

BORN CON NECTED

THE RISE OF THE
AI GENERATION

Born connected: The rise of the AI generation

How do the youngest generations see the digital world, and the changes it currently faces? What challenges families as they keep their children safe in an online society?

The full picture of 2023's screen time, entertainment, social media, gaming and educational trends, explored globally and across five major markets.

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ABOUT THIS REPORT

Trends come and go, and the youngest among us often adapt to the latest changes quicker than others - especially online. Five 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 yearly comparison provides insight into the trends shaping future generations. This report looks into how kids and teens used online tools and applications across 2023, while also comparing kids' most-loved applications over a three-year period, starting in 2021 and finishing in 2023. Following in the footsteps of our previous reports, we have investigated children's app use globally and in specific major markets: the United States, United Kingdom, Spain, and Australia. For 2023, we have also extended our research to include the habits of children in France, offering a fresh perspective on how children across the world make use of technology.

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 2023.

In order to provide **a deeper view of children's technology use across the years**, our report also features a historical data annex for reference, showcasing collective insights from all yearly Qustodio reports. 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.

Our report also includes findings on parents', guar-

dians', and children's views regarding how parental control and technology fits into their daily family lives. It reveals **how parents and guardians monitor and manage their children's wellbeing**, combining technology and their preferred parenting methods to raise a generation born as digital natives.

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 Qoria group, protecting every child's digital journey through a world-class collaboration between schools, parents, and educators in cyber safety. Qoria'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

Born connected: The rise of the AI generation is based on anonymous app and online tool usage, provided from over **400,000 families with children aged 4-18** from around the world. It reveals children's **online app habits on mobile devices and desktop devices**, from January 1, 2023, to December 31, 2023, compared with information from the same period across 2022 and 2021. Our additional data annex extends this comparison to 2019 and 2020. Our findings assess global use, in addition to more localized insights from children in the United States, United Kingdom, France, Spain, and Australia.

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 apps and platforms kids are using, **our research 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.

The way that applications are used can also change from one year to the next, which is why we occasionally make updates to our app category classification. This year, we made the decision to remove Snapchat from the social media category, placing it in communication instead, as we believe this more accurately reflects the way children are using the platform and how Snapchat has now come to be viewed in 2023. In addition, while the format of Twitter is currently evolving, we have classified it as primarily a social network, simply choosing to refer to it as X in this report for the year 2023, and Twitter for the years prior.

SCHOOLS AND FAMILIES, BUILDING SAFER ONLINE SPACES

Our aim with this report is not only to provide insight into how children explore and navigate applications on personal devices, but also to give visibility to devices used during school hours, and the tools students are using in a classroom setting. In order to highlight this, we have also explored the **popularity of educational apps and websites used in a classroom setting**, with insights provided from the wider Qoria group, scaling 10,000 schools globally.

In addition, in order to **better understand how families view and manage technology in their daily lives**, we have included information taken from a survey of 950 parents currently using our parental control tools. The parents surveyed were between the ages of 25 and 65, and had at least one child between the ages of 4 and 18 living in their household.

Finally, our report includes **individual insights from 100 children** aged 10-13, 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.





Our connected world: Families in 2023

Connecting to the internet. Going online. How long before these terms become obsolete? In today's world, where most of the population – including its youngest generation – can simply reach into their pocket for their smartphone, there's no distinction between on and offline. The two have become so intertwined that talking about the difference between them is hardly worth it.

We talk online, learn and explore online, and are entertained online, for hours of the day. Society's youngest members were simply brought into the world this way – **born digital, born connected**. Long gone are the days where you'd have to announce your desired presence on the internet: "Mom, can you get off the phone? I said I'd meet my friends on MSN!"

This constant access to connectivity, with no obvious line in the sand, is both a blessing and a

curse in many ways. **Technology is convenient, opening the door to new opportunities**, and a myriad of avenues to explore, more than we ever thought possible as children. But for families, navigating the new dangers that come

with this connected world is no mean feat. Even the youngest members of the family can't sit too comfortably. As artificial intelligence technology rapidly develops, and is quickly adopted as a tool by almost every single app and program they have access to, the next level of the internet is already upon us, bringing new adventures, but a whole host of new risks, too.

Some dangers are the same faced by other generations – millennials grew up with the internet, after all – but when it comes to parenting, adults are all in this together. **We've**

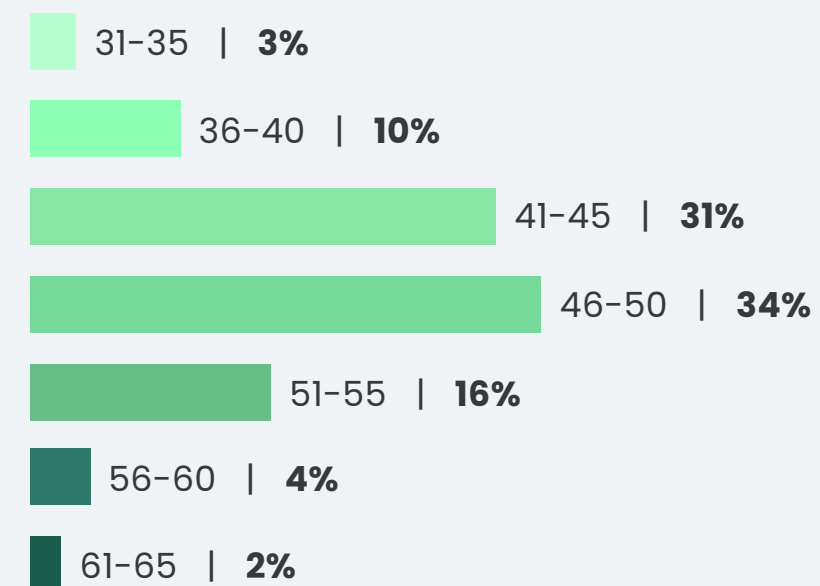
never collectively raised children who can carry the internet with them, wherever they go. In addition, AI tools, and the endless possibilities they lie out for us, are brand new for everyone. We have yet to see their long-term effect on our world, both on and off the internet.

To understand how families are navigating this new dynamic, we wanted to speak to parental figures and guardians looking to keep their loved ones safe in a digital world, while also hearing from the children currently growing up in it. Our parent survey, focusing on 950 parents and guardians using parental control and digital wellbeing tools, uncovers some of the answers, and **explores what families prioritize as they work to keep their children safe online.**

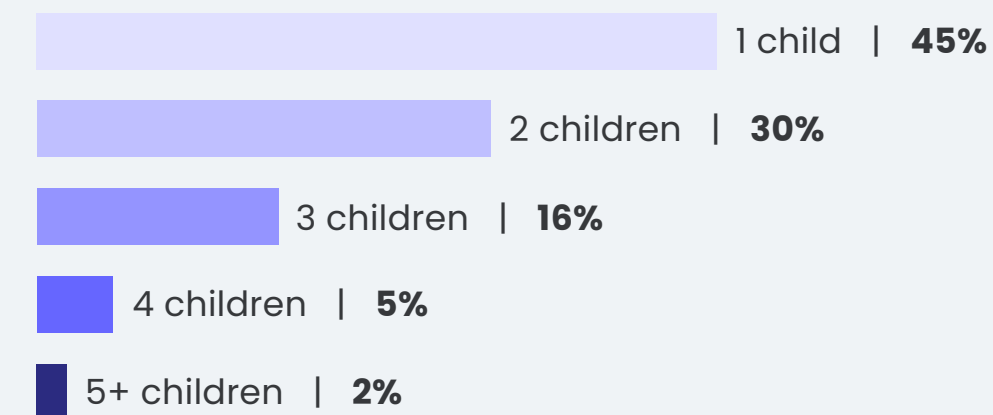
Across 2023, we also interviewed over 100 teens and tweens, allowing them to share their experiences with technology, social media, artificial intelligence, and how their families look out for them online. Their reflections can be found throughout this report, along with opinions and input from parents, giving **an inside perspective on how families share, learn, and grow with technology in the digital age.**

Qustodio parent survey 2023: demographics

Parent age range



Number of children per household surveyed





Families and technology in 2023



Having children in your household automatically makes you more likely to own a tablet. [75% of US families with children under 5 have one](#) in their home, as opposed to just 57% of households with no children. With devices such as tablets and laptops so commonplace in the home, it stands to reason that children are using them just as much as adults, if not more – and that parents want to keep these children safe as they explore with technology. **Parental control tools have become an integral part of digital life for such families**, as a tailored, easily customizable way for everyone in the family to keep their tech use in check.

In fact, **just over 1 in 4 parents (28%) believe that the ideal age to start using parental controls on children’s devices is under 3**, an age many toddlers are introduced to screen

time through TV, tablets and YouTube videos streamed from a parent’s smartphone.

The majority of families, however, look to parental controls during the tween years: with 7-9 and 10-12 being seen as the ideal age to start implementing their use on any devices children use in and out of the home. **Almost 25% of parents believe that 7-9 is the right age to start using parental controls with their children**, while 22% believe 10-12 is the ideal, coinciding with the average time a child is now given their own cell phone. In 2015, Common Sense Media revealed [41% of children owned a phone by age 12](#). Now, according to [research from Stanford Medicine](#), 25% of children receive their own phone by age 10.7, while by age 12.6, this rises to 75% of kids.

“The ideal age for parental controls is from whenever you give them access to a device, without you being with them.”

