



Qustodio Launches 2020 Report on Children’s Digital Habits: Connected More than Ever

New annual report looks online video, social media, video games and education apps and in the hands of today’s digital natives across the U.S., the U.K. and Spain, and provides insights and advice on the new normal

- Today, on average a child in the U.S. watches nearly 100 minutes of YouTube per day,
- A child in the U.K. spends nearly 70 minutes on TikTok per day
- A child in Spain plays Roblox over 90 minutes a day
- 100% more children everywhere are spending time learning online.

New York, May 27, 2020 – Today [Qustodio](#), leaders in digital safety and wellbeing, released its 2020 report on children’s digital habits entitled “[Connected More Than Ever: Apps and digital natives: the new normal](#)”. The report looks at trends and insights on children’s screen-time habits based on app use across three major markets – the U.S., the U.K. and Spain – between 2019 and 2020. The report focuses on most popular online activities today – online



video, social media, gaming and education – and includes practical advice for parents from leading experts in psychology, medicine, law and technology.

By the start of 2020, even before the coronavirus lockdowns, children were spending more time online than ever before. Doctors, psychologists and even the creators of apps themselves, were sounding alarms about online privacy, safety and wellbeing. Parents wanted to do the right thing for their children, but they told us they felt they couldn't keep up with all the industry trends or with all the different apps that their children were using, and they didn't know which advice and research to trust. The arrival of Covid-19 changed the landscape dramatically and made the need for accurate information and reliable advice all the more urgent.

That's why Qustodio designed this report to help parents get up to speed as quickly as possible on the news about the apps their kids likely use most, understand what is typical behavior for children like theirs, and learn what they can do to help avoid any potential problems and create good digital habits.

According to Eduardo Cruz, Qustodio CEO and co-founder, **"We now live in a world with an estimated 25 billion connected devices worldwide. Many of those in the hands of children. In these times of hyper-connectivity and de-escalation, we must redouble our efforts to protect our children. It is our job to do everything possible to protect and guide them online. If we have digital children, we must be digital parents."**

We also designed this report to be useful to leaders in technology, government and health, who look to our insights to help them continue to alert the public about the potential dangers of excessive online activity and to push for better legislation to protect children.

This report is [Qustodio's first of study into children's digital habits](#) and we will follow up on these insights on an annual basis. It is also a companion report to the [Digital Wellbeing](#) study we released in March that looked at both parents' and children's attitudes toward their technology. Both reports provide useful tips from experts to help families achieve safety and balance online in our hyper-connected world.

Below is a preview of the main takeaways from the report. [Click here to download the full report.](#)

KEY TAKEAWAYS

Kids' app habit insights

Main highlights from the four app categories – online video, social media, video games and education.



1. YouTube is the still king of online video for kids ages 4 to 15, despite being for 13+. (But for how long? TikTok & Netflix are on the rise).
2. Kids now spend an incredible 85 minutes a day on YouTube. In the U.S. the average is 100 minutes a day.
3. TikTok is taking over social media. It drove the growth of social app use by 100% in 2019 and 200% in 2020. On average kids now spend 80 minutes a day on TikTok.
4. Social media only stops when children sleep, invading the school-time hours that had acted as a buffer to screen time pre Covid-19 lockdowns.
5. Sorry Fortnite, kids love Roblox, the most popular game in the U.S. and the U.K. in 2019 and 2020 so far. On average, it's played around 20 minutes longer than other video game apps.
6. Kids spend around 1 hour a day playing video games. This remained stable in 2019, but spiked during Covid-19.
7. Like social media, video game play has invaded the school-time hours that had acted as a buffer to screen-time prior to Covid-19.
8. Educational apps are now household names. Especially Google Classroom, which is now used by 65% of children in Spain.

KEY TAKEAWAYS

Expert advice for parents

Tips from psychologist, doctors, lawyers and technology and wellbeing specialists for today's hyper-connected digital families.



1. **Tear down the walls between you and your kids by co-watching online videos and co-playing video games whenever possible.**
2. Turn screens off 1 hour before bedtime to avoid blue light and improve sleep quality. Screen-time should never replace sleep time.
3. Balance screen time with adequate movement and exercise. Screen-time should not take the place of being physically active. Get at least 60 minutes or more a day of vigorous activity.
4. Be aware that most online video, gaming and social media platforms are designed to be addictive. Setting screen time limits is key. Take a screen break after 45 minutes.
5. Point out positive role models on social media your child could follow, and make sure to be one yourself.
6. Keep video game consoles in common areas of the house as make sure your kids retire their digital devices to a common area at night.
7. Check video game ratings (PEGI, ESRB, Common Sense) to ensure content is age appropriate, block games that contain loot boxes and chat rooms with strangers, and set firm time limits.
8. Make sure your child uses education apps to supplement their learning, not replace it – lack of face-to-face instruction has a negative overall impact on learning and development.

About Qustodio

Created in 2012 in Barcelona, **Qustodio** is the leading platform for digital safety and wellbeing for families, with 2 million users worldwide in 180 countries. The Qustodio app works on different operating systems (Windows, Mac OS, Android, iOS and Kindle) and is available in 8 languages (English, Spanish, French, Italian, Portuguese, German, Japanese and simplified Chinese).

For more information: <https://www.qustodio.com>

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