



ANNUAL DATA REPORT

2022

From Alpha to Z: raising the digital generations

How are our new digital natives shaping technology habits? How are families adapting to an ever-changing world?

The full picture of 2022's digital trends globally and across four major markets, including screen time, social media, education, and gaming.

Qustodio



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ABOUT THIS REPORT

The landscape of the digital world is ever-changing, and always exciting. Four years ago, we decided to investigate how young people were using technology, exploring the apps they used to gain insight into daily habits, emerging trends, and ongoing interests.

This report details children's app use across 2022, while also comparing kids' most-loved applications over a three-year period, from 2020 to present. Following in the footsteps of our 2021 and 2020 reports, we have investigated children's app use globally and in specific major markets: the United States, United Kingdom, and Spain. For 2022, we have also expanded our research to include app habits and family attitudes of children and parents in Australia.

This ongoing comparison provides insight into the trends shaping future generations. Our report also includes findings on parents' and guardians' views regarding how technology fits into their daily lives. It reveals how families monitor and understand their children's tech use, and adapt to an increasingly digital upbringing, from the classroom to the couch.

Our research focuses on children's app use across five popular categories - online video, social media, gaming, education, and communication. In each category, we present graphs and information detailing the most popular apps based on the percentage of children using them and the time they spent on each. In addition, we break down the overall time spent on apps per category, and the apps that families most frequently blocked in 2022.

In order to provide **a historical view of children's technology use across the years**, we have included a data annex, showcasing collective insights from all yearly Qustodio reports, starting in 2019. In the annex, we detail the time spent on online video, social media, gaming, education, and communication apps year over year, kids' most popular apps within each category and the time they spent on them, and parents' most blocked apps. This annex will continue to be updated on a yearly basis to highlight changing digital trends as time progresses.



ABOUT QUSTODIO

Founded in 2012 by cyber-security experts Eduardo Cruz, Josep Gaspar, and Josh Gabel, [Qustodio](#) is the global leader in online safety and digital wellbeing for families. In 2022, Qustodio became part of the Family Zone group, protecting every child's digital journey through a world-class collaboration between schools, parents, and educators in cybersafety. The Family Zone group's mission is to **support families and schools to live and navigate smarter in an increasingly connected world**. Together, we help millions of families and educators across the globe protect children from online harm, while promoting healthy digital habits and awareness.

Methodology

From Alpha to Z: Raising the digital generations is based on anonymous information provided from over **400,000 families with children aged 4-18** from around the world, along with individual market trends across the United States, the United Kingdom, Spain and Australia. It reveals children's **online app habits on mobile devices and desktop devices**, from January 1, 2022, to December 31, 2022, compared with information from the same period across 2021 and 2020, and from 2019 onwards in our data annex.

In order to better understand how families view and manage technology in their daily lives, we surveyed 1,617 parents across these markets. The parents surveyed were between the ages of 25 and 65, and had at least one child between the ages of 5 and 15 living in their household.

In addition, our report includes **individual insights from 167 children** aged 10-13 representing the same four countries, who we interviewed to share their unique understanding of their digital lives and online experiences. We would like to extend our gratitude to the many parents, guardians, and children who helped contribute to this report.

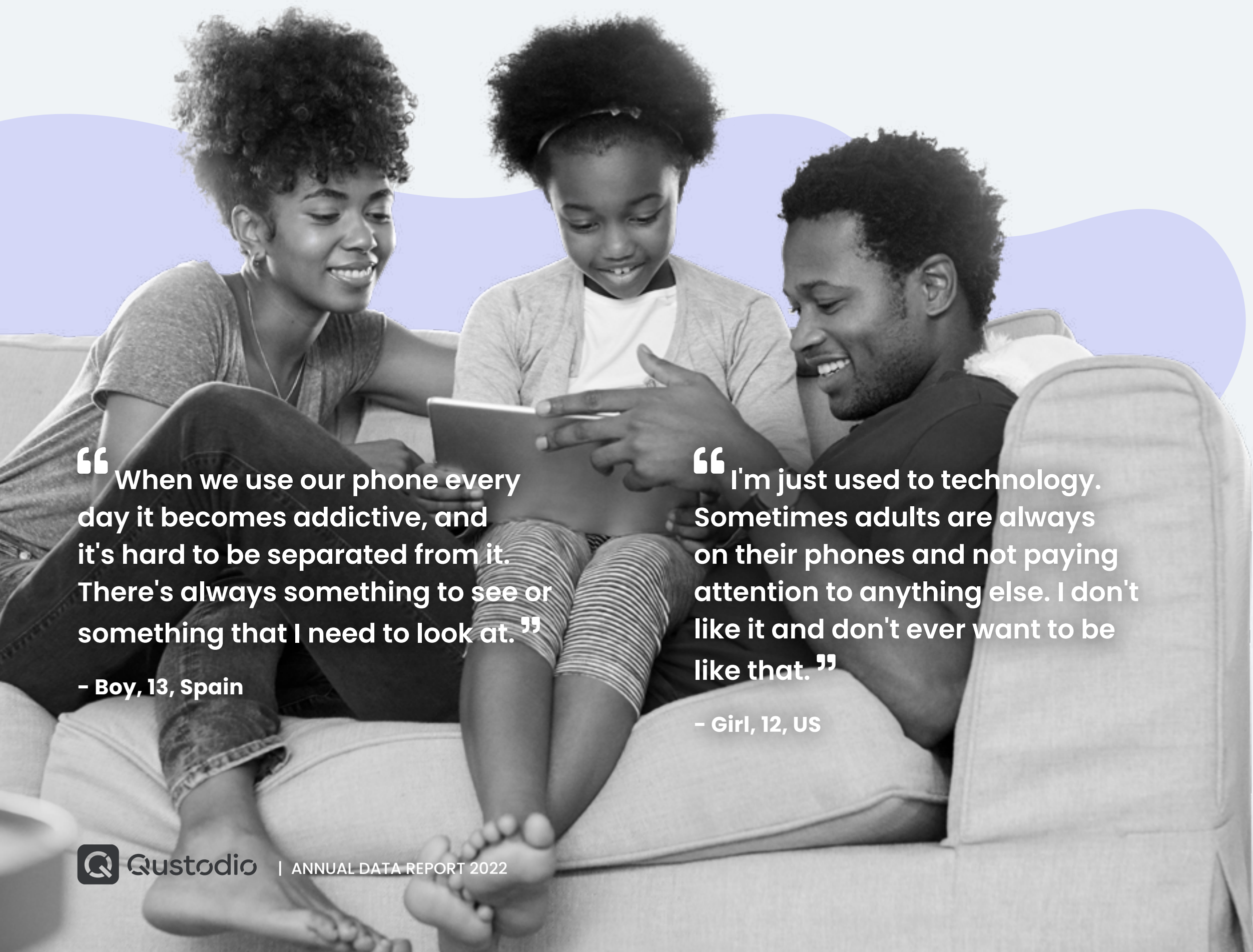
To further explore children's online habits, we have divided device usage insights across five popular app categories: **online video, social media, gaming, education, and communication**. Some types of application are frequent multi-taskers, easily fitting into more than one category. For the sake of simplicity, we have chosen just one category per app. For example, while YouTube allows users to comment and encourages social sharing, we have classified it as online video, along with other live video streaming services such as Twitch.

To provide a better picture of the specific apps and platforms kids are using, our research also excludes game launchers such as Epic Games Launcher and Steam, email platforms like Gmail or apps native to specific devices like Phone and FaceTime. Finally, due to the age-inappropriate nature of gambling applications, we have excluded them from our research entirely.

To give visibility to devices used during school hours, we have also included insights from the wider Family Zone group, across 10,000 schools in the US, UK, Spain, and Australia. In our education chapter, we explore the **popularity of educational apps and websites used in a classroom setting**, rather than just on personal devices in the home.



Families and technology in 2022



“When we use our phone every day it becomes addictive, and it's hard to be separated from it. There's always something to see or something that I need to look at.”

– Boy, 13, Spain

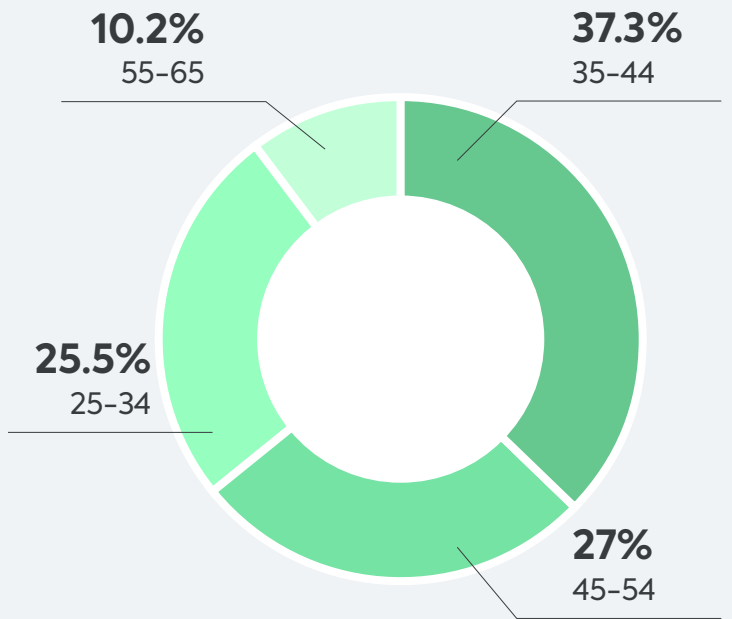
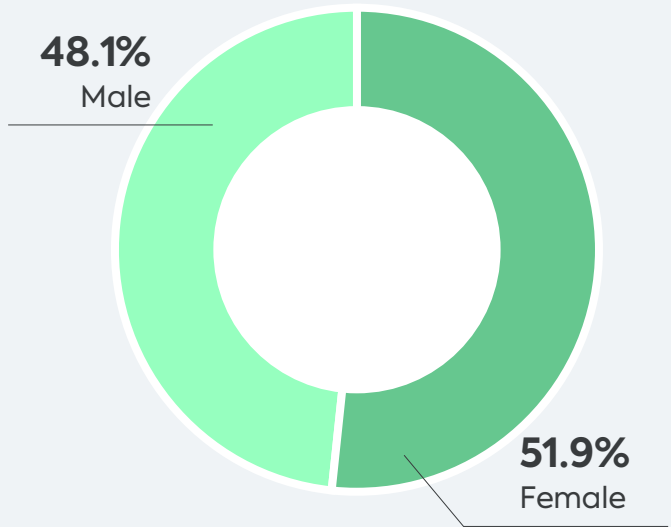
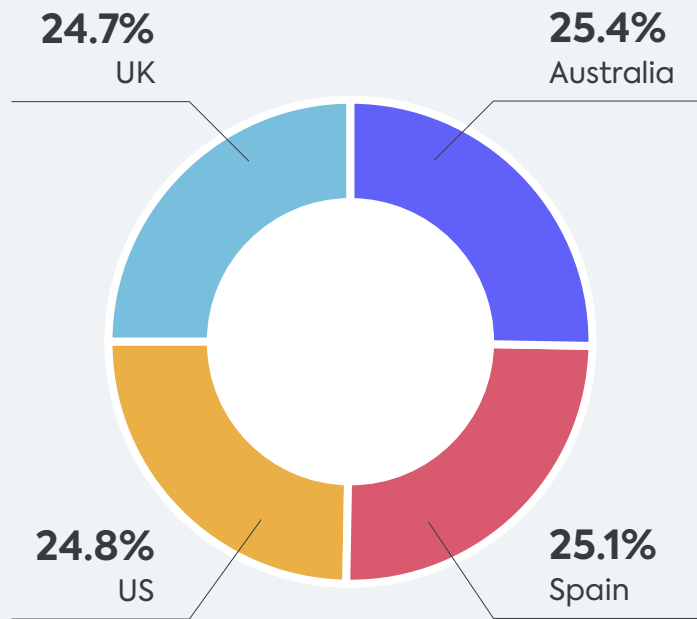
“I'm just used to technology. Sometimes adults are always on their phones and not paying attention to anything else. I don't like it and don't ever want to be like that.”

– Girl, 12, US

“Just 5 more minutes”. An ethereal glow pierces through the darkness, as the tap of keys continues, and eyes dance across a bottomless scroll, revealing increasingly unmissable moments of connectivity. It's not just your typical teenager's bedtime routine – it's all of us. **From smartphones to tablets, our personal devices now play the role of oracle, confidant, entertainer.** They hand us the megaphone, connect us with millions across the globe, and shut us off from real life at the very same time, simultaneously the source of our happiness and the backdrop to a [growing level of anxiety](#).

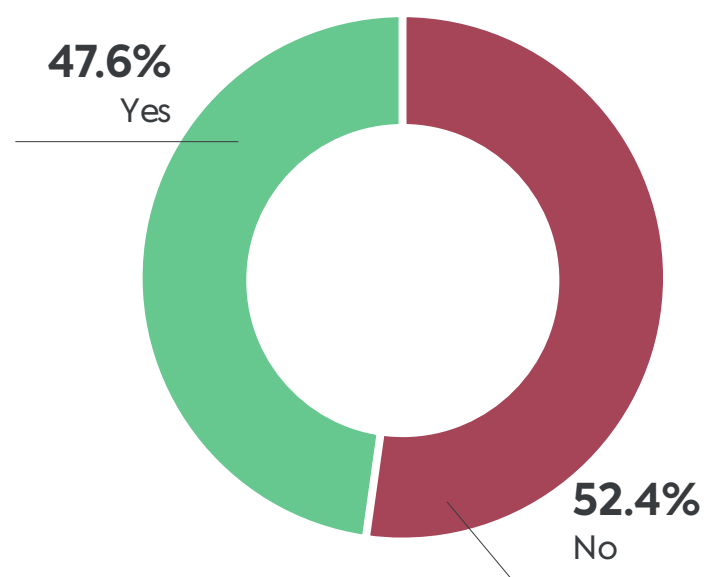
In the fight to strike a balance, **screen time and technology use has become a point of contention for many families.** In today's world, parents struggle to manage their own connectivity, while also overseeing their children's use of technology and their relationship with devices. To gain insight into how parents and guardians are raising today's fully digital generations, we surveyed families across the US, UK, Australia, and Spain, examining the impact of devices and screen management on their day-to-day family lives.

2022 family surveys: demographics

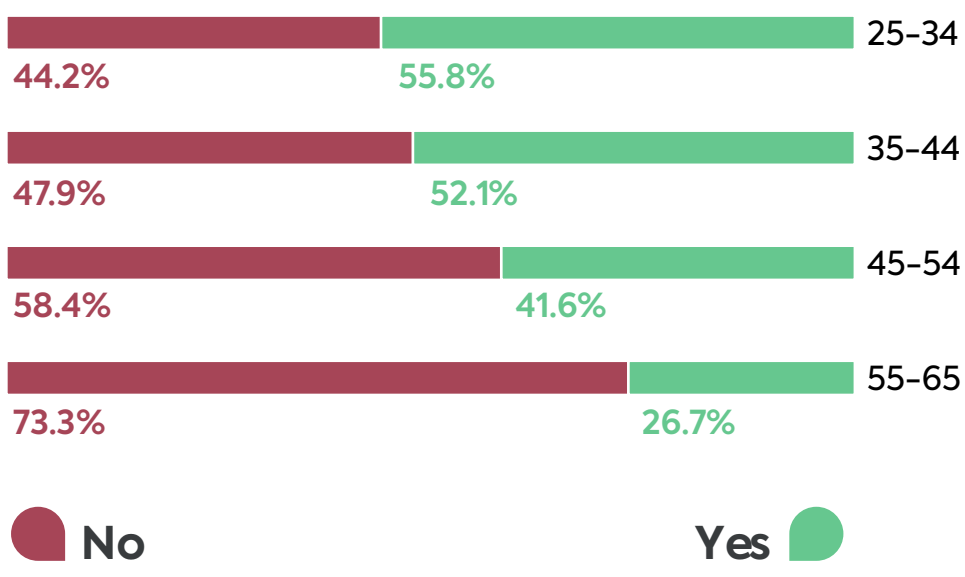


Do you find it difficult to manage your own screen time?

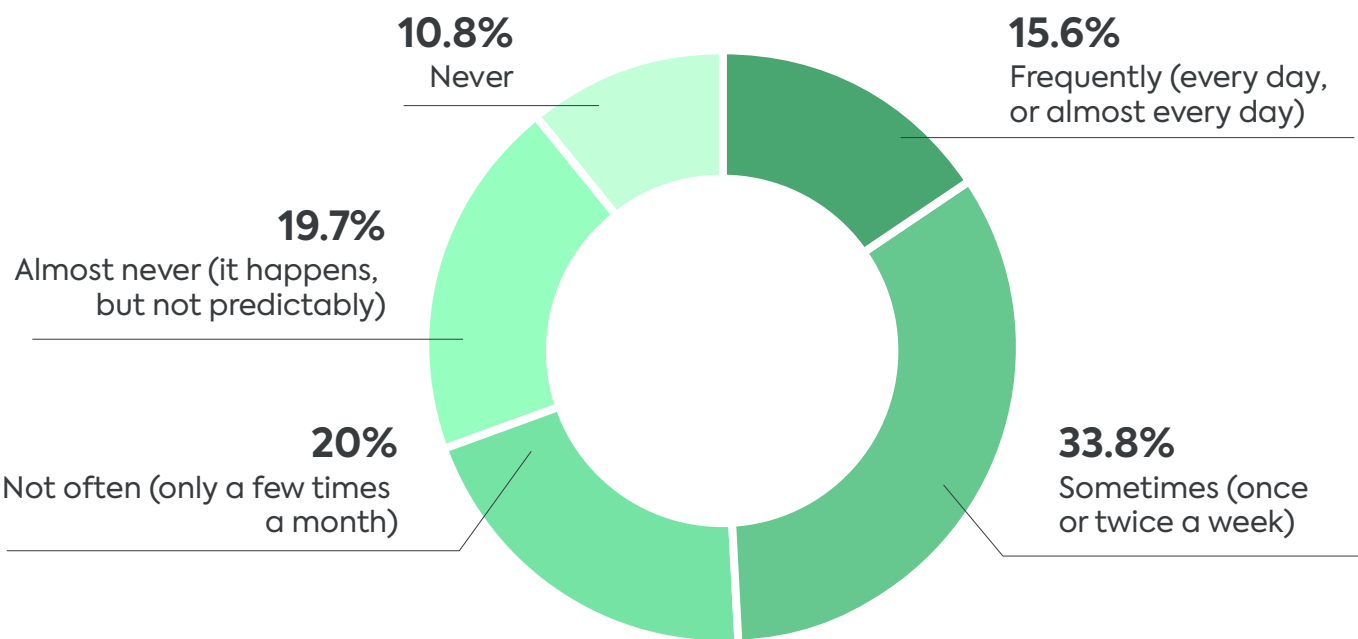
Overall:



By age group:



How regularly does screen time or use of devices cause conflict in your home?



“ You can get really dependent on your phone all of the time, or at least most of the time. You take it everywhere and it means we talk less face to face.”

– Girl, 13, Spain

SCREEN TIME MANAGEMENT IN 2022

When it comes to rising levels of screen time and methods of screen management, children aren’t the only members of the family to be affected. **Almost half (48%) of parents with at least one child aged 5-15 revealed they face difficulties managing their own screen time**, a figure which climbs steadily the younger the parent.

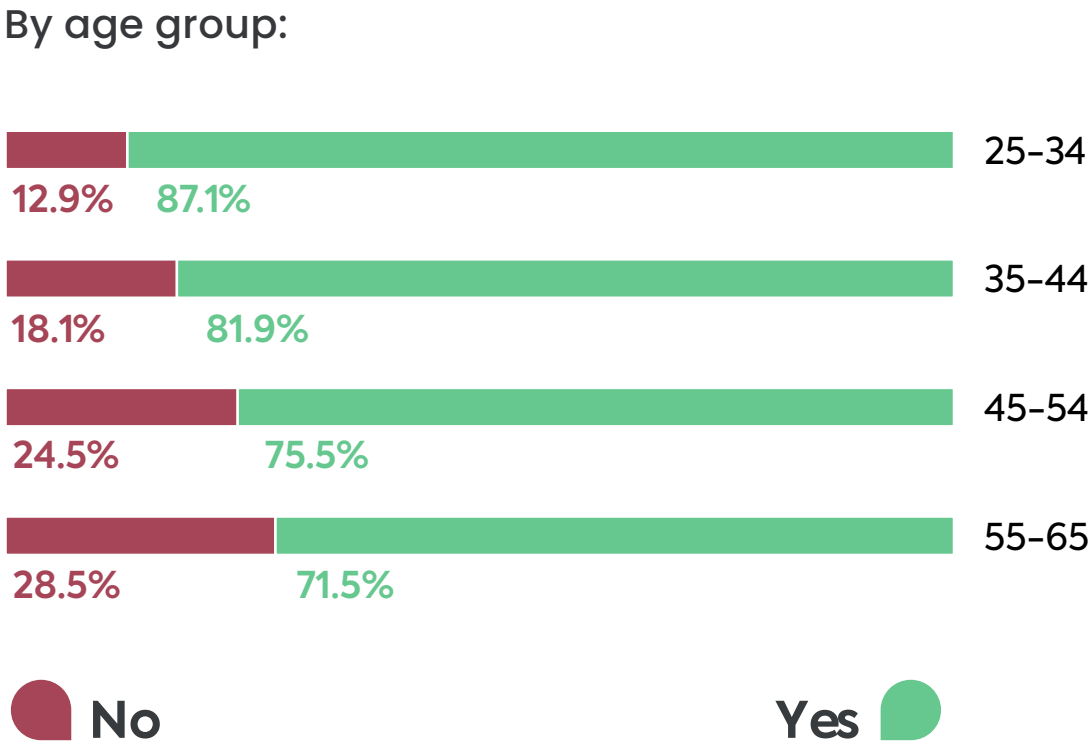
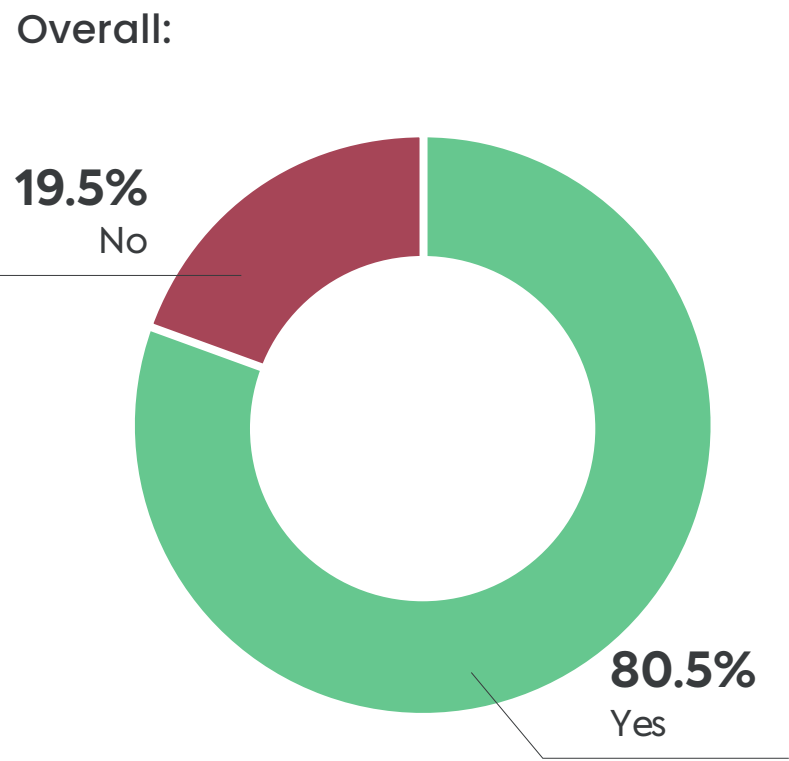
While just 27% of parents aged 55-65 reported they had difficulties managing their own levels of screen time, 56% of parents in the 25-34 age group found personal screen management to be a problem.

Conflict as a result of screen time or use of devices forms a regular part of family life. **Screen time or device use causes weekly or daily arguments in over 49% of households**, compared to only 11% of families who assert that screens or devices never cause arguments in their home.

In an attempt to reduce conflict, and lower overall levels of screen time, many families feel the need to manage or monitor their children’s device use in some way. Overall, **80% of parents from all age groups believe that monitoring their child or children’s screen time is necessary.** Younger parents

feel an increased need to keep an eye on screen time, with 87% of 25-34 year olds finding management in some form necessary, compared to 72% of parents aged 55-65.

Do you feel that you need to manage or monitor your child's use of screens and technology?



“ Sometimes it is OK that my parents supervise me, but sometimes I feel like they invade my privacy too much and I want some space.”

- Girl, 11, US

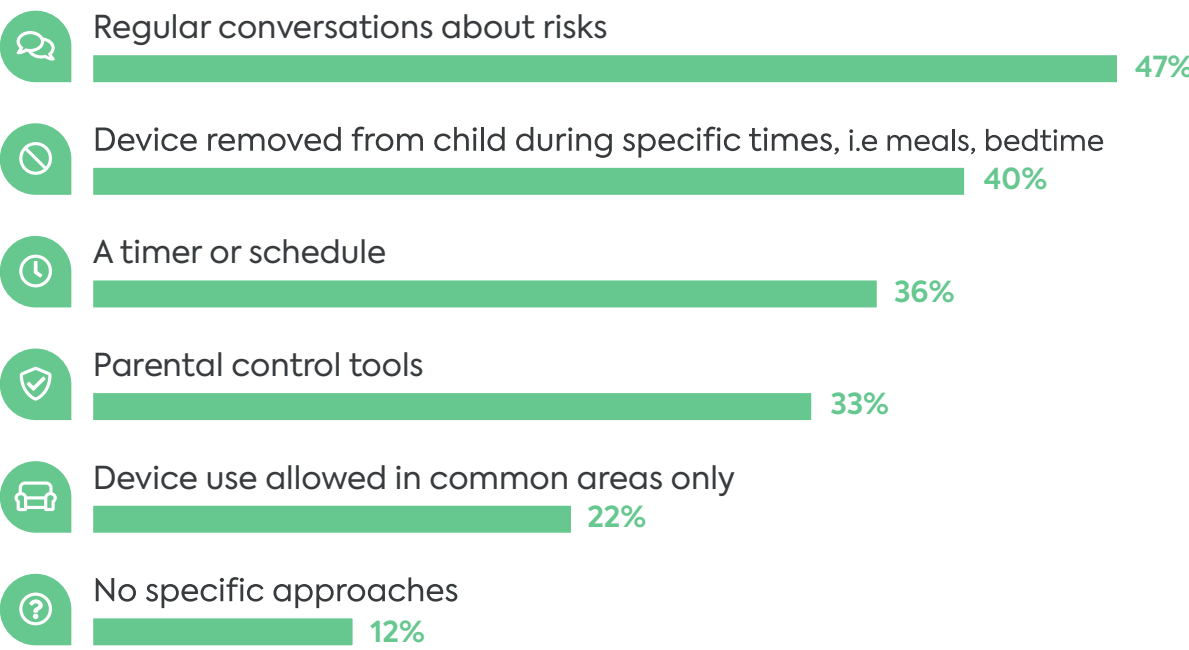
“ My parents put parental controls on but otherwise they trust me to use the internet, sometimes they see what I am doing or ask me what I have done. If I have any problem on the internet I tell them and we can sort it out.”

- Boy, 12, UK

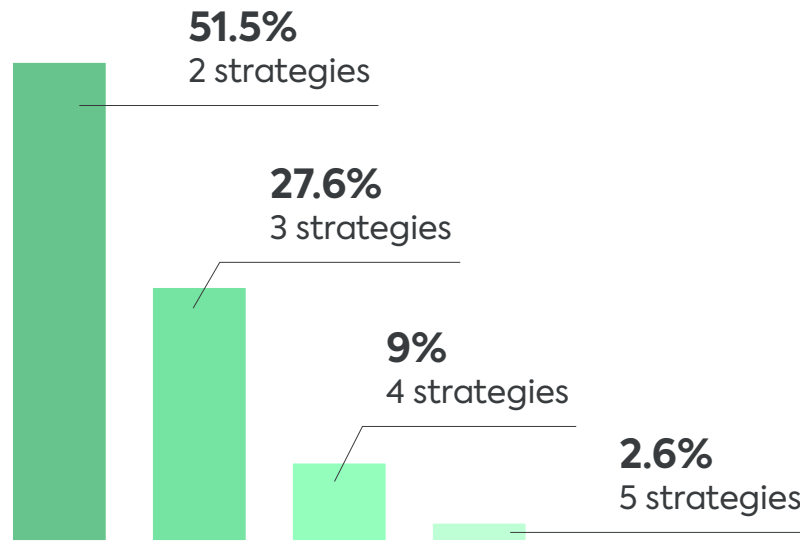
Parents use a variety of household screen management strategies to keep on top of their children's device use, with the majority (91%) employing at least two home strategies or tools to keep screen time in check. Most families seem to prefer a communicative approach to screen time, with the most popular management method being holding frequent conversations about device use. **47% of families assert that they regularly talk to their children about screen time** to help them understand the risks involved.

Active limitation is the second most popular screen management method, with 40% of parents removing devices from children at specific times such as bedtime or dinner time, and 36% employing a timer or schedule for screen time use. One third of parents (33%) use a parental control tool with their children, and one in five parents (22%) allows device use in common areas only. Just one in ten parents (12%) uses no specific approach to screen time management.

Screen management approaches



Number of screen time strategies



“My parents used to supervise me when I was younger. Now they trust me. They talk to me sometimes to check I am being sensible. When I did something stupid once they did check everything for a while but I learnt my lesson.”

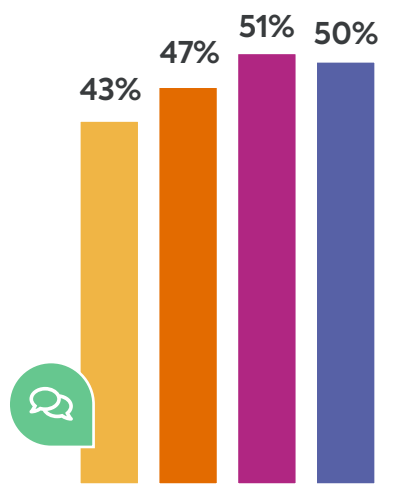
- Boy, 13, UK

“Being supervised is annoying as I like being on tech. My parents get grumpy because I'm on it too much.”

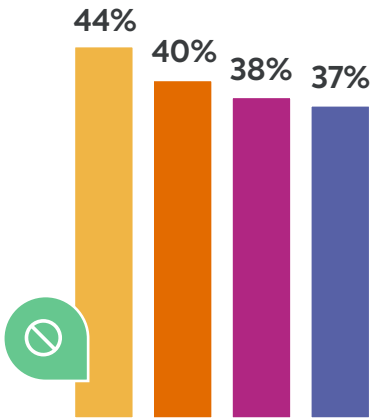
- Girl, 13, Australia

Screen management approaches by age

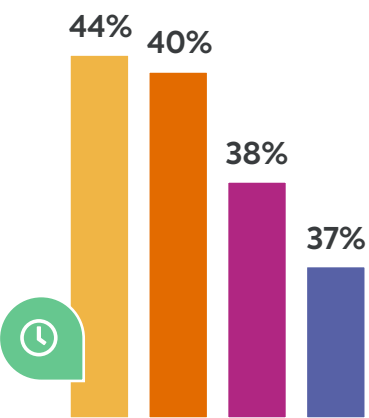
25-34 35-44 45-54 55-65



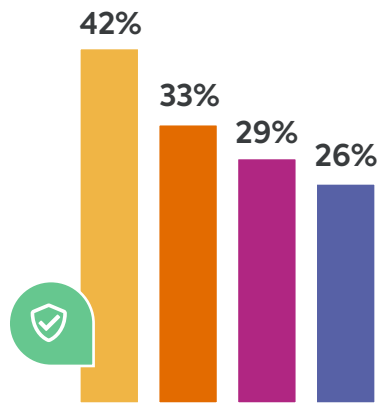
Regular conversations about risks



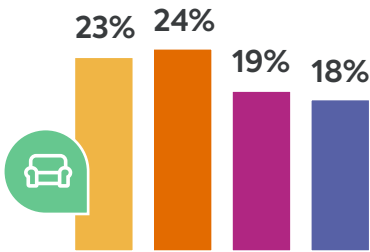
Device removed from child during specific times, i.e meals, bedtime



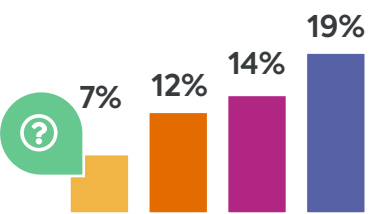
A timer or schedule



Parental control tools



Device use allowed in common areas only



No specific approaches

Approaches to screen time management also differ by age. Parents in the age groups corresponding to **millennials and the youngest Gen Xers** (25-34 and 35-44) **were more likely to rely on management tools** and scheduling, as opposed to conversation or no specific approaches at all.

42% of 25-34 year olds stated they used a parental control tool with their child, compared

to just 26% of 55-65 year olds. Only 7% of 25-34 year olds use no specific screen time strategies with their children, as opposed to 19% of parents in the 55-65 age group. This shift in screen time management could be due in part to the younger age of the children concerned, but it's also likely that, due to their more digitally based upbringing, **millennial parents search for technological solutions to a technological problem.**

“ I guess I have to do what I am told. I guess they are right, I would stay on it all day if I could.”

- Boy, 12, Australia

“ If they didn't supervise me, I'd be on technology for even longer and I wouldn't be able to control myself. Sometimes I get angry but they're right. ”

- Boy, 10, Spain

Conversely, while almost half of parents (48%) report issues managing their own screen time, over three quarters (76%) do not employ any strategies or tools to help them keep their own technology use in check. **Younger parents are more likely to use tools to manage their own**

screen time, with 32% of 25-34 year-olds and 24% of 35-44 year-olds asserting they use some form of personal screen management strategy, compared to just 12% of 55-65 year-olds.

Do you use any tools or strategies to manage your own screen time?

By age group:





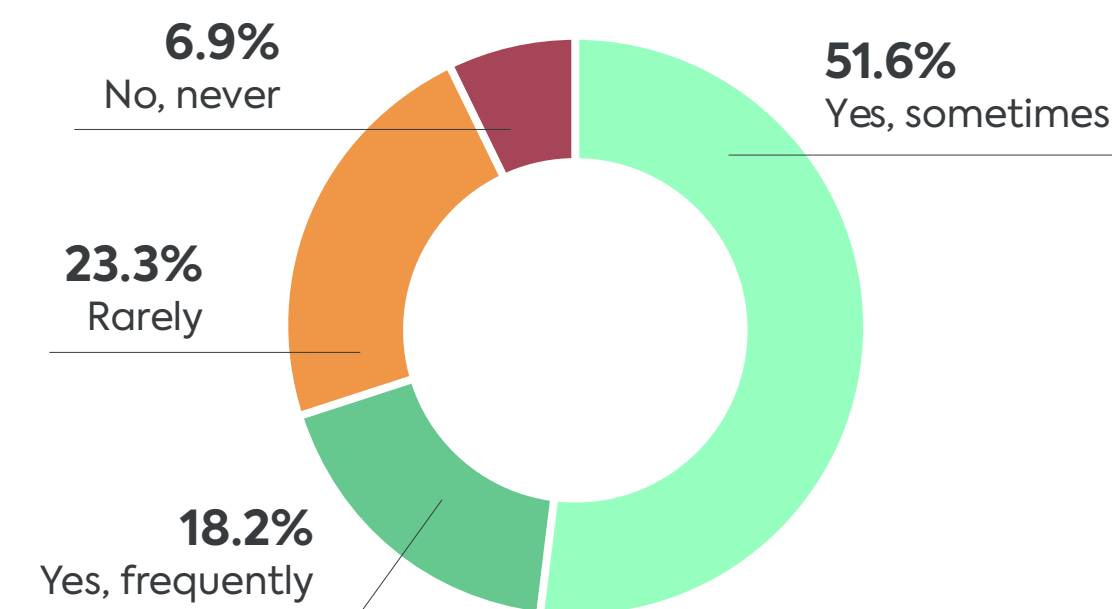
SCREENS VS. FAMILY TIME: AN ONGOING STRUGGLE

Almost **70% of parents assert that screens or some form of technology are a distraction from family time.** Across all age ranges, 52% of parents assert that technology is “sometimes” a distraction, while a further 18% of parents are now “frequently” distracted from time with their families by screens or technology in some form.

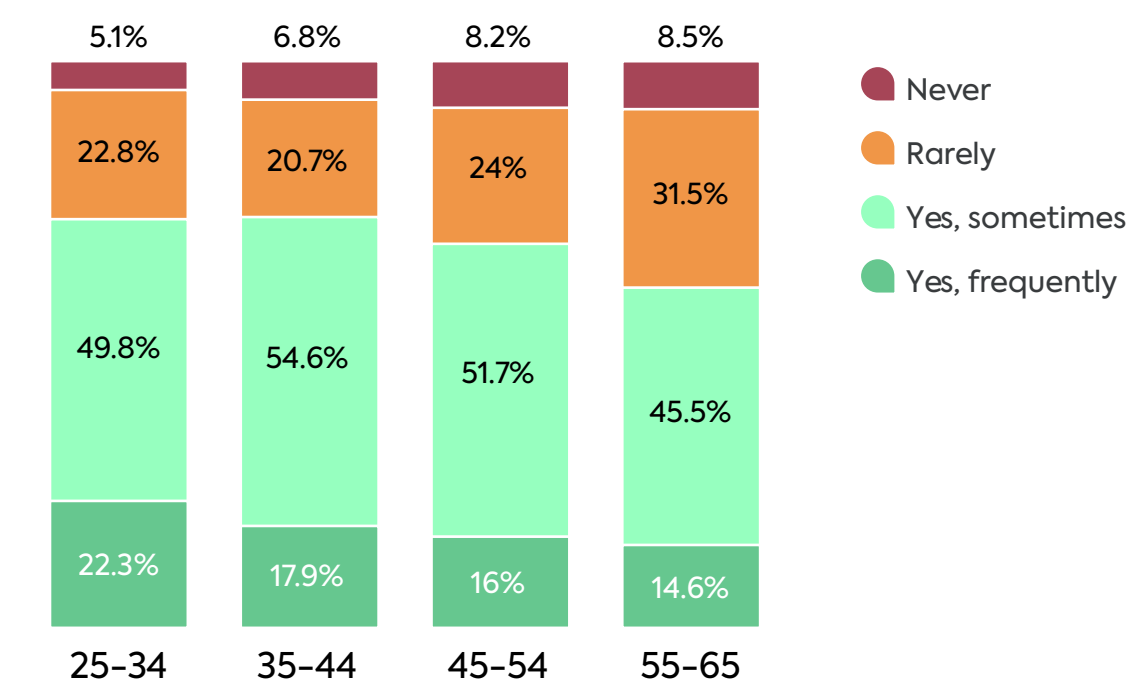
Parents in the 25-34 age range are more likely to be affected by screens during family time, with 22% frequently finding themselves distracted by technology, compared to 16% of parents in the 55-65 age range.