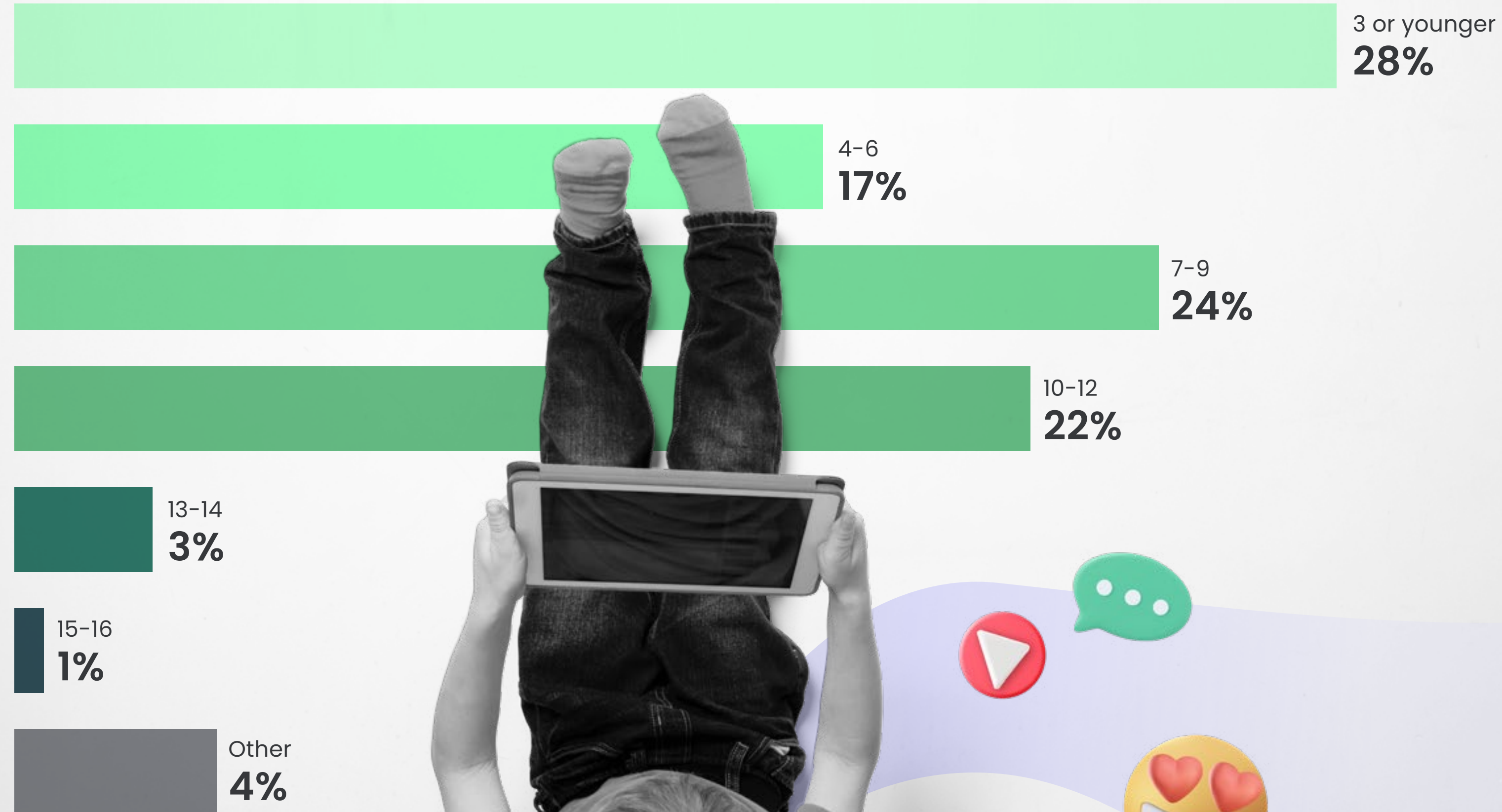
- Parent of two, 46

“I don’t care that I’m supervised as I know what I’m doing is OK. It’s other people I worry about. I don’t want to get hurt.”

- Girl, 12



At what age do you think is the ideal to start using parental controls on children's devices?



“ I think that parental controls should be used from the moment a child has access to a device, including their parents’, or their siblings.”

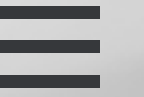
- Parent of one, 50

“ My parents told me people could steal my data or photos, and that I shouldn’t talk to strangers. I would prefer to have no limits and that they don’t ask me what I’m looking at.”

- Girl, 11

“ Before I gave my daughter her phone, I took her for a chat with a police officer about the risks the internet poses. It definitely had an impact on her and she was more aware after it.”

- Parent of one, 50



Online risks: the landscape in 2023

Behind the need for parental controls lies risk: with 70% of parents preferring to use these tools before children are 10 years old, parental controls are a way for families to help protect their children from many of the dangers associated with technology and the internet.

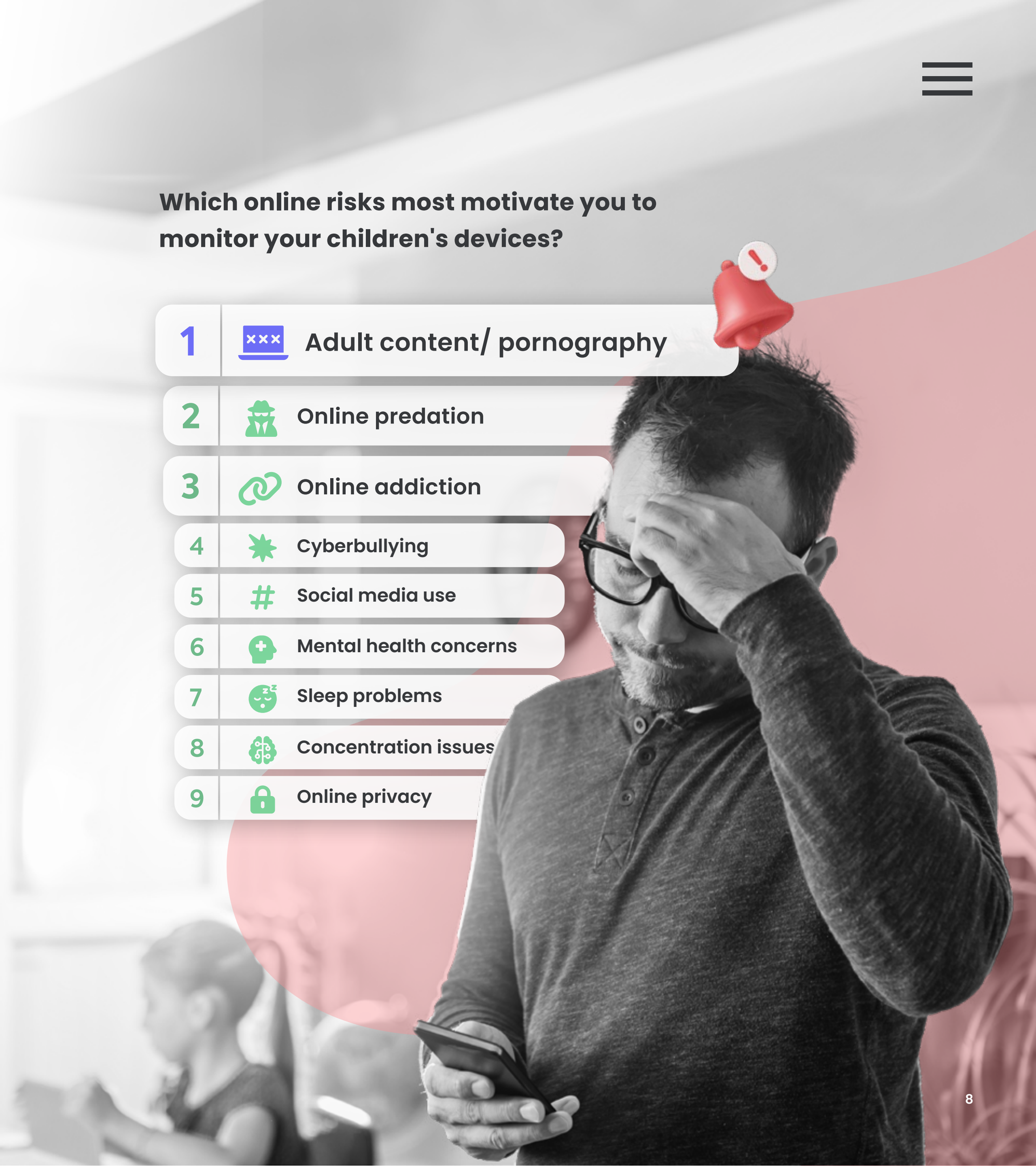








When considering what motivated them to monitor their child or children's devices, parents ranked frequent online harms in the order of most to least worrying. **Exposure to adult content or pornography was parents' main concern**, closely followed by online predation: both harms that children are becoming more easily exposed to as they explore online. In the US, more than [half of teens \(51%\) report being exposed to porn](#) accidentally simply by clicking a link, while over in the UK, [online grooming crimes rose by over 80%](#) between 2017 and 2022. Keeping children safe from harm, especially when they

