite end, **Cantabria** with 1 hour 36 minutes and **Extremadura** with 1 hour 54 minutes are both below the national average.

In light of this information, it's alarming that **Spanish mothers and fathers don't consider their children's use of technology a higher priority**, with only younger parents showing signs of concern. **Grooming** is still **the main worry** for Spanish families in the online sphere, alongside fears that their children will **publish or reveal personal information**, or access inappropriate content.

Nonetheless, kids are not the only tech addicts - their parents, the digital novices, are too. **38% of Spanish parents admit to being addicted to their mobiles**, a higher percentage than that of parents in the U.S. and the U.K., where the number is 36%.



Spanish parents say they spend an average of 3.2 hours a day online. Given these figures, it's no surprise that half of them think they spend less time with their family because they are on their phone. Usually it's their partner who is the most neglected, and as many as **8 out of 10 say they feel bad** about it. Strategies used to limit use include switching off notifications, turning on flight mode, and setting time limits.

The study also looked at time spent together as a family. **Spanish parents claim they spend an average of 8 hours per day during the week with their kids** and more than 11 hours at the weekend. It's hardly surprising given these results that **16% of parents complain about not being able to spend enough time with them because of work.** This figure is higher among parents aged 25 to 34 and affects dads (21%) more than moms (12%).

Feeling guilty might be the reason why 64% of **Spanish families say they are more lenient when it comes to raising their children,** compared to 53% in the States and the United Kingdom. Spanish parents are less strict regarding food, the amount of time their kids spend watching TV or playing video games, and bedtime. **However they tend to be stricter with homework (85%), chores (56%), and technology use (56%).** While the parent's gender has no real influence, we discovered that their age is an important factor, with younger parents being the strictest.

Digital Wellbeing

Qustodio also wanted to discover what parents understand when we talk about Digital Wellbeing, a concept which is far from unique and has many different associations depending on the country and the individual. The three countries involved in the study shared similar views, connecting it to awareness, relationships, and coexistence, with those surveyed in the U.S. adding care and protection to the list.

Despite having heard of the concept, **65% of Spanish parents** cannot name any digital wellbeing services, apps, or brands. This figure dropped to 46% when asked if they knew any **control parental** tools, which is unsurprising since **their use in Spain has increased by 10%** in just 7 months.

While the study was underway, it came to light how digital novices (parents) and digital natives (kids) live the same reality but with very different perceptions. On the one hand, we have the **digital natives** who understand technology as just another part of their life - they've grown up with it and believe that it connects them to the rest of the world. On the other, we have the **digital novices** who have been forced to adapt and incorporate technology into their daily lives.

Eduardo Cruz, CEO and co-founder of Qustodio, highlighted the need for parents to teach their children how to use new technology. *"We have to move away from this idea of banning technology. It's not something bad - far from it. But misusing technology due to a lack of knowledge can be extremely harmful to kids."*



About Qustodio

Created in 2012 in Barcelona, Qustodio is the leading platform for digital safety and wellbeing for families, with over 70 employees and 2 million users worldwide in 245 countries. Designed to help families protect their children in the online world, detect cyberbullying and online predators, as well as prevent online addiction, the app works on different operating systems (Windows, Mac OS, Android, iOS, and Kindle) and is available in 8 languages (Spanish, English, French, Italian, Portuguese, German, Japanese, and simplified Chinese). For more information: <https://www.qustodio.com>

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