Do screens or technology distract you from family time?

Overall:



By age group:



STAYING IN THE KNOW: FAMILIES AND ONLINE TRENDS

For parents, getting information about online trends and their child’s digital hobbies is still best direct from the source: **53% of parents report they go straight to their child**. Despite the increased amount of online resources available to help families keep on top of trending topics and applications, almost half of parents (46%) heavily rely on word of mouth or conversations with fellow parents to stay informed.

Parents are also more likely to head to social media or Google than to get advice from their child’s school or from dedicated technology websites. **45% of parents reported that they used social platforms to stay on top of the trends their children follow** online, while 38% use Google or other search engines to get the answers they need. Less than a third of parents (31%) get information from their child’s school, and only 19% use official websites such as Internet Matters to stay in the know.

Most parents use a combination of methods to stay informed about the latest digital trends, with **68% combining at least two sources**, and

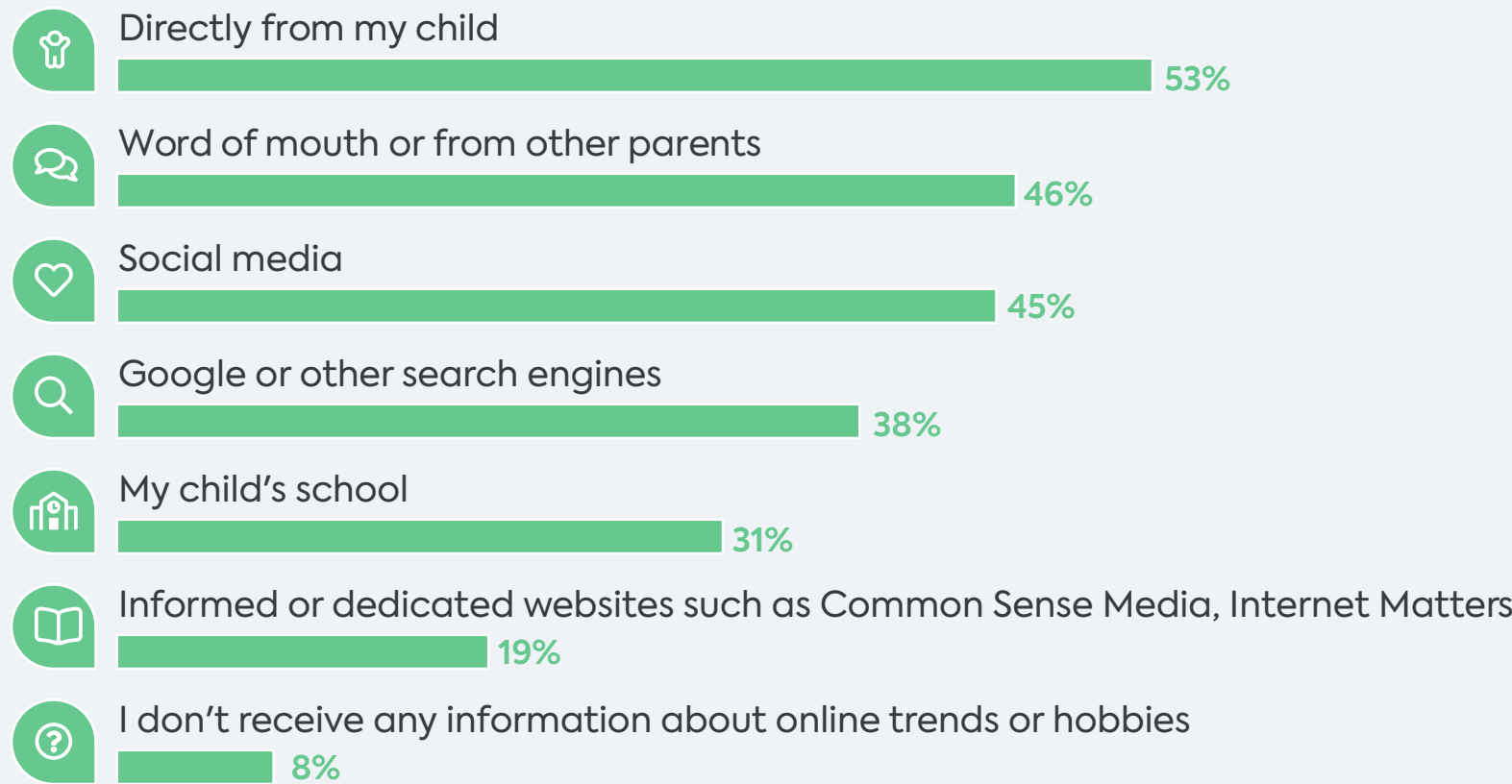
44% getting their updates in at least three different ways. Only 8% of parents reported not having received any information from any source about their children’s online hobbies, including directly from their child.

Parents in the youngest age group found it easier to keep up-to-date with potential risks and problematic content their children could face online. 74% of parents aged 25-34 reported it was easy for them to stay updated regarding riskier digital trends, as opposed to 64% of 55-65 year-olds, and 62% of 45-54 year-olds.

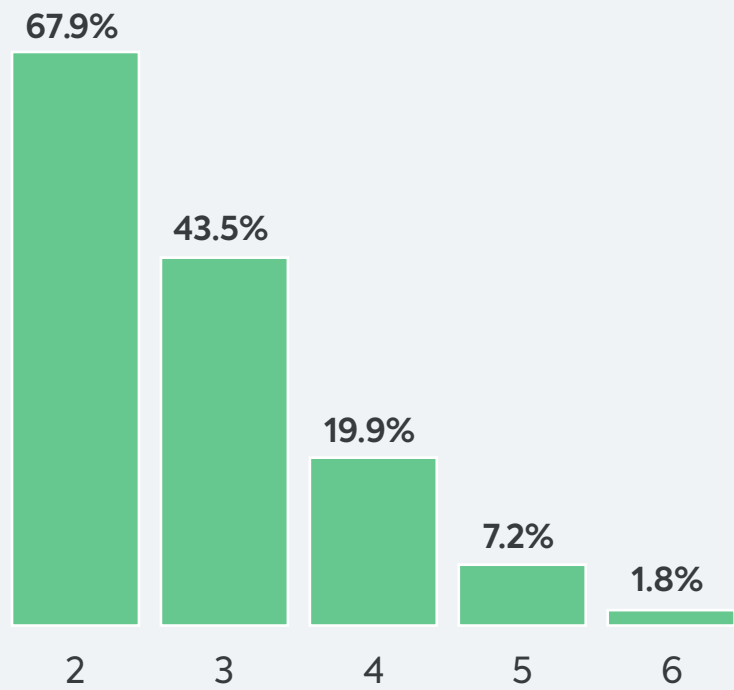
“ I like that there's so much different content online, and it's all really fun. I don't like that it is really addictive and you always want to spend more time on your phone or computer. ”

- Boy, 11, Spain

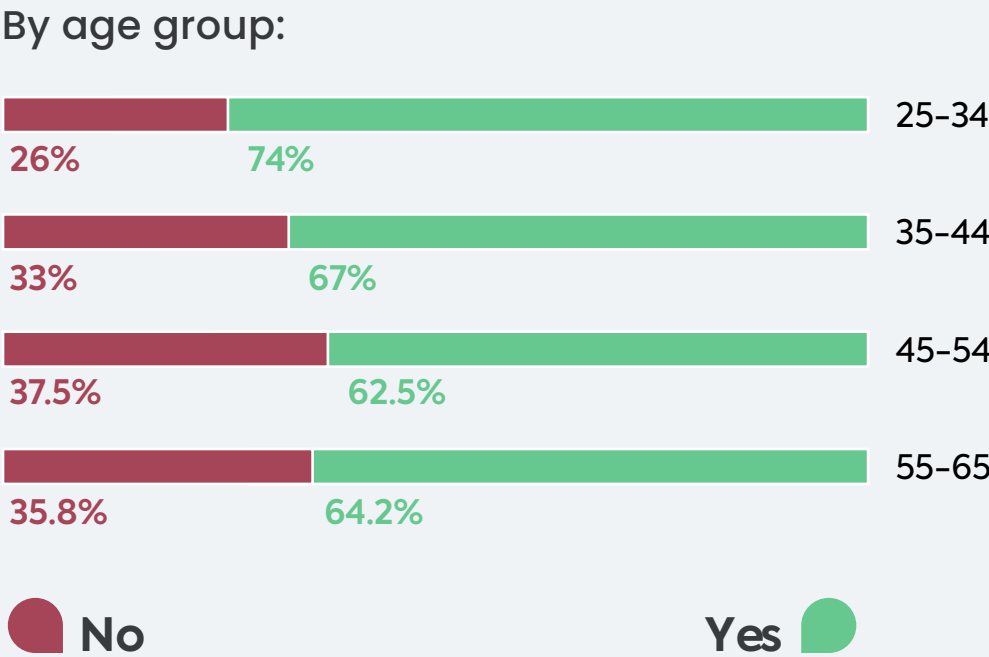
How do you keep updated with trends and digital hobbies your child has?



Number of ways parents say stay informed



Do you find it easy to keep up to date with online risks, trends, or content that could pose a problem for your child?





DIGITAL MONITORING, IN AND OUT OF THE CLASSROOM

As technology use in the classroom grows, a school-family connection that keeps parents involved in children's digital wellbeing is becoming more frequently discussed. Just as there is a clear need for families to monitor screen time in the home, parents also view school-based monitoring of devices in a positive light. While 21% stated they felt neutral about the use of these tools, the response towards safety monitoring software on school devices confirmed that most parents see it as necessary, with 77% of parents stating they were positive regarding its use.

Technology has a high level of penetration in a classroom setting, but its use varies from country to country. Of all the parents in the countries we surveyed, **families in the US reported the highest percentage of device use in the classroom**, with 79% of kids using devices as part of their education.

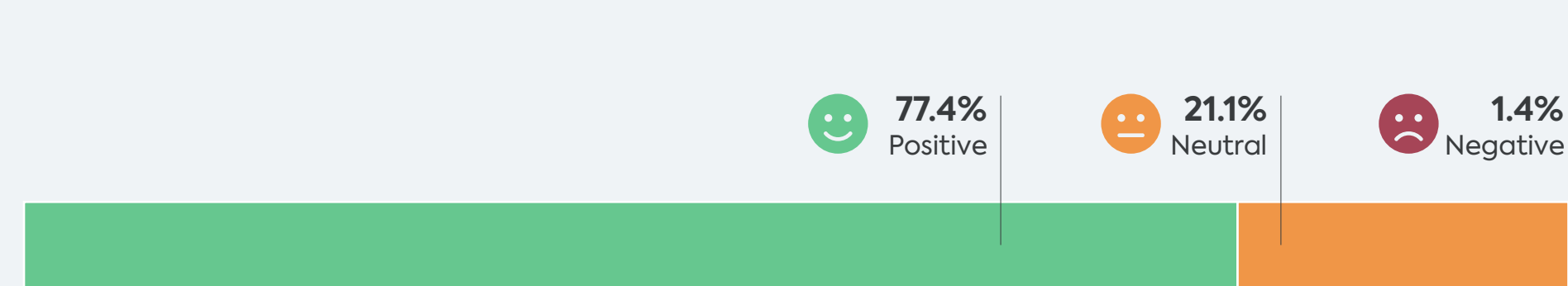
Spanish children were the least likely to use digital devices in a classroom setting, with 33% of parents reporting their kids do not use any devices as part of their education. While this represents just one in three children, the use of devices in Spanish classrooms is increasing as

technology becomes equally more prominent in day-to-day life. Educational device use increased 8% across 2022, with [41% of Spanish parents reporting in 2021](#) that their children used no devices in class.

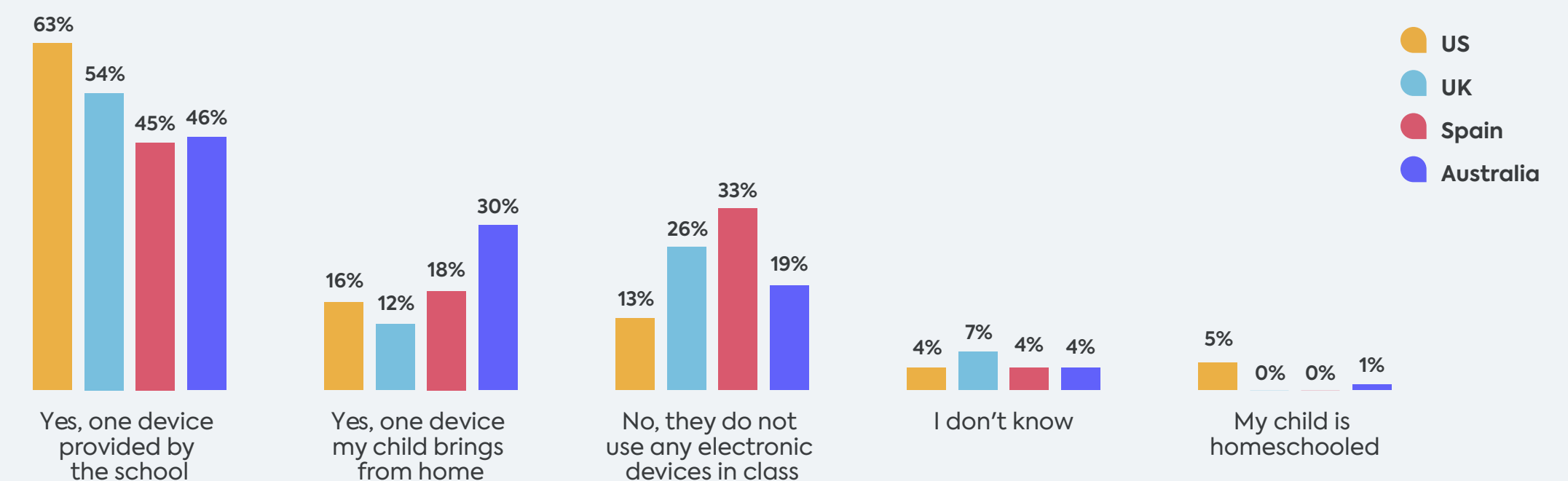
Australia has the second-highest level of device use in an educational setting, with 76% of Australian children using devices in the classroom, representing 3 in 4 students. 66% of children in the UK either bring their own device from home, or have one provided for them by the school, as opposed to only 26% of students who do not use any devices in class.

“Devices are really useful. I like them because I can play on them and connect with my friends. I don't like it when I get sent homework on the computer, or on my tablet.”
– Girl, 10, Spain

How do you feel about schools using safety and monitoring tools?

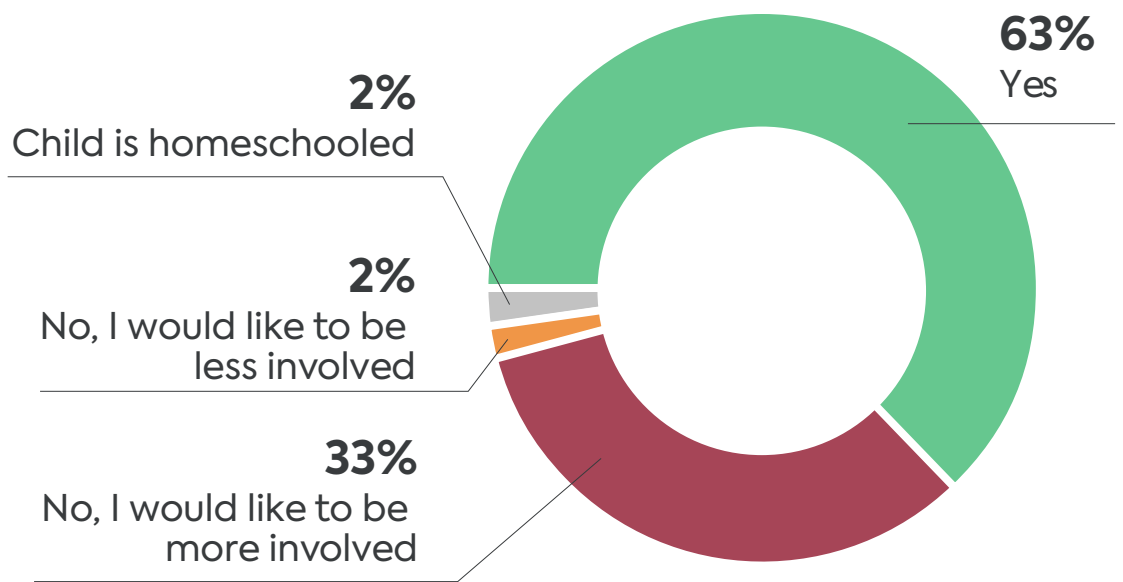


While your child is at school, do they use any electronic devices as part of their education?



As device use in the classroom increases, so too does the need for parents to become more involved in the digital schooling process. Raising good digital citizens is a collective effort, and **some level of coherence between tech use at home and in school is essential**. Across all countries surveyed, the majority of parents (63%) feel that they are involved in decisions surrounding device use at school, but there is still some way to go towards bridging the gap: One in three parents (33%) expressed a wish to be more involved in how their child uses digital devices at school.

Are you happy with your level of involvement when it comes to device use at your child's school?



“ Devices use up a lot of battery power and cost too much. They always show adverts in apps and it can be hard to find the right things for school work.”

- Boy, 12, UK

“ I think I don't do other things like studying or reading, which is why my grades are bad. I don't like Chromebook for studying, it confuses me.”

- Girl, 12, Spain

KEY INSIGHTS

Kids and app use in 2022

Our Annual Data Report looks into how children are using their personal devices, including smartphones, tablets, and personal computers, across 5 popular app categories. Here are some of the highlights from 2022.



 **4hours**

The average screen time kids racked up daily on personal devices, outside of school

 **1_h 47_{mins}**

The average daily time children spent on **TikTok**

 **1_h 07_{mins}**

The average time children spent on **YouTube** daily – 60% less than the time kids spent watching shorter videos on TikTok

 **3hours**

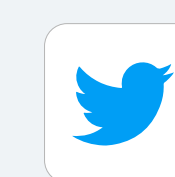
How long kids spent on average, per day, on global gaming phenomenon **Roblox**

 **18%**

How much longer children spent streaming from **online video services** between 2021 and 2022

 **-37%**

The decrease in time kids spent on video conferencing app **Skype** between 2021 and 2022

 **7%**

Twitter's increase in popularity among kids, during a newsworthy year for the platform

 **1_h 14_{mins}**

The time Australian kids spent exploring **Snapchat** daily, up 31% from 2021's 64-minute average

 **29mins**

The daily minutes Spanish children dedicated to math and vocabulary platform **Smartick**

Online video



What we found

While the streaming wars waged on across 2022, kids' eyes were still fixed on community created-content on long-term favorite YouTube. So much so that **children managed to raise their average daily time on YouTube by 20%** over 2022, hitting our report's all-time high of 67 minutes a day.

Despite most streaming services facing [heavy costs over 2022](#), with estimates suggesting losses of up to \$10bn USD, **children still managed to up their video content time by 18%** over the course of the year. On average, kids worldwide watched 45 minutes of online video daily, with the popularity of long-term favorites YouTube, Netflix, and Disney+ rising in 2022. In terms of growth, Netflix and Amazon Prime Video were 2022's winners, experiencing an increase in popularity of 7% and 10% respectively.

THE MOST POPULAR KIDS' ONLINE VIDEO SERVICES

In all countries analyzed in our report, **YouTube was the clear winner** in terms of popularity, and by a considerable margin. **Globally, 63% of kids use YouTube**, with that number rising to 67% in the UK, and an incredible 73% of children in Spain, for the second year running. YouTube also claimed the top spot in the US (60% of kids) and Australia, where 58% of children used the online video service.

Netflix was kids' second choice in 2022, with 39% popularity worldwide and in the US. More Spanish and British children use Netflix than their Australian counterparts: 41% and 43% of children use the streaming platform, as opposed to just 34% in Australia.

One of the only platforms in our top 5 to experience a dip in global popularity was live streaming service Twitch, with only 11% of kids tuning in over 2022, compared to 16% in 2021. This trend was similar across all countries analyzed, with **Twitch going down at least one position in Spain, the UK, and Australia**, and falling out of the top 5 completely in the United States.

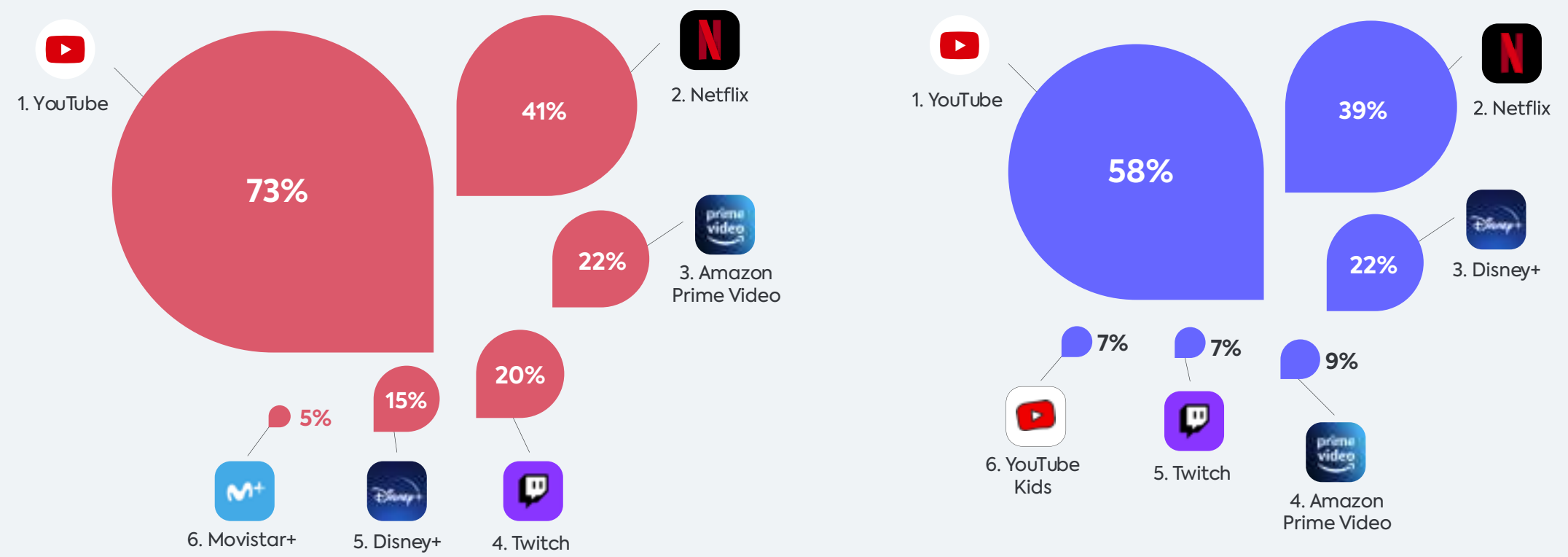
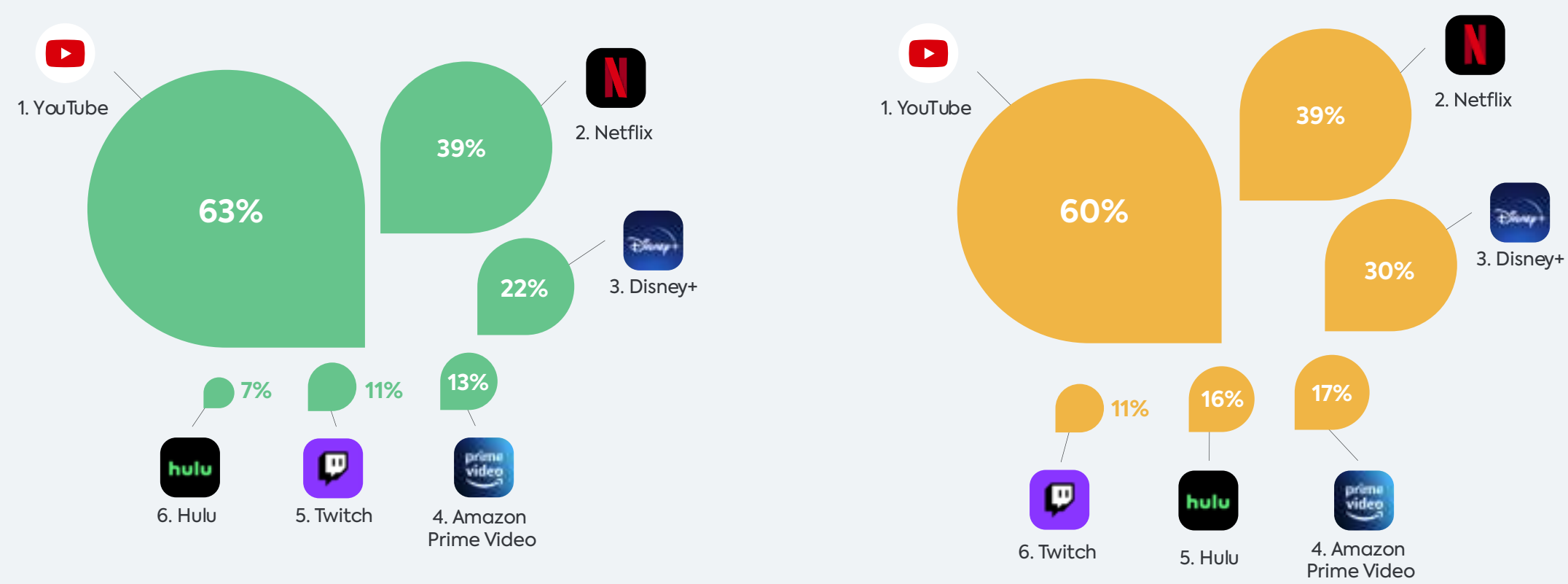
“ I look at airplanes and watch them fly around at airports. It's really fun and interesting. I learn a lot. ”

– Boy, 12, Australia

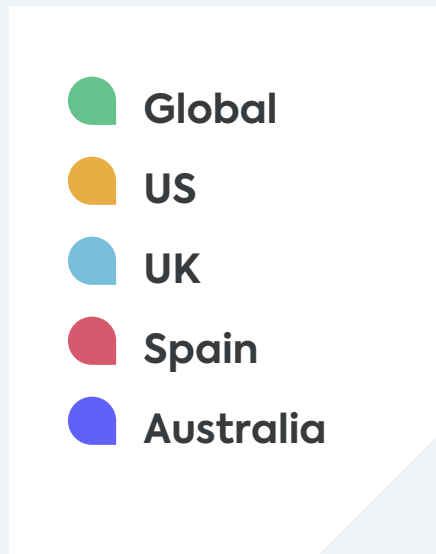
“ I play games, talk to friends, and create videos that I post on my YouTube channel. My devices let me connect with people and make new friends, and also create things. I create videos for people to enjoy. ”

– Girl, 11, US

Most popular online video services (% of kids)



Most streaming services (% of kids)



Global

2022	2021	2020
1. YouTube 63%	1. YouTube 60%	1. YouTube 67%
2. Netflix 39%	2. Netflix 32%	2. Netflix 33%
3. Disney+ 22%	3. Disney+ 20%	3. Twitch 14%
4. Amazon Prime 13%	4. Twitch 16%	4. Disney+ 14%
5. Twitch 11%	5. Hulu 6%	5. Hulu 6%
6. Hulu 7%	6. Amazon Prime 3%	6. YouTube Kids 4%

US

2022	2021	2020
1. YouTube 60%	1. YouTube 59%	1. YouTube 64%
2. Netflix 39%	2. Netflix 33%	2. Netflix 37%
3. Disney+ 30%	3. Disney+ 29%	3. Disney+ 21%
4. Amazon Prime 17%	4. Twitch 18%	4. Twitch 15%
5. Hulu 16%	5. Hulu 12%	5. Hulu 12%
6. Twitch 11%	6. Amazon Prime 3%	6. YouTube Kids 3%

UK

2022	2021	2020
1. YouTube 67%	1. YouTube 65%	1. YouTube 71%
2. Netflix 43%	2. Netflix 35%	2. Netflix 33%
3. Disney+ 23%	3. Disney+ 19%	3. Twitch 11%
4. Amazon Prime 14%	4. Twitch 15%	4. Disney+ 10%
5. Twitch 10%	5. BBC iPlayer 4%	5. YouTube Kids 6%
6. YouTube Kids 6%	6. YouTube Kids 4%	6. BBC iPlayer 4%

Spain

2022	2021	2020
1. YouTube 73%	1. YouTube 73%	1. YouTube 76%
2. Netflix 41%	2. Netflix 37%	2. Netflix 34%
3. Amazon Prime 22%	3. Twitch 24%	3. Twitch 20%
4. Twitch 20%	4. Disney+ 12%	4. Disney+ 8%
5. Disney+ 15%	5. Amazon Prime 7%	5. Amazon Prime 6%
6. Movistar+ 5%	6. Movistar+ 5%	6. Movistar+ 5%

Australia

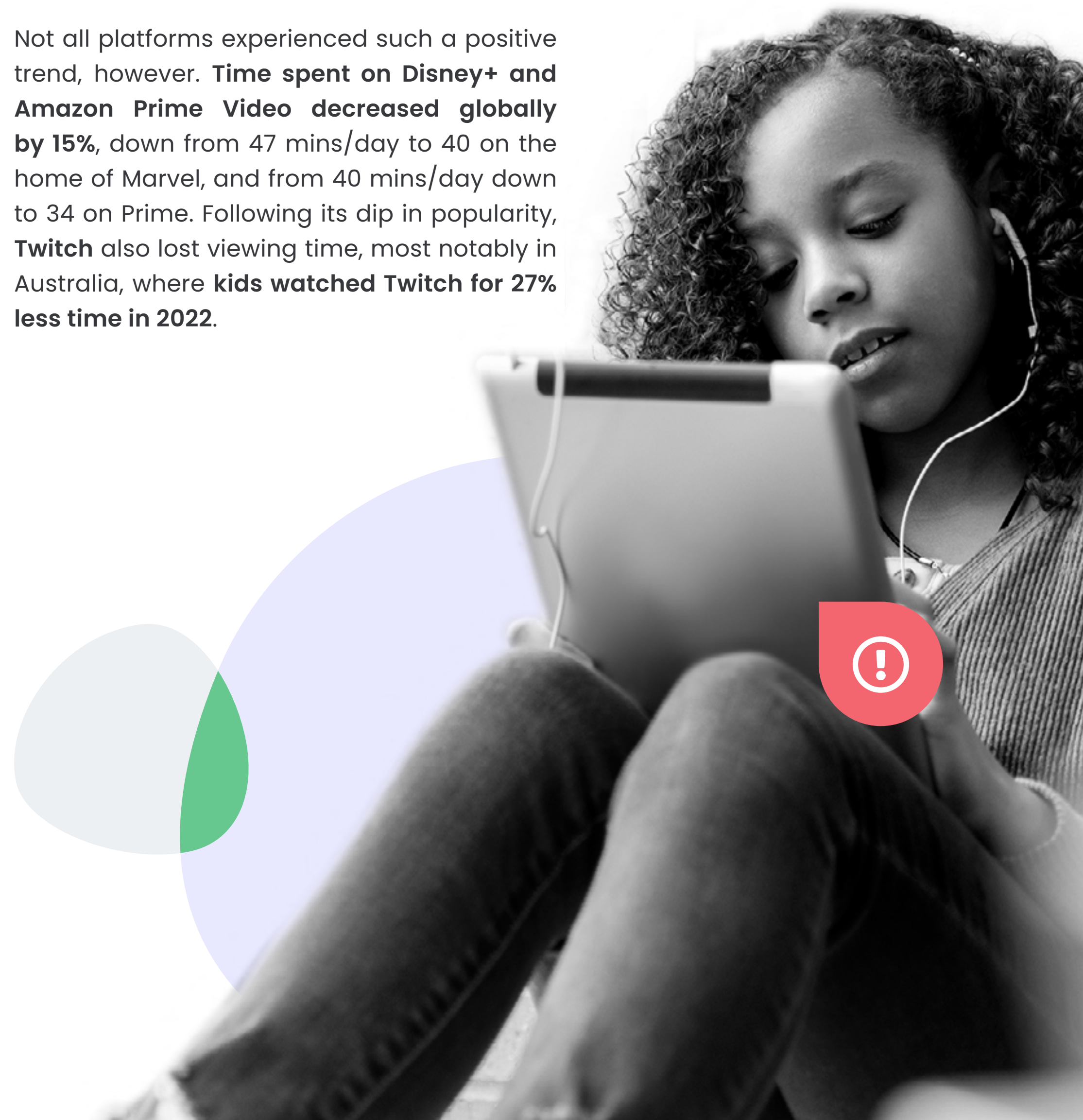
2022	2021	2020
1. YouTube 58%	1. YouTube 52%	1. YouTube 56%
2. Netflix 39%	2. Netflix 27%	2. Netflix 27%
3. Disney+ 22%	3. Disney+ 17%	3. Disney+ 8%
4. Amazon Prime 9%	4. Twitch 9%	4. Twitch 7%
5. Twitch 7%	5. YouTube Kids 3%	5. YouTube Kids 3%
6. YouTube Kids 7%	6. Crunchyroll 1%	6. iview 1%

HOW MUCH TIME DID CHILDREN SPEND STREAMING IN 2022?

Globally, kids spent 18% more time watching online video content in 2022 than in 2021, especially on YouTube, where viewing time was up by 20%. **Children averaged over an hour on YouTube daily**, tuning in for 67 minutes per day, the highest number seen since 2019 when our reporting began. US kids were the heaviest watchers of YouTube, devouring video after video for 77 daily minutes, up 26% from 2021's 61 minutes per day.

Time on Netflix also increased overall, but by a smaller margin: **Globally children watched Netflix for 7% longer in 2022** (48 mins/day versus 45), and for 12% longer in the UK and Australia.

Not all platforms experienced such a positive trend, however. **Time spent on Disney+ and Amazon Prime Video decreased globally by 15%**, down from 47 mins/day to 40 on the home of Marvel, and from 40 mins/day down to 34 on Prime. Following its dip in popularity, **Twitch** also lost viewing time, most notably in Australia, where **kids watched Twitch for 27% less time in 2022**.

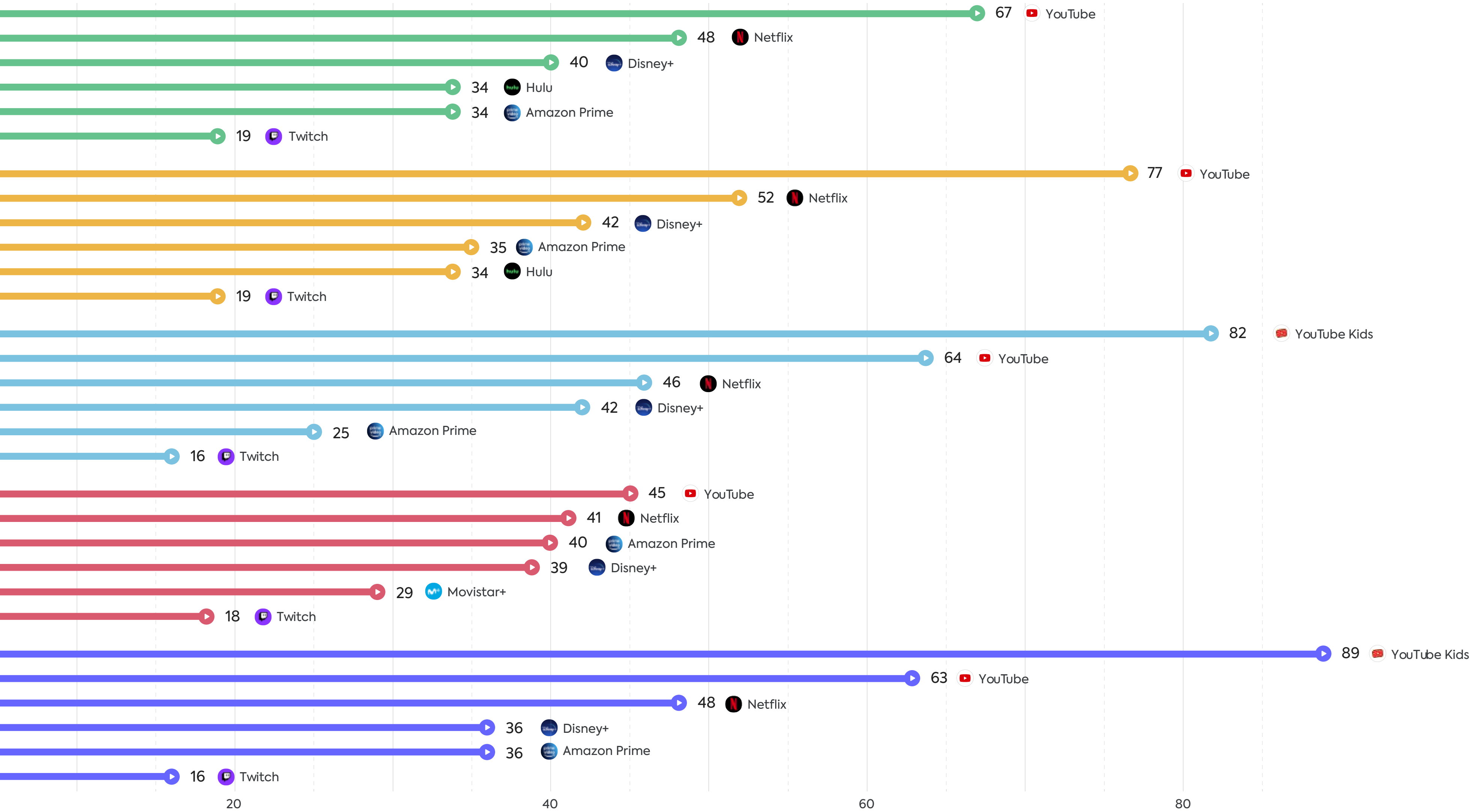


“ I create content on TikTok and find new drawing techniques on YouTube. There's some content I don't like to watch, like violence and horror. It can be very distracting and stops me from doing my schoolwork. ”

- Girl, 11, Australia

Time on most popular online video apps (avg. mins/day)

GLOBAL US UK SPAIN AUSTRALIA



Global	2022	2021	2020
1. YouTube	67	56	64
2. Netflix	48	45	38
3. Disney+	40	47	46
4. Hulu	34	38	36
5. Amazon Prime	34	40	44
6. Twitch	19	20	27

US	2022	2021	2020
1. YouTube	77	61	71
2. Netflix	52	49	37
3. Disney+	42	48	48
4. Amazon Prime	35	42	45
5. Hulu	34	38	36
6. Twitch	19	20	24

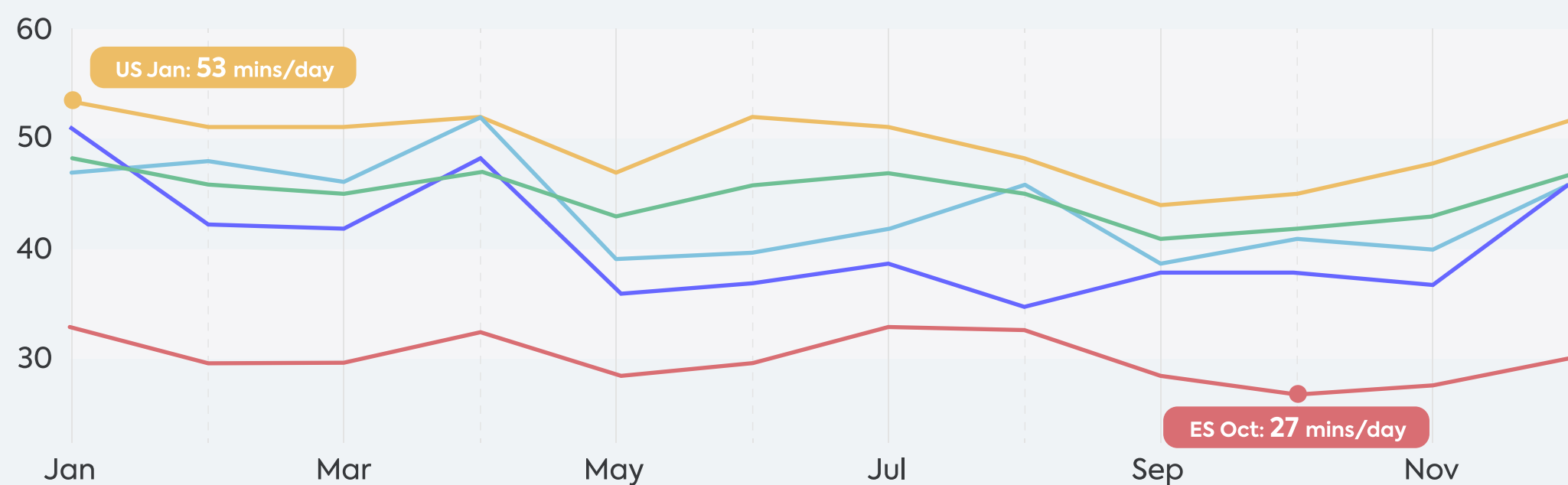
UK	2022	2021	2020
1. YouTube Kids	82	72	64
2. YouTube	64	53	59
3. Netflix	46	41	40
4. Disney+	42	46	44
5. Amazon Prime	25	38	46
6. Twitch	16	16	28

Spain	2022	2021	2020
1. YouTube	45	41	54
2. Netflix	41	41	41
3. Amazon Prime	40	47	59
4. Disney+	39	41	48
5. Movistar+	29	21	33
6. Twitch	18	20	35

Australia	2022	2021	2020
1. YouTube Kids	89	78	77
2. YouTube	63	50	63
3. Netflix	48	43	33
4. Disney+	36	37	54
5. Amazon Prime	36	51	22
6. Twitch	16	22	15



Time kids spent on online video apps in general (avg. mins/day)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 Avg	2021 Avg	2020 Avg
Global	48	46	45	47	43	46	47	45	41	42	43	47	45	38	45
US	53	51	51	52	47	52	51	48	44	45	48	51	49	42	48
UK	47	48	46	52	39	40	42	46	39	41	40	46	43	37	42
Spain	33	30	30	33	29	30	33	33	29	27	28	30	30	28	38
Australia	51	42	42	48	36	37	39	35	38	38	37	46	39	35	34

While **time spent watching streaming services remained relatively constant** globally, in the US, and in Spain, some countries bucked the trend. Kids in Australia and the United Kingdom hit the pause button more frequently, with the largest dip seen in the UK, where children decreased their daily time by 13 minutes between April and May.