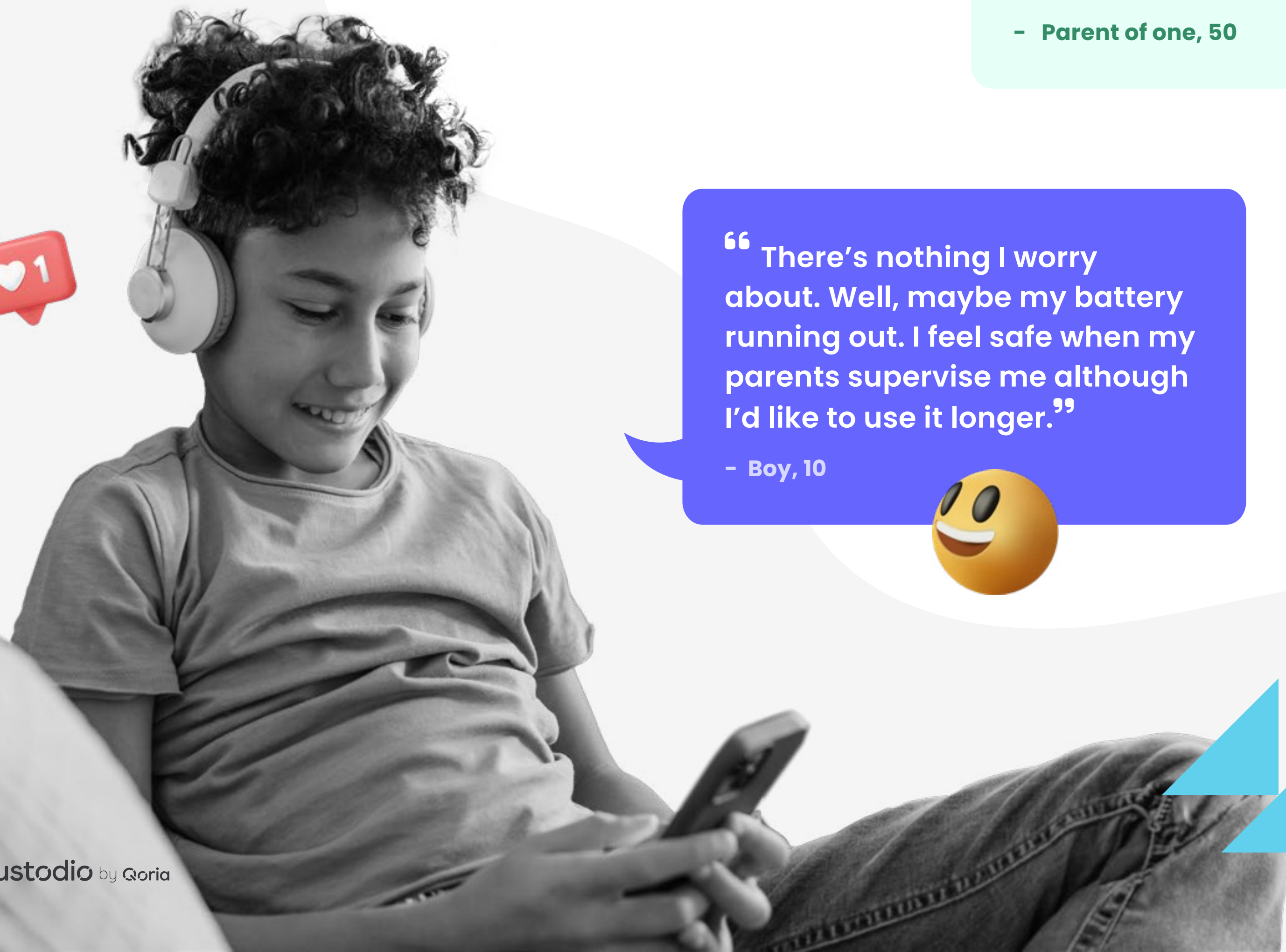
have no control over their exposure to it, is a high priority for concerned parents.

Problematic internet use also motivated parents to protect their children's devices: Online addiction ranked as their number 3 concern, while issues frequently surrounding social media ranked in spots 4-6: cyberbullying, social media use, and concerns about mental health.

Ranking in the bottom positions were wellbeing concerns such as sleep problems and concentration issues, despite evidence showing increased phone usage among young people and adolescents is associated with [a higher likelihood of experiencing sleep issues](#). Collectively, **parents placed online privacy as their lowest priority** when it came to monitoring their children's devices.

Which online risks most motivate you to monitor your children's devices?

- 
- 1  Adult content/ pornography
 - 2  Online predation
 - 3  Online addiction
 - 4  Cyberbullying
 - 5  Social media use
 - 6  Mental health concerns
 - 7  Sleep problems
 - 8  Concentration issues
 - 9  Online privacy



“ We read books and articles, and I let them watch news stories where they can see what happens if they’re not careful with their personal information online. I want them to understand what’s dangerous and what can be shown to the world.”

- Parent of one, 50

“ There’s nothing I worry about. Well, maybe my battery running out. I feel safe when my parents supervise me although I’d like to use it longer.”

- Boy, 10



“ I’m not worried about anything. My parents always look at sites I use to make sure they are safe. I don’t care if my mom supervises me. She wants to make sure I’m safe.”

- Boy, 10



Building safer spaces: Digital tools for digital families

Many families turn to parental controls as a digital solution to a constantly connected environment. While there's no clear divide for younger people between the on and offline world, device use is still mostly an extremely personal, and solitary experience - meaning parents look for ways to understand how their children are engaging with technology. **76% of parents assert that parental control tools give them more visibility of their child's digital life.**

Families also look to build routines and attitudes surrounding technology that will stick with their children long after they have flown the nest. A further **76% of parents acknowledge that using parental control tools helps to encourage building healthier screen time habits and routines for their family.**

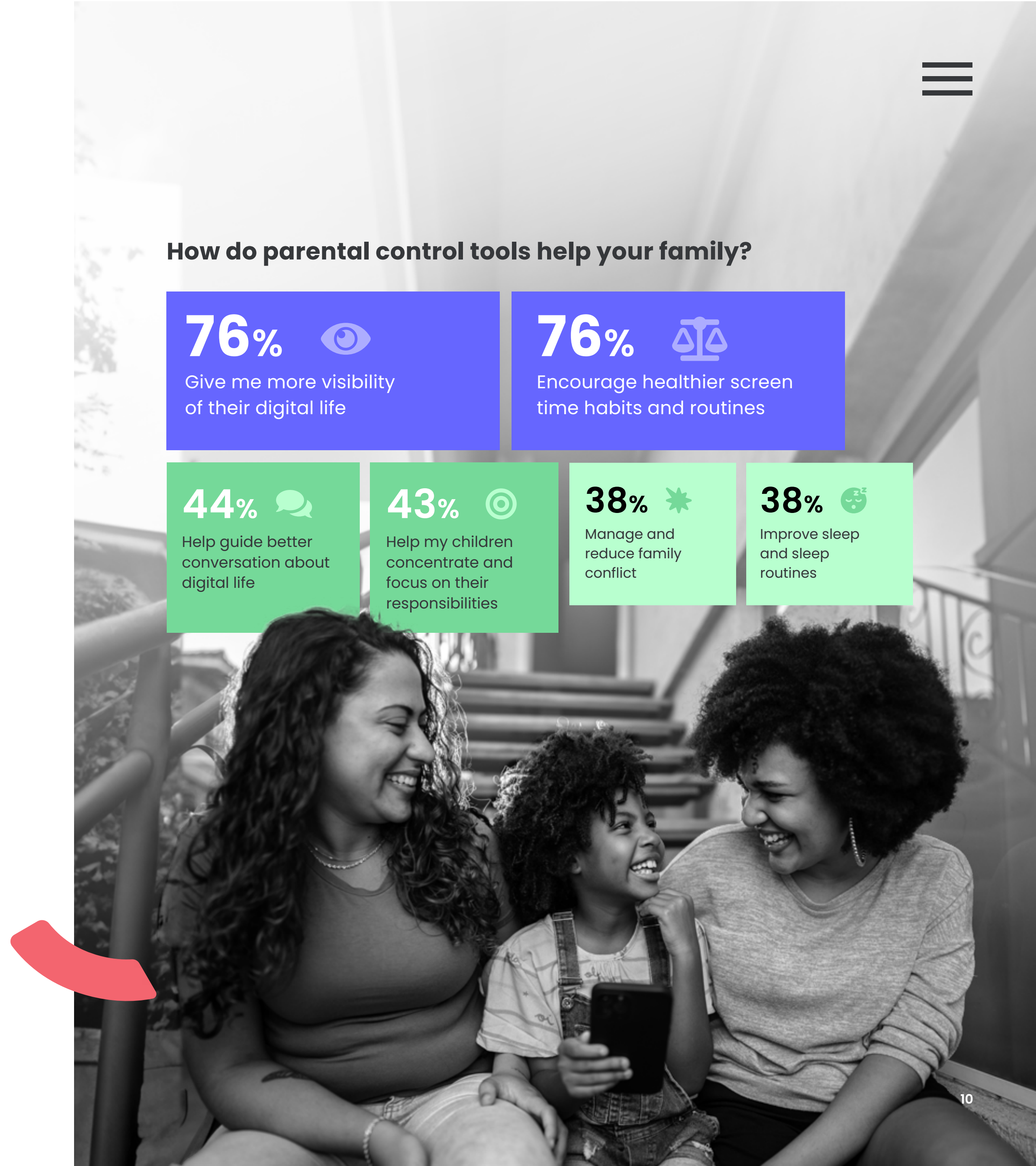
Parental control tools also help families in other technology-related matters. 44% of parents report that monitoring tools guide them to

have **better conversations about digital life**, with a further 38% noting their contribution to **managing and reducing family conflict**. 43% of parents assert parental controls help their children to **concentrate and focus on their responsibilities**, whether in or out of the home.

Sleep is a key factor in a child's development, focus, and attention, and technology use has been [linked to a negative effect on sleep quality](#), from exposure to the blue light devices emit. 2 out of every 5 parents surveyed noticed that using parental controls as an aid helped improve their child's sleep and sleep routines.

When it comes to building these habits and routines, however, tools are just that: a set of features and options that families have at their disposal. **What's important for families is how these tools are used**, and which parents and guardians are opting for when building safe online spaces.

How do parental control tools help your family?





The majority of families - a notable 89% - use parental controls to filter and block inappropriate content on their children's devices, closely followed by monitoring their children's overall screen time, something which 85% of parents opt to do.

Parents look to personalize a device in order to keep their children safe as they browse, while also ensuring they have screen downtime,

either on a daily or weekly basis: 83% of families make use of tools to set individual limits on applications, such as restricting time on games and social media, and a further 80% of families set uniform weekly or daily time limits across children's devices.

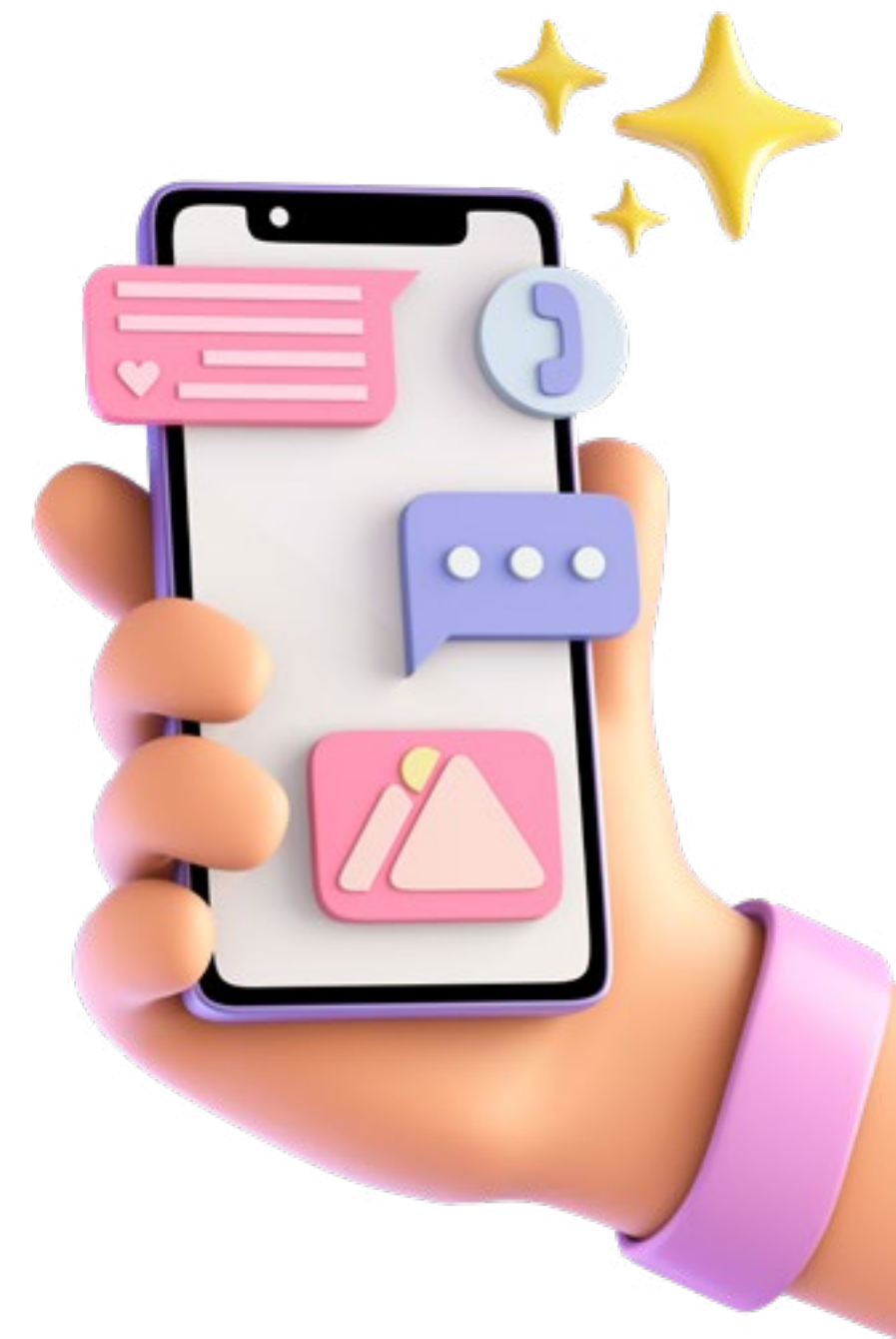
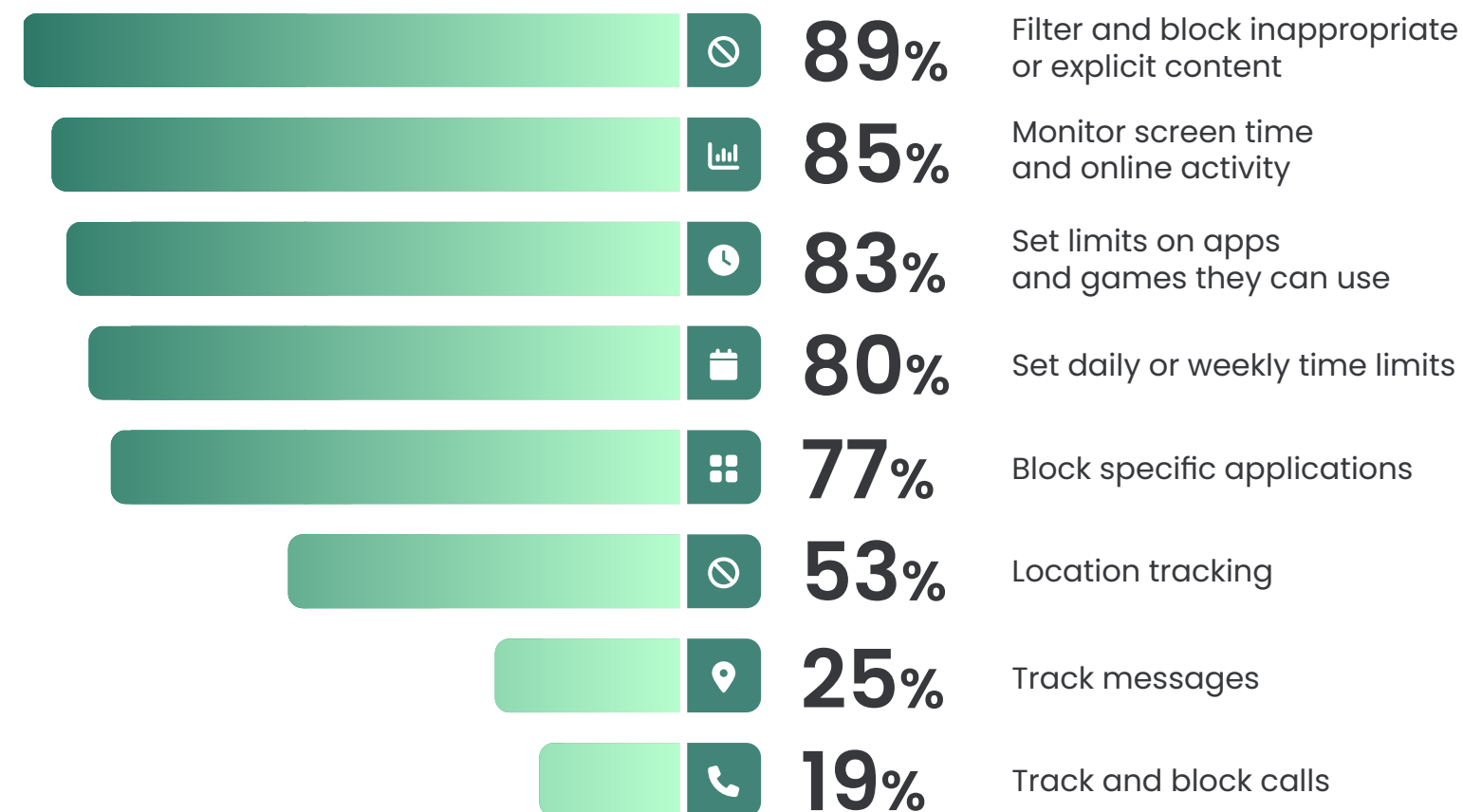
Aside from building routines, parents look out for their children's wellbeing in other ways, mostly relating to their safety outside of the

home. Half of parents (53%) use monitoring tools to keep an eye on their child's location, such as when on the way to school or out with friends on the weekend. As a potential measure against parents' 4th biggest online concern, cyberbullying, 1 in 4 parents choose to track messages on devices, while 19% opt to screen calls, and block certain numbers entirely.

“ Sometimes I think it's good that they supervise me, but other times I get mad because my friends are still online and I have to get off so my sister can use it.”

- Boy, 10

What do you use parental controls for?



“ When I go out with my friends I take my phone and then I can tell them where I am. My parents only take my phone off me before bed and then they give it back when I come back from school. Now we're on vacation I have it all day long but they still take it off me at night.”

- Boy, 12

“ It's normal that [my parents] want to protect me and want me to do other things than go online, there are people out there who want to hurt us.”

- Boy, 13



Parenting: Tech-free approaches

It's not only digital tools that parents use to keep their children safe as they explore and enjoy devices. **Families combine digital tools with family management strategies**, the majority of which implicate increased involvement from a parent or guardian.

Most families prioritize dialogue over all other methods, with **87% of parents reporting that they have regular discussions with their children about online habits and behavior**. In line with the [American Academy of Pediatrics' recommendations](#) on restricting daily video game time, 2nd in the list of strategies parents use to keep their children safe comes limiting game console time.