The year’s all-time high was set by US children in January, who streamed online content for 53 minutes a day in the first month of the year. **Spanish children were the least glued to their screens** across the year, averaging just 30 minutes a day overall, and 27 minutes a day during the back-to-school season in October.

“ I watch music videos and videos about kinetic sand on YouTube. It occupies me and helps pass the time since I don’t play with toys.”

– Boy, 11, US

THE MOST BLOCKED ONLINE VIDEO SERVICES IN 2022

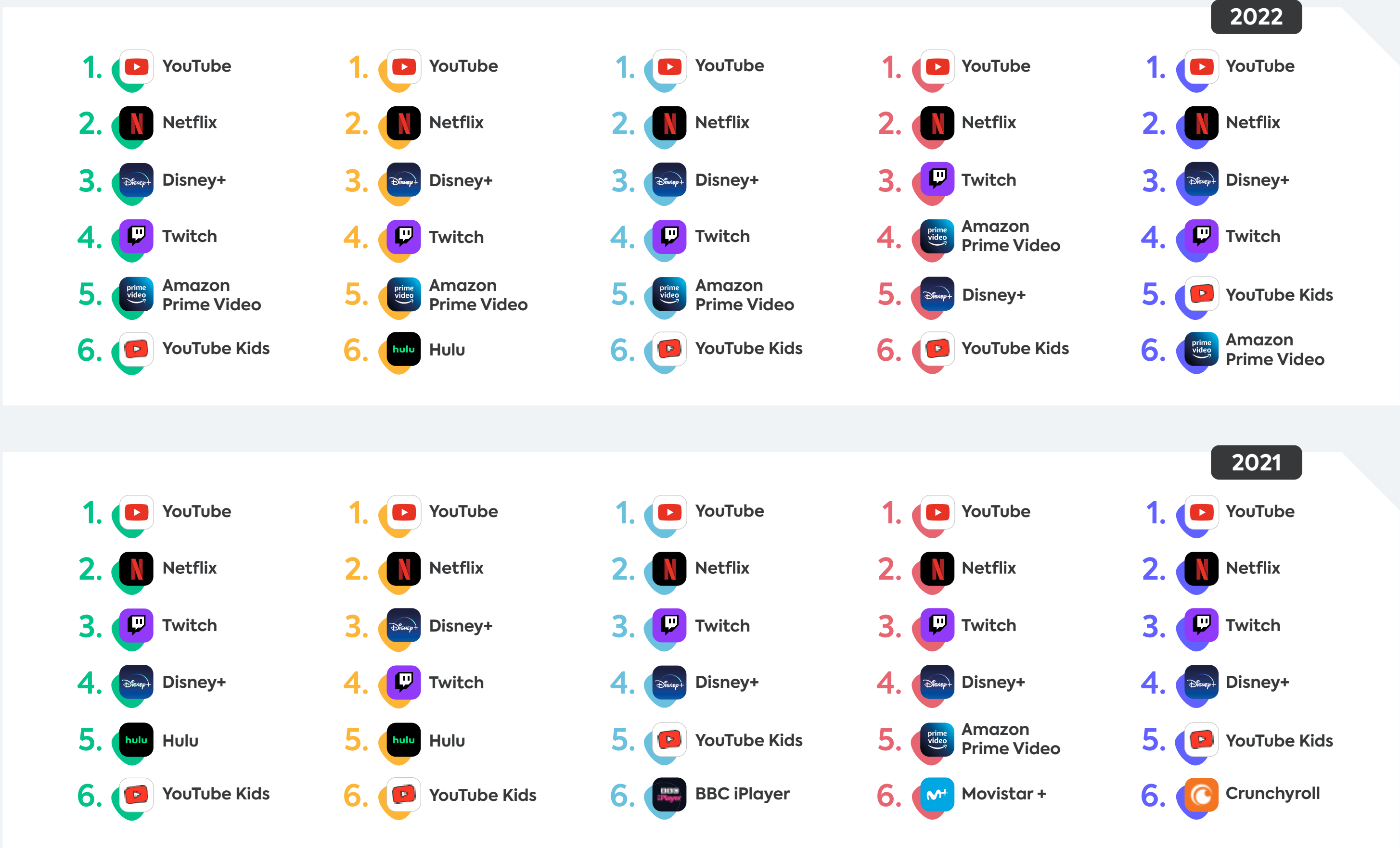
With popularity comes infamy, at least when it comes to the streaming platforms most blocked by parents across 2022. Globally, and in every country analyzed, **families chose to most frequently block YouTube for the third year in a row**, attempting to put an end to the endless loop of recommended content. **Twitch** fell from third to fourth place, perhaps as a result of its dip in popularity, while **Netflix** and **Disney+** claimed the top blocking spots in households around the world.

“It's addictive when watching videos that just lead into each other. There are lots of things that don't get checked and it can be scary.”

- Girl, 11, UK

Most blocked streaming services by parents

GLOBAL US UK SPAIN AUSTRALIA



What we expect

According to [The Streaming Generation](#) report, 44% of families choose a streaming service based on it having children's content they can watch together. With 78% of parents looking for shows that give the family "something to talk about together", and a further 73% looking for programmes that teach them or their children something they didn't already know, it's clear that **the demand for intentional co-viewing is strong**, allowing families to bond over the video content they watch together.

In terms of the streaming services families are opting for, **2023 looks set to become another volatile year**. Netflix [released its Basic plan](#) in early November, reducing prices in exchange for advertising space. For families, this strategy will influence in one of two ways: with many nations in the full throes of a cost of living crisis, paying less monthly could prove a popular choice for many households. On the other hand, it may not be enough to convince families who

prefer the ad-free environment of on-demand streaming, who may be tempted to jump ship towards other services offering more family-friendly content at a more affordable price.

We anticipate that most of the streaming giants will be watching Netflix Basic's numbers with baited breath, allowing the subscription service to test the waters first before releasing (or not) their very own ad-based plans. For families concerned about advertising exposure, this could be **a pivotal change in the way kids consume online video**: why pay for ad-based services when conventional TV and other video platforms like YouTube offer the same, for free?



What we recommend



Pay attention to quality, not quantity.

How much is too much? The answer really depends on how old the child is, their emotional maturity, and how they are able to balance other aspects of school and home life with how they spend time on technology. That's not to say that there should be no limit, however. With increased access to unlimited, on-demand content, kids may be exposed to violent or sexual content, which can cause harm to developing minds.

“There are so many ads now, and so many short videos that keep you watching your phone for ages, wasting time.”
– Boy, 11, Spain



Encourage intentional viewing.

While there's nothing wrong with using video content as a boredom killer, this shouldn't be the norm for either kids or adults. **Intentional viewing helps to encourage more conscious choices**, and promote content that supports family values, or likes and dislikes. To help keep viewing intentional, families can disable autoplay and set limits on streaming apps to discourage the endless scroll and the automatic transition from one video to the next.

“I watch videos and do research for school. I don't get out as much because of the tech time I spend on certain days.”
– Girl, 11, USA



Make use of parental controls.

Many streaming services now offer native parental control features. These features can often be minimal and vary heavily from service to service, making it hard for parents to keep track of rules across multiple platforms – and making it easier for harmful content to slip through the cracks. For restrictions that help keep children safe and entertained, we recommend **teaming native parental controls with some co-watching and an independent parental control tool**.



Make co-watching the norm.

Co-watching doesn't mean watching over kids' shoulders – **it's a way for families to be selective about the type of content they watch together**. This strategy allows parents to understand the type of content their kids enjoy, and to bond as a family through shared interests.

As kids get older, they may want to start exploring series and movies on their own, as long as the content is age-appropriate. **Checking online reviews or watching the content through first** before letting older teens solo watch is a good way to check it ties in with family values.



Be mindful of livestream content.

Livestreams are always risky, as there's no way to predict the type of content which kids could be exposed to during a broadcast. **Blocking apps and streaming services where little control can be administered over the content** is one option families have to help keep children away from risky livestreams.



RESEARCH BY APP CATEGORY

Social media

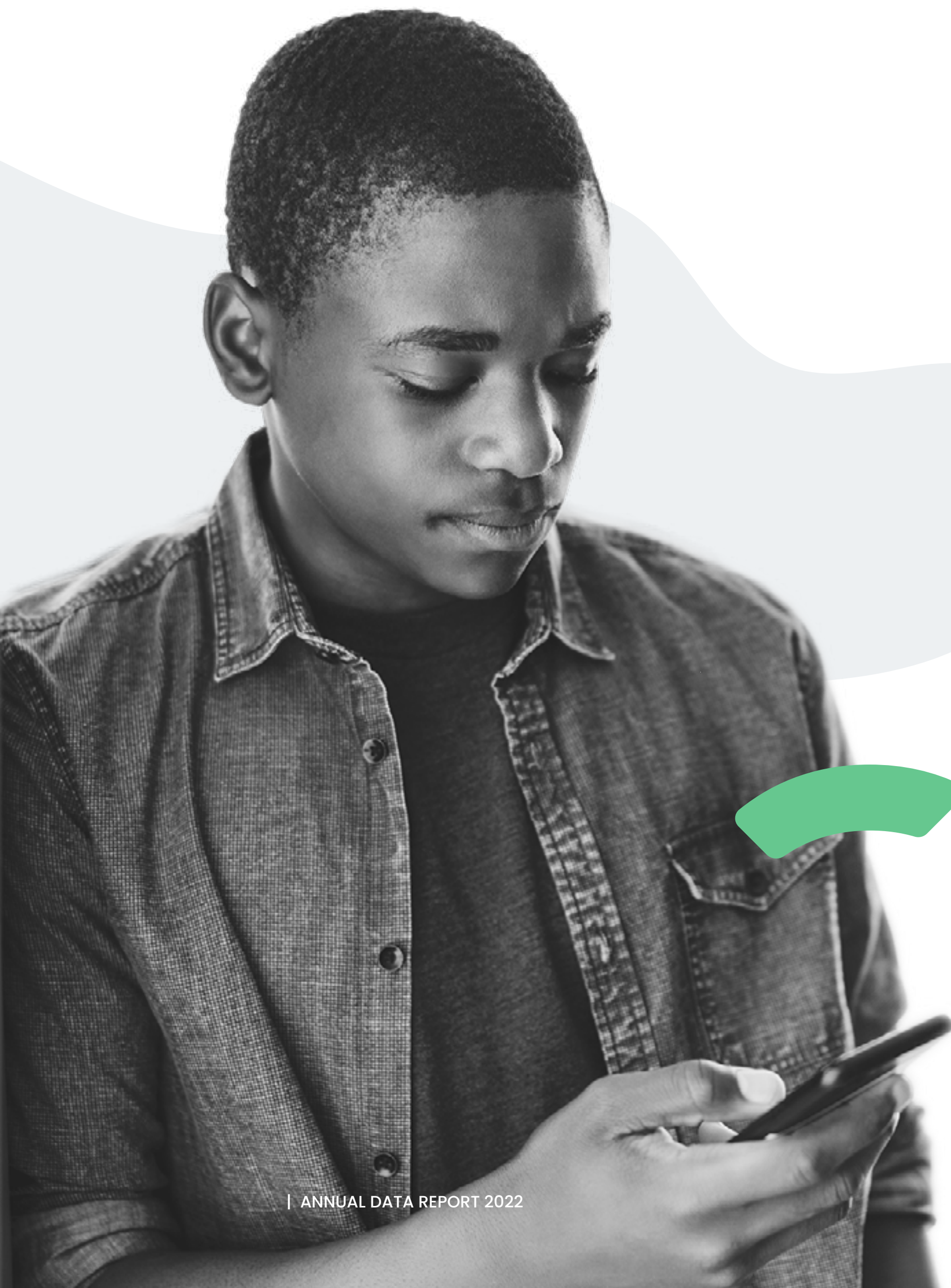


What we found

If 2021 was the year social media use raised a few eyebrows in the family, 2022 went one hair-raising step further. **Children's use of social media apps continued to climb across the year**, with global time spent on social platforms increasing by 12%.

The eyes fixated on Twitter following [Elon Musk's controversial takeover](#) were also reflected among younger users: Twitter experienced a 7% growth in popularity worldwide, one of the most significant increases in the social media category.

As Instagram and parent company Meta fought to stay relevant, TikTok dominated the media, with reports that Gen Z were now even turning to the social media giant [ahead of Google](#) to find answers to their burning questions online. With the video-sharing app as their new go-to search engine, **kids spent 18% longer on TikTok in 2022**, ringing in the year with an average **daily usage of 107 minutes** – that's 60% longer than time spent on video content on YouTube.



THE MOST POPULAR SOCIAL MEDIA APPS

For yet another year, TikTok dominated the top spot globally and in all countries analyzed. **1 in 2 kids in the UK now uses TikTok**, while almost 2 in 3 children in Spain (61%) are fans of the seemingly unstoppable social media giant. Against all odds, **Facebook's popularity among younger users slightly grew** across 2022, with 38% of kids helping it to claim second place globally.

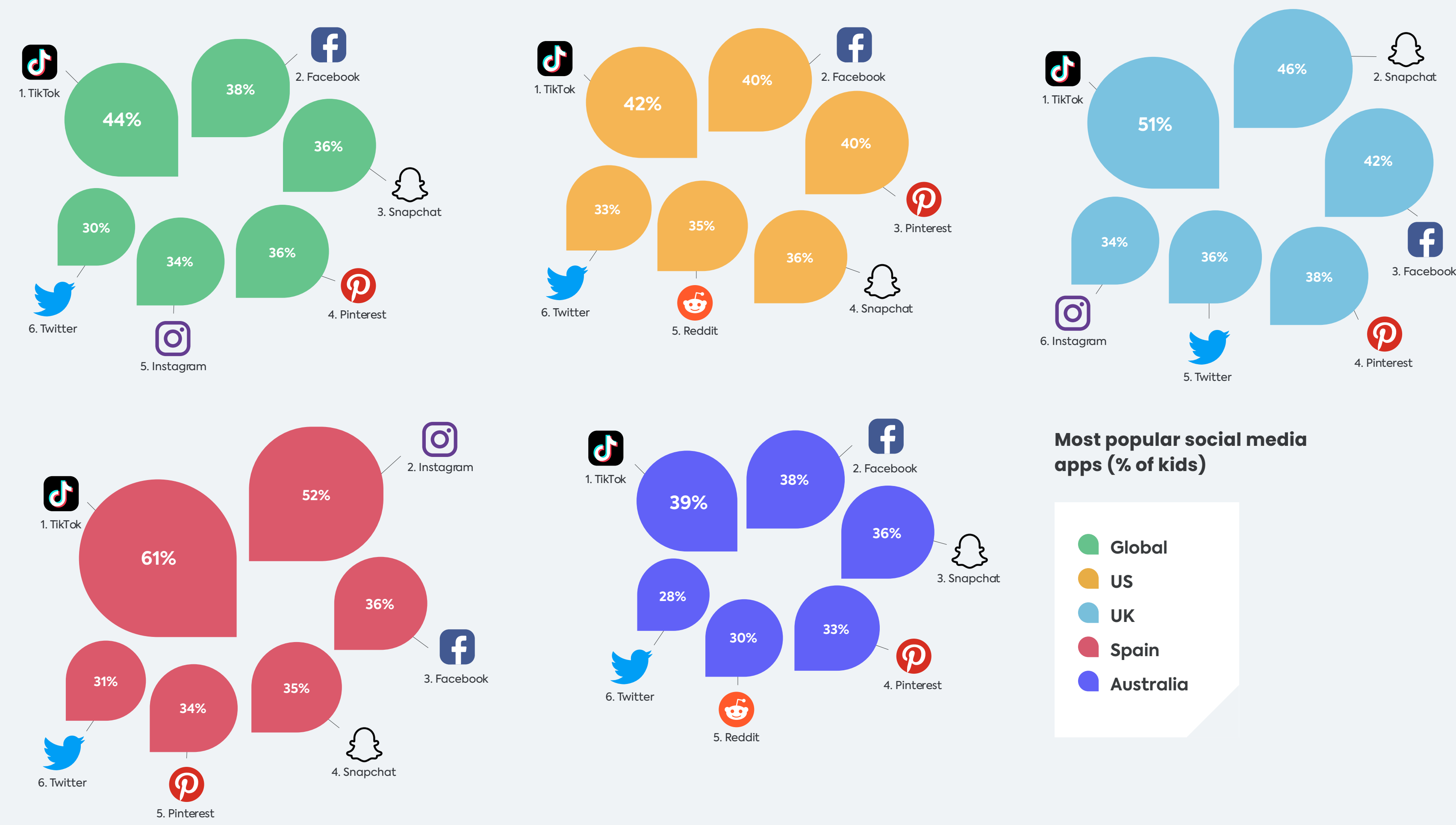
“It's a good way to keep up with my friends who don't live near me and to see how people around the world live. But social media is racist and cruel at times and that can make you not want to use it.”

– Boy, 13, US

Snapchat maintained its global third position, but rose to second place in the UK, with 46% of kids using the app, and dropped to fourth position in the US, behind new top 3 contender **Pinterest**, which 40% of US children now use.

2022 was not Instagram's year, falling completely out of the top 5 most popular social media in Australia, the US, and the UK. The app's saving grace was found in Spain, where children continued to show their devotion to Instagram, with 51% of kids helping it secure second place in the country.

Most popular social media apps



Global					
2022		2021		2020	
1.	TikTok	44%	1.	TikTok	41%
2.	Facebook	38%	2.	Facebook	39%
3.	Snapchat	36%	3.	Snapchat	33%
4.	Pinterest	36%	4.	Instagram	32%
5.	Instagram	34%	5.	Pinterest	28%
6.	Twitter	30%	6.	Reddit	23%
6.	Twitter	30%	6.	Twitter	23%

US					
2022		2021		2020	
1.	TikTok	42%	1.	TikTok	40%
2.	Facebook	40%	2.	Facebook	39%
3.	Pinterest	40%	3.	Snapchat	35%
4.	Snapchat	36%	4.	Pinterest	30%
5.	Reddit	35%	5.	Instagram	30%
6.	Twitter	33%	6.	Reddit	30%
6.	Twitter	33%	6.	Snapchat	27%

UK					
2022		2021		2020	
1.	TikTok	51%	1.	TikTok	48%
2.	Snapchat	46%	2.	Facebook	41%
3.	Facebook	42%	3.	Snapchat	40%
4.	Pinterest	38%	4.	Instagram	34%
5.	Twitter	36%	5.	Pinterest	30%
6.	Instagram	34%	6.	Reddit	28%
6.	Instagram	34%	6.	Twitter	27%

Spain					
2022		2021		2020	
1.	TikTok	61%	1.	TikTok	57%
2.	Instagram	52%	2.	Instagram	47%
3.	Facebook	36%	3.	Facebook	33%
4.	Snapchat	35%	4.	Snapchat	29%
5.	Pinterest	34%	5.	Pinterest	28%
6.	Twitter	31%	6.	Twitter	24%
6.	Twitter	31%	6.	Twitter	21%

Australia					
2022		2021		2020	
1.	TikTok	39%	1.	Facebook	34%
2.	Instagram	38%	2.	TikTok	33%
3.	Facebook	36%	3.	Snapchat	31%
4.	Snapchat	33%	4.	Pinterest	26%
5.	Pinterest	30%	5.	Instagram	26%
6.	Twitter	28%	6.	Reddit	23%
6.	Twitter	28%	6.	Reddit	20%

HOW MUCH TIME DID CHILDREN SPEND ON SOCIAL MEDIA IN 2022?

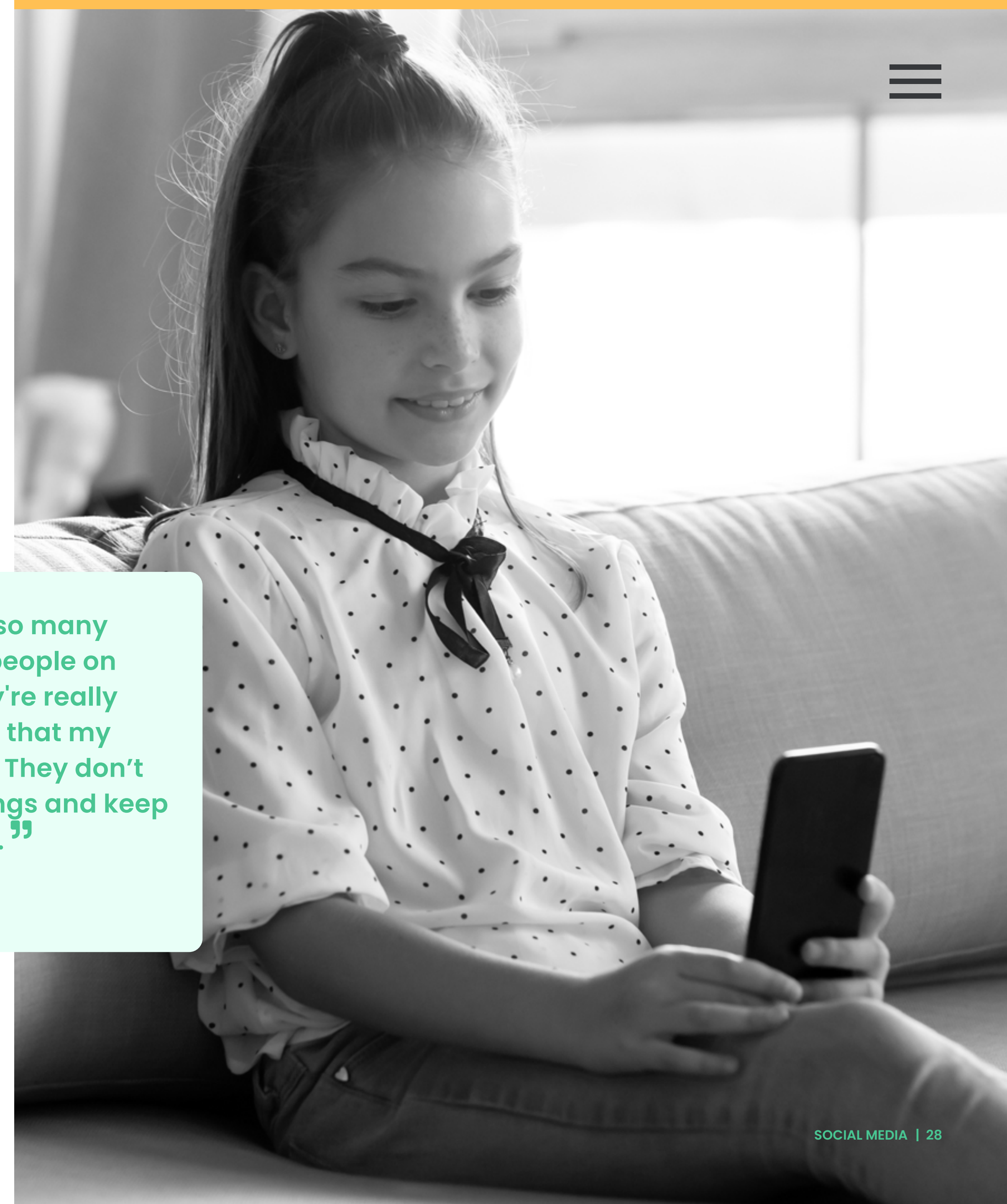
Inevitably, children spent the most time on TikTok across 2022, with daily minutes spent rising from 91 in 2021, to 107 minutes – an average of almost 2 hours a day. **The strongest growth in time spent on TikTok was seen in Australia**, where kids spent 44% more time on the video sharing app across the year, averaging 108 daily minutes.

Australian children upped their time on most of the social media giants, spending 31% more time on Snapchat (84 mins/day versus 64), and 20% more time on Instagram, despite the app not entering the top 5 in popularity. The only country where children decreased their

time on Snapchat was Spain, where usage dropped from 24 daily minutes in 2021 to just 21 in 2022. And despite its surge in popularity, **time spent on Twitter showed either no change or decreased**, with the largest drop seen in the UK – just 9 daily minutes versus 12 in 2021.

“ I like that there are so many diverse and different people on social media, and they're really fun. What I don't like is that my parents supervise me. They don't let me visit certain things and keep an eye on who I talk to. ”

– Girl, 10, Spain



Time on most popular social media (avg. mins/day)

GLOBAL US UK SPAIN AUSTRALIA



Global	2022	2021	2020
1. TikTok	107	91	75
2. Snapchat	72	71	39
3. Instagram	45	41	44
4. Facebook	20	10	17
5. Pinterest	16	13	17
6. Twitter	10	10	13

US	2022	2021	2020
1. TikTok	113	99	87
2. Snapchat	90	84	47
3. Pinterest	20	15	20
4. Facebook	18	10	17
5. Reddit	13	16	26
6. Twitter	10	11	13

UK	2022	2021	2020
1. TikTok	114	97	70
2. Snapchat	91	82	39
3. Instagram	30	34	40
4. Pinterest	14	12	12
5. Facebook	11	8	16
6. Twitter	9	12	10

Spain	2022	2021	2020
1. TikTok	96	80	65
2. Instagram	56	54	63
3. Snapchat	21	24	14
4. Facebook	20	5	29
5. Twitter	10	11	12
6. Pinterest	9	9	16

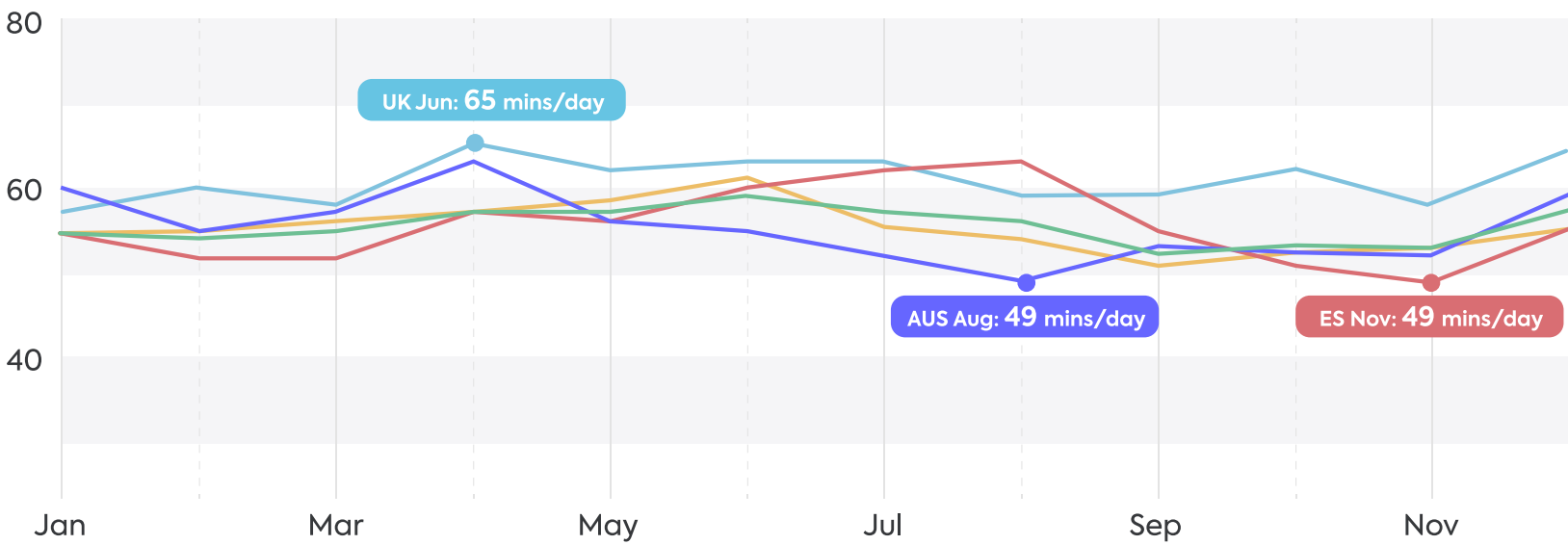
Australia	2022	2021	2020
1. TikTok	108	75	64
2. Snapchat	84	64	38
3. Facebook	15	13	22
4. Pinterest	13	15	14
5. Reddit	12	14	16
6. Twitter	9	9	8



Social media was one of only two categories in our report which continued to experience yearly growth in time spent, with **a 12% increase from 2021** globally. In Australia, these usage levels climbed to even higher heights, with children increasing their time on social platforms by 17%.

Social media use remained relatively stable throughout the year, with children finding it difficult to switch off even during school season. **Kids’ lowest usage was 49 minutes a day**, seen in November in Spain, and August in Australia. The year’s record for average daily use, at **65 minutes**, was set by kids in the UK over their end-of-term holidays in April.

Time kids spent on social media in general (avg. mins/day)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 Avg	2021 Avg	2020 Avg
Global	55	54	55	57	57	59	57	56	52	53	53	57	56	50	45
US	55	55	56	57	58	61	55	54	51	52	53	55	55	51	47
UK	57	60	58	65	62	63	63	59	59	62	58	64	62	55	44
Spain	55	52	52	57	56	60	62	63	55	51	49	55	56	52	53
Australia	60	55	57	63	56	55	52	49	53	52	52	59	55	47	40

“ I go on TikTok and Instagram too. Sometimes I look up information on Google about artists and K-pop groups. Social media keeps me up-to-date with videos and K-pop music, but sometimes the comments people post aren’t very nice and I don’t like reading them. ”

- Girl, 12, Spain

MOST BLOCKED SOCIAL MEDIA APPS

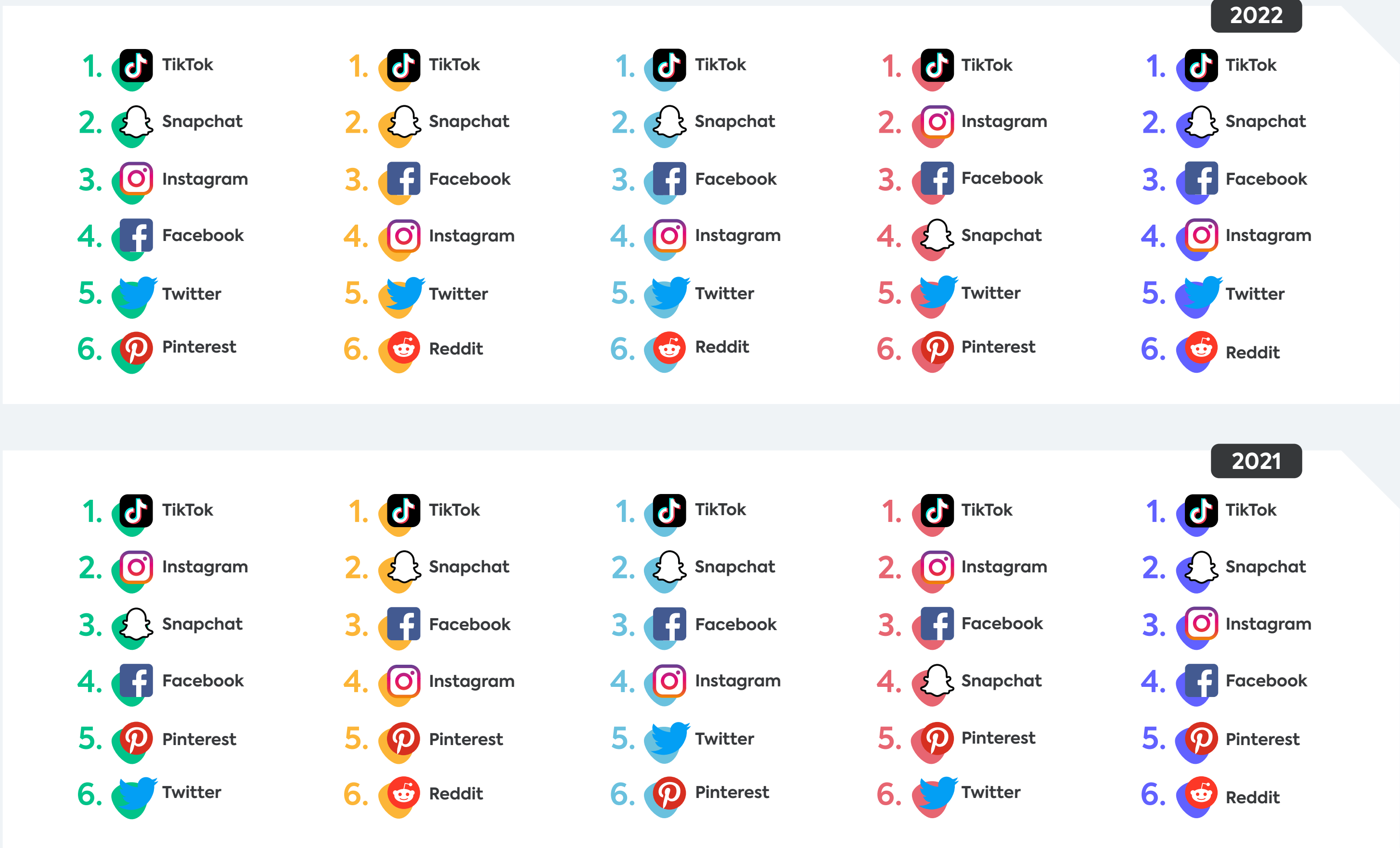
Following security debates across 2022, TikTok held fast in its position as the number 1 blocked app by families worldwide - and in all countries analyzed. Perhaps reflecting Twitter’s opinion-dividing [sale to Elon Musk](#), the microblogging network appeared in the top 5 most blocked social media apps for the first time in 2022, behind regular contenders Instagram, Snapchat, and Facebook.

“ I like that you can chat with your friends. I don't like all the grown-up political stuff and the news. I don't like it when people fight. Some people use the fact they can be anonymous to say horrible things to other people and stalk girls. ”

- Boy, 13, Spain

Most blocked social media apps by parents

GLOBAL US UK SPAIN AUSTRALIA



What we **expect**

With social media now playing a huge part in shaping the younger generation and how they interact online, **we expect parental pushback to continue to grow.** From US [bill proposals of a TikTok ban for under-18s](#), to France's president, Emmanuel Macron, beginning to [call for better protection](#) for children on social networks, it's clear lawmakers and government bodies are looking for ways to help social media become a healthier, less damaging space for young people online.

Instagram's parental supervision features were rolled out in multiple countries [in early 2022](#), with Snapchat's Family Center [following suit in August](#), allowing parents to see their teen's Snap contacts and easily report concerning accounts. As social media use continues to grow among the younger generations, we expect the tools provided to parents to help monitor this use will become more extensive. After all, **social media companies**

have no desire to cut off one of their primary audiences, and parental supervision is the olive branch serving to persuade families of their commitment to online safety.