Some families opt to watch content or play video games together, with **42% of parents relating that they co-watch content with their child or children**. Fewer parents get involved in their children's gaming habits, with 18% stating

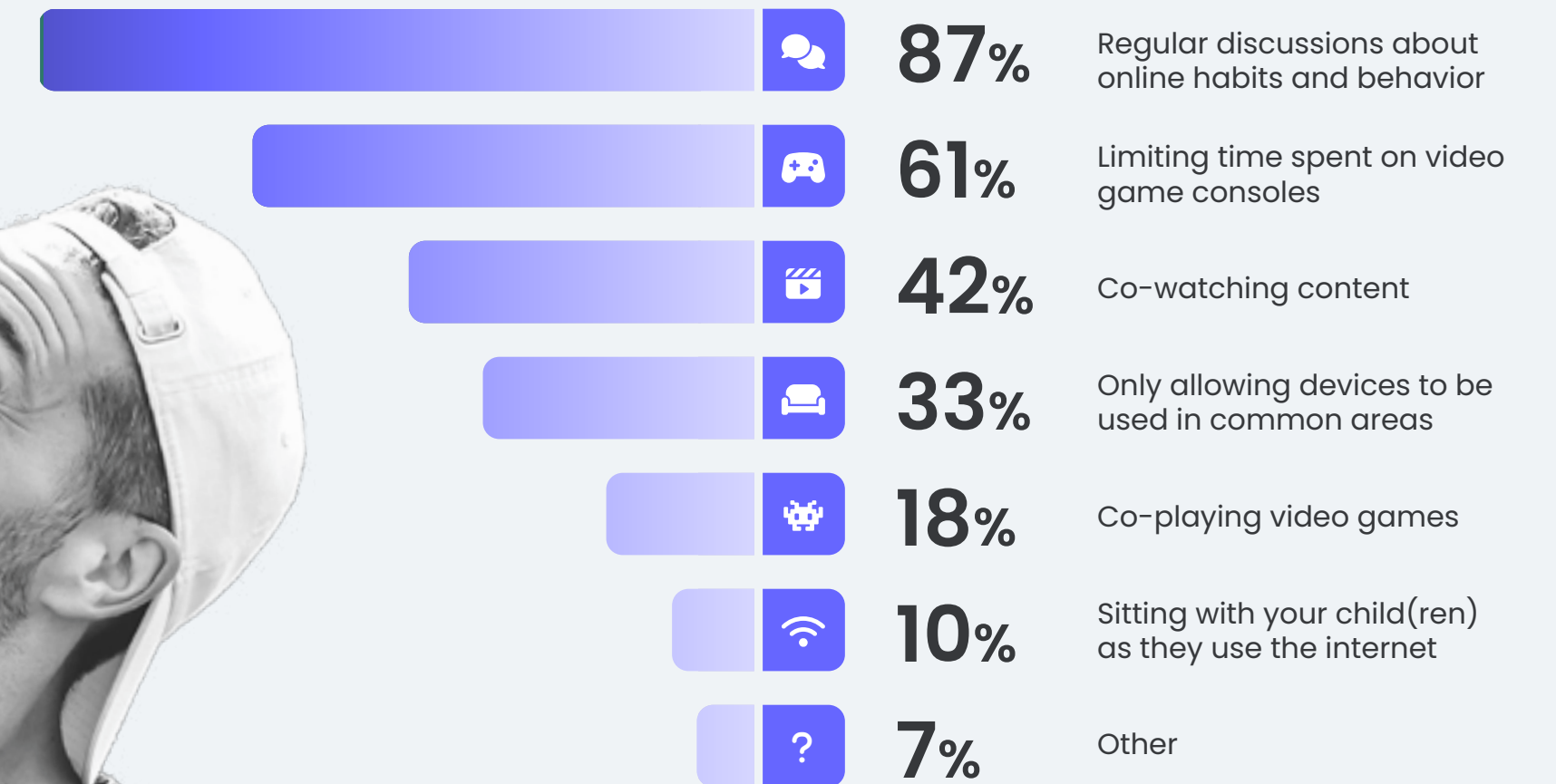
they co-play video games with them to help keep them safe as they explore devices.

A third of parents prefer device use to be kept to common areas only, meaning technology use is restricted to family areas such as the living room, kitchen, or places where all family members have access. Just 10% of parents actively sit with their child as they use the internet, while 7% of parents stated they use other methods to keep their children safe, such as ensuring their children have tech-free activities to keep them occupied, or keeping devices out of kids' bedrooms at night.

“ I promote doing outside activities and sports with my child, and do it together with them.”

- Parent of one, 43

Combined with parental controls, what other methods do you use to help keep your child(ren) safe on their devices?





To help keep your child or children safe as they use their devices, have you ever done any of the following?

88% Removed devices at specific times of day

81% Removed devices or online privileges as punishment

32% Followed your child(ren) on social media

18% Logged in to your child(ren)'s social media profile

“ We don’t allow our kids to have their devices in their bedrooms overnight.”

- Parent of two, 50



“ We have no electronics week every three weeks. NO devices at all for a full week. We call it digital detox. It’s amazing the productivity that occurs that week. All the tasks suddenly get done and toys suddenly get played with.”

- Parent of one, 43

Whether as punishment or as part of regular routine, removing devices altogether is a popular option for many caregivers: **88% of parents report having removed devices from their children at specific times of the day** (such as meal or bedtimes), while a further 80% of parents report taking devices away from their child, or restricting their children’s online privileges as a repercussion for their actions.

Most parents, however, prefer to keep their children’s social lives private: just under a third of parents follow their own children on social media, while **only 1 in 5 parents has ever logged in to their child’s social media profile** in an attempt to keep them safe online.



Born connected, growing connected



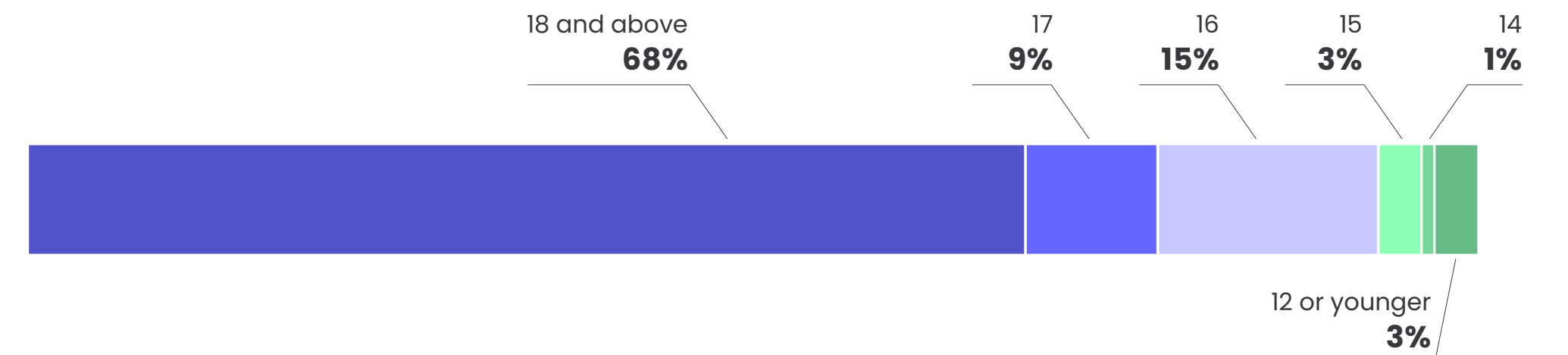
“ I don’t worry about anything online. If I did, I’d ask my parents. I don’t really like that they supervise me but when I’m older they won’t need to. ”

- Boy, 12

It can be difficult to know when the right age is to allow free digital reign across all devices. Even as a child enters legal adult age, which for most countries in the world is 18, their brain still isn’t fully developed: the prefrontal cortex, responsible for decision-making, prioritizing, and planning, is the last part of the brain to mature, usually in the mid-20s. This could be why for most parents, the right age to stop monitoring their child’s activity online is 18 and beyond, coinciding with the legal age of adulthood. **68% of parents believe that 18+ is the ideal age to stop monitoring children’s online activities.**

The next biggest group comes at a different stage of teenage maturity, often associated with coming of age: **15% of parents believe that 16 is the ideal age to stop monitoring online activity**, followed by just 9% of parents for 17-year-olds. Barely any participants believed that under-16s were ready to be given free reign in the digital world: only 7% of parents thought that children aged 15 or younger could use devices without any form of online monitoring.

What do you think is an appropriate age for parents to stop monitoring children’s activity online?



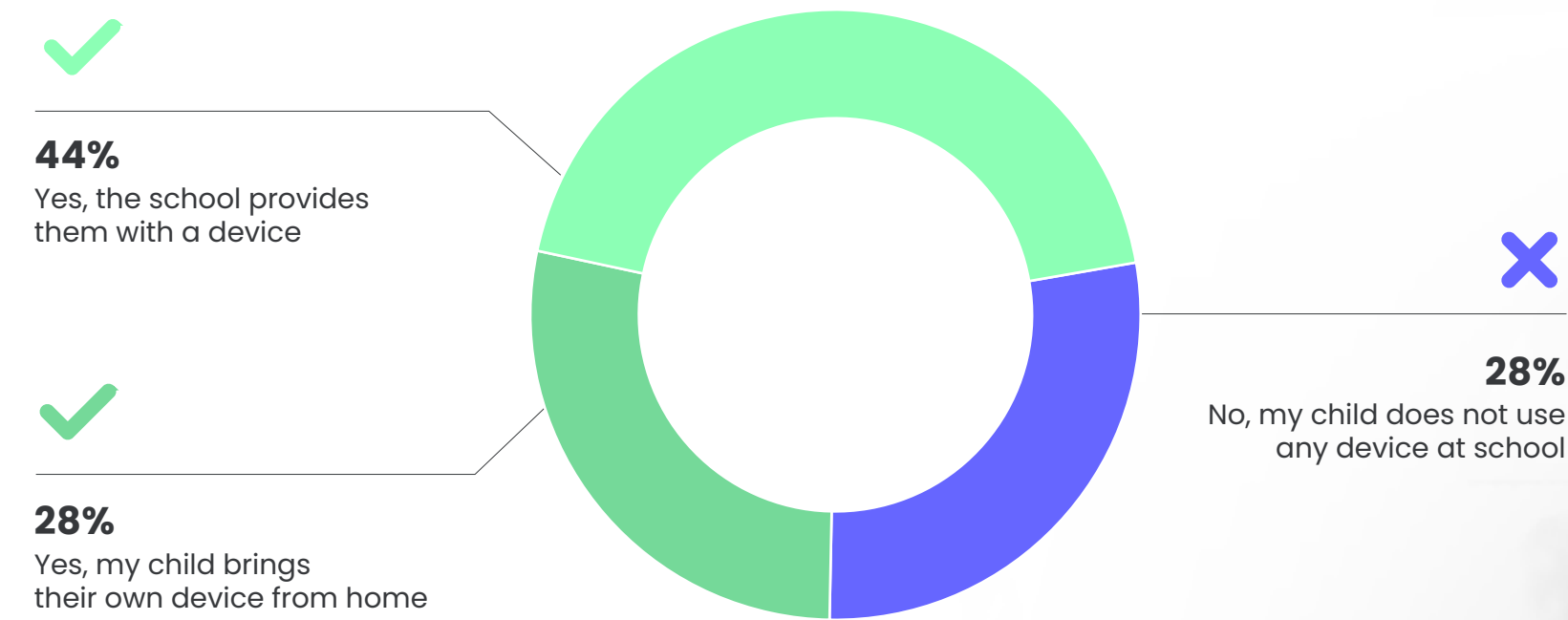


Monitoring, from home to the classroom

As device penetration increases in schools from year to year, so too does the need for digital monitoring and appropriate technology safety measures in education. **72% of children now use some form of digital device for school:** 28% bringing their own device from home to school, versus 44% of children who are provided with a device by the school.

With technology use in the classroom growing, there is increasing need for a school-home connection that keeps children's use of educational devices safe and productive, wherever they travel. From the UK's Department of Education setting specific [filtering and monitoring standards for students](#), to Spain's nationwide effort to install [Digital Wellbeing Coordinators in schools](#), educational institutions are working harder everywhere to keep technology safe as children learn.

Are any of your children required to use a device for school?

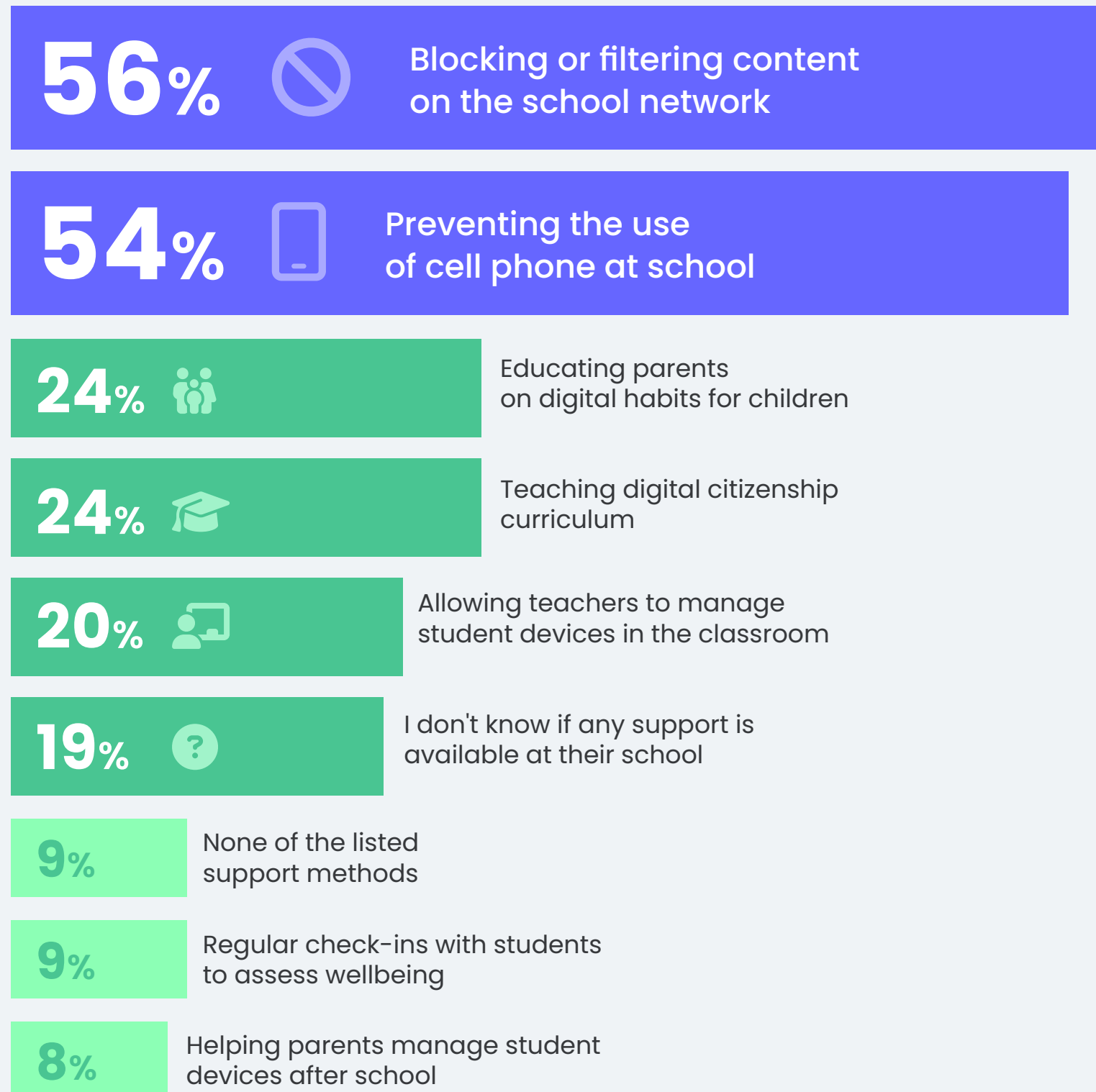


“ At school we don't have any books, just tablets. I'm used to it now, it's faster and I don't have to write as much. Plus we save paper.”

- Boy, 13



What type of digital wellbeing support is available at your child(ren)'s school?



When asked what measures their child's school had put in place to keep them safe on educational devices, and to support children's digital wellbeing, **most schools (56%) were reported to use a blocking and filtering system** to limit content accessed on the school network. The next most common digital wellbeing support that parents reported was the prevention of phones in the classroom: **54% of parents report that their child's school prevents the use of cell phones altogether.**

Classroom management systems can allow teachers to actively monitor student devices during class: for example, viewing students' screens in real time, or locking screens on a specific URL. However, just 20% of parents report that their children's teachers are able to manage student devices in the classroom using this kind of system.

Other methods focusing less on device removal or active filtering proved less popular in an educational setting: **24% of parents reported that their child's school helps educate parents on digital habits for children**, with the same number also reporting that their children were following a digital citizenship curriculum.

Often, parents are unaware of the security systems or digital wellbeing practices put in place by their child's school: **19% of parents reported that they don't know if any digital wellbeing support is actually available at their child's school.** Family support for managing school devices is also lacking in many cases: **just 8% of parents state that their child's school helps them manage educational devices outside of the classroom.**



In addition to existing security measures, adaptation to even newer technologies will also need to be taken into account: **with the rise of artificial intelligence, schools around the world are implementing measures to either work with or counter its use**, depending on where they stand on the matter.

There's no doubt that children will be graduating into a world where AI technologies are part of their day to day, and using them effectively and efficiently is a skill educators (and parents alike) need to help young people navigate. In Australia, after initially restricting use of ChatGPT, ministers built [a national framework for the tool across 2023](#), planning to embrace AI in learning early 2024. In late 2023, [UNESCO also released global guidance on generative AI](#) in the classroom, working to address both the opportunities and potential harms that these tools could cause in an educational environment.

As more and more children are given access to school devices year after year, **the need for digital support systems in education will also continue to grow**. Schools and edu-

cators are currently working to implement new technologies and methods to help keep children safe online, but with needs and regulations varying greatly in each region of the world, some countries will adapt more quickly than others. As the years go by, we expect that a school-home connection over digital wellbeing and educational device use will grow stronger, but this bridge is still being built and has some way to go.

“ I use a laptop for schoolwork because we homeschool. My mom blocks a lot of sites but I think it is for my own good, a lot of mean people are online.”

- Girl, 13

“ At school all our textbooks are digital, so we use our laptops every day. My mom doesn't let me take my phone to school and honestly, better for me.”

- Girl, 13

The future for families

2023's year in technology was truly defined by AI: **across 12 months, artificial intelligence tools experienced an explosion in popularity**, becoming much more widely available to anyone and everyone online. Arguably the AI star of the year, ChatGPT wasn't actually released in 2023, but in late 2022. However, it wasn't until January of the following year that the hype truly took off, with the tool hitting 100 million users and securing its place as [the fastest-growing application in history](#). Between 2023 and 2030, **growth of AI tools is expected to increase by almost 40% per year**, showing artificial intelligence is truly here to stay - a technology that young people, and their families alike, need to adapt to before they get left behind.