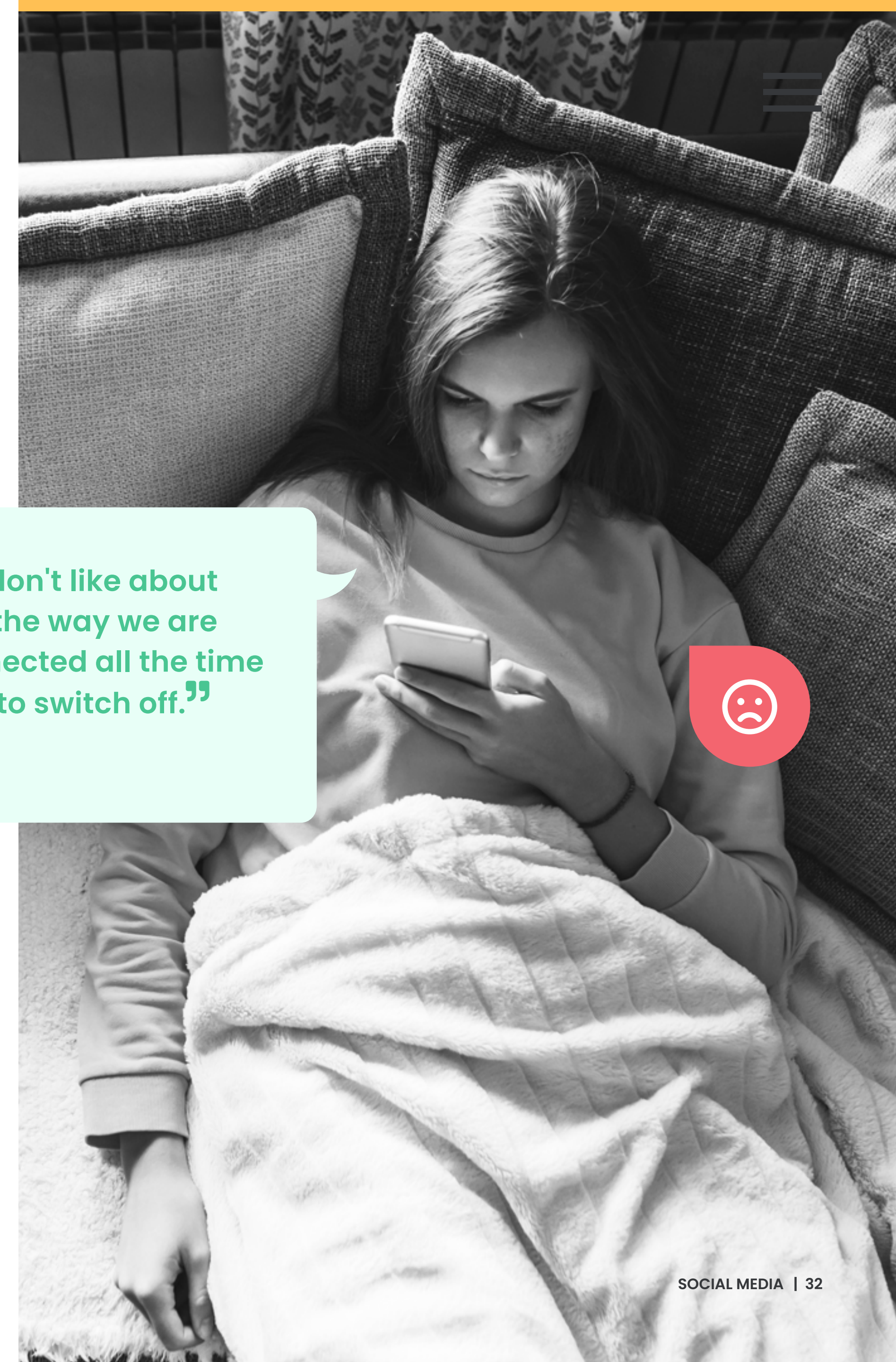
Many lawmakers believe this isn't enough, and talks of online safety bills and [changes to existing legislation](#) have been rumbling across 2022. While slow-going, we anticipate that many **new bills and regulations will come into effect over the coming years** to help promote children's online safety and support their mental health on social networks.

“**Nowadays young people are at risk of addiction. I dislike all the “he said, she said” hype and false news that spread all over. Everything is all about selfies, likes, and followers. Everyone wants attention.**”

- Girl, 12, US

“**Something I don't like about social media is the way we are constantly connected all the time and find it hard to switch off.**”

- Girl, 13, UK



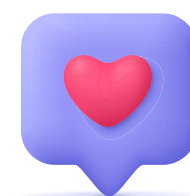
What we recommend



Stay in the know

Trends move fast on social media, along with the rise (and fall) of popular networks. As seen from growing interest in more recently developed social apps like BeReal and Yubo over the course of 2022, there's always something fresh to learn. Families don't have to be the most social media savvy, but keeping up-to-date on trends can help parents to stay prepared. Talking to teens about what they like and dislike about their current favorite platforms is a simple way parents can stay on top of the curve, rather than falling behind.

“ I only use social media to keep up-to-date about actors, movies and singers I like. What I like is seeing interesting things that some people can do, like crafts, inventions, or art and drawings.”
– Girl, 13, Spain



Check social media readiness

No matter the peer pressure, we recommend only allowing kids to create a social media account when they demonstrate the appropriate level of emotional maturity. Just like they do with real-world dangers, adults need to prepare children for risks in the digital world: families need to open up the conversation surrounding the many problematic aspects of social media, and the potential dangers it can expose younger users to.

“ I worry about internet security. People could invade my privacy on social media. I feel much safer when I use social media and the internet near an adult, in case I feel unsafe.”

– Girl, 11, Australia



Build positivity, on and offline

To help make social media a more positive space for younger and older people alike, families can encourage their children to be kind in the comments they make online, respect other people's digital property, and help them understand that there are real people behind the profiles on social media.



Prepare kids for the world of social media.

Keeping teenagers completely off social media is now an almost impossible task, thanks to the proliferation of apps like TikTok and Snapchat in popular culture. Nowadays, **there's always someone in the class or the friendship group with access to social media.** Many parents resort to banning children completely from social media, but most tech-savvy kids will still find a way to use the apps. Social media, when used correctly, can be a tool for creativity and provide opportunities for social interaction. Instead of sending children unequipped to face the risks social media poses, **help them understand the differences between the real world and the social media one** – and how to face the distorted online reality they'll be faced with.

“ I don't like it when my girlfriends post pictures that are too personal. I don't think they should upload them.”

– Girl, 13, Spain



Trial social platforms as a family

Before allowing children to use social media, parents should become more familiar with the platforms themselves, and **be heavily involved in the initial setup process of the profile** to ensure the correct privacy settings are applied (private profile, friend and family requests only, location settings off). They can also help their child find and follow individuals and content that ties in with their family's values. To help establish healthier digital relationships, parents can also set time limits on social media apps, limiting scroll time on apps with bottomless content such as TikTok and Instagram.



RESEARCH BY APP CATEGORY

Gaming



What we found

The mobile video game industry is now the largest in the gaming market, with [57% of players](#) enjoying their favorite games on smartphones over PCs and consoles. Kids are no stranger to mobile games, and across 2022, they made sure to get in their daily play, engaging with gaming apps for an average of 38 minutes every day – making it the only category in our analysis to experience no change on a global level from 2021.

Kids were more than willing to grind the hours needed to progress in online games: across 2022, **children clocked up over 3 hours daily on role-playing game World of Warcraft** and battle arena multiplayer Defense of the Ancients 2. While time-consuming, these games paled in comparison to children's long-time champion Roblox, which 59% of kids worldwide now play, averaging a whopping 180 minutes of gameplay per day.

THE MOST POPULAR VIDEO GAMES IN 2022

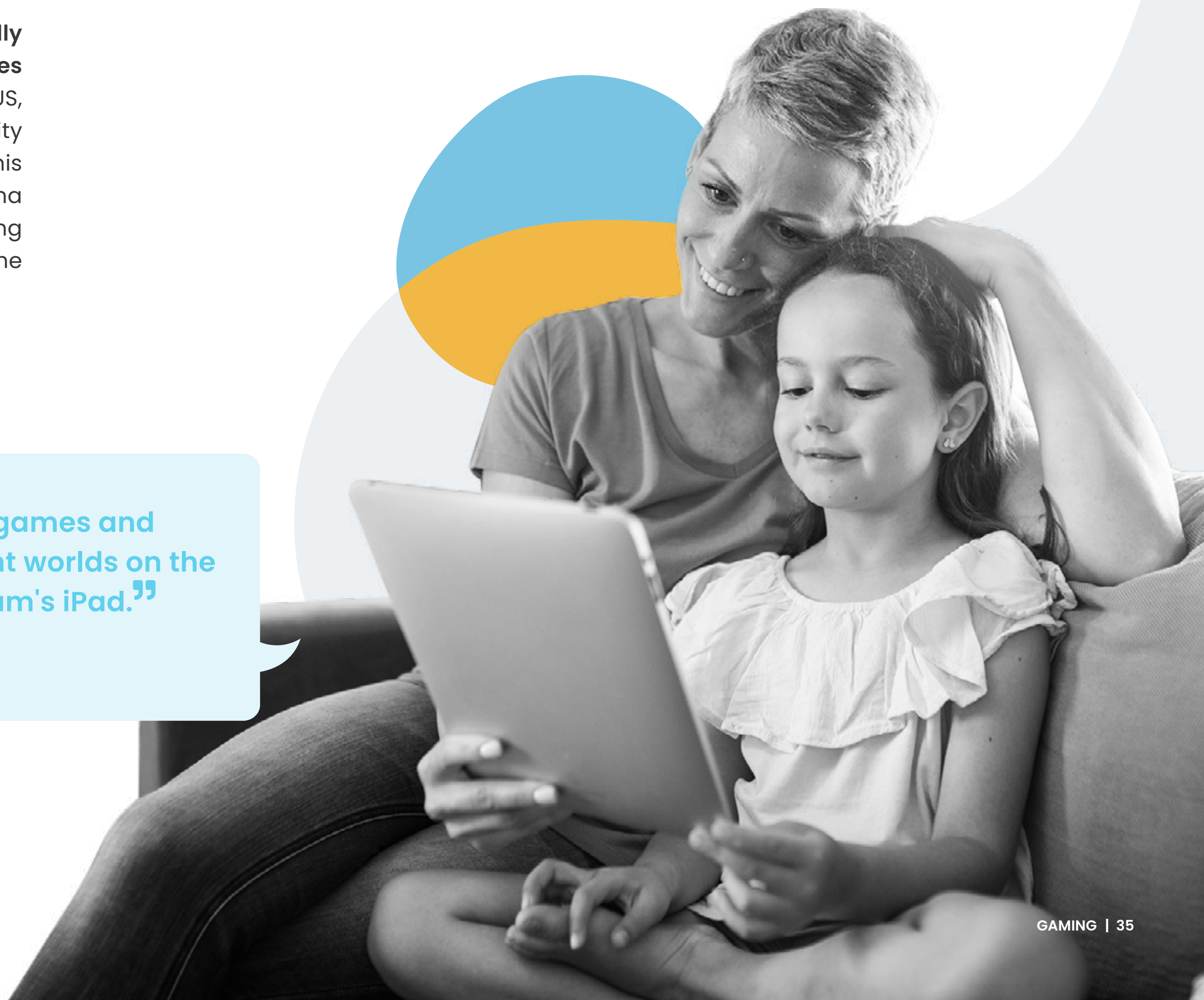
Roblox was kids' choice on a global level and in all countries we examined, but with a noticeable difference in popularity between Spain and the rest. **Roblox hit a high of 59% popularity worldwide**, rising to 62% of kids in the US, 63% in Australia, and our report's record-breaking 67% of kids in the UK. In Spain, on the other hand, just 44% of children use Roblox, only just above second place contender Clash Royale, coming in at 40% popularity.

Spain's top 5 also featured party knockout game Stumble Guys, which didn't feature in any other country's top games across 2022. Australian, British, and US kids favored scenario-picking game What Would You Choose? Rather instead. **Clash Royale made it to second place in the global rankings**, with 24% of kids choosing to play over Minecraft, 2021's silver medal winner. **Minecraft took third place overall**, decreasing in popularity from 26% to 23% of kids playing the game in 2022.

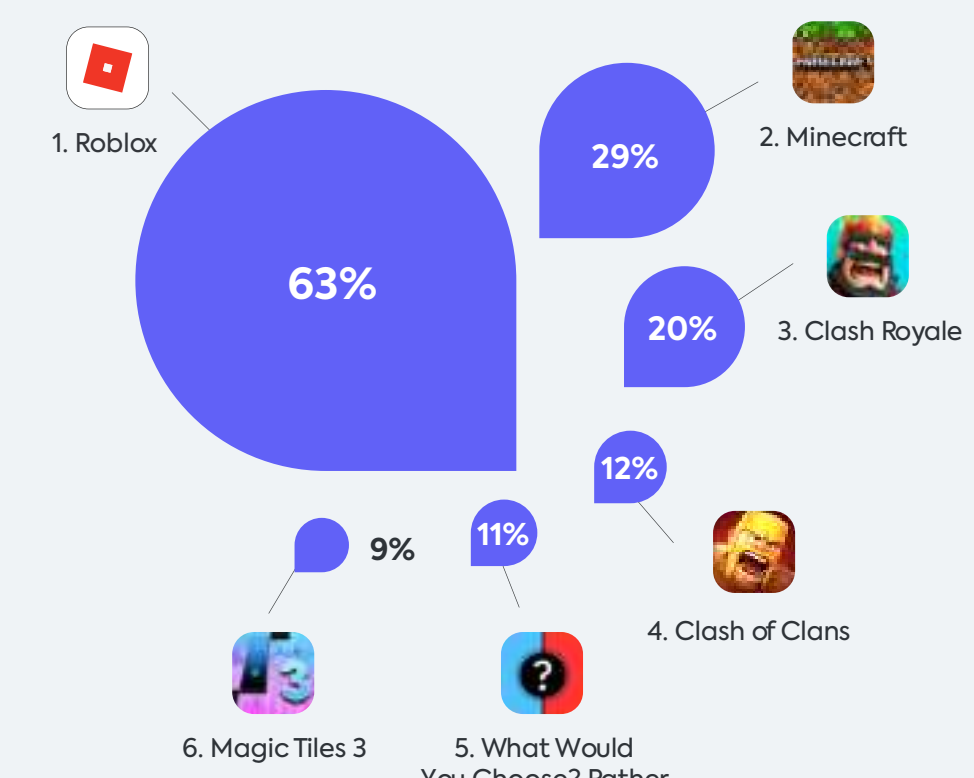
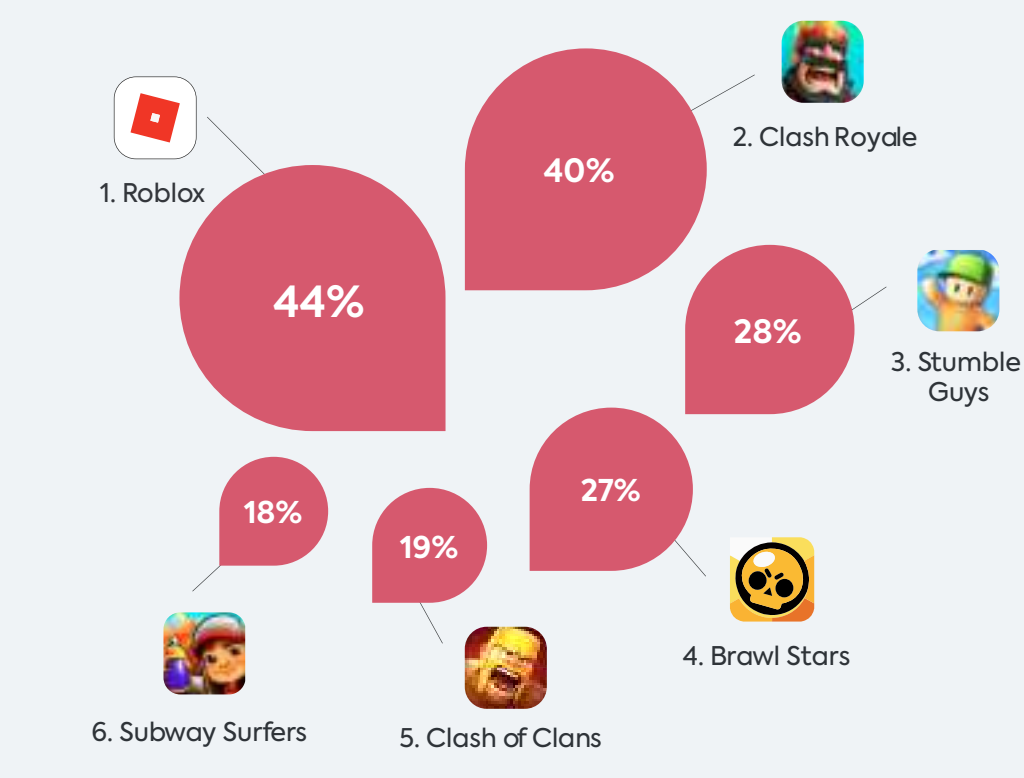
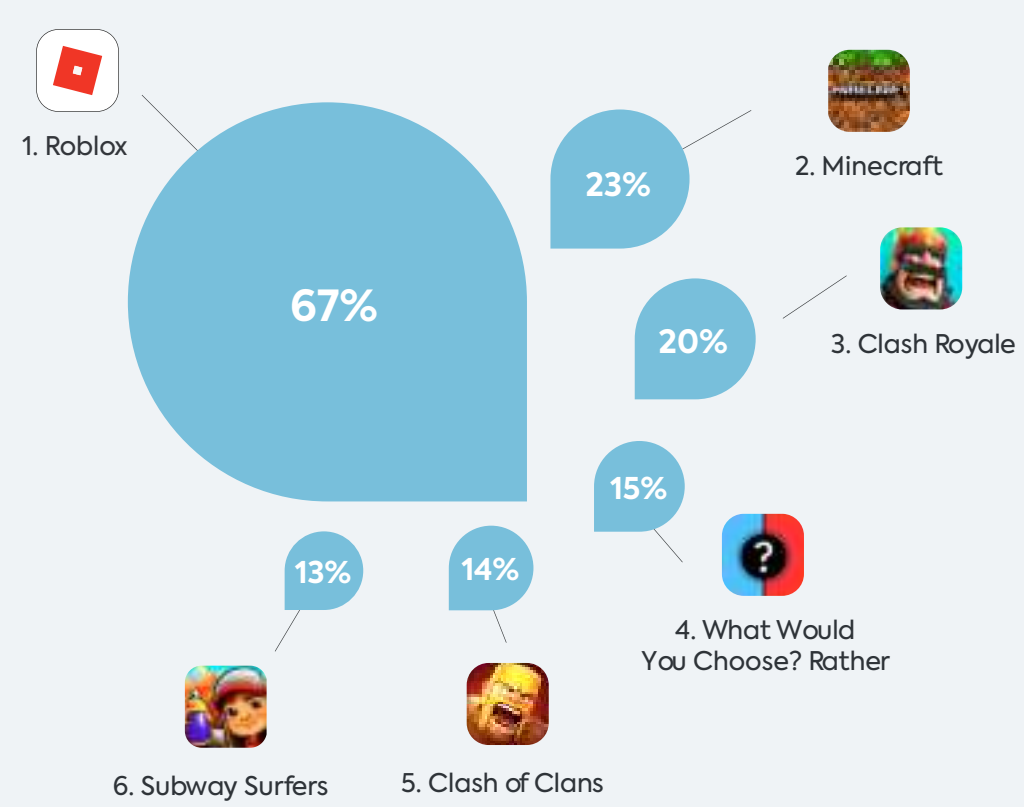
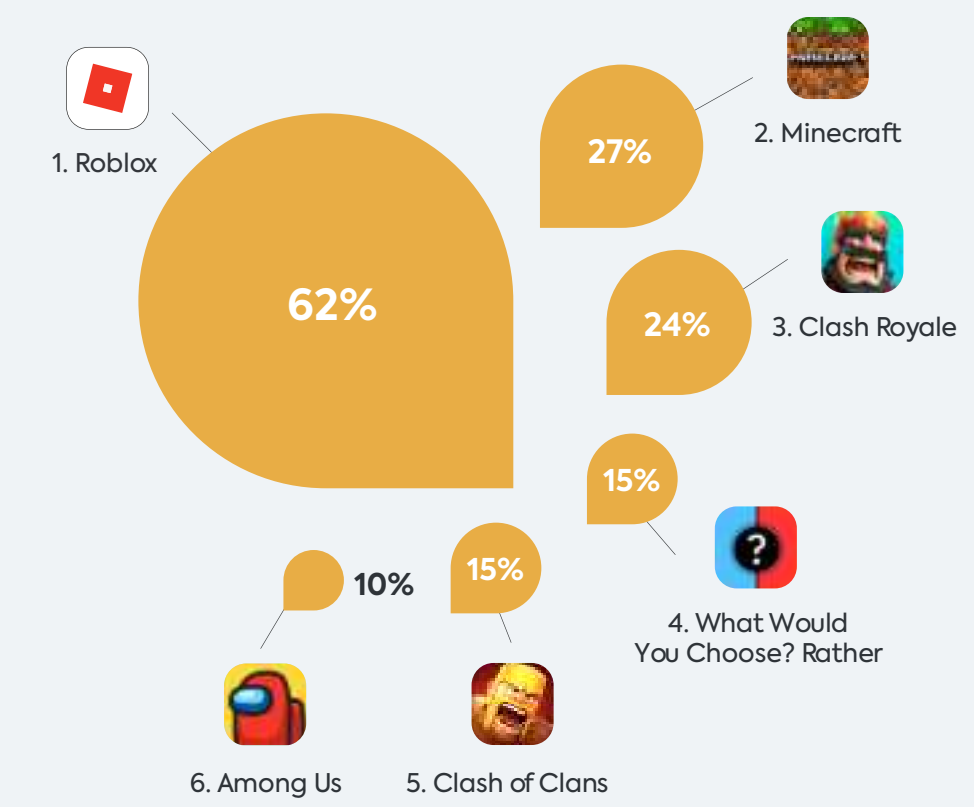
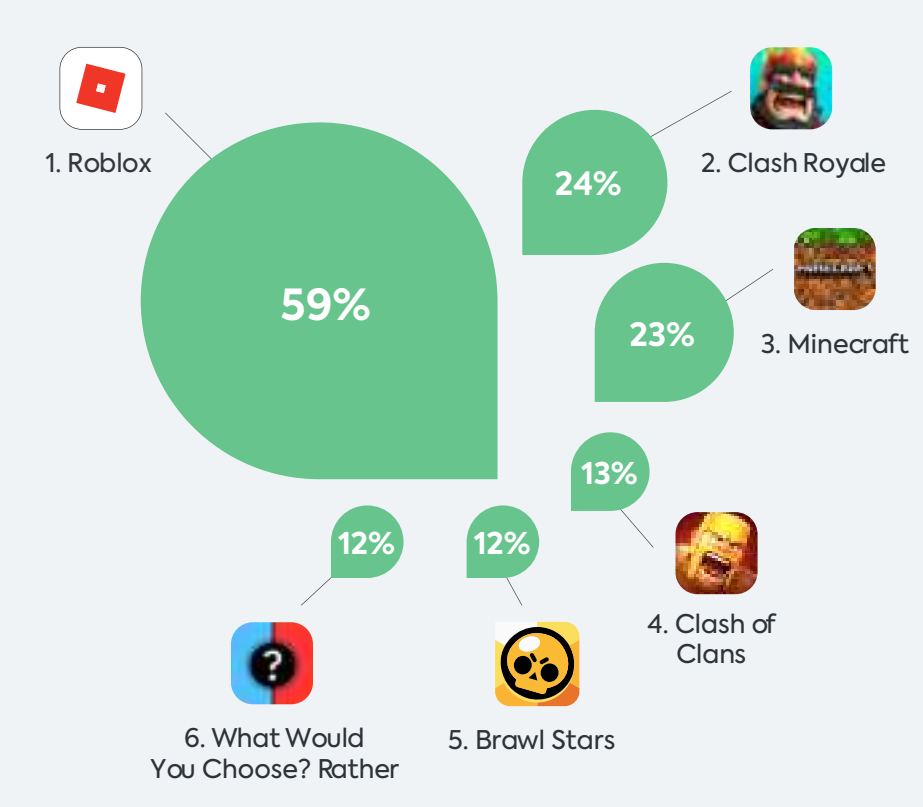
Worldwide phenomenon **Among Us** finally **dropped out of kids' top 5 most popular games in 2022**, appearing in sixth position in the US, and falling out of the remaining popularity rankings in all other countries analyzed in this report. Globally, it was replaced by battle arena multiplayer Brawl Stars, long a favorite among Spanish kids, but making its appearance in the gaming top 5 for the first time this year.

“ I like playing games and creating different worlds on the Switch or my mum's iPad.”

- Girl, 10, UK



Most popular video game apps



Most popular video game apps (% of kids)

Global

US

UK

Spain

Australia

Global					
2022		2021		2020	
1.	Roblox	59%	1.	Roblox	56%
2.	Clash Royale	24%	2.	Minecraft	26%
3.	Minecraft	23%	3.	Among Us	24%
4.	Clash of Clans	13%	4.	Clash Royale	22%
5.	Brawl Stars	12%	5.	What would...	17%
6.	What would...	12%	6.	Clash of Clans	13%
1.	Roblox	35%	2.	Minecraft	25%
3.	What would...	19%	4.	Among Us	17%
5.	Fortnite	14%	6.	Clash Royale	14%

US					
2022		2021		2020	
1.	Roblox	62%	1.	Roblox	61%
2.	Minecraft	27%	2.	Minecraft	31%
3.	Clash Royale	24%	3.	Clash Royale	22%
4.	What would...	15%	4.	What would...	21%
5.	Clash of Clans	15%	5.	Among Us	19%
6.	Among Us	10%	6.	Clash of Clans	15%
1.	Roblox	39%	2.	Minecraft	30%
3.	What would...	23%	4.	Fortnite	16%
5.	Among Us	14%	6.	Clash Royale	12%

UK					
2022		2021		2020	
1.	Roblox	67%	1.	Roblox	62%
2.	Minecraft	23%	2.	Minecraft	27%
3.	Clash Royale	20%	3.	What would...	22%
4.	What would...	15%	4.	Among Us	21%
5.	Clash of Clans	14%	5.	Clash Royale	20%
6.	Subway Surfers	13%	6.	Clash of Clans	15%
1.	Roblox	40%	2.	What would...	23%
3.	Minecraft	22%	4.	Among Us	15%
5.	Fortnite	13%	6.	Pokémon Go	11%

Spain					
2022		2021		2020	
1.	Roblox	44%	1.	Roblox	38%
2.	Clash Royale	40%	2.	Clash Royale	36%
3.	Stumble Guys	28%	3.	Brawl Stars	33%
4.	Brawl Stars	27%	4.	Among Us	26%
5.	Clash of Clans	19%	5.	Clash of Clans	18%
6.	Subway Surfers	18%	6.	Minecraft	13%
1.	Brawl Stars	35%	2.	Among Us	28%
3.	Clash Royale	25%	4.	Roblox	23%
5.	Clash of Clans	14%	6.	Subway Surfers	14%

Australia					
2022		2021		2020	
1.	Roblox	63%	1.	Roblox	56%
2.	Minecraft	29%	2.	Minecraft	29%
3.	Clash Royale	20%	3.	Clash Royale	16%
4.	Clash of Clans	12%	4.	What would...	16%
5.	What would...	11%	5.	Among Us	14%
6.	Magic Tiles 3	9%	6.	Clash of Clans	12%
1.	Roblox	42%	2.	Minecraft	28%
3.	What would...	16%	4.	Among Us	14%
5.	Fortnite	10%	6.	Clash of Clans	9%



HOW MUCH TIME DID CHILDREN SPEND ON VIDEO GAMES IN 2022?

Our analysis looks at mobile gaming, tablets, and browser applications, hinting that the real time spent on consoles, PC gaming, and other devices is much higher overall. Gaming apps still claimed third place overall in all the categories analyzed, with the top spots taken by social media and online video.

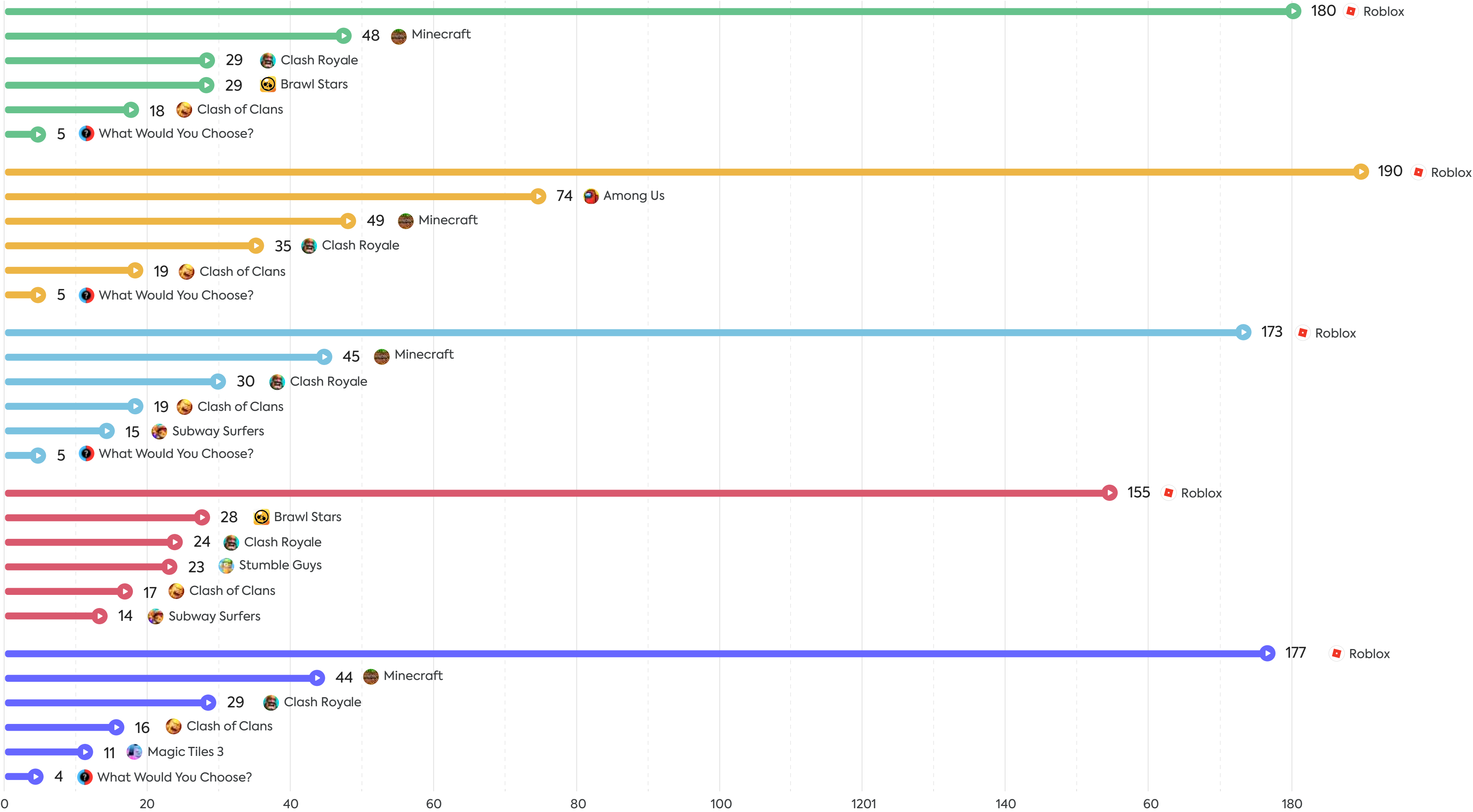
Although **time spent on Roblox only increased by 4% worldwide**, it's difficult to see how levels could get notably higher, with kids spending 180 minutes - 3 hours - on the programming game daily. **Time spent on Minecraft also increased on a global scale**, rising from 35 daily minutes to 48, an increase of 37%. While British kids spent 15% more time on Minecraft, and children in the US extended gameplay by 36%, Australian kids signed out much earlier across 2022, decreasing their time on Minecraft by 24%, from 58 daily minutes to 44.

“ I like playing games that make me think and I like the graphics and sounds that go with them. I play games, read, and watch videos. It takes my mind off things and distracts me..”

- Girl, 13, UK

Time on most popular games (avg. mins/day)

GLOBAL US UK SPAIN AUSTRALIA



Global	2022	2021	2020
1. Roblox	180	173	96
2. Minecraft	48	35	49
3. Clash Royale	29	35	21
4. Brawl Stars	29	33	33
5. Clash of Clans	18	21	21
6. What would...	5	5	11

US	2022	2021	2020
1. Roblox	190	180	100
2. Among Us	74	61	37
3. Minecraft	49	36	49
4. Clash Royale	35	40	18
5. Clash of Clans	19	22	13
6. What would...	5	5	11

UK	2022	2021	2020
1. Roblox	173	170	95
2. Minecraft	45	39	48
3. Clash Royale	30	36	25
4. Clash of Clans	19	24	19
5. Subway Surfers	15	15	13
6. What would...	5	6	12

Spain	2022	2021	2020
1. Roblox	155	145	86
2. Brawl Stars	28	30	40
3. Clash Royale	24	29	24
4. Stumble Guys	23	NA	NA
5. Clash of Clans	17	17	19
6. Subway Surfers	14	13	15

Australia	2022	2021	2020
1. Roblox	177	165	118
2. Minecraft	44	58	69
3. Clash Royale	29	21	21
4. Clash of Clans	16	19	16
5. Magic Tiles 3	11	10	12
6. What would...	4	7	15

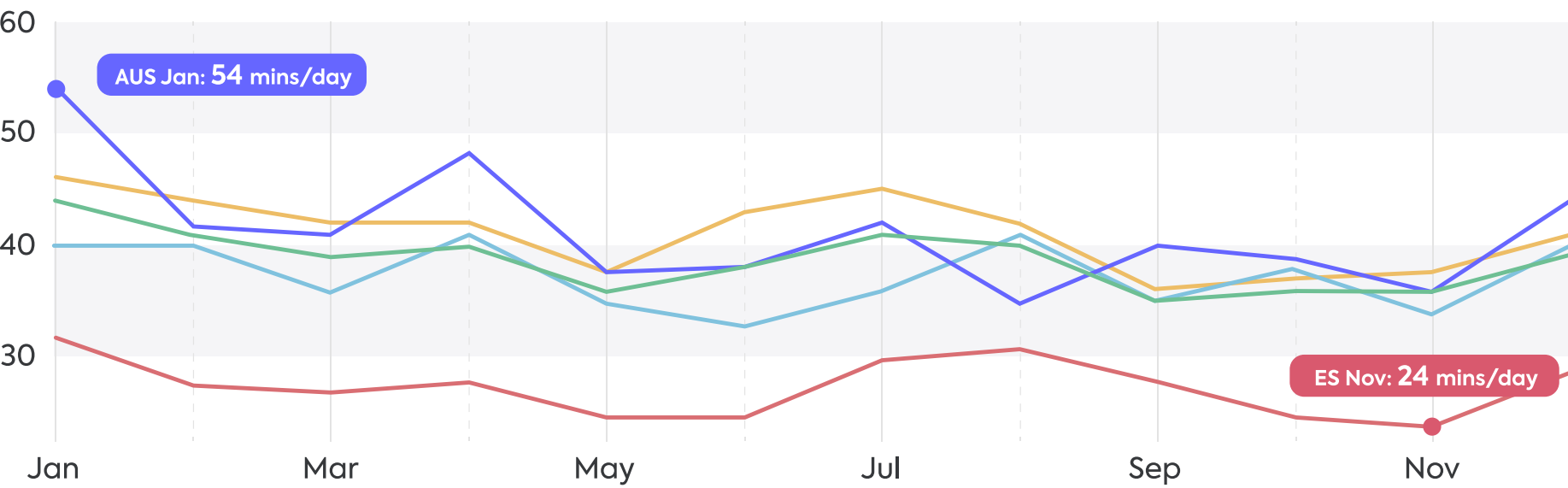


Children spent more time gaming at the beginning of the year, with January’s global average of 44 minutes per day dropping to 39 in December. Australian children started the year off strong, spending almost an hour (54 minutes) a day on gaming apps across January.

Spanish children spent the least amount of time gaming across 2022, averaging 28 minutes per day across the year, and reaching the record low point of just 24 minutes per day in November. Spanish children’s highest gaming activity was registered during school holiday season, in July, August, and January – a trend which was similar on a global level.



Time kids spent on gaming apps in general (avg. mins/day)



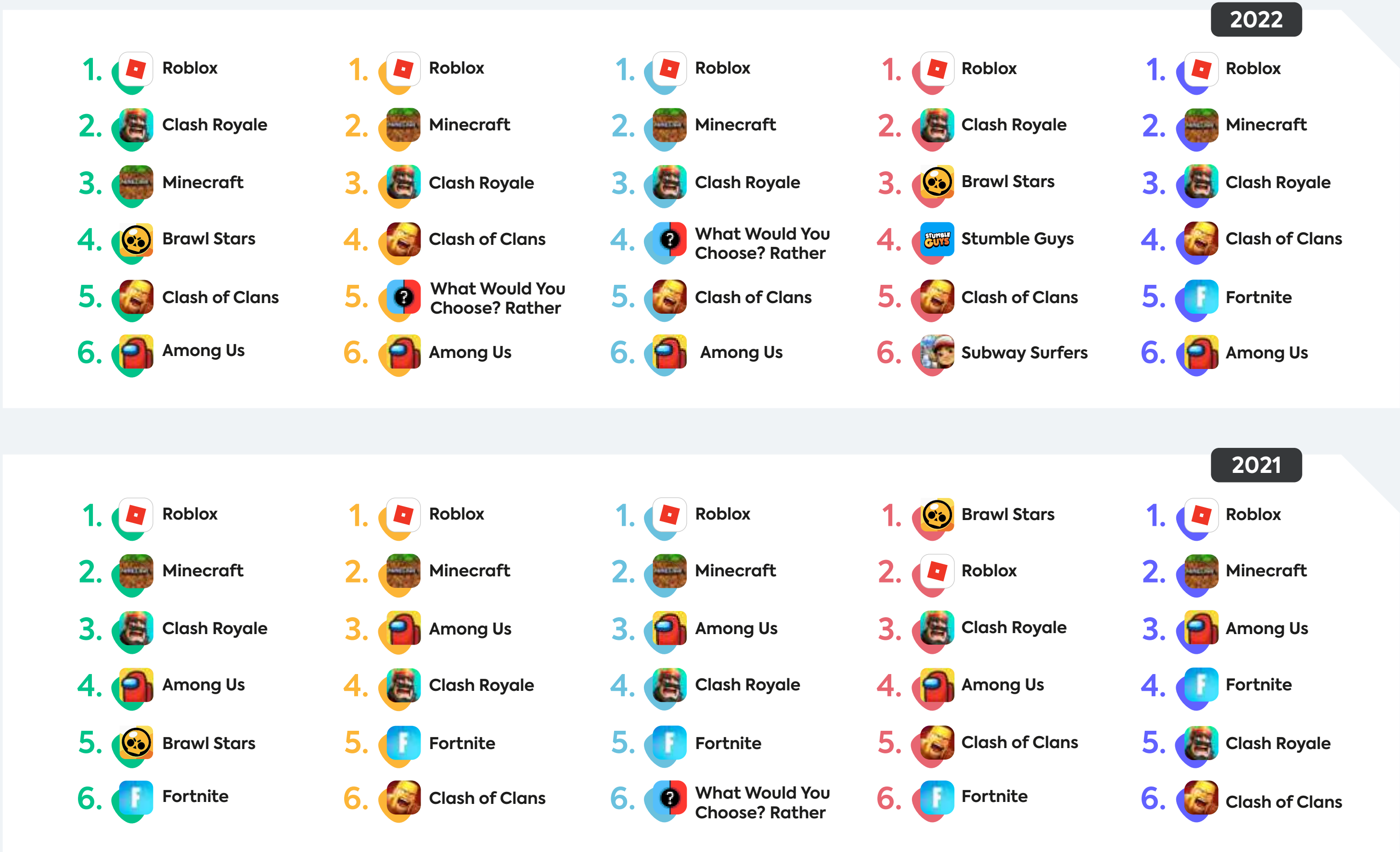
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 Avg	2021 Avg	2020 Avg
Global	44	41	39	40	36	38	41	40	35	36	36	39	38	38	38
US	46	44	42	42	38	43	45	42	36	37	38	41	41	40	40
UK	40	40	36	41	35	33	36	41	35	38	34	40	37	37	37
Spain	32	28	27	28	25	25	30	31	28	25	24	29	28	28	33
Australia	54	42	41	48	38	38	42	35	40	39	36	44	41	43	44

THE MOST BLOCKED VIDEO GAMES IN 2022

As seen with most categories in our report, **children’s most popular apps tend to also be the most blocked**, which explains why kid’s top 5 gaming apps are also reflected in the global blocking positions. For the first year since our reporting began, Roblox climbed to become the most blocked game in Spain, reflecting parents’ worries surrounding [inappropriate and adult content](#), and kids’ increased time on the platform across 2021 and 2022.

Most blocked video games by parents

GLOBAL US UK SPAIN AUSTRALIA



What we expect

Kids and adults alike have long spent time submerged in virtual gaming worlds, but 2022's tech buzzword, the metaverse, holds the promise of even more advanced, all-encompassing adventures. As the possibilities of virtual and augmented reality evolve, **large gaming corporations will continue to explore the potential of the metaverse**, offering one-of-a-kind immersive experiences to gamers around the world.

Through the metaverse, our online personalities will grow closer and closer to our real-life ones – not just through personalized avatars, but through virtual purchases, which the younger generations are beginning to value just as much, if not more, as those which can be made in real life. [Kids no longer want cash rewards for chores](#), or a weekly allowance – in our highly connected world, online currency is king. The virtual world makes the unattainable possible, [converting Gucci and Givenchy into](#)

[pixels](#) available at pocket-money prices. It's safe to say the online gaming world makes it much simpler for kids to live out their dreams, however humble or luxurious they happen to be.

In the years to come, we anticipate that the “need” for children to have access to in-game currency will continue to grow, with advertisers and large corporations investing in ways to make online gaming purchases more attractive, accessible and affordable for the younger generations. Instead of being faced with the one-dimensional screen time worries of the past, children will also have to learn about money management in a virtual world: where the urge to spend and consume is [often that much greater](#).

“ I don't like never knowing who it really is on the other end of the headset.”

– Boy, 13, UK

“ There are games you have to pay for, and so many ads. Sometimes the ads aren't for kids, either. ”

– Boy, 13, UK

“ My eyes hurt when I spend too much time on them, and I don't like the ads that come up when you're playing certain games.”

– Girl, 12, Spain

What we recommend



Set healthy limits.

Limits with gaming aren't just to do with the time spent playing. **Families should also think about their stance on in-app purchases, loot boxes and in-game items.** Whose money is being spent? Is there a monthly, or yearly limit? With so many opportunities to part with hard-earned cash or pocket money while gaming, kids need to be prepared to make wiser decisions about online spending, rather than buying on impulse.

“ We could accidentally buy things if parents don't have locks on that sort of thing. Being supervised annoys me sometimes but I understand why my mum does it – she wants to make sure I'm safe”
– Boy, 11, Australia



Get to know the gaming scene.

Whether a game is the latest release or a retro blast from the past, **the first step should always be getting to know it together as a family.** This allows everyone to understand if they are comfortable with its content – and it's not just violence and inappropriate language or scenarios that kids might come up against. In fact, with online gaming in general, heavy levels of in-game advertising and in-app purchases frequently affect gameplay for kids, encouraging them to spend saved pennies money in the real world.

“ I grab some snacks, and go online to play with my friends so we can spend time together. I feel like my parents and my brothers really protect me.”
– Boy, 10, Spain



Keep online gaming balanced.

Video games aren't all negative: there are many positives to be found, allowing kids to explore, build their own stories, release stress and tension, and learn through play. Understanding the games kids enjoy playing is key in striking this balance, as it's not just about the video game content, but the way they're consuming it. 10 minutes spent on 4 fast-paced apps, with ads and in-game purchases, is arguably less beneficial than a full hour session on world-building sandbox games like Roblox or Minecraft. As always, quality over quantity is the priority.



Safeguard personal information.

Children and adults alike often spend long periods of time on online multiplayer games, where players can join from anywhere across the globe. It's an opportunity for some to connect with people they wouldn't normally meet in the real world, but at the same time, meeting strangers comes with significant risk. Without seeing the face behind the profile, **kids can easily come across hackers, scammers, and predators during gaming sessions.**

“ There are people who scam people and people who hurt children, like hackers. One time someone asked for my Roblox password.”
– Boy, 10, Australia

Children need to understand how important it is never to reveal personal information, like name, age, and address, in online chats. Ultimately, **the safest way to play online games is with real-world friends in closed-off groups**, or playing with friends and family present in the room.

“ I was warned by my parents not to chat to strangers. I promised my dad I will let him know if I chat to a stranger and if they wanted to meet in person.”
– Boy, 11, Australia

RESEARCH BY APP CATEGORY

Education



What we found

With a full return to normality in the classroom for most schools worldwide, **time on educational and learning apps decreased overall** for the second year in a row, as anxious parents no longer needed to fill spare lockdown hours with educational content. Globally, **kids spent 12% less time cramming new languages and quizzing** across 2022, bringing their average use of learning apps on personal devices to just 7 minutes daily.

For the first time in our research, **we have included popularity rankings from school devices**. These devices could be either provided by the school, which is usually the case in the United States and Australia, or devices used during school hours, such as in the UK and Spain, where children frequently use their own devices with school software installed or separate login details.

The data collected from these devices is presented separately from personal devices used during out-of-school time, where our research focused primarily on learning apps with an educational purpose, such as gamified language-learning app Duolingo.

School devices

US & AUSTRALIA

Gathered largely from school-provided devices, Family Zone group insights reveal the top 10 most popular learning-related apps and websites kids used across 2022.

As seen in our family surveys, penetration of computer-based learning in schools is higher in the US and Australia. **In the US, 79% of kids currently use a device in school**, with the majority using a device provided by the school. **Australia is not far behind, with 76% of children using either school-provided devices or a BYOD (bring your own device) system.** Only 13% of US kids and 16% of Australian children did not use any devices in the classroom.

Because of higher device penetration in these countries, we found that specific classroom management apps and websites in both the US and Australia ranked highly in their top 10s.

In the US, learning platform **Google Classroom** was the top choice, followed by single-sign on digital classroom provider **Clever**. Rounding out the US top 3 was virtual and blended learning management system (LMS) **GradPoint**, the number 1 pick for classroom use in Australia.

LMS Canvas also appeared in the top 10 in both countries. Australia’s final top 3 choice was writing assistant **Grammarly**, helping kids keep their spelling, grammar, and punctuation in check throughout the day.

Other popular learning-based tools sought to gamify the education process and boost interactivity in the classroom, such as educational game website **ABCya!** and game-based quiz platform **Kahoot!**



The most popular apps and websites on school devices in the US and Australia

US

- 1. Google Classroom
- 2. Clever
- 3. GradPoint
- 4. Classlink
- 5. ABCya!
- 6. Powerschools Learning
- 7. I-Ready
- 8. Canvas by Instructure
- 9. Kahoot!
- 10. Learnsity

Australia

- 1. GradPoint
- 2. Grammarly
- 3. Google Classroom
- 4. Canvas by Instructure
- 5. Kahoot!
- 6. Education Perfect
- 7. ClickView
- 8. Stile
- 9. Compass
- 10. ABCya!

UK & SPAIN

School devices featured in this report in the UK and Spain offer a different picture of the top 10 most popular classroom-based apps and websites children use. **The education systems in the UK and Spain are much less technology-centered**, as reflected in our parent survey.

66% of children in the UK either bring a device from home to school, or make use of a school-provided device. **Spain follows closely behind, with 63% penetration**, although device usage in the classroom is [increasing on a yearly basis](#). Despite the increment, classroom management apps and systems were much lower down on the popularity scale, with schools opting for specific learning tools and applications, and applying them in a classroom-based setting.

British children and teachers' top pick was the **BBC**, which aside from news, offers learning resources such as spelling and vocabulary

practice. Both Spain and the UK placed **Wikipedia** in second, making it one of the go-to resources for children looking to find out more about their learning topic.

Google Docs featured as the Spanish number 1, but ranked only fourth, just behind **Microsoft Word**, in the UK. Interactive service **Live Worksheets** took third place in Spain, bringing traditional, printed worksheets into an online setting.

Other popular tools designed to make work easier in UK and Spanish classrooms were content generator **Genial.ly**, and Microsoft products **Powerpoint, Excel and Word**. Gamified learning was also a popular resource in both countries, with **Kahoot!** featuring on both top 10 lists, and student engagement platform **Quizizz** ranking ninth in Spain.



The most popular apps and websites on school devices in the UK and Spain



Personal devices

Kids across the world looked to **Duolingo** to get their daily dose of language practice, crowning it king of the learning apps for the third year in a row. The same trend appeared in all countries examined, while **game-based learning service Kahoot! and math-problem helper Photomath vied for second place**. In the US and Spain, **Photomath** claimed the second spot, while the UK and Australia’s choice was **Kahoot!**

WordReference Dictionary proved to be a popular learning tool for kids worldwide, providing the meaning of words at the tap of a button. **Quizlet featured in every country’s top 5 save Spain**, where fifth position went to online math and reading tool **Smartick**, which failed to secure a place in any other ranking across 2022.

The most popular learning apps on personal devices

GLOBAL US UK SPAIN AUSTRALIA



“ I listen to music, watch videos and chat online with my friends sometimes, especially about schoolwork or things that happened at school. ”

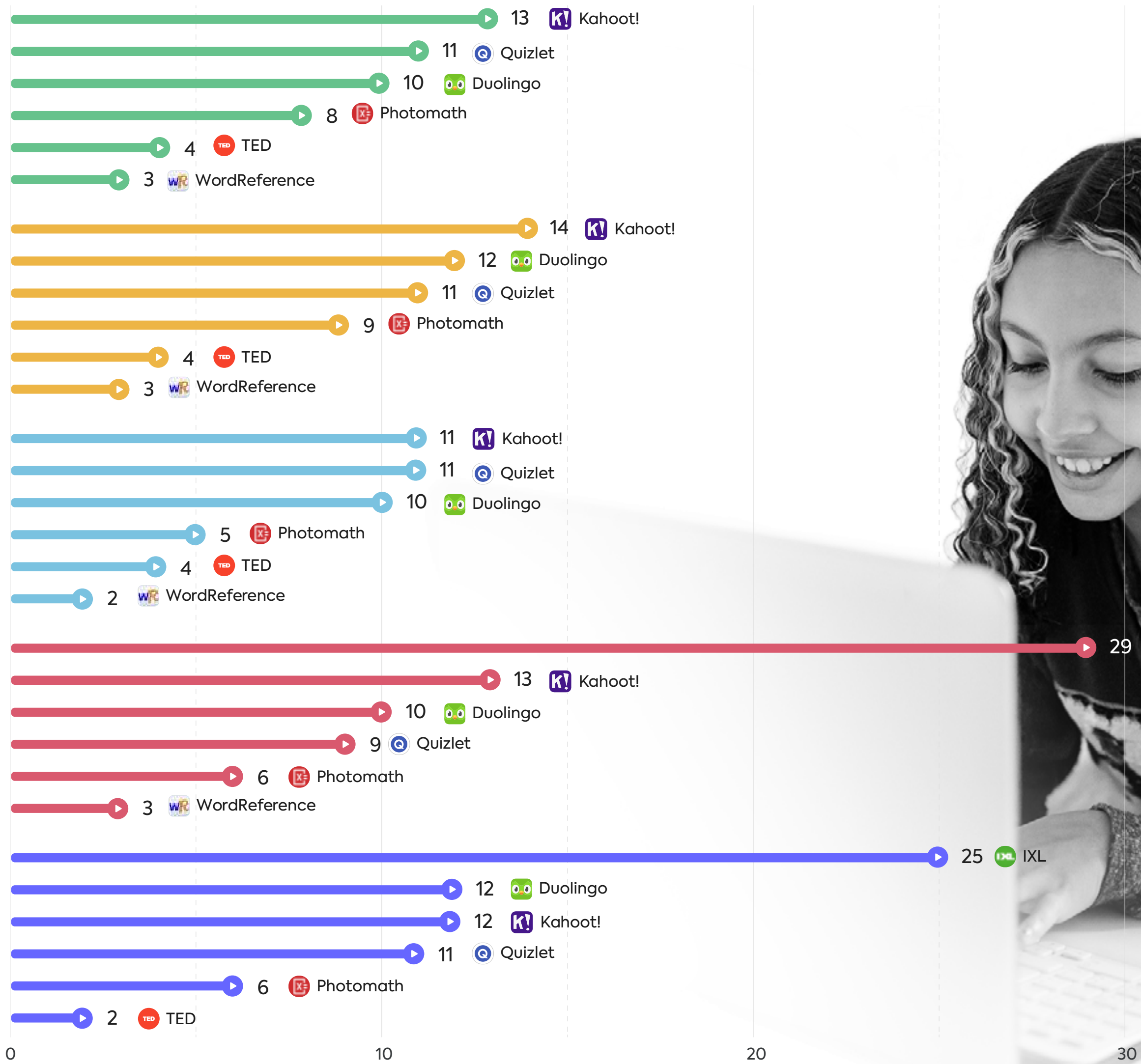
- Boy, 11, Spain

Time spent: Personal devices

Quiz apps were where children chose to spend most of their time across 2022, getting in the guesses on gamified learning apps, though **daily use of Kahoot! and Quizlet declined by 11% from 2021**. Globally and in Spain, kids spent an average of 13 minutes per day on Kahoot!, with this number rising to 14 per day in the US, and dropping in the UK and Australia to just 11.

Kids’ most popular choice, **Duolingo**, was used for 10 minutes a day on a global level, in the UK, and Spain, while children in Australia and the US challenged themselves to learn a language for two extra minutes per day, rounding out their average to 12 minutes. The only learning app to experience an increase in daily use was **interactive math and vocabulary platform Smartick**, which Spanish children spent 12% more time on across 2022, boosting daily minutes from 26 to 29.

How much time did children spend on learning apps on personal devices in 2022?



“Technology can be very distracting. There’s lots of interesting things but it stops me from doing my schoolwork.”
- Girl, 11, Australia

Kids in Australia spent the most time on learning apps throughout the year, averaging 9 daily minutes across 2022. Starting the new year out on good footing, they spent **11 minutes per day** on learning tools, but soon changed track, hitting a low point of 6 daily minutes in June. By the end of the year, however, Australia bounced back, with kids spending 11 daily minutes on their favorite educational platforms – a feat which their Spanish, US, and UK counterparts didn’t manage to replicate.

Children in Spain and the UK spent the least amount of time on learning-based apps across 2022, spending an average of 6 minutes daily. While children in Spain crammed in extra minutes over the summer season, hitting 10 daily minutes over July and August, they followed this period with a 3-month slump of **just 5 minutes a day** spent on educational apps, where British children met them in November.

“Technology helps me interact with my friends from home. I learn different things that school does not teach me.”
- Girl, 11, Australia

Time kids spent on education apps (avg. mins/day)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 Avg	2021 Avg	2020 Avg
Global	8	8	7	7	7	8	9	8	6	6	6	6	7	8	8
US	7	7	7	7	8	10	10	7	6	6	6	6	7	8	7
UK	6	7	6	7	7	6	6	9	6	6	5	6	6	8	7
Spain	7	7	8	7	6	6	10	10	5	5	5	6	6	9	12
Australia	11	6	7	8	7	6	8	9	9	11	10	11	9	9	12

What we expect

As the years go by, the classroom becomes more and more digitally friendly, but some countries have further to go than others. **Technology-based learning is still a privilege**, with factors such as cost and availability affecting how easily it can be applied in the classroom – and affecting home use even further.

As devices become more prominent in a learning environment, so too will the need for a school-home connection. Devices, once a school-based tool only in some regions, will begin their journey out of the classroom, **meaning school applications, work, and even security setup will need to be consistent wherever they travel**, including the home. We anticipate that **over the coming years, parents and guardians will become more involved in school device setup**, and vice versa, with educators and teachers collaborating more with families to create a balance, in and out of the classroom.

In the countries analyzed in our report, **we expect EdTech to go from strength to strength**, with learning management systems, rather than simple education tools and websites, becoming more frequently adopted in the countries where current use is sparse. In turn, as device use in such countries becomes more frequent in the classroom, we anticipate that kids' use of learning apps on personal devices will level out or continue to decline, with kids having less need to use their own tablets or computers to complete educational tasks.

“ I like technology because it keeps me in touch with my friends and family. It is fun and helpful [when] doing research for school. I don't like that it can distract people sometimes and keep them from talking to you, like at dinner time. ”

Girl, 10, US

What we recommend



Encourage learning apps as fun.

Just because something is educational, doesn't mean it has to be boring! There's a lot to be learned on apps that aren't directly related to schoolwork. Technology can be a great way for families to learn new things together, like map reading, languages, coding, and endless other useful and practical skills. Educational apps don't have to be solitary, confined to study time only. They're a fantastic opportunity for the whole family to **take part in learning challenges and expand knowledge together.**



Strike a balance.

Time spent on educational apps is largely seen as a productive and positive application of energy and time, and while that's mostly the case, balance is always the key. **Even if educational, screen time should still be granted in moderation,** especially with kids spending more time than ever before in front of devices while at school.



Take learning offline.

With class online, homework submission by cloud, and so many resources available at just the touch of a button, it's incredibly easy for kids to make their entire learning process digital – especially in more tech-centric classrooms found in countries like the US. Hands-on, **offline learning should still be a priority to help students consolidate ideas and build different thought processes.** Wherever possible, ditch the Kindle for a real book, head to the library for some quality research time, or tackle study time together to get the conversation flowing.

RESEARCH BY APP CATEGORY

Communication



What we found

The pandemic-fuelled communication boom across 2020 and 2021 met its match in 2022, with **kids' use of comms apps falling 24% globally** to just 35 minutes a day on average. Of the five categories we analyzed in our annual report, the time children spent on communication apps dropped from second to fourth place, flagged only by time on educational apps.

While **text-based apps like WhatsApp and Messages experienced a boost in popularity**, 2022 was not video chat's year: the amount of kids using Zoom shrank by 9% globally, in the US, and in the UK, falling completely out of the top five in Spain. Around the world, kids spent 21% less time on Zoom in 2022, and a notable 37% less time on Skype, averaging just 10 minutes a day on the videoconferencing app.

THE MOST POPULAR COMMUNICATION APPS

WhatsApp was, for the third year in a row, kids' communication kingpin. In 2020, 2021, and 2022, **WhatsApp claimed the top spot for most popular comms app globally, in the UK, and in Spain**, where 63% of kids use the instant messaging app to stay connected with friends and family. In the US and Australia, however, Discord claimed first place, with 34% of children in both countries messaging, video calling, and bonding in community-based servers.

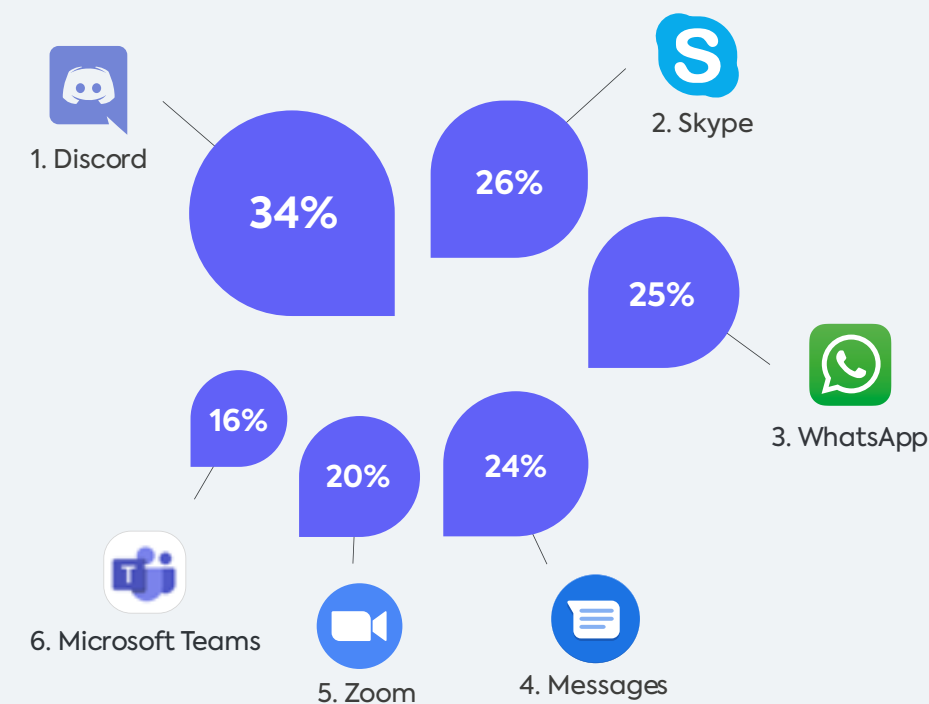
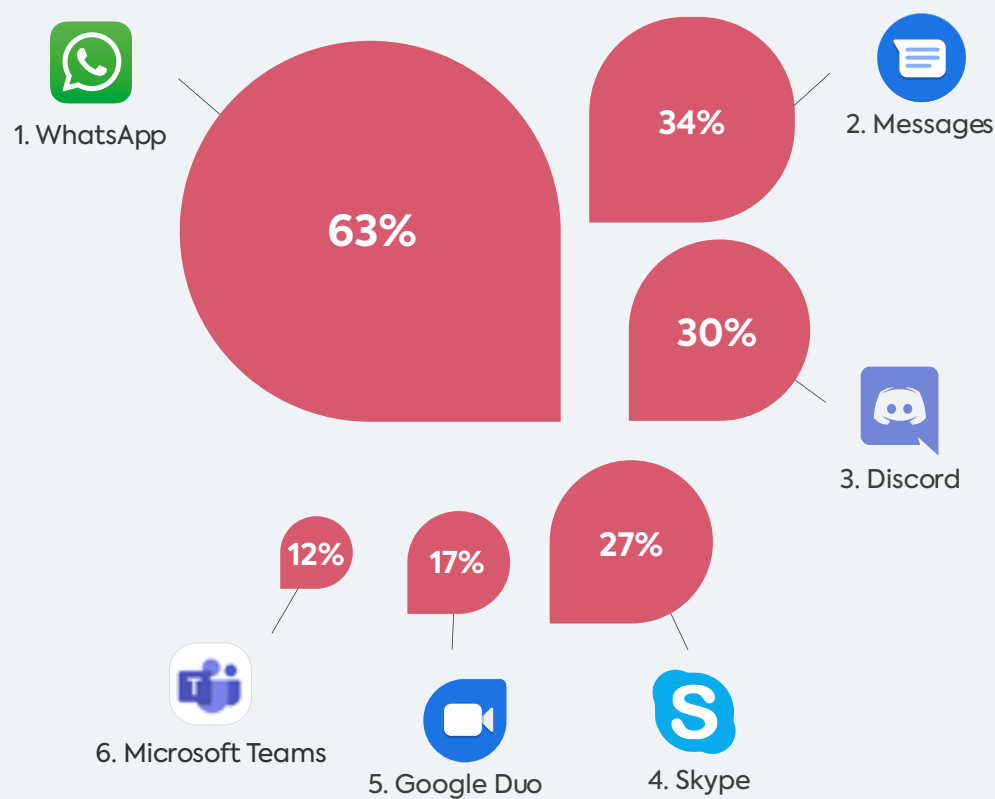
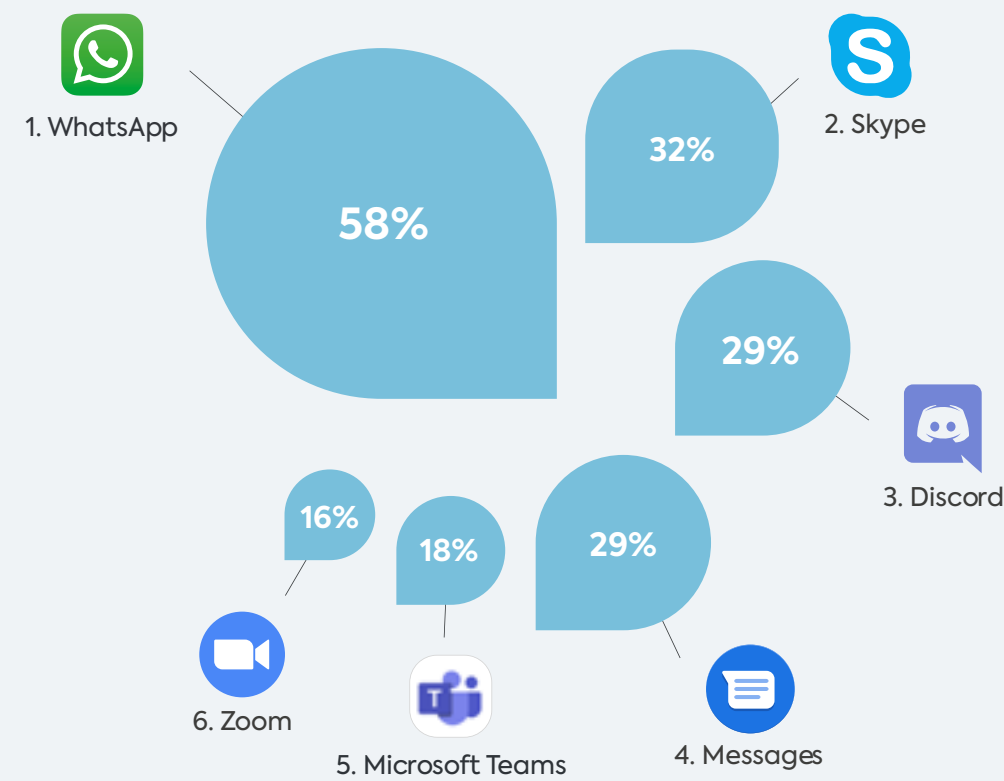
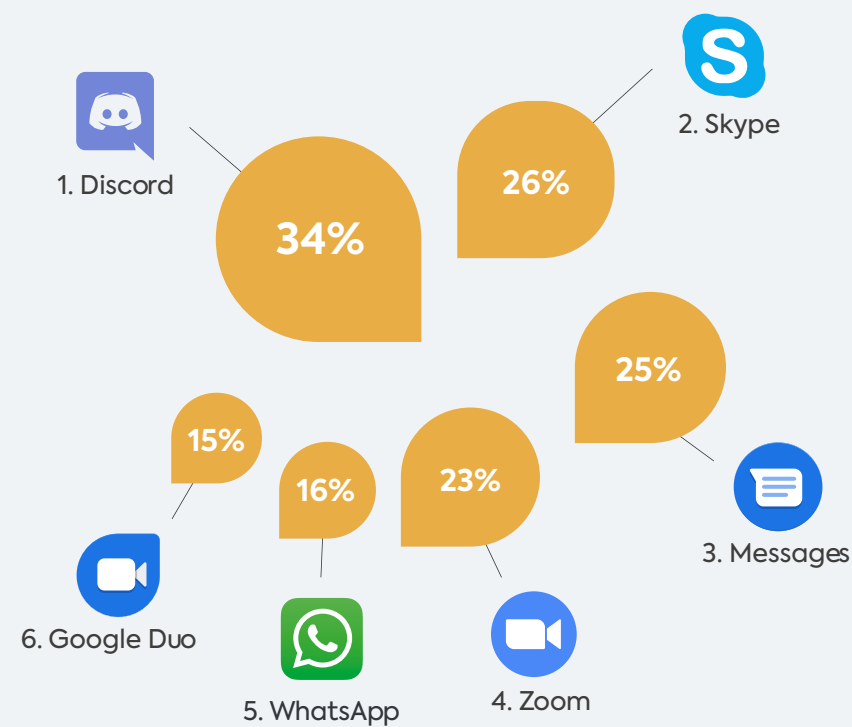
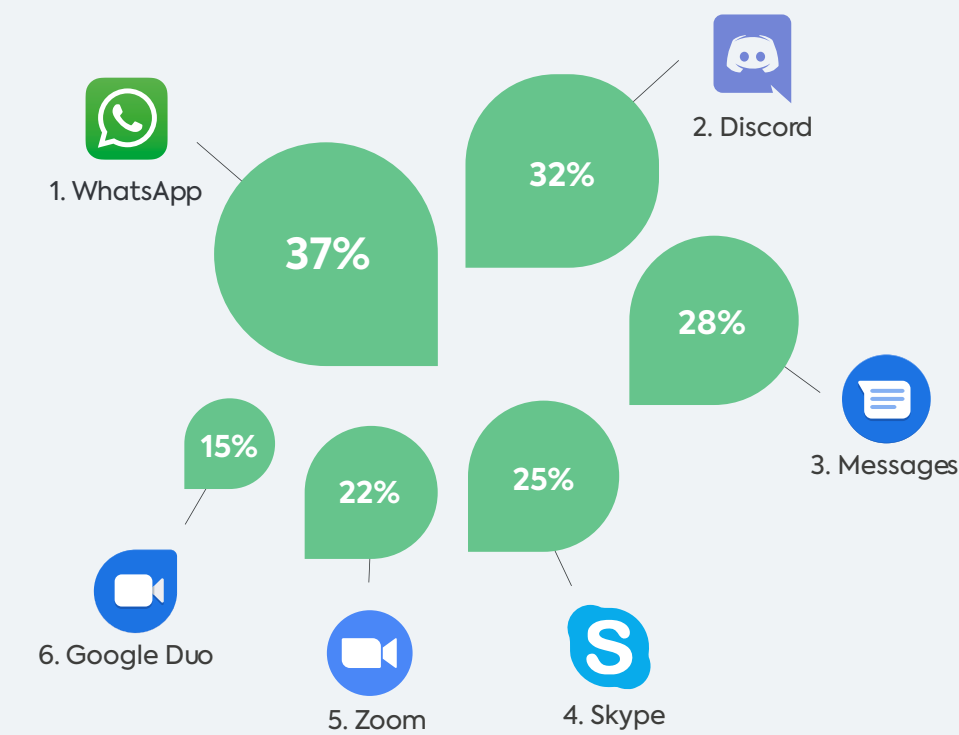
Coinciding with 2022's return to pre-lockdown levels of face-to-face connection in most countries, **video-conferencing tool Zoom fell from second place to fourth place globally**, with just over 1 in 5 kids using the app (22%), compared to third place Skype's 1 in 4 users worldwide (25%). The Australian and US leader, Discord, climbed to second place worldwide in 2022, with 32% of kids using the often controversial server-based app to stay in touch.

“I can talk to my friends, since I'm not an outside person technology just helps me with stuff because I really enjoy it. It's hard to explain.”

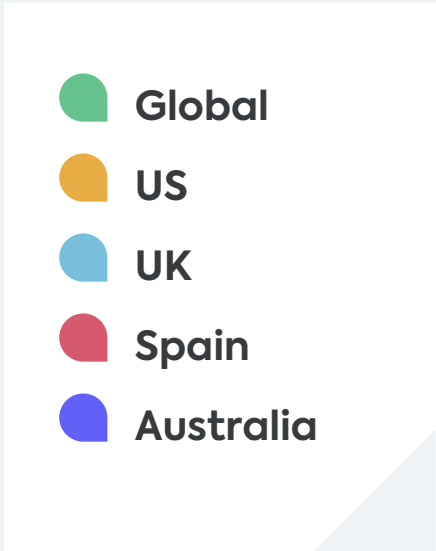
- Girl, 10, Australia



Most popular communication apps



Most popular communication apps (% of kids)



Global					
2022		2021		2020	
1.	WhatsApp	37%	1.	WhatsApp	32%
2.	Discord	32%	2.	Zoom	26%
3.	Messages	28%	3.	Discord	25%
4.	Skype	25%	4.	Skype	20%
5.	Zoom	22%	5.	Messages	12%
6.	Google Duo	15%	6.	Google Duo	8%

US					
2022		2021		2020	
1.	Discord	34%	1.	Discord	29%
2.	Skype	26%	2.	Zoom	27%
3.	Messages	25%	3.	Skype	20%
4.	Zoom	23%	4.	Messages	16%
5.	WhatsApp	16%	5.	Google Duo	14%
6.	Google Duo	15%	6.	WhatsApp	11%

UK					
2022		2021		2020	
1.	WhatsApp	58%	1.	WhatsApp	58%
2.	Skype	32%	2.	Skype	25%
3.	Discord	29%	3.	Messages	24%
4.	Messages	29%	4.	Discord	19%
5.	Microsoft Teams	18%	5.	Zoom	17%
6.	Zoom	16%	6.	Google Duo	10%

Spain					
2022		2021		2020	
1.	WhatsApp	63%	1.	WhatsApp	59%
2.	Messages	34%	2.	Skype	28%
3.	Discord	30%	3.	Hangouts	25%
4.	Skype	27%	4.	Messages	25%
5.	Google Duo	17%	5.	Discord	24%
6.	Microsoft Teams	12%	6.	Zoom	19%

Australia					
2022		2021		2020	
1.	Discord	34%	1.	Discord	24%
2.	Skype	26%	2.	Zoom	22%
3.	WhatsApp	25%	3.	WhatsApp	21%
4.	Messages	24%	4.	Skype	17%
5.	Zoom	20%	5.	Messages	14%
6.	Microsoft Teams	16%	6.	Google Duo	5%



HOW MUCH TIME DID CHILDREN SPEND ON COMMUNICATION APPS IN 2022?

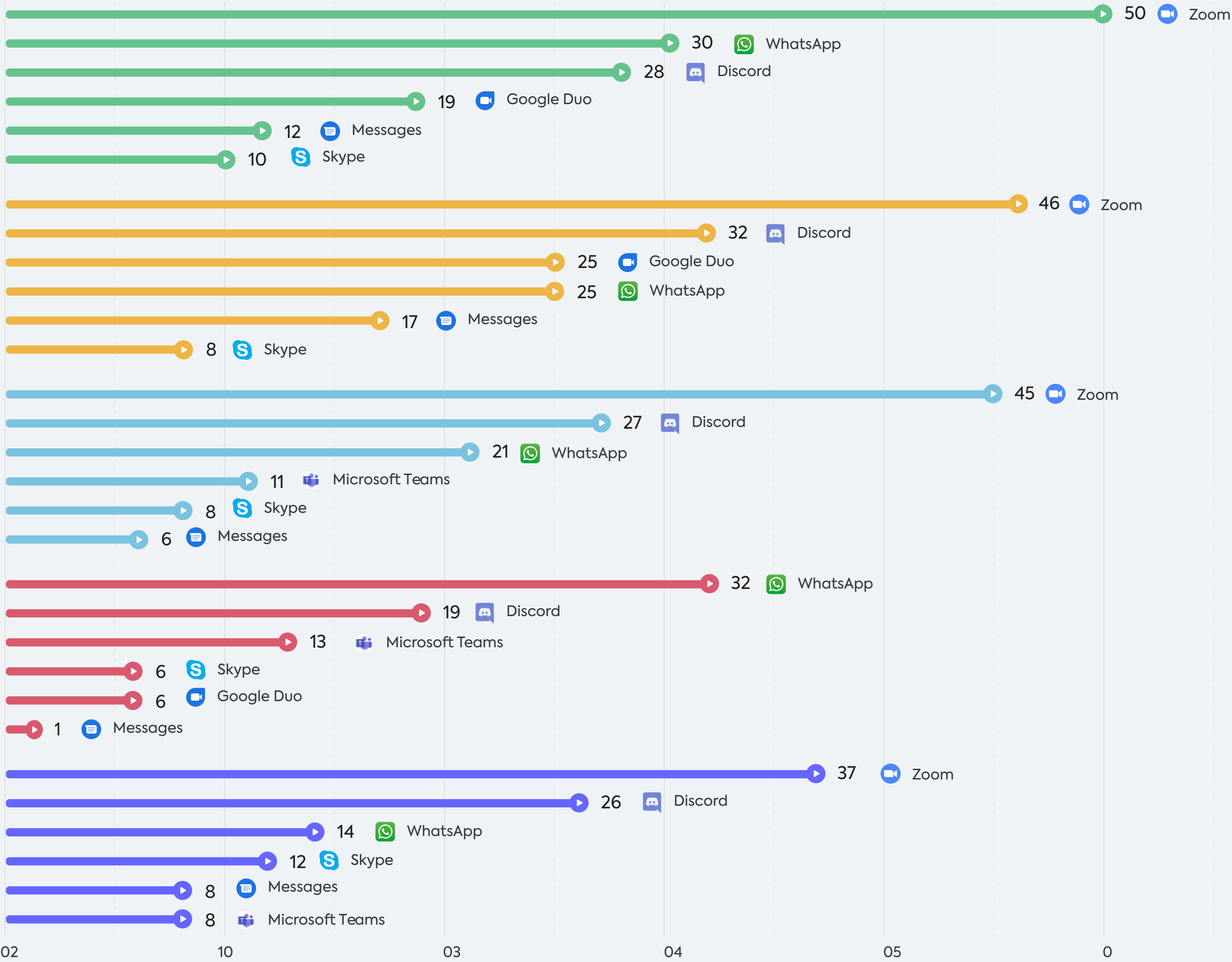
In 2022, time spent daily fell across the top 5 communication apps in every country, with video-conferencing tool Skype being the most affected. **Children in Spain spent 60% less time on Skype over 2022**, averaging just 6 minutes a day compared to 15 in 2021. Despite the dip from 2021, kids worldwide still racked up the minutes on video chat, spending an average of 50 minutes daily on Zoom. Of all the countries analyzed, **Australian children spent the least time on Zoom**, spending just 37 minutes a day video chatting, as opposed to 47 daily minutes in Spain, 46 in the US, and 45 in the UK.