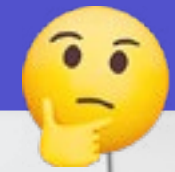
Despite the sudden boom and media frenzy surrounding AI, 2023 was still a year of adoption and discovery for most. Out of the 200 10-13 year-olds we spoke to, **only 6% told us that they actively used AI** when asked, but over half responded that they were active on social media.

“ Sometimes I think AI gets it right but sometimes [the answers] just aren't believable at all.”

- Girl, 11

“ My teachers don't like AI tools and they say it's like copying, but I think they're pretty useful.”

- Girl, 13





“ I use ChatGPT and Bing Chat. I feel that they give good answers to my questions. I love using AI for schoolwork because it makes homework and studying much easier. The only thing I worry about online is giving out personal information.”

- Girl, 11

“ AI is really useful and smart, it almost always gets what you’re asking it right.”

- Boy, 12



While it’s clear that we are only at the beginning of the AI revolution, it will soon become a reality for the youngest generations: Generation Alpha, and whoever will be the next to follow. Just as younger Baby Boomers, Gen Xers, and growing millennials lived a before and after stage of the internet, the same will be true for society’s younger generations, who will learn and discover in the age of AI. **They will navigate new challenges, different risks, and a fresh layer of possibilities** that were never considered before them.

The older generations will have to learn and adapt just as quickly, to be able to guide their children and keep them safe in new online environments. Through the eyes of parents, it’s clear that just as devices accompany children at most stages of their development and growth nowadays, monitoring and parental supervision are natural companions too, wherever young people happen to be using technology. Today’s children are indeed born digital, and learn and grow in the intersection of the on and offline worlds, but they’re not alone in their journey: **parents and guardians will increasingly be there to help them at every stage of their digital development.**

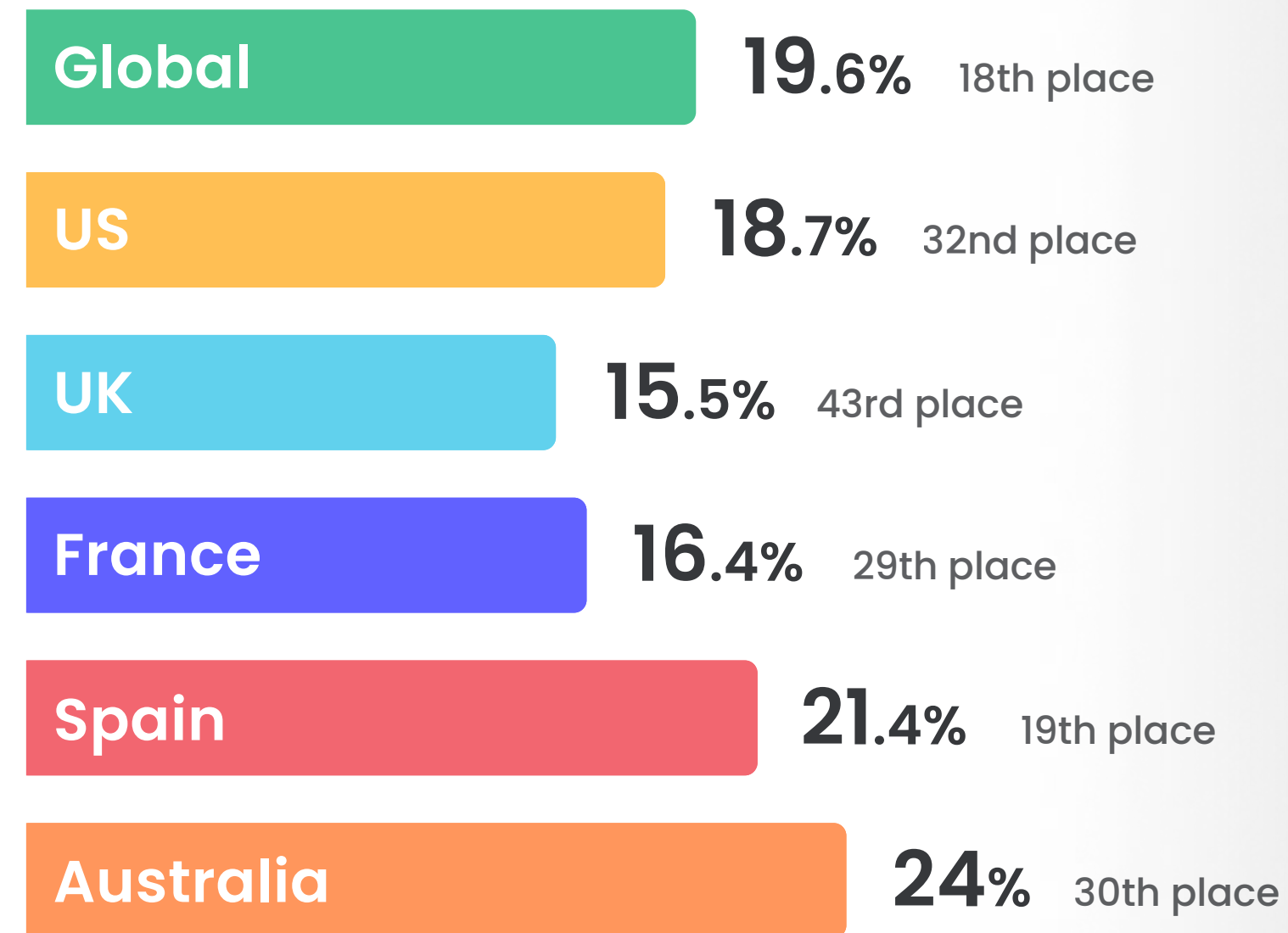


2023 and AI: A new horizon

With the takeoff of OpenAI, and launch of the ChatGPT app on iOS in May, and Android in July, we decided to explore how 2023's hottest new arrival fared among children.

Because of the late release of the app, we focused exclusively on use of the OpenAI website, investigating how many children talked to the internet's new friendly, neighborhood chatbot over the course of the year, and how the site ranked overall in visits compared to other popular websites. Globally, **almost 20% of kids accessed OpenAI in 2023, landing it 18th place overall for the year's most-visited websites.** Our investigation also reveals children's use of OpenAI in the US, UK, Spain, France, and Australia: just how quick on the uptake was each country?

OpenAI in 2023: % of kids using and overall website rank



Kids and app use in 2023

KEY INSIGHTS: A YEAR IN NUMBERS

Our Annual Data Report looks into how children are using applications on their personal devices, including smartphones, tablets, and computers, across 5 popular categories. Here are some of the highlights from 2023.



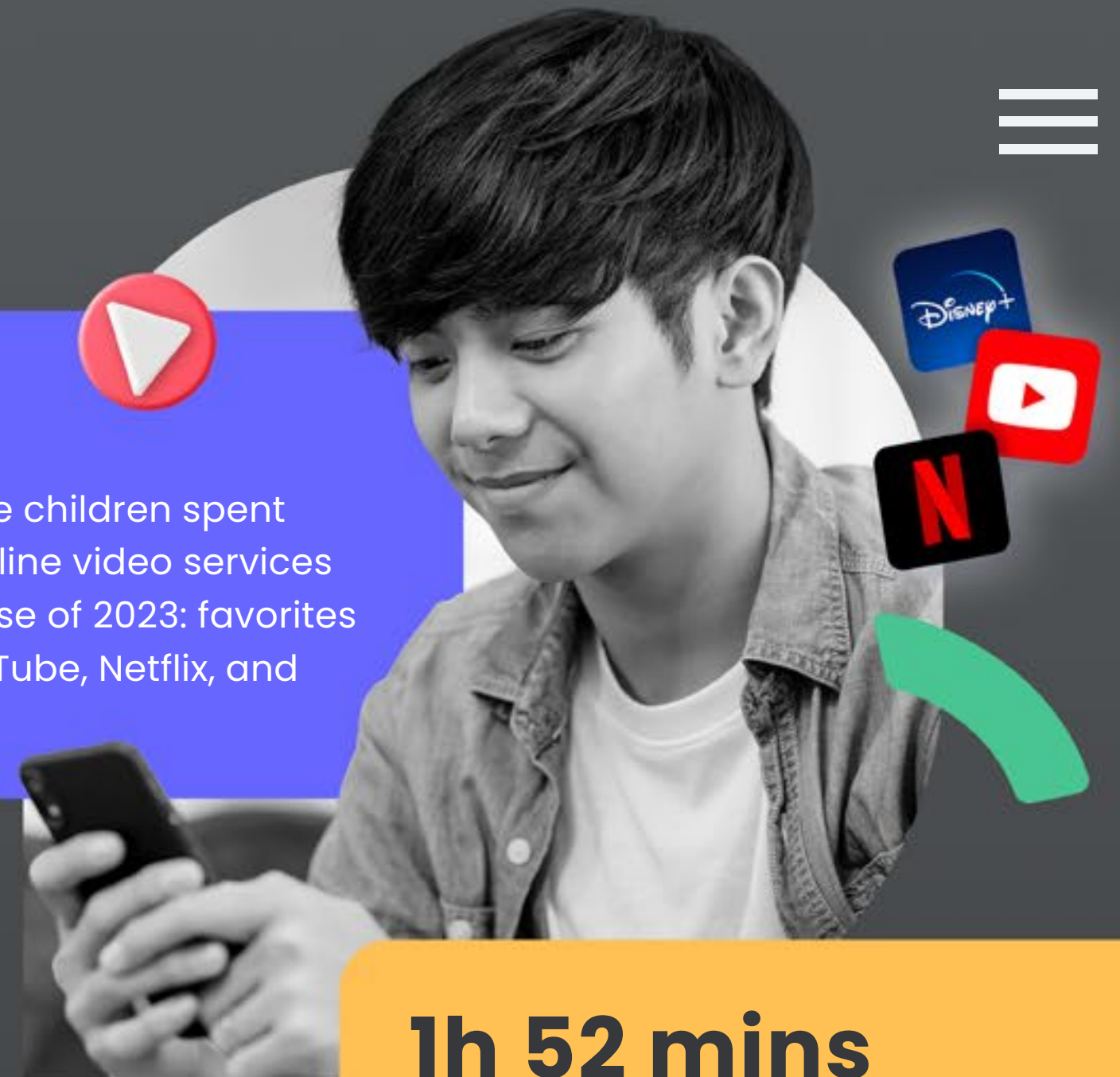
4 hours

The total amount of screen time kids spent on personal devices outside school hours, exactly matching last year's number.