Despite WhatsApp's popularity gains, children still spent 19% less time on the instant-messaging app in 2022, with an even bigger slump for UK kids, who spent 28% less time on WhatsApp in 2022, from 29 mins/day down to 21.

“It makes me mad when I can't spell something. Or when I use voice to text and it gets everything wrong. I am hopeful that will get better.”

- Girl, 11, US

Time on most popular communication apps (avg. mins/day)



Global

US

UK

Spain

Australia

	2022	2021	2020
Global			
1. Zoom	50	63	50
2. WhatsApp	30	37	32
3. Discord	28	35	32
4. Google Duo	19	22	24
5. Messages	12	19	12
6. Skype	10	16	18
US			
1. Zoom	46	55	46
2. Discord	32	38	35
3. Google Duo	25	25	26
4. WhatsApp	25	28	25
5. Messages	17	24	17
6. Skype	8	13	19
UK			
1. Zoom	45	52	43
2. Discord	27	32	32
3. WhatsApp	21	29	25
4. Microsoft Teams	11	NA	NA
5. Skype	8	16	16
6. Messages	6	9	8
Spain			
1. WhatsApp	32	41	38
2. Discord	19	21	26
3. Microsoft Teams	13	NA	NA
4. Skype	6	15	17
5. Google Duo	6	9	17
6. Messages	1	2	2
Australia			
1. Zoom	37	41	45
2. Discord	26	28	27
3. WhatsApp	14	16	16
4. Skype	12	15	19
5. Messages	8	11	10
6. Microsoft Teams	8	NA	NA

Time kids spent on communications apps fell slowly throughout the year. **Children in the US spent the most time chatting in January**, averaging 46 minutes a day, but by the end of the year, this daily time dropped to just 37 minutes spent communicating. On average, **kids in Australia spent the most time on communication apps over the year**, with their daily average only dropping by 5 minutes

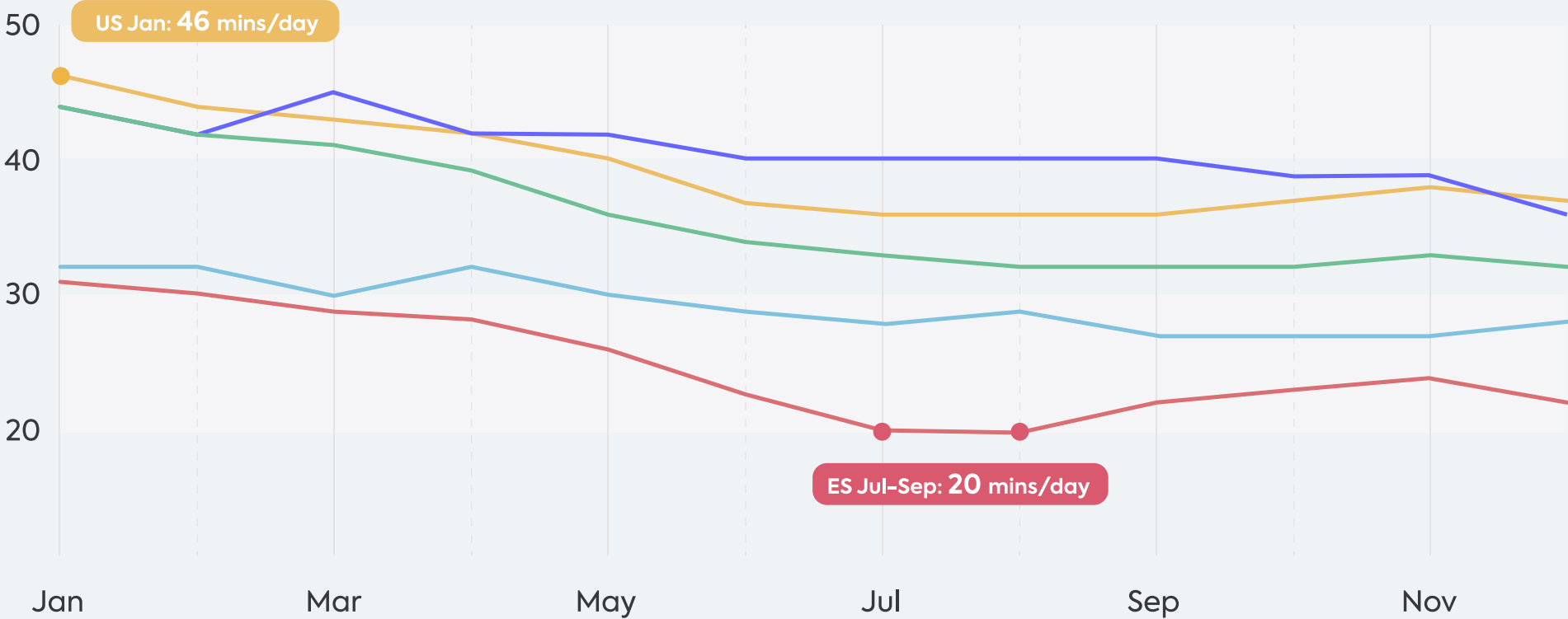
between January and November, and finally hitting a low in December at 36 daily minutes.

In July and August, **the time Spanish children spent on communications apps dipped to just 20 minutes daily**. This low point corresponded with their weeks of school vacation, when the priority of video chat and group calls is often brushed aside for family holiday time.

“ I don't like it when computers crash or when the internet goes down, and sometimes it's better to talk in person.”

- Girl, 11, US

Time kids spent on communication apps in general (avg. mins/day)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022 Avg	2021 Avg	2020 Avg
Global	44	42	41	39	36	34	33	32	32	32	33	32	35	46	36
US	46	44	43	42	40	37	36	36	36	37	38	37	39	49	39
UK	32	32	30	32	30	29	28	29	27	27	27	28	29	37	30
Spain	31	30	29	28	26	23	20	20	22	23	24	22	24	30	29
Australia	44	42	45	42	42	40	40	40	40	39	39	36	41	52	46

Most blocked education apps by parents

● GLOBAL ● US ● UK ● SPAIN ● AUSTRALIA

2022

1.  Discord	1.  Discord	1.  WhatsApp	1.  WhatsApp	1.  Discord
2.  WhatsApp	2.  Skype	2.  Discord	2.  Discord	2.  Skype
3.  Skype	3.  Messages	3.  Skype	3.  Skype	3.  Messages
4.  Messages	4.  Google Duo	4.  Messages	4.  Messages	4.  WhatsApp
5.  Zoom	5.  Zoom	5.  Google Duo	5.  Hangouts	5.  Zoom
6.  Google Duo	6.  WhatsApp	6.  Microsoft Teams	6.  Telegram	6.  Microsoft Teams

2021

1.  Discord	1.  Discord	1.  WhatsApp	1.  WhatsApp	1.  Discord
2.  WhatsApp	2.  Messages	2.  Discord	2.  Discord	2.  WhatsApp
3.  Skype	3.  Skype	3.  Skype	3.  Hangouts	3.  Zoom
4.  Zoom	4.  Zoom	4.  Messages	4.  Skype	4.  Messages
5.  Messages	5.  Google Duo	5.  Zoom	5.  Messages	5.  Skype
6.  Google Duo	6.  WhatsApp	6.  Google Duo	6.  Telegram	6.  Messenger

THE MOST BLOCKED COMMUNICATION APPS IN 2022

Despite WhatsApp being the most popular communications app among children worldwide, **parents chose to block Discord**, connected with teen exploitation, bullying, and explicit content [in the press](#). In the US and Australia, parents followed suit, with Discord as their number one blocking choice, followed by video conferencing app **Skype**. Despite [critical security fixes in 2022](#), parents in the UK and Spain chose to block Meta-owned **WhatsApp** for the third year in a row.

“ I like to be able to talk to my friends. It’s nice to be able to talk to them on the weekends and after school. It makes me feel connected to them. Sometimes people can be annoying. That bothers me and makes me feel nervous ”

- Girl, 10, Australia

What we expect

Studies show that even millennials, who are now at parenting age themselves, [hate phone calls](#), which doesn't bode well for voice-based communication among the even younger generations, who have grown up using online chat from an early age.

While video conferencing apps will remain a useful tool, helping families stay in touch from miles away, and taking the difficulty out of distance learning, we anticipate that **video-based tools will become less necessary for kids**, especially as most text-based messaging apps, and many popular social media platforms, also offer the option to chat over video with contacts.

The fatigue of **being “always on”** may also **cause children to spend less and less time on communications apps** in the years to come. Once a lifeline to stay in touch during lockdowns and school shutdowns, communications apps and social media have now seeped into everyday life, intruding at an unwelcome time, or distracting us and our children from living in the moment. While communications apps are necessary and loved, we anticipate the time spent on them to level out across the coming year, as children and families make an attempt to disconnect from the constant ping of notifications and news.

“ I don't like the way it makes us easily available to people all the time, the way people have a window into your world and can intrude at any point ”

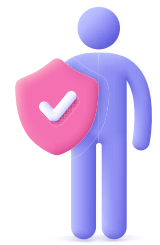
- Girl, 13, UK

“ I don't ever get to turn off from friends, there are always people wanting to chat. ”

- Boy, 12, Australia



What we recommend



Keep children safe from harassment.

Social media and online comment sections aren't the only place that children can be exposed to hateful messages and attacks, or cyberbullying. In many cases of online bullying, the victim knows the perpetrator personally, which means **communication apps are just one more method that bullies can use to harass and intimidate others**. Children need to be encouraged to talk about anything that makes them feel uncomfortable or upset online. Families can also watch for [signs of online bullying](#), such as changes in eating and sleeping habits, children feeling angry or frustrated after spending time online, and increased secrecy, particularly surrounding technology use.



Promote use of reporting and blocking features.

Despite most social and communication apps having blocking or flagging features, only 32% of kids know how to use them, and an even smaller 14% of children have actually applied them, according to a [2022 Ofcom study](#). It's essential for parents and guardians to understand how specific communications apps work, and to **teach children how to make use of features designed to keep them safe as they chat online**. As more and more children experience online bullying and abuse, they should be prepared with coping strategies and blocking procedures that will allow them to enjoy chatting with those they love and care about, rather than bullies and online trolls.



"Think before you share"

Whether talking to friends, family, or online contacts, **it's important to safeguard personal information, and prevent the spread of potentially misleading messages**. Communication apps like WhatsApp and Telegram can be a hotbed for misinformation, making it difficult for people to check sources or really understand where the initial message is coming from. **Communication apps make it all too easy to forward and spread potentially harmful messages**, which is why talking to children about fake news, verifiable sources, and disinformation is more important than it ever has been.



Encourage age-appropriate apps only.

As the line between social media and communication apps blurs, **it's easy for children to have access to apps which aren't necessarily appropriate** for their age group – all in the name of staying in touch. In areas of the world like Europe, penetration of apps like WhatsApp is now so high that it's often the "default" communication app for friends and family. **When downloading a new communication tool, families must consider the features it offers, and potential risks**, including data security, who can contact children through it, and how the platform could be misused.



Conclusions

Since our annual exploration of kids’ online habits began in 2019, four years ago, **it has always been Qustodio’s goal to offer insight into how children experience the digital world.** Our research helps families, educators, and guardians understand the trends being shaped, and the role that they can play in keeping children safe as they explore these interests and grow to become healthy digital citizens.

Rather than looking at the time children are spending online and in front of screens as a whole, it’s important to segment where interests really lie, and attempt to bring balance to an increasingly digital upbringing. **Our report reveals where children are investing their energy online:** where they are making the most of the huge opportunity for creativity, entertainment, and information, while also highlighting areas which raise concern and take away from their balanced, healthy digital experience.

The younger generations are at the forefront of a tipping point: The whole world loves having access to connections, content, and

information at their fingertips, but with such great power comes risk, falsehoods, and the exhaustion of being “always on”. **Over the next few years comes the struggle to claw back more of a balance.** As expressed in our parent interviews and surveys with teens and tweens, families across the world were united in their need for some form of regulation, either through guidance from loved ones, or from tools to help make the job easier.

The fight between screen time and family time will need to continue to be addressed. Those setting the example, who children ultimately mirror, need to learn when is the right time to switch off, staving off the urge to check notifications during mealtimes, or those all-important emails on the family day out.

On the positive side, internet use and enjoyment of devices like smartphones is becoming less of a solitary activity, **with families becoming more and more involved in children’s digital lives.** And families are not alone in their efforts to protect and educate their children online. In the age of

connectivity, the bridge between school and home life has been crossed, with classroom devices becoming more personal as time goes by. **Keeping children safe in the digital world is a collective effort,** which we believe will be reflected in the years to come, as families and schools work more closely to raise healthy digital citizens together.

The years to come will still be rocky, but with the right tools, support, and teamwork, **children and adults alike will be guided along the path to a healthier, more positive digital experience** – just as we all deserve.



Annex

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Online video

Most popular online video apps: 1–5 ranking, time spent (mins/day)

Global	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. YouTube	75%	48	1. YouTube	67%	64	1. YouTube	60%	56	1. YouTube	63%	67
	2. Netflix	34%	35	2. Netflix	34%	38	2. Netflix	32%	45	2. Netflix	39%	48
	3. Twitch	10%	35	3. Twitch	14%	27	3. Disney+	20%	47	3. Disney+	22%	40
US	4. YouTube Kids	7%	52	4. Disney+	14%	46	4. Twitch	16%	20	4. Amazon Prime	13%	34
	5. Amazon Prime	7%	N/A	5. Hulu	6%	36	5. Hulu	6%	38	5. Twitch	11%	19
	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. YouTube	71%	63	1. YouTube	64%	71	1. YouTube	59%	61	1. YouTube	60%	77
UK	2. Netflix	37%	50	2. Netflix	37%	37	2. Netflix	33%	49	2. Netflix	39%	52
	3. Twitch	11%	16	3. Disney+	21%	48	3. Disney+	29%	48	3. Disney+	30%	42
	4. Hulu	8%	42	4. Twitch	15%	24	4. Twitch	18%	20	4. Amazon Prime	17%	35
	5. YouTube Kids	8%	55	5. Hulu	12%	36	5. Hulu	12%	38	5. Hulu	16%	24
	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. YouTube	75%	58	1. YouTube	71%	59	1. YouTube	65%	53	1. YouTube	67%	64
	2. Netflix	29%	47	2. Netflix	33%	35	2. Netflix	35%	41	2. Netflix	43%	46
	3. YouTube Kids	10%	63	3. Twitch	11%	28	3. Disney+	19%	46	3. Disney+	23%	42
	4. BBC iPlayer	9%	27	4. Disney+	10%	44	4. Twitch	15%	16	4. Amazon Prime	14%	25
	5. Twitch	8%	12	5. YouTube Kids	6%	50	5. BBC iPlayer	4%	41	5. Twitch	10%	16

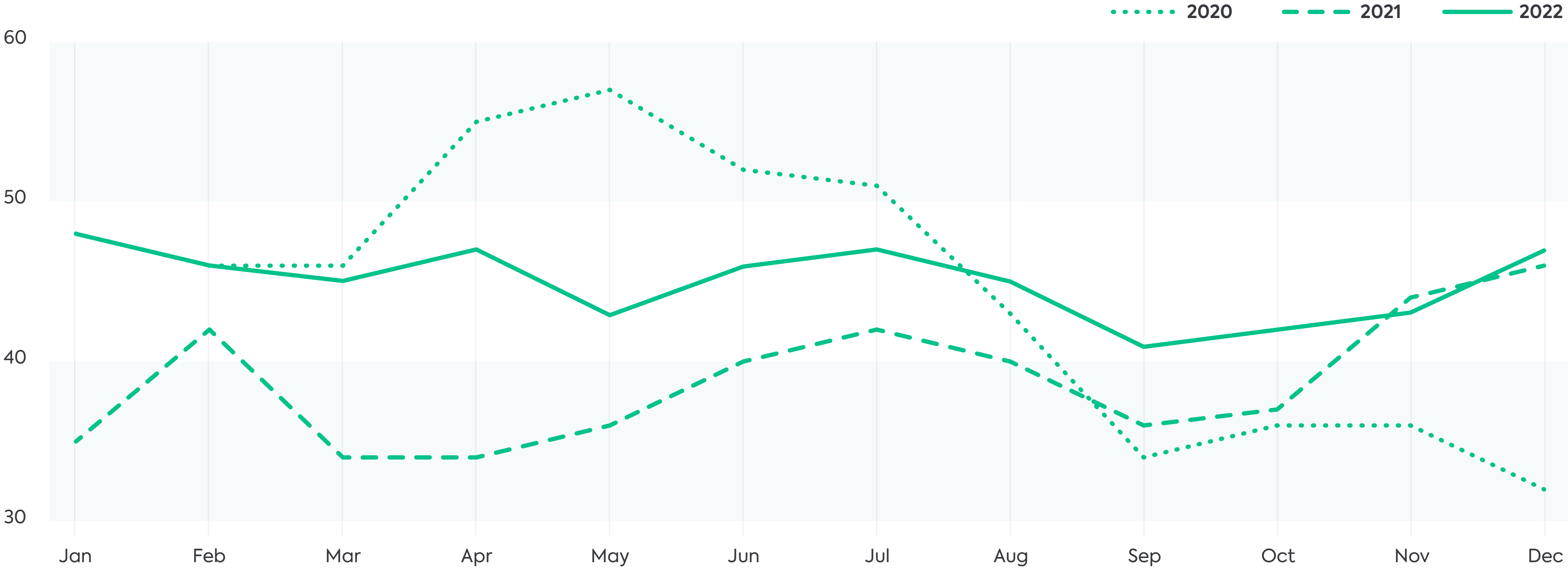
Online video

Most popular online video apps: 1–5 ranking, time spent (mins/day)

Spain	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. YouTube	90%	46	1. YouTube	76%	54	1. YouTube	73%	41	1. YouTube	73%	44
	2. Netflix	28%	42	2. Netflix	34%	41	2. Netflix	37%	41	2. Netflix	41%	41
	3. Twitch	8%	16	3. Twitch	20%	35	3. Twitch	24%	20	3. Amazon Prime	22%	40
Australia	4. Movistar+	6%	31	4. Disney+	8%	48	4. Disney+	12%	41	4. Twitch	20%	18
	5. Amazon Prime	4%	33	5. Amazon Prime	6%	59	5. Amazon Prime	7%	47	5. Disney+	15%	39
	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	NO DATA			1. YouTube	56%	63	1. YouTube	52%	50	1. YouTube	58%	63
				2. Netflix	27%	33	2. Netflix	27%	43	2. Netflix	39%	48
				3. Disney+	8%	54	3. Disney+	17%	37	3. Disney+	22%	36
				4. Twitch	7%	15	4. Twitch	9%	22	4. Amazon Prime	9%	36
				5. YouTube Kids	3%	77	5. YouTube Kids	3%	78	5. Twitch	7%	16

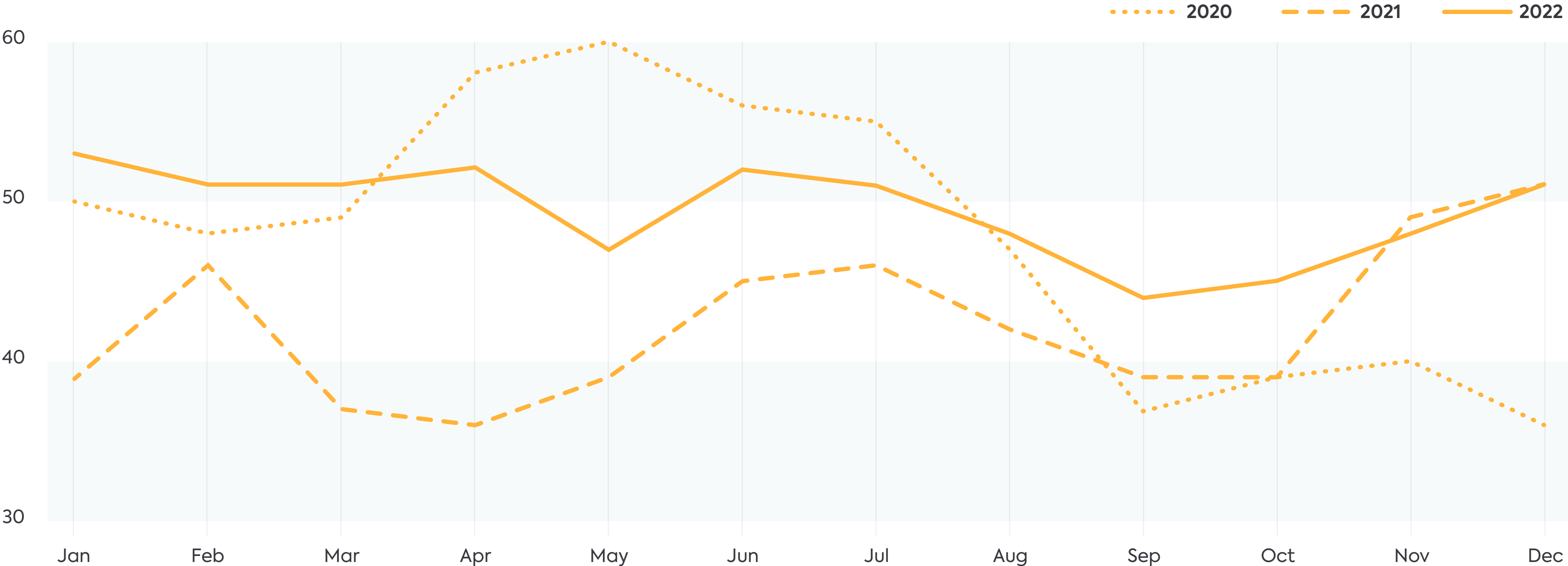
Online video: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	48	46	45	47	43	46	47	45	41	42	43	47	45
2021	35	42	34	34	36	40	42	40	36	37	44	46	38
2020	48	46	46	55	57	52	51	43	34	36	36	32	45



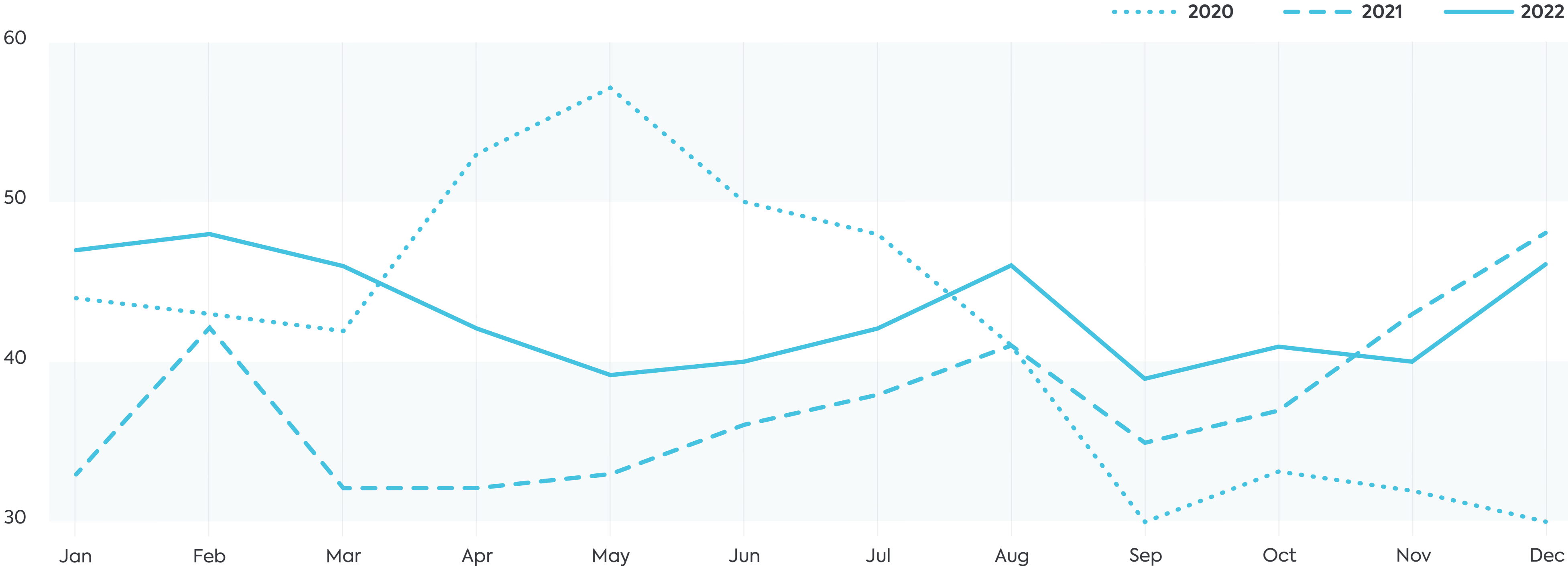
Online video: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	53	51	51	52	47	52	51	48	44	45	48	51	49
2021	39	46	37	36	39	45	46	42	39	39	49	51	42
2020	50	48	49	58	60	56	55	47	37	39	40	36	48



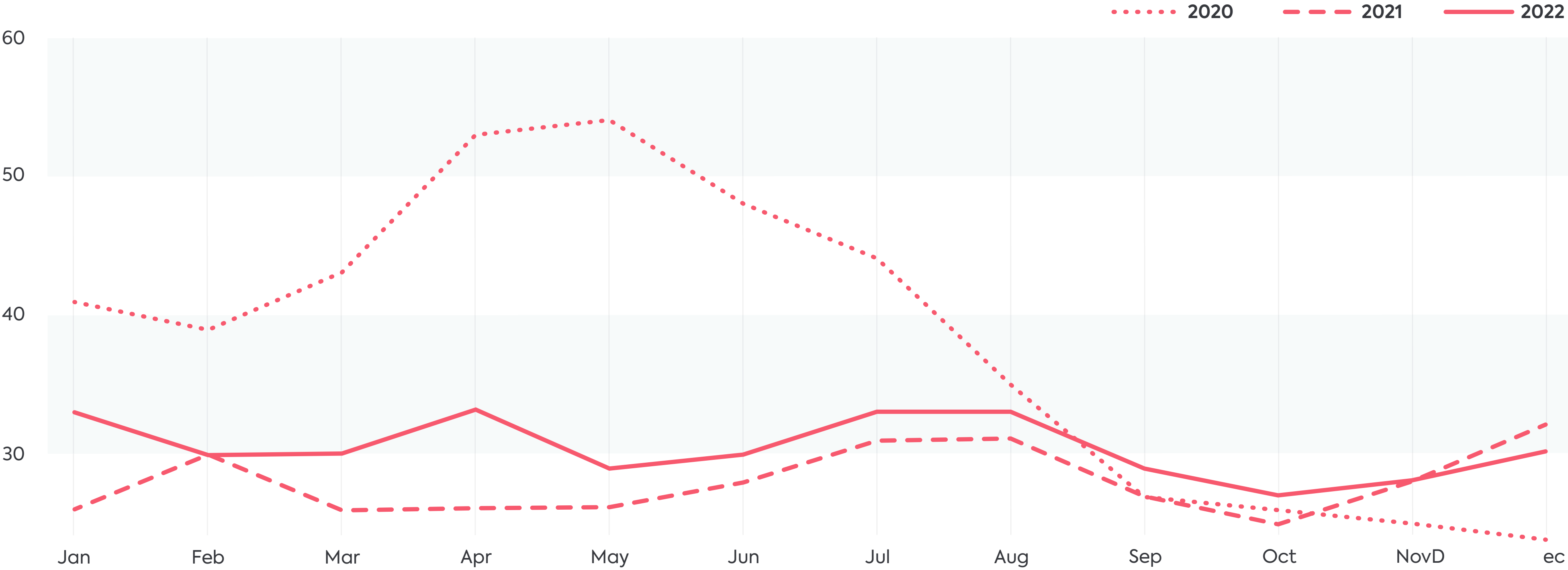
Online video: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	47	48	46	42	39	40	42	46	39	41	40	46	43
2021	33	42	32	32	33	36	38	41	35	37	43	48	37
2020	44	43	42	53	57	50	48	41	30	33	32	30	42



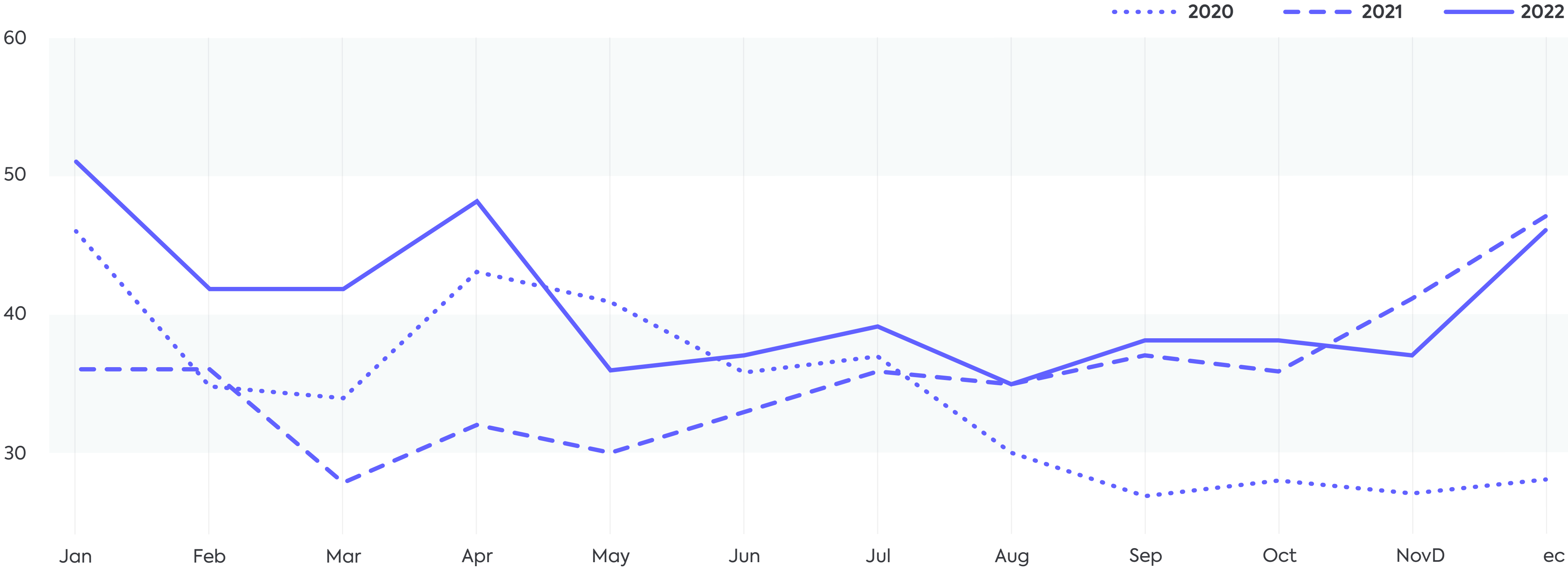
Online video: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	33	30	30	33	29	30	33	33	29	27	28	30	30
2021	26	30	26	26	26	28	31	31	27	25	28	32	28
2020	41	39	43	53	54	48	44	35	27	26	25	24	38



Online video: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	51	42	42	48	36	37	39	35	38	38	37	46	39
2021	36	36	28	32	30	33	36	35	37	36	41	47	35
2020	46	35	34	43	41	36	37	30	27	28	27	28	34



Online video: Most blocked

Most blocked online video apps (% of parents): 1–5 ranking

Global	<div>2019</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Amazon Prime Video</div><div>5. YouTube Kids</div></div>	<div>2020</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. Amazon Prime Video</div></div>	<div>2021</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. Hulu</div></div>	<div>2022</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Amazon Prime Video</div></div>
	<div>2019</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Amazon Prime Video</div><div>5. Hulu</div></div>	<div>2020</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Amazon Prime Video</div></div>	<div>2021</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Hulu</div></div>	<div>2022</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Amazon Prime Video</div></div>
	<div>2019</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. YouTube Kids</div><div>4. Twitch</div><div>5. BBC iPlayer</div></div>	<div>2020</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. YouTube Kids</div><div>4. Twitch</div><div>5. BBC iPlayer</div></div>	<div>2021</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. YouTube Kids</div></div>	<div>2022</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Amazon Prime Video</div></div>

Online video: Most blocked

Most blocked online video apps (% of parents): 1–5 ranking

Spain	2019	2020	2021	2022
	1. YouTube	1. YouTube	1. YouTube	1. YouTube
	2. Netflix	2. Netflix	2. Netflix	2. Netflix
	3. Twitch	3. Twitch	3. Twitch	3. Twitch
	4. Movistar+	4. Amazon Prime Video	4. Disney+	4. Amazon Prime Video
Australia	5. Disney Channel	5. Movistar+	5. Amazon Prime Video	5. Disney+
	2019	2020	2021	2022
	NO DATA	1. YouTube	1. YouTube	1. YouTube
		2. Netflix	2. Netflix	2. Netflix
		3. YouTube Kids	3. Twitch	3. Disney+
		4. Twitch	4. Disney+	4. Twitch
		5. Disney+	5. YouTube Kids	5. YouTube Kids

Social media

Most popular social media apps: 1–5 ranking, time spent (mins/day)

Global	2019			2020			2021			2022		
	App%	of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. Instagram	58%	39	1. TikTok	41%	75	1. TikTok	41%	91	1. TikTok	44%	107
	2. TikTok	45%	38	2. Facebook	39%	17	2. Facebook	37%	10	2. Facebook	38%	20
	3. Snapchat	41%	29	3. Instagram	33%	44	3. Snapchat	33%	71	3. Snapchat	36%	72
US	4. Facebook	29%	17	4. Pinterest	29%	17	4. Instagram	32%	41	4. Pinterest	36%	45
	5. Pinterest	21%	17	5. Snapchat	28%	39	5. Pinterest	28%	13	5. Instagram	34%	16
	2019			2020			2021			2022		
	App%	of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. Instagram	20%	40	1. Facebook	41%	17	1. TikTok	40%	99	1. TikTok	42%	113
UK	2. TikTok	16%	44	2. TikTok	38%	87	2. Facebook	39%	10	2. Facebook	40%	18
	3. Snapchat	16%	37	3. Pinterest	33%	20	3. Snapchat	35%	84	3. Pinterest	40%	20
	4. Facebook	12%	24	4. Instagram	29%	40	4. Pinterest	30%	15	4. Snapchat	36%	90
	5. Pinterest	9%	23	5. Reddit	29%	28	5. Instagram	30%	39	5. Reddit	35%	13
	2019			2020			2021			2022		
	App%	of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. Instagram	25%	32	1. TikTok	47%	70	1. TikTok	48%	97	1. TikTok	51%	114
	2. Snapchat	19%	25	2. Facebook	42%	16	2. Facebook	41%	8	2. Snapchat	46%	91
	3. TikTok	19%	37	3. Instagram	36%	40	3. Snapchat	40%	82	3. Facebook	42%	11
	4. Facebook	12%	18	4. Snapchat	33%	39	4. Instagram	34%	34	4. Pinterest	38%	14
	5. Pinterest	6%	17	5. Pinterest	32%	12	5. Pinterest	30%	12	5. Twitter	36%	9

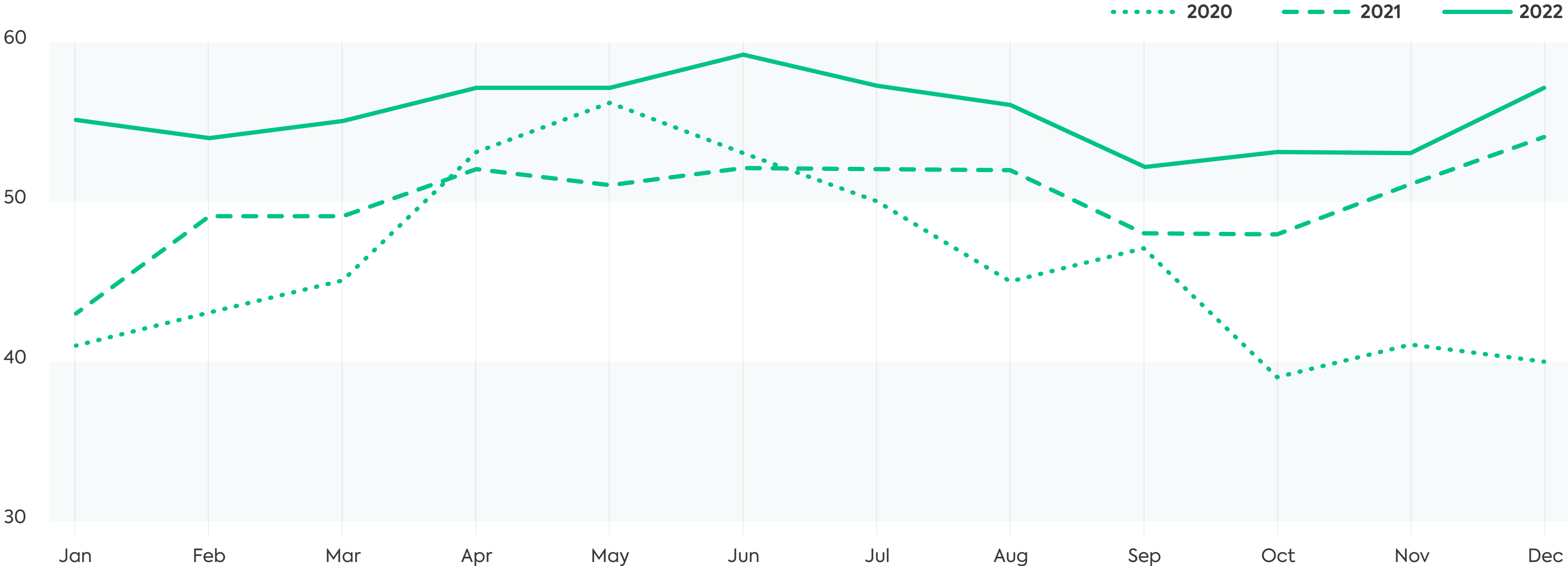
Social media

Most popular social media apps: 1-5 ranking, time spent (mins/day)