+27%

The extra time children spent streaming online video services over the course of 2023: favorites included YouTube, Netflix, and Disney+.



1h 52 mins

The time kids around the world spent on TikTok over the year, rising to 127 mins/day in the UK, where children hit new heights of TikTok scrolling not seen before in our research.



+120%

The extra time French children spent on TikTok compared to YouTube, scrolling short videos for 110 mins/day versus just 50 spent on longer forms of content.

1h 28 mins

The average daily time kids in both the US and Australia spent on Snapchat, topped only by their peers in the UK, who racked up an average of 1h 35 mins "sharing the moment".



2h 10 mins

The daily average play time on the virtual universe of Roblox, a long-term favorite played by 1 in 2 children around the world.



9 mins

The daily time spent cramming in language practice on kids' number one learning app, Duolingo.



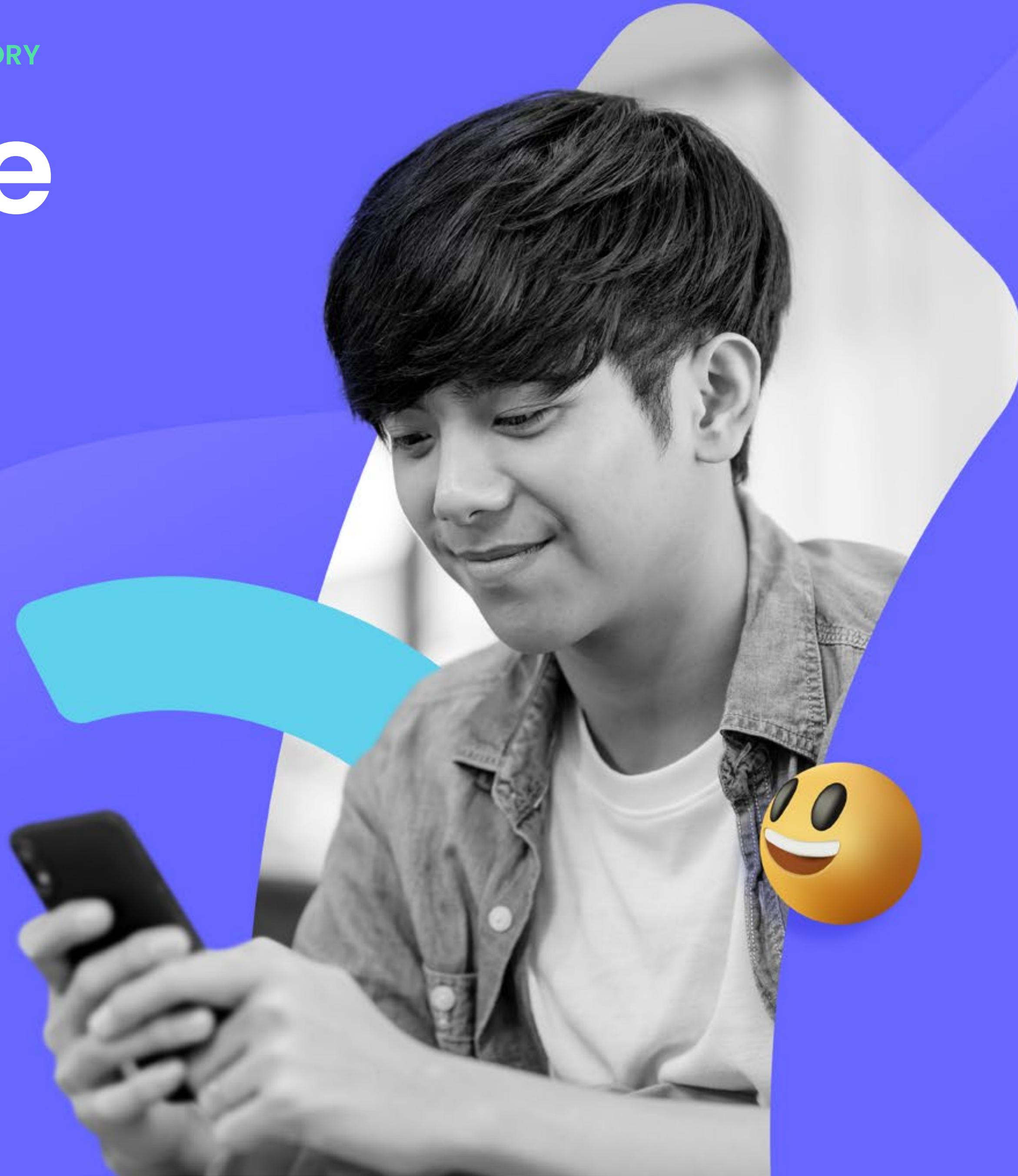
67%

The number of children in Spain using WhatsApp: up 4 percentage points from 2022, making them the biggest users of the messaging app from all countries included in our report.



RESEARCH BY APP CATEGORY

Online video



What we found


From big pricing plan shuffles to crack-downs on password sharing, 2023 was another interesting 12 months for streaming services worldwide. Across the year, **children managed to up their time on online video platforms by 27%**, compared to 2022, but the videos captivating their attention were perhaps affected by streaming price hikes. Among the video kingpins to increase their monthly fees were Netflix, Disney+, and Hulu, who coincidentally, kids didn't stream as much from in 2023: spending 4%, 23%, and 12% less time on the platforms respectively. .

So what did kids glue their eyes to instead? Free services **YouTube and its little sister YouTube Kids stepped in to beat records**, as screen hours climbed yet higher for another year on both platforms. This was especially true for content geared towards younger children, with watch time for YouTube Kids rising globally by 14% and hitting a staggering daily average of 96 minutes, **the highest number seen since our research began in 2019.**

THE MOST POPULAR KIDS' ONLINE VIDEO SERVICES IN 2023

Globally, and in all countries analyzed, kids' and teens' favorite video service for yet another year running was YouTube. 63% of children use the app around the world, while in Europe, it proved even more popular: **70% of French children and 71% of Spanish kids tune in to videos on YouTube**, compared to a more measured 58% of children in Australia.

Despite price hikes and password crackdowns, **Netflix secured 2nd place globally** and in all other areas, **making it the most popular paid streaming service among children**. Globally, 40% of kids use the service, while only 20% tune in to 3rd place platform Disney+. In the US, Netflix was the only service to increase slightly in popularity, to 41% from 39% in 2022. **All other paid services, including Amazon Prime, Hulu, and Disney+ experienced a popularity dip**, along with livestreaming service Twitch, down to 8% from 11% in 2022.

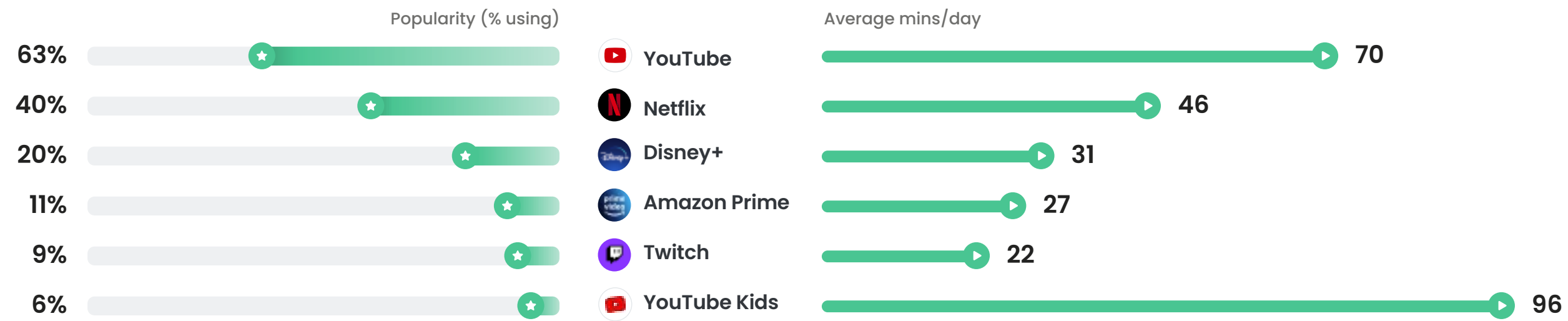


“ I’m usually on my phone when I go somewhere and I’m bored. I like YouTube because I can follow my game people and see new tips and tricks. I like to watch the funny short clips too. ”

- Boy, 13

Online video apps by popularity & time spent

Global



Popularity