Spain	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. Instagram	49%	48	1. TikTok	55%	65	1. TikTok	57%	80	1. TikTok	61%	96
	2. TikTok	34%	31	2. Instagram	45%	63	2. Instagram	47%	54	2. Instagram	52%	56
	3. Snapchat	25%	7	3. Facebook	31%	29	3. Facebook	33%	5	3. Facebook	36%	20
Australia	4. Facebook	13%	11	4. Snapchat	27%	14	4. Snapchat	29%	24	4. Snapchat	35%	21
	5. Pinterest	10%	14	5. Pinterest	25%	16	5. Pinterest	28%	9	5. Pinterest	34%	9
	2019			2020			2021			2022		
	NO DATA			App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
				1. Facebook	36%	22	1. Facebook	34%	15	1. TikTok	39%	108
				2. TikTok	31%	64	2. TikTok	33%	75	2. Facebook	38%	15
				3. Instagram	28%	35	3. Snapchat	31%	64	3. Snapchat	36%	84
				4. Snapchat	24%	38	4. Pinterest	26%	15	4. Pinterest	33%	13
				5. Pinterest	23%	14	5. Instagram	26%	30	5. Reddit	30%	12

Social media: Time spent (mins/day)

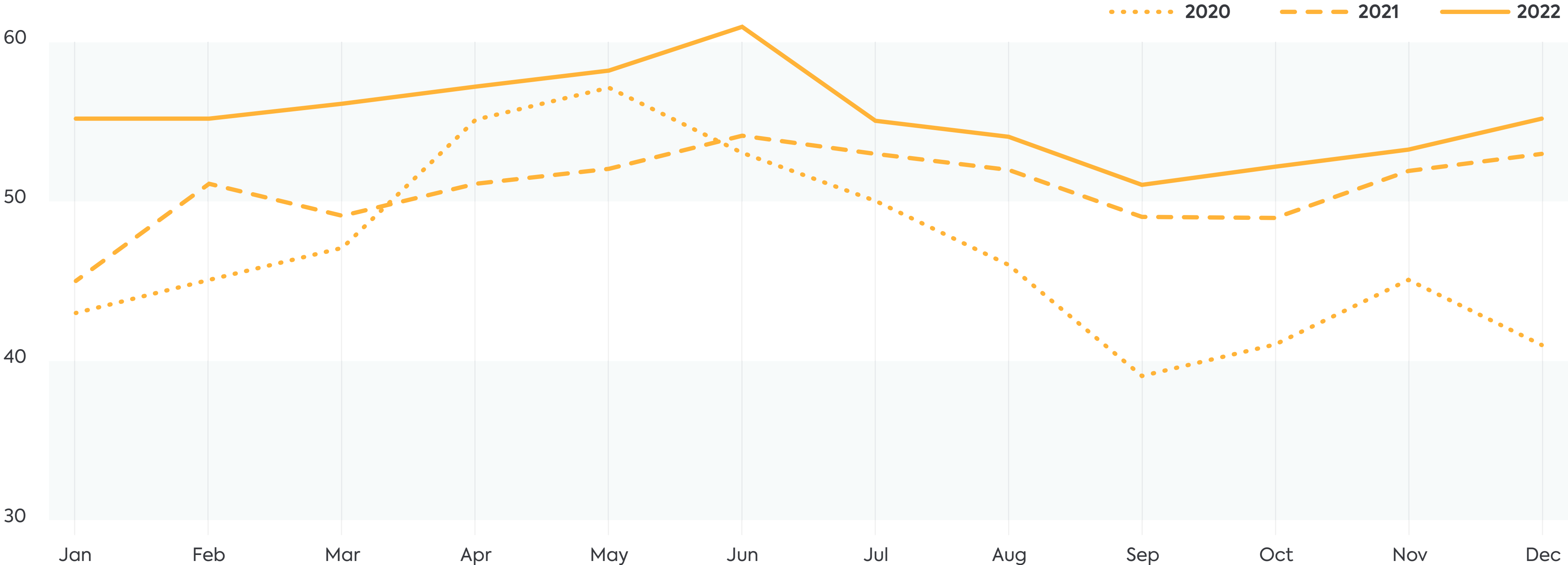
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	55	54	55	57	57	59	57	56	52	53	53	57	56
2021	43	49	49	52	51	52	52	52	48	48	51	54	50
2020	41	43	45	53	56	53	50	45	47	39	41	40	45



Global *

Social media: Time spent (mins/day)

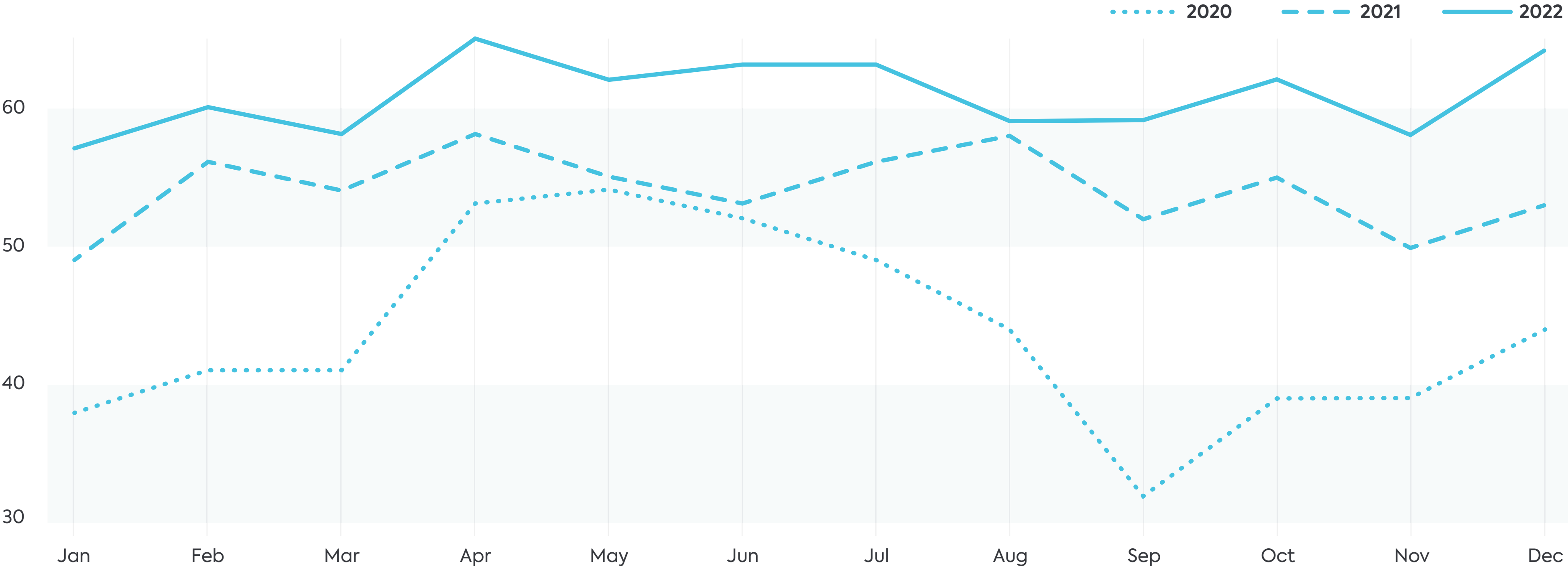
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	55	55	56	57	58	61	55	54	51	52	53	55	55
2021	45	51	49	51	52	54	53	52	49	49	52	53	51
2020	43	45	47	55	57	53	50	46	39	41	45	41	47



US*

Social media: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	57	60	58	65	62	63	63	59	59	62	58	64	62
2021	49	56	54	58	55	53	56	58	52	55	50	53	55
2020	38	41	41	53	54	52	49	44	32	39	39	44	44

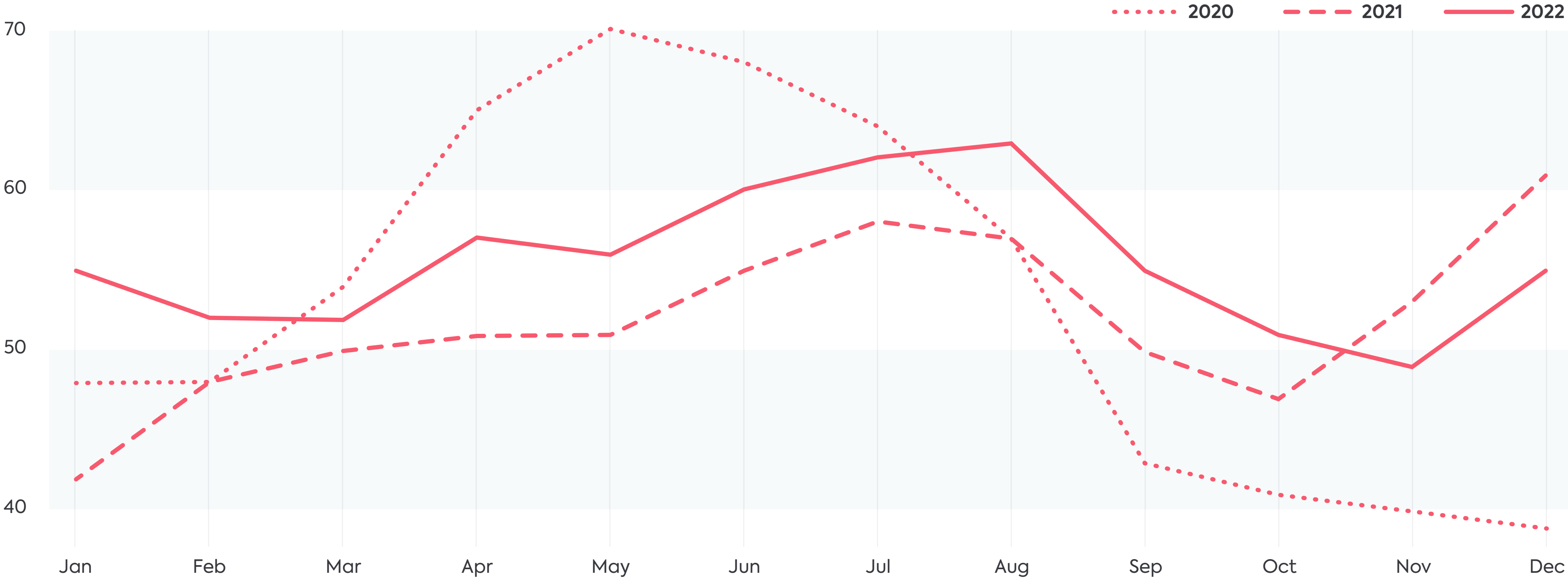


UK*

* No data for 2019

Social media: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	55	52	52	57	56	60	62	63	55	51	49	55	56
2021	42	48	50	51	51	55	58	57	50	47	53	61	52
2020	48	48	54	65	70	68	64	57	43	41	40	39	53

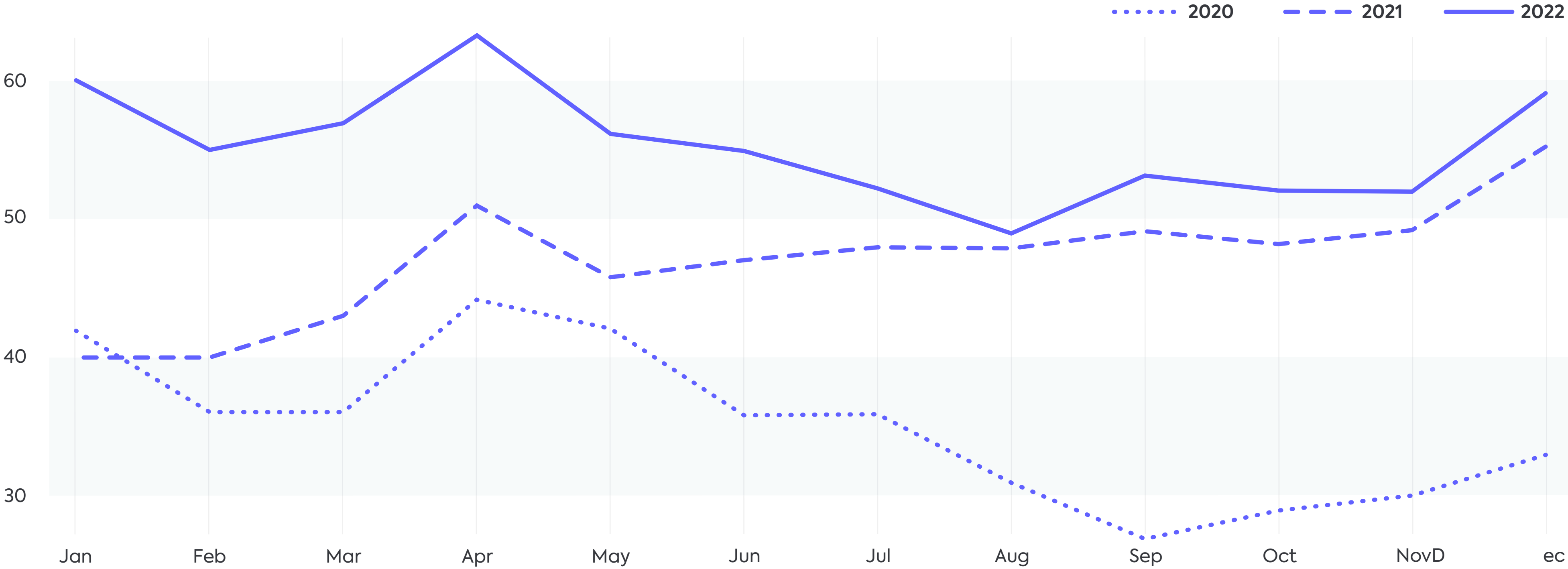


Spain *

* No data for 2019

Social media: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	60	55	57	63	56	55	52	49	53	52	52	59	55
2021	40	40	43	51	46	47	48	48	49	48	49	55	47
2020	42	36	36	44	42	36	36	31	27	29	30	33	35



Australia *

Social media: Most blocked

Most blocked social media apps (% of parents): 1–5 ranking

Global	<div>2019</div> <div><div>1. Instagram</div><div>2. Snapchat</div><div>3. Facebook</div><div>4. TikTok</div><div>5. Twitter</div></div>	<div>2020</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Snapchat</div><div>4. Facebook</div><div>5. Pinterest</div></div>	<div>2021</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Snapchat</div><div>4. Facebook</div><div>5. Pinterest</div></div>	<div>2022</div> <div><div>1. TikTok</div><div>2. Snapchat</div><div>3. Instagram</div><div>4. Facebook</div><div>5. Twitter</div></div>
	<div>2019</div> <div><div>1. Instagram</div><div>2. Snapchat</div><div>3. TikTok</div><div>4. Facebook</div><div>5. Pinterest</div></div>	<div>2020</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Snapchat</div><div>4. Facebook</div><div>5. Pinterest</div></div>	<div>2021</div> <div><div>1. TikTok</div><div>2. Snapchat</div><div>3. Facebook</div><div>4. Instagram</div><div>5. Pinterest</div></div>	<div>2022</div> <div><div>1. TikTok</div><div>2. Snapchat</div><div>3. Facebook</div><div>4. Instagram</div><div>5. Twitter</div></div>
	<div>2019</div> <div><div>1. Instagram</div><div>2. TikTok</div><div>3. Snapchat</div><div>4. Facebook</div><div>5. Pinterest</div></div>	<div>2020</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Snapchat</div><div>4. Facebook</div><div>5. Pinterest</div></div>	<div>2021</div> <div><div>1. TikTok</div><div>2. Snapchat</div><div>3. Facebook</div><div>4. Instagram</div><div>5. Twitter</div></div>	<div>2022</div> <div><div>1. TikTok</div><div>2. Snapchat</div><div>3. Facebook</div><div>4. Instagram</div><div>5. Twitter</div></div>
	<div>2019</div> <div><div>1. Instagram</div><div>2. TikTok</div><div>3. Snapchat</div><div>4. Facebook</div><div>5. Pinterest</div></div>	<div>2020</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Snapchat</div><div>4. Facebook</div><div>5. Pinterest</div></div>	<div>2021</div> <div><div>1. TikTok</div><div>2. Snapchat</div><div>3. Facebook</div><div>4. Instagram</div><div>5. Twitter</div></div>	<div>2022</div> <div><div>1. TikTok</div><div>2. Snapchat</div><div>3. Facebook</div><div>4. Instagram</div><div>5. Twitter</div></div>

Social media: Most blocked

Most blocked social media apps (% of parents): 1–5 ranking

Spain	2019 1. Instagram 2. TikTok 3. Snapchat 4. Facebook 5. Pinterest	2020 1. TikTok 2. Instagram 3. Snapchat 4. Facebook 5. Houseparty	2021 1. TikTok 2. Instagram 3. Facebook 4. Snapchat 5. Pinterest	2022 1. TikTok 2. Instagram 3. Facebook 4. Snapchat 5. Twitter
	2019 NO DATA	2020 1. TikTok 2. Instagram 3. Snapchat 4. Facebook 5. Pinterest	2021 1. TikTok 2. Snapchat 3. Instagram 4. Facebook 5. Pinterest	2022 1. TikTok 2. Snapchat 3. Facebook 4. Instagram 5. Twitter
Australia				

Gaming

Most popular gaming apps: 1-5 ranking, time spent (mins/day)

Global	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. Roblox	37%	78	1. Roblox	35%	96	1. Roblox	56%	173	1. Roblox	59%	180
	2. Minecraft	26%	51	2. Minecraft	25%	49	2. Minecraft	26%	35	2. Clash Royale	24%	29
	3. Among Us	24%	N/A	3. What Would You...	19%	11	3. Among Us	24%	57	3. Minecraft	23%	48
US	4. Clash Royale	22%	22	4. Among Us	17%	32	4. Clash Royale	22%	35	4. Clash of Clans	13%	18
	5. What Would You...	17%	N/A	5. Fortnite	14%	98	5. What Would You...	17%	5	5. Brawl Stars	12%	29
	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. Roblox	41%	83	1. Roblox	39%	100	1. Roblox	61%	180	1. Roblox	62%	190
UK	2. Minecraft	36%	53	2. Minecraft	30%	49	2. Minecraft	31%	36	2. Minecraft	27%	49
	3. Paper.io	14%	N/A	3. What Would You...	23%	11	3. Clash Royale	22%	40	3. Clash Royale	24%	35
	4. Helix Jump	14%	N/A	4. Fortnite	16%	97	4. What Would You...	21%	5	4. What Would You...	15%	5
	5. Subway Surfers	14%	N/A	5. Among Us	14%	37	5. Among Us	19%	61	5. Clash of Clans	15%	19
	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. Roblox	40%	83	1. Roblox	40%	95	1. Roblox	62%	170	1. Roblox	67%	173
	2. Minecraft	31%	53	2. What Would You...	23%	12	2. Minecraft	27%	39	2. Minecraft	23%	45
	3. Helix Jump	19%	N/A	3. Minecraft	22%	48	3. What Would You...	22%	6	3. Clash Royale	20%	30
	4. Paper.io	18%	N/A	4. Among Us	15%	28	4. Among Us	21%	61	4. What Would You...	15%	5
	5. Subway Surfers	16%	N/A	5. Fortnite	13%	95	5. Clash Royale	20%	36	5. Clash of Clans	14%	19

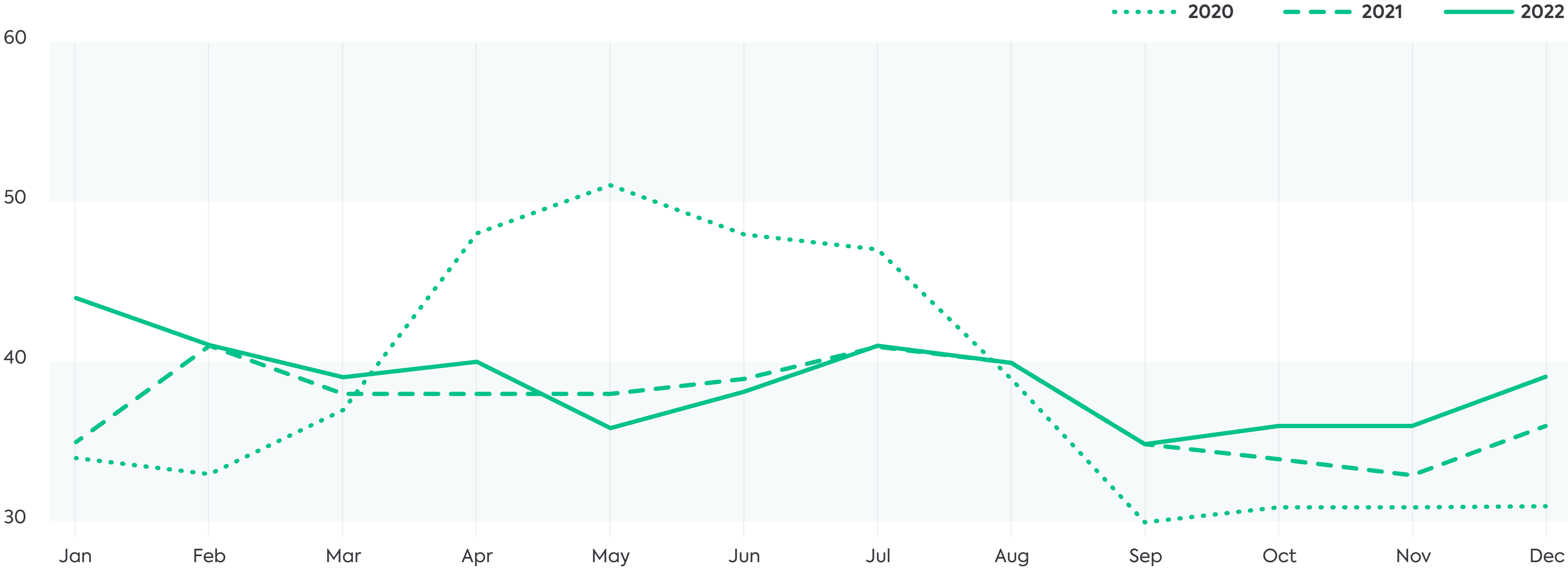
Gaming

Most popular gaming apps: 1-5 ranking, time spent (mins/day)

Spain	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. Brawl Stars	47%	29	1. Brawl Stars	35%	40	1. Roblox	38%	145	1. Roblox	44%	155
	2. Clash Royale	32%	21	2. Among Us	28%	25	2. Clash Royale	36%	29	2. Clash Royale	40%	24
	3. Clash of Clans	19%	17	3. Clash Royale	36%	24	3. Brawl Stars	33%	30	3. Stumble Guys	28%	23
Australia	4. Subway Surfers	19%	9	4. Roblox	23%	86	4. Among Us	26%	17	4. Brawl Stars	27%	28
	5. Helix Jump	19%	N/A	5. Clash of Clans	14%	19	5. Clash of Clans	13%	17	5. Clash of Clans	19%	17
	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	NO DATA			1. Roblox	42%	118	1. Roblox	56%	165	1. Roblox	63%	177
				2. Minecraft	28%	69	2. Minecraft	29%	58	2. Minecraft	29%	44
				3. What Would You...	16%	15	3. Clash Royale	16%	21	3. Clash Royale	20%	29
				4. Among Us	14%	47	4. What Would You...	16%	7	4. Clash of Clans	12%	16
				5. Fortnite	10%	110	5. Among Us	14%	53	5. What Would You...	11%	4

Gaming: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	44	41	39	40	36	38	41	40	35	36	36	39	38
2021	35	41	38	38	38	39	41	40	35	34	33	36	38
2020	34	33	37	48	51	48	47	39	30	31	31	31	38

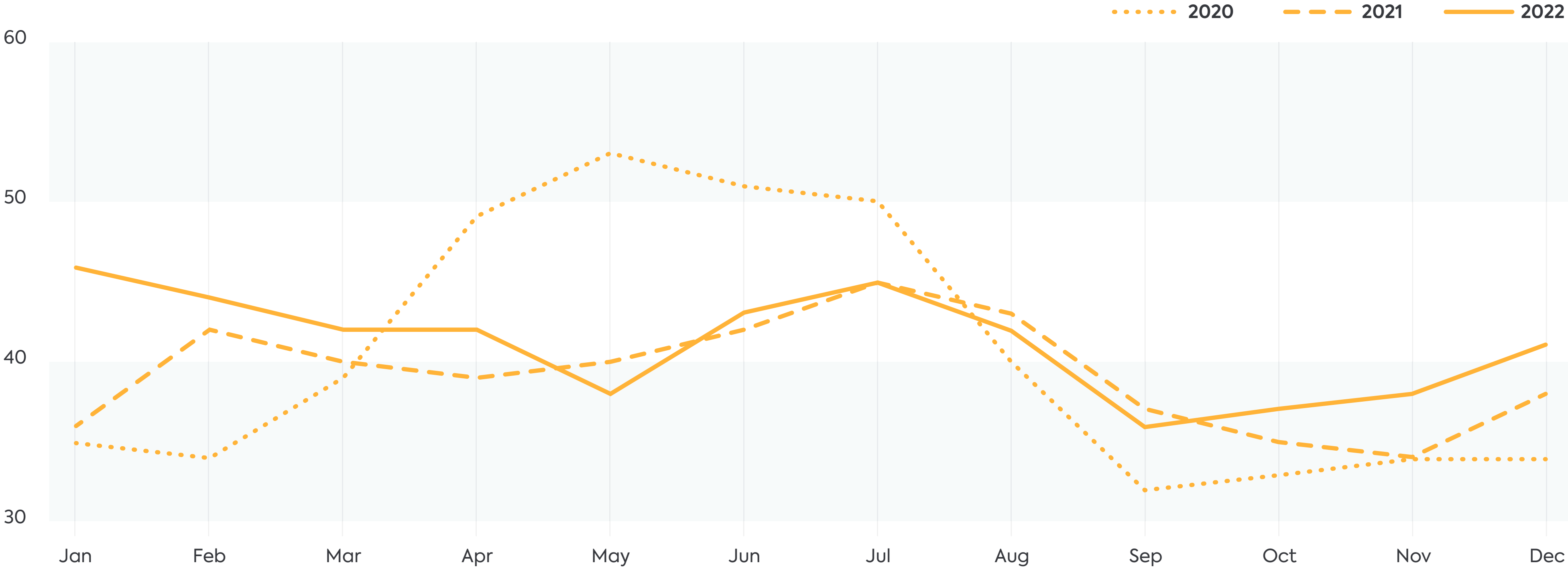


Global *

* No data for 2019

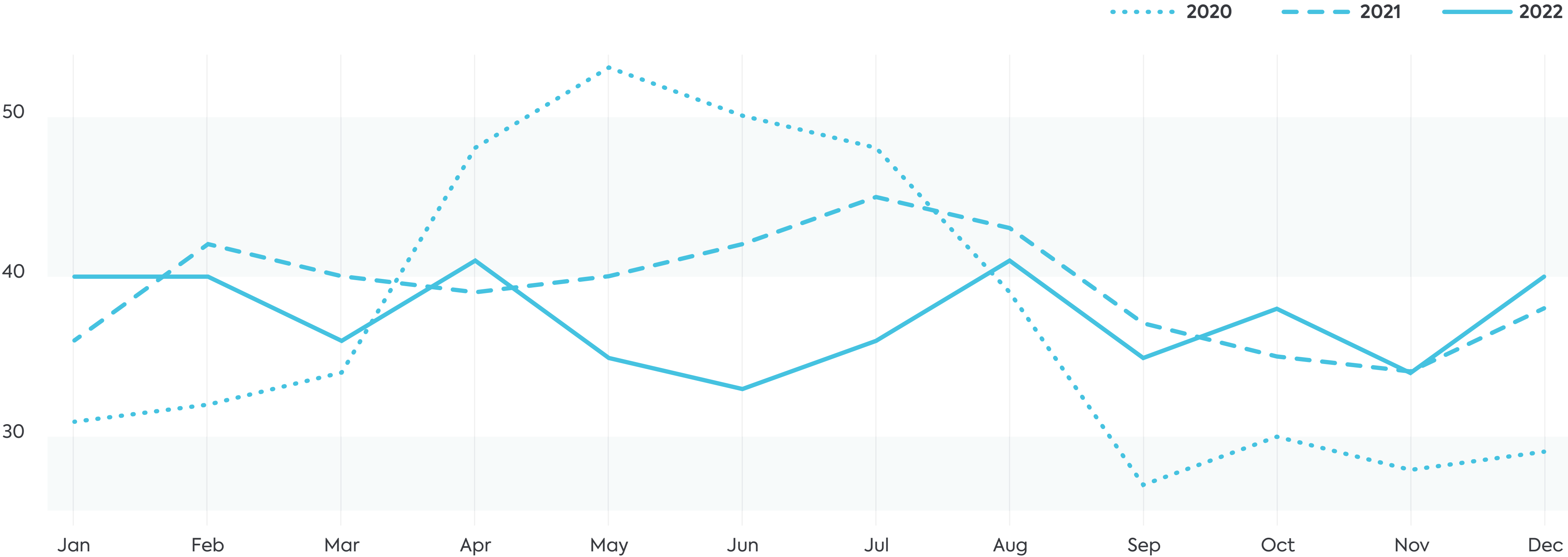
Gaming: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	46	44	42	42	38	43	45	42	36	37	38	41	41
2021	36	42	40	39	40	42	45	43	37	35	34	38	40
2020	35	34	39	49	53	51	50	40	32	33	34	34	40



Gaming: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	40	40	36	41	35	33	36	41	35	38	34	40	37
2021	36	47	40	40	36	34	37	40	33	33	29	34	37
2020	31	32	34	48	53	50	48	39	27	30	28	29	37

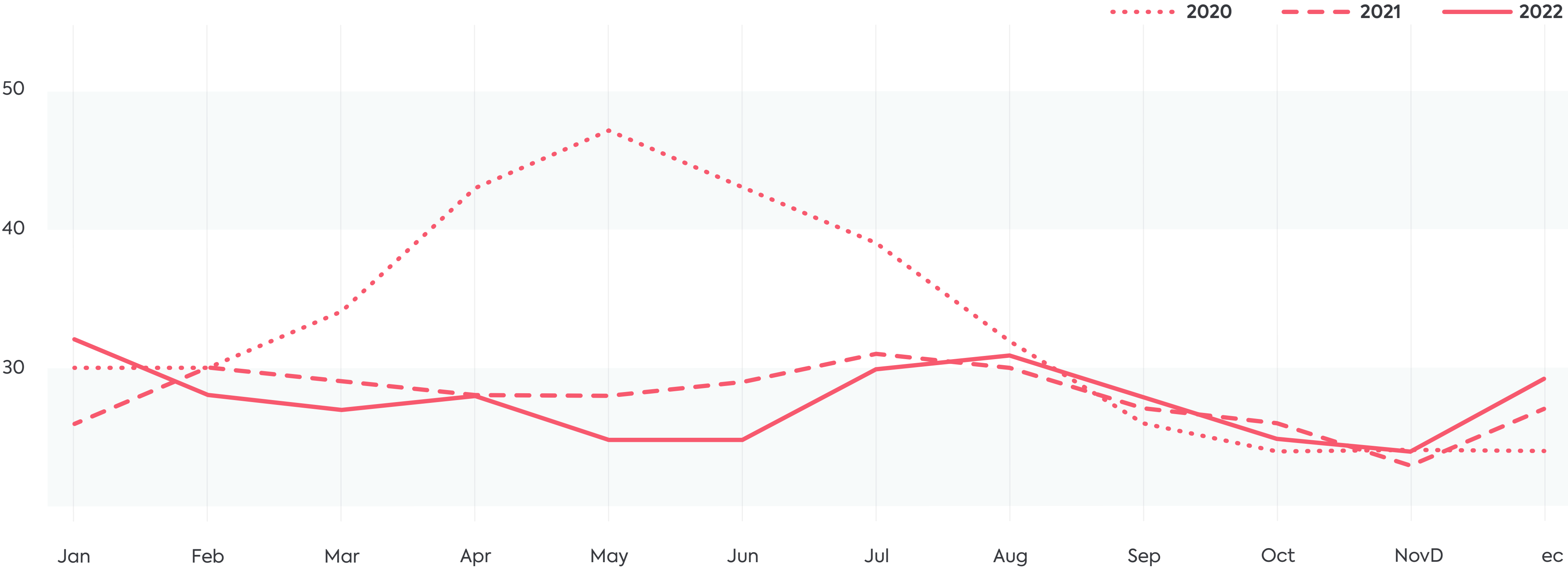


UK *

* No data for 2019

Gaming: Time spent (mins/day)

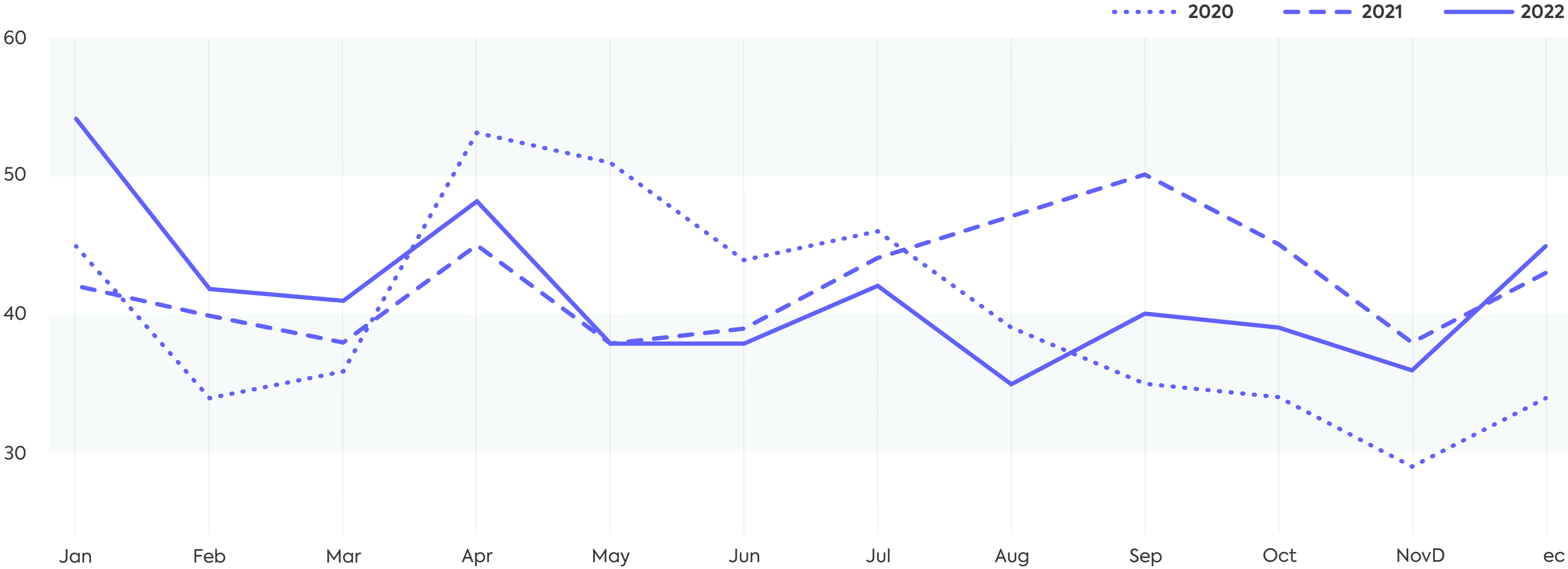
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	32	28	27	28	25	25	30	31	28	25	24	29	28
2021	26	30	29	28	28	29	31	30	27	26	23	27	28
2020	30	30	34	43	47	43	39	32	26	24	24	24	33



Spain *

Gaming: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	54	42	41	48	38	38	42	35	40	39	36	44	41
2021	42	40	38	45	38	39	44	47	50	45	38	43	43
2020	45	34	36	54	51	44	46	39	35	34	29	34	40



Australia *

* No data for 2019

Gaming: Most blocked

Most blocked gaming apps (% of parents): 1-5 ranking

Global	<div>2019</div> <div><div>1. Minecraft</div><div>2. Roblox</div><div>3. Clash Royale</div><div>4. Clash of Clans</div><div>5. Fortnite</div></div>	<div>2020</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Among Us</div><div>4. Fortnite</div><div>5. Brawl Stars</div></div>	<div>2021</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Clash Royale</div><div>4. Among Us</div><div>5. Brawl Stars</div></div>	<div>2022</div> <div><div>1. Roblox</div><div>2. Clash Royale</div><div>3. Minecraft</div><div>4. Brawl Stars</div><div>5. Clash of Clans</div></div>
	<div>2019</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Fortnite</div><div>4. Clash Royale</div><div>5. Helix Jump</div></div>	<div>2020</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Fortnite</div><div>4. Among Us</div><div>5. Clash Royale</div></div>	<div>2021</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Among Us</div><div>4. Clash Royale</div><div>5. Fortnite</div></div>	<div>2022</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Clash Royale</div><div>4. Clash of Clans</div><div>5. What Would You...</div></div>
	<div>2019</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Helix Jump</div><div>4. Fortnite</div><div>5. Choose your story</div></div>	<div>2020</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Among Us</div><div>4. Fortnite</div><div>5. Subway Surfers</div></div>	<div>2021</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Among Us</div><div>4. Clash Royale</div><div>5. Fortnite</div></div>	<div>2022</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Clash Royale</div><div>4. What Would You...</div><div>5. Clash of Clans</div></div>

Gaming: Most blocked

Most blocked gaming apps (% of parents): 1–5 ranking

Spain	<div>2019</div> <div><div>1.</div>Brawl Stars</div> <div><div>2.</div>Clash Royale</div> <div><div>3.</div>Pokémon Go</div> <div><div>4.</div>Clash of Clans</div> <div><div>5.</div>Helix Jump</div>
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Education

Most popular educational apps: 1–5 ranking, time spent (mins/day)

Global	2019		2020		2021		2022	
	1. Duolingo	10	1. Duolingo	8	1. Duolingo	12	1. Duolingo	10
	2. Photomath	7	2. Kahoot!	15	2. Photomath	10	2. Photomath	8
	3. Kahoot!	10	3. Photomath	9	3. Kahoot!	15	3. Kahoot!	13
	4. Quizlet	9	4. WordReference Dictionary	3	4. WordReference Dictionary	3	4. WordReference	3
	5. Khan Academy	N/A	5. Quizlet	11	5. Quizlet	12	5. Quizlet	11
US	2019		2020		2021		2022	
	1. Duolingo	10	1. Duolingo	8	1. Duolingo	12	1. Duolingo	12
	2. Photomath	7	2. Photomath	10	2. Photomath	10	2. Photomath	9
	3. Kahoot!	10	3. Kahoot!	14	3. Kahoot!	16	3. Kahoot!	14
	4. Quizlet	10	4. Quizlet	11	4. Quizlet	12	4. Quizlet	11
	5. Khan Academy	N/A	5. Khan Academy	N/A	5. TED	4	5. TED	4
UK	2019		2020		2021		2022	
	1. Duolingo	10	1. Duolingo	8	1. Duolingo	11	1. Duolingo	10
	2. Kahoot!	10	2. Kahoot!	14	2. Kahoot!	14	2. Kahoot!	11
	3. Quizlet	N/A	3. Quizlet	8	3. Quizlet	13	3. Quizlet	11
	4. Photomath	6	4. WordReference Dictionary	3	4. WordReference Dictionary	2	4. Photomath	5
	5. IXL	N/A	5. Photomath	7	5. TED	6	5. WordReference	2

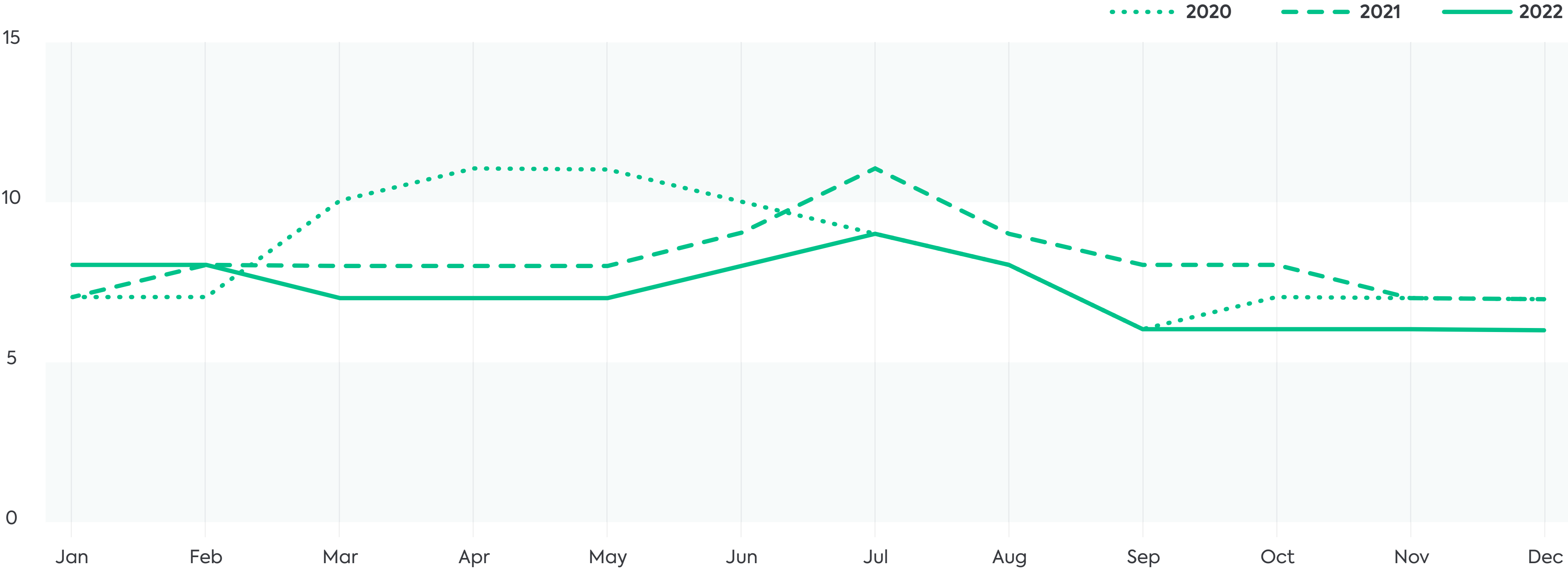
Education

Most popular educational apps: 1–5 ranking, time spent (mins/day)

Spain	2019		2020		2021		2022	
	1. Duolingo	10	1. Duolingo	11	1. Photomath	8	1. Duolingo	10
	2. Photomath	7	2. Photomath	9	2. Kahoot!	16	2. Photomath	6
	3. Kahoot!	11	3. Kahoot!	14	3. Duolingo	11	3. Kahoot!	13
	4. Smartick	17	4. WordReference Dictionary	2	4. WordReference Dictionary	3	4. WordReference	3
	5. Quizlet	11	5. Smartick	8	5. Smartick	26	5. Smartick	29
Australia	2019		2020		2021		2022	
	NO DATA	10	1. Duolingo	10	1. Duolingo	7	1. Duolingo	12
		7	2. Kahoot!	19	2. Kahoot!	12	2. Kahoot!	12
		10	3. TED	2	3. TED	2	3. Photomath	6
		10	4. Photomath	6	4. Photomath	11	4. TED	2
		N/A	5. IXL	94	5. WordReference	2	5. Quizlet	11

Education: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	8	8	7	7	7	8	9	8	6	6	6	6	7
2021	7	8	8	8	8	9	11	9	8	8	7	7	8
2020	7	7	10	11	11	10	9	8	6	7	7	7	8

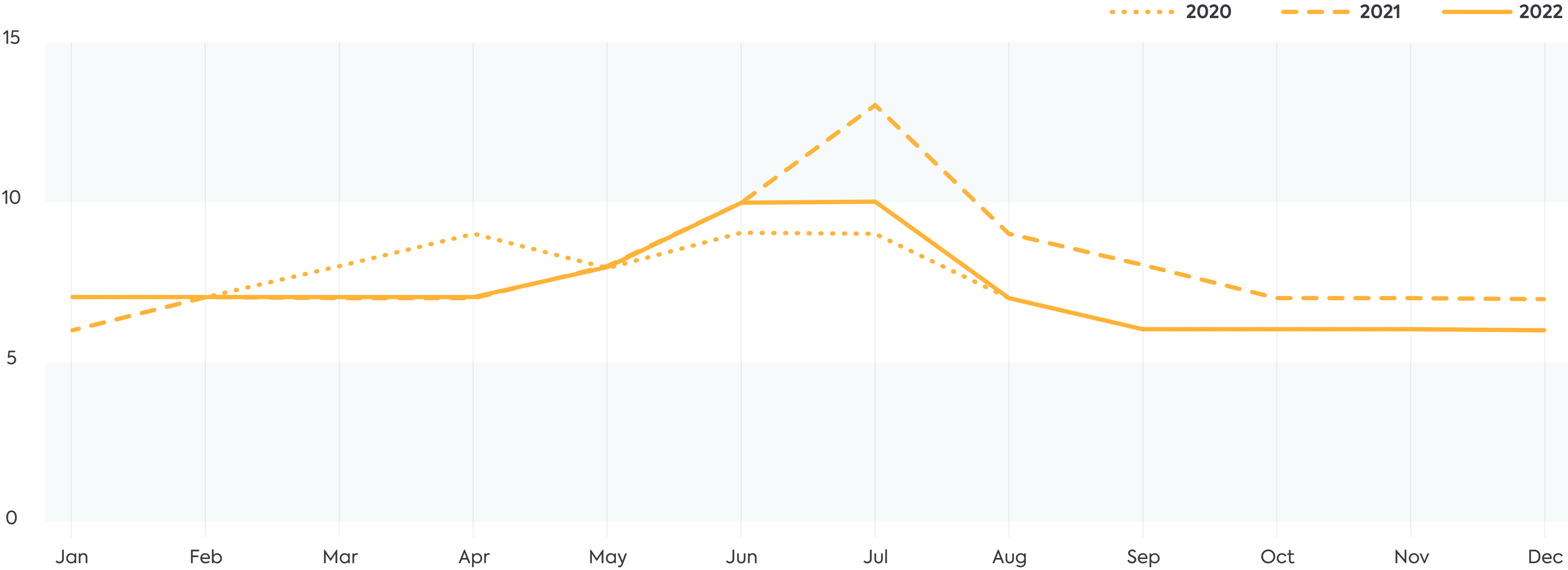


Global *

* No data for 2019

Education: Time spent (mins/day)

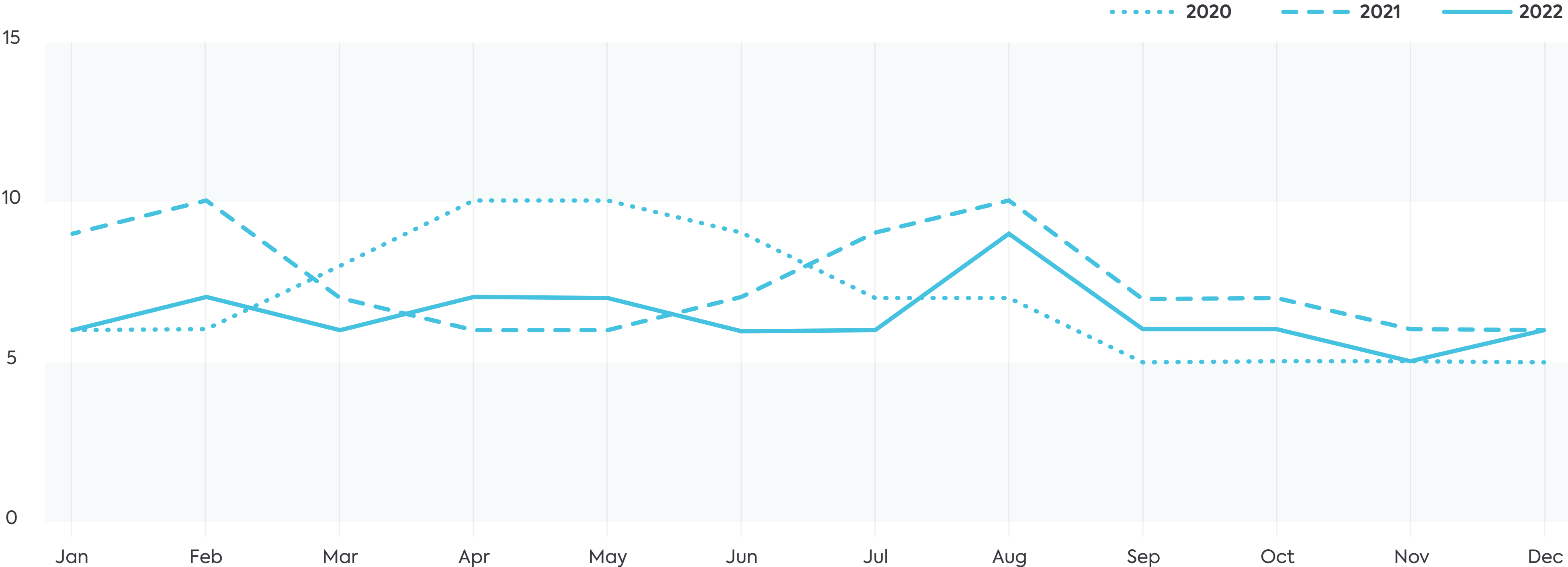
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	7	7	7	7	8	10	10	7	6	6	6	6	7
2021	6	7	7	7	8	10	13	9	8	7	7	7	8
2020	7	7	8	9	8	9	9	7	6	6	6	6	7



US*

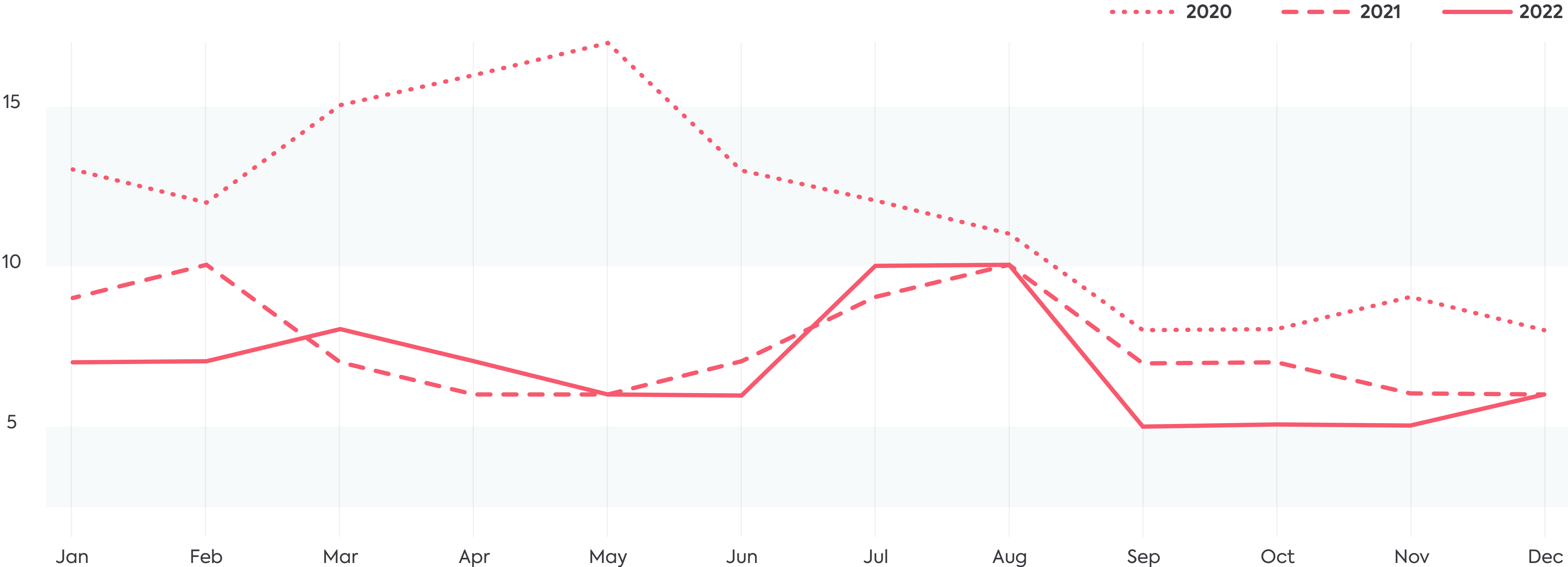
Education: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	6	7	6	7	7	6	6	9	6	6	5	6	6
2021	9	10	7	6	6	7	9	10	7	7	6	6	8
2020	6	6	8	10	10	9	7	7	5	5	5	5	7



Education: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	7	7	8	7	6	6	10	10	5	5	5	6	6
2021	9	10	7	6	6	7	9	10	7	7	6	6	9
2020	13	12	15	16	17	13	12	11	8	8	9	8	12

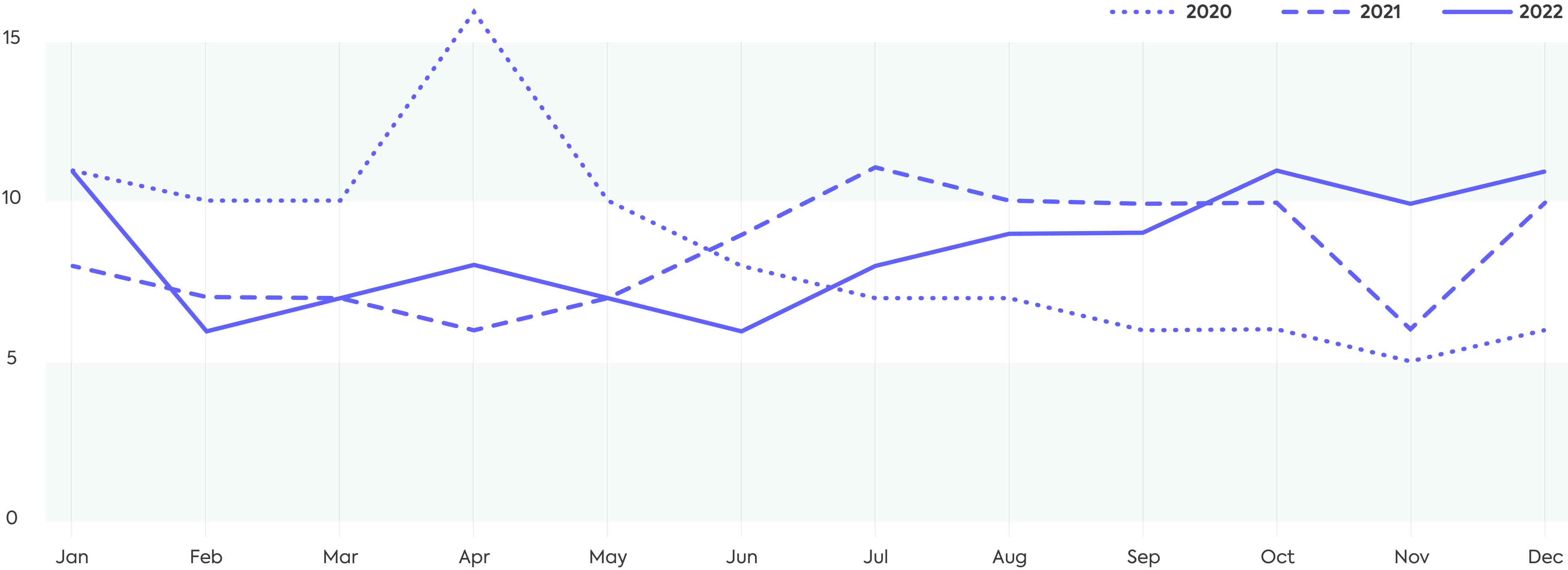


Spain *

* No data for 2019

Education: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	11	6	7	8	7	6	8	9	9	11	10	11	9
2021	8	7	7	6	7	9	11	10	10	10	6	10	9
2020	11	10	10	16	10	8	7	7	6	6	5	6	9



Australia *

Communication

Most popular communication apps: 1–5 ranking, time spent (mins/day)

Global	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. WhatsApp	30%	20	1. WhatsApp	32%	32	1. WhatsApp	34%	37	1. WhatsApp	37%	30
	2. Messages	21%	N/A	2. Zoom	26%	50	2. Zoom	31%	63	2. Discord	32%	28
	3. Discord	13%	25	3. Discord	25%	32	3. Discord	31%	35	3. Messages	28%	12
US	4. Skype	12%	17	4. Skype	20%	18	4. Skype	27%	16	4. Skype	25%	10
	5. Google Duo	8%	11	5. Google Duo	12%	24	5. Messages	24%	19	5. Zoom	22%	50
	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. Messages	21%	10	1. Zoom	29%	46	1. Discord	32%	38	1. Discord	34%	32
UK	2. Discord	16%	28	2. Discord	27%	35	2. Zoom	32%	55	2. Skype	26%	8
	3. Skype	13%	19	3. Messages	20%	17	3. Skype	27%	13	3. Messages	25%	17
	4. Google Duo	11%	12	4. Skype	16%	19	4. Messages	21%	24	4. Zoom	23%	46
	5. WhatsApp	9%	15	5. Google Duo	14%	26	5. WhatsApp	15%	28	5. WhatsApp	16%	25
	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. Messages	23%	4	1. WhatsApp	58%	25	1. WhatsApp	56%	29	1. WhatsApp	58%	21
	2. Skype	14%	16	2. Skype	25%	16	2. Skype	34%	16	2. Skype	32%	8
	3. Discord	10%	21	3. Messages	24%	8	3. Discord	28%	32	3. Discord	29%	27
	4. Google Duo	6%	5	4. Discord	19%	32	4. Messages	27%	9	4. Messages	29%	6
	5. Hangouts	5%	N/A	5. Zoom	17%	43	5. Zoom	25%	52	5. Microsoft Teams	18%	11

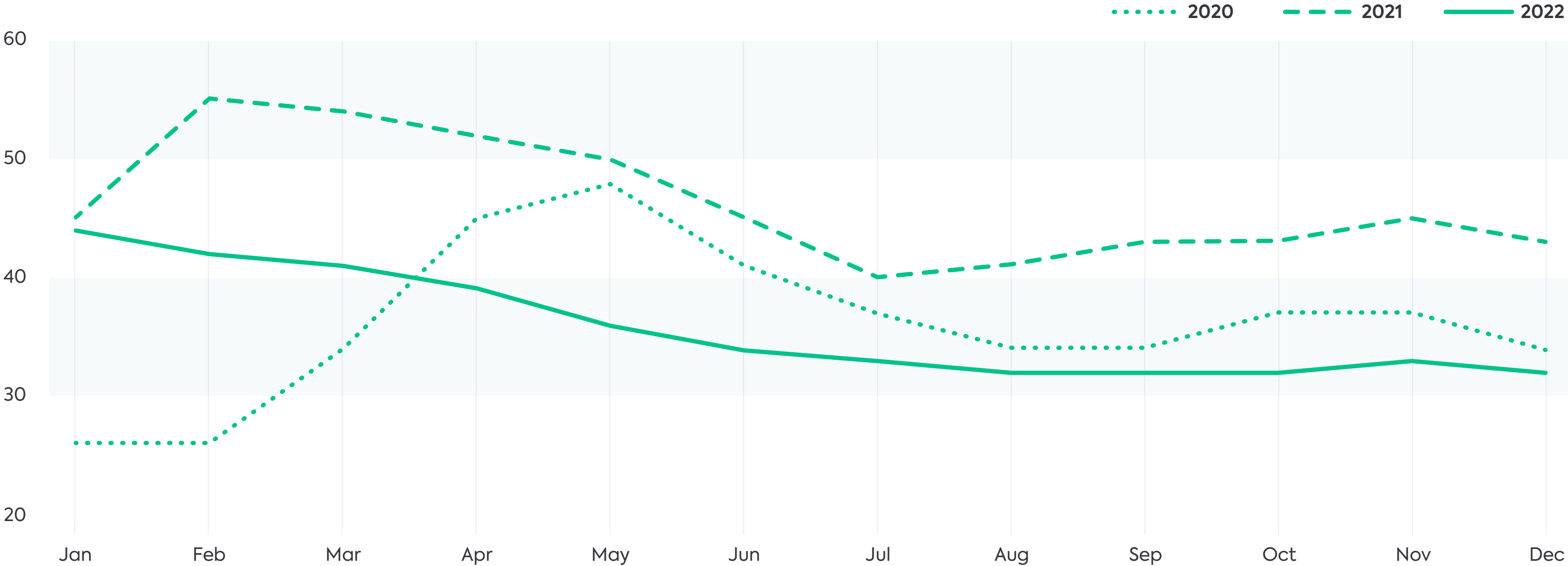
Communication

Most popular communication apps: 1–5 ranking, time spent (mins/day)

Spain	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	1. WhatsApp	60%	33	1. WhatsApp	59%	38	1. WhatsApp	60%	41	1. WhatsApp	63%	32
	2. Messages	20%	1	2. Skype	28%	17	2. Messages	32%	2	2. Messages	34%	1
	3. Hangouts	18%	7	3. Hangouts	25%	17	3. Discord	29%	21	3. Discord	30%	19
Australia	4. Skype	10%	16	4. Messages	25%	2	4. Skype	27%	15	4. Skype	27%	6
	5. Google Duo	7%	N/A	5. Discord	24%	26	5. Hangouts	19%	12	5. Google Duo	17%	6
	2019			2020			2021			2022		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
	NO DATA			1. Discord	24%	27	1. Discord	31%	28	1. Discord	34%	26
				2. Zoom	22%	45	2. Zoom	27%	41	2. Skype	26%	12
				3. WhatsApp	21%	16	3. Skype	25%	15	3. WhatsApp	25%	14
				4. Skype	17%	19	4. WhatsApp	24%	16	4. Messages	24%	8
				5. Messages	14%	10	5. Messages	18%	11	5. Zoom	20%	37

Communication: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	44	42	41	39	36	34	33	32	32	32	33	32	35
2021	45	55	54	52	50	45	40	41	43	43	45	43	46
2020	26	26	34	45	48	41	37	34	34	37	37	34	36

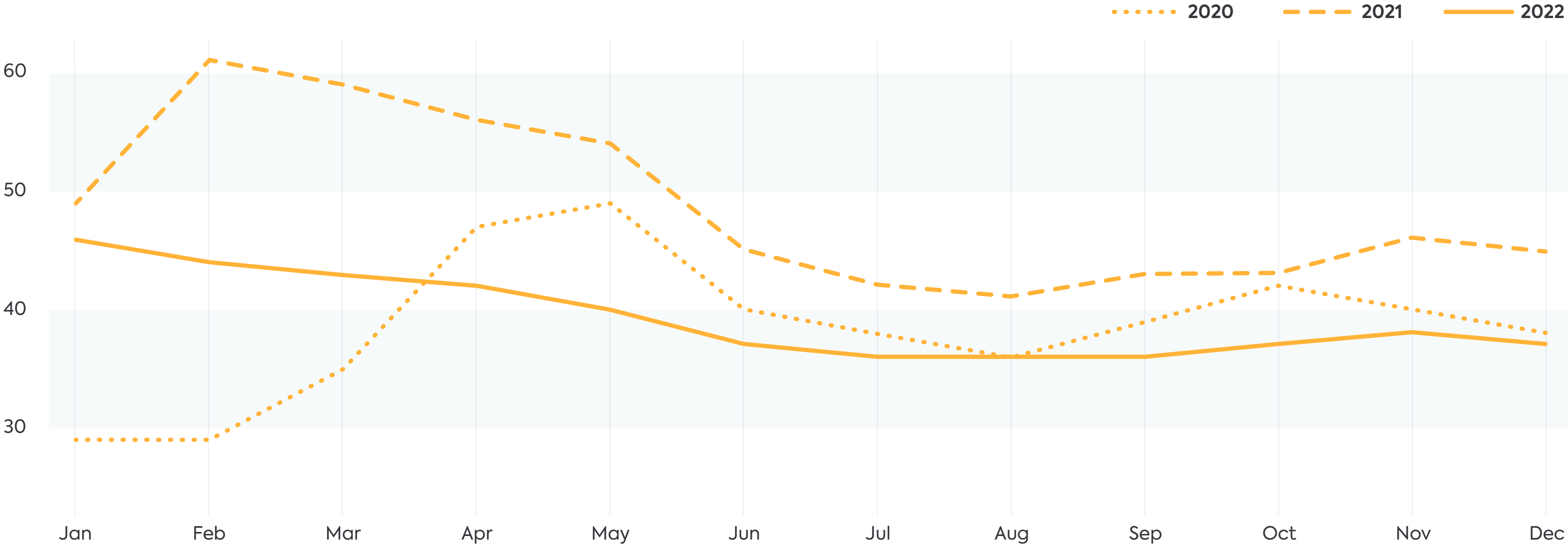


Global *

* No data for 2019

Communication: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	46	44	43	42	40	37	36	36	36	37	38	37	39
2021	49	61	59	56	54	45	42	41	43	43	46	45	49
2020	29	29	35	47	49	40	38	36	39	42	40	38	39

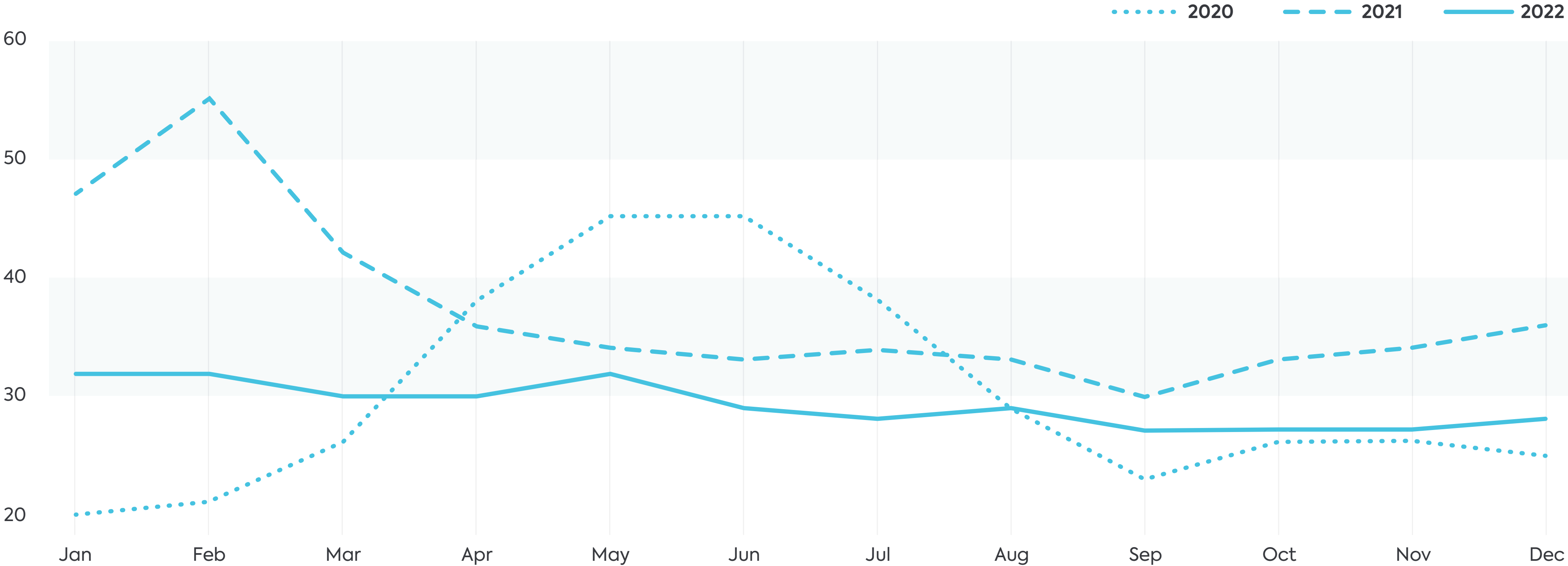


US*

* No data for 2019

Communication: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	32	32	30	32	30	29	28	29	27	27	27	28	29
2021	47	55	42	36	34	33	34	33	30	33	34	36	37
2020	20	21	26	38	45	45	38	29	23	26	26	25	30

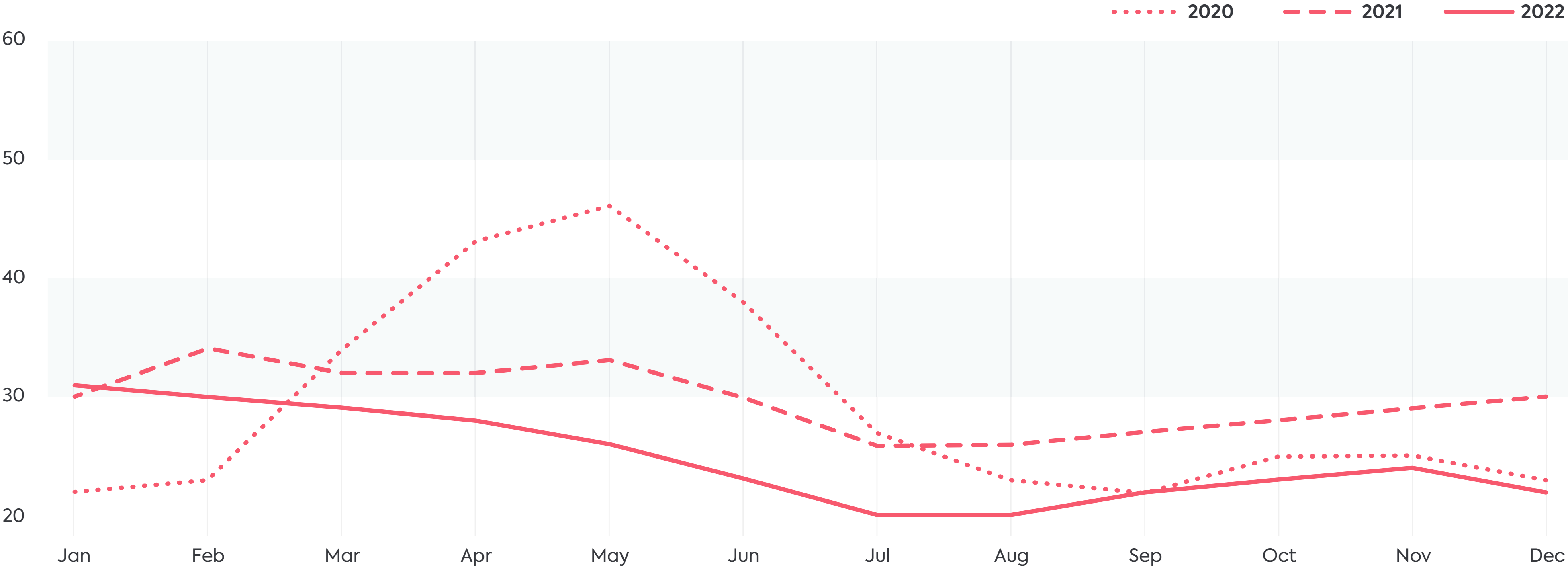


UK*

* No data for 2019

Communication: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	31	30	29	28	26	23	20	20	22	23	24	22	24
2021	30	34	32	32	33	30	26	26	27	28	29	30	30
2020	22	23	34	43	46	38	27	23	22	25	25	23	29

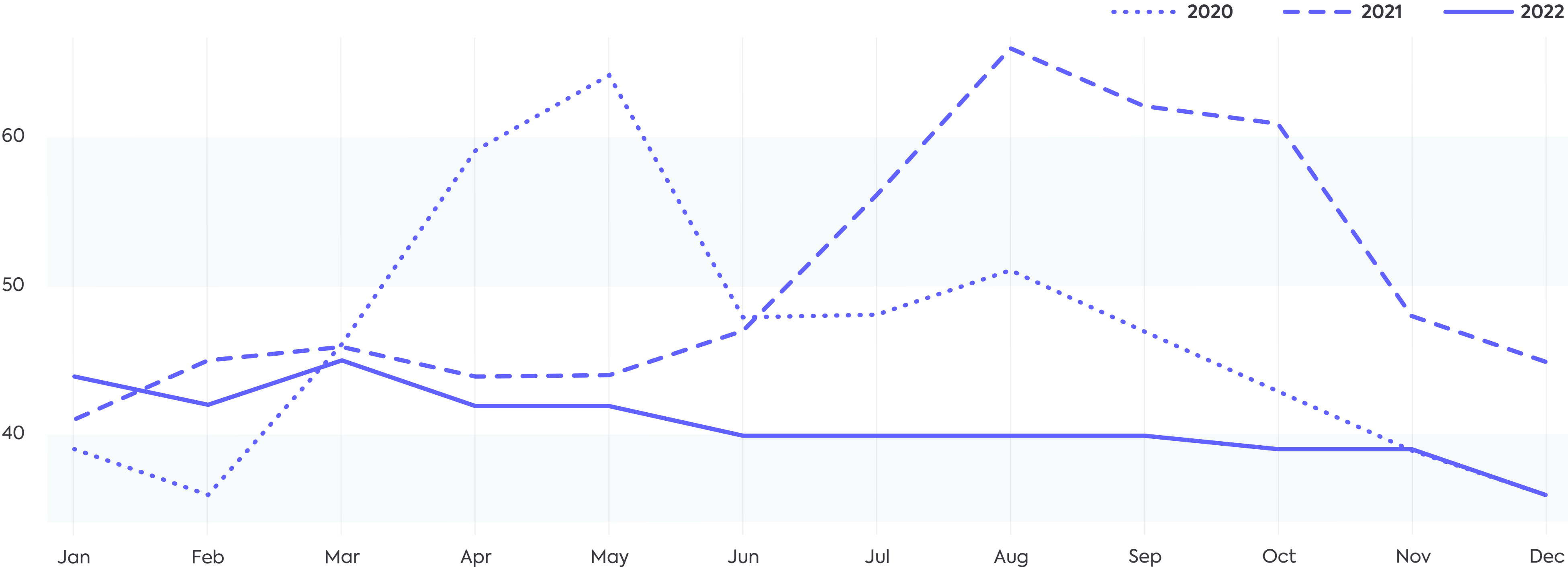


Spain *

* No data for 2019

Communication: Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2022	44	42	45	42	42	40	40	40	40	39	39	36	41
2021	41	45	46	44	44	47	56	66	62	61	48	45	52
2020	39	36	46	59	64	48	48	51	47	43	39	36	47



Australia *

Communication: Most blocked

Most blocked communication apps (% of parents): 1–5 ranking

Global	<div>2019</div> <div><div>1. WhatsApp</div><div>2. Skype</div><div>3. Hangouts</div><div>4. Discord</div><div>5. Messenger</div></div>	<div>2020</div> <div><div>1. Discord</div><div>2. WhatsApp</div><div>3. Messages</div><div>4. Zoom</div><div>5. Skype</div></div>	<div>2021</div> <div><div>1. Discord</div><div>2. WhatsApp</div><div>3. Skype</div><div>4. Zoom</div><div>5. Messages</div></div>	<div>2022</div> <div><div>1. Discord</div><div>2. WhatsApp</div><div>3. Skype</div><div>4. Messages</div><div>5. Zoom</div></div>
	<div>2019</div> <div><div>1. Discord</div><div>2. Hangouts</div><div>3. Skype</div><div>4. Messenger</div><div>5. Google Duo</div></div>	<div>2020</div> <div><div>1. Discord</div><div>2. Messages</div><div>3. Zoom</div><div>4. Google Duo</div><div>5. Skype</div></div>	<div>2021</div> <div><div>1. Discord</div><div>2. Messages</div><div>3. Skype</div><div>4. Zoom</div><div>5. Google Duo</div></div>	<div>2022</div> <div><div>1. Discord</div><div>2. Skype</div><div>3. Messages</div><div>4. Google Duo</div><div>5. Zoom</div></div>
	<div>2019</div> <div><div>1. WhatsApp</div><div>2. Skype</div><div>3. Hangouts</div><div>4. Messenger</div><div>5. Discord</div></div>	<div>2020</div> <div><div>1. WhatsApp</div><div>2. Messages</div><div>3. Discord</div><div>4. Skype</div><div>5. Messenger</div></div>	<div>2021</div> <div><div>1. WhatsApp</div><div>2. Discord</div><div>3. Skype</div><div>4. Messages</div><div>5. Zoom</div></div>	<div>2022</div> <div><div>1. WhatsApp</div><div>2. Discord</div><div>3. Skype</div><div>4. Messages</div><div>5. Google Duo</div></div>

Communication: Most blocked

Most blocked communication apps (% of parents): 1–5 ranking

Spain	<div>2019</div> <div><div>1. WhatsApp</div><div>2. Hangouts</div><div>3. Skype</div><div>4. Google Duo</div><div>5. Discord</div></div>	<div>2020</div> <div><div>1. WhatsApp</div><div>2. Hangouts</div><div>3. Discord</div><div>4. Messages</div><div>5. Skype</div></div>	<div>2021</div> <div><div>1. WhatsApp</div><div>2. Discord</div><div>3. Hangouts</div><div>4. Skype</div><div>5. Messages</div></div>	<div>2022</div> <div><div>1. WhatsApp</div><div>2. Discord</div><div>3. Skype</div><div>4. Messages</div><div>5. Hangouts</div></div>
	<div>2019</div> <div>NO DATA</div>	<div>2020</div> <div><div>1. Discord</div><div>2. WhatsApp</div><div>3. Skype</div><div>4. Zoom</div><div>5. Messages</div></div>	<div>2021</div> <div><div>1. Discord</div><div>2. WhatsApp</div><div>3. Zoom</div><div>4. Messages</div><div>5. Skype</div></div>	<div>2022</div> <div><div>1. Discord</div><div>2. Skype</div><div>3. Messages</div><div>4. WhatsApp</div><div>5. Zoom</div></div>



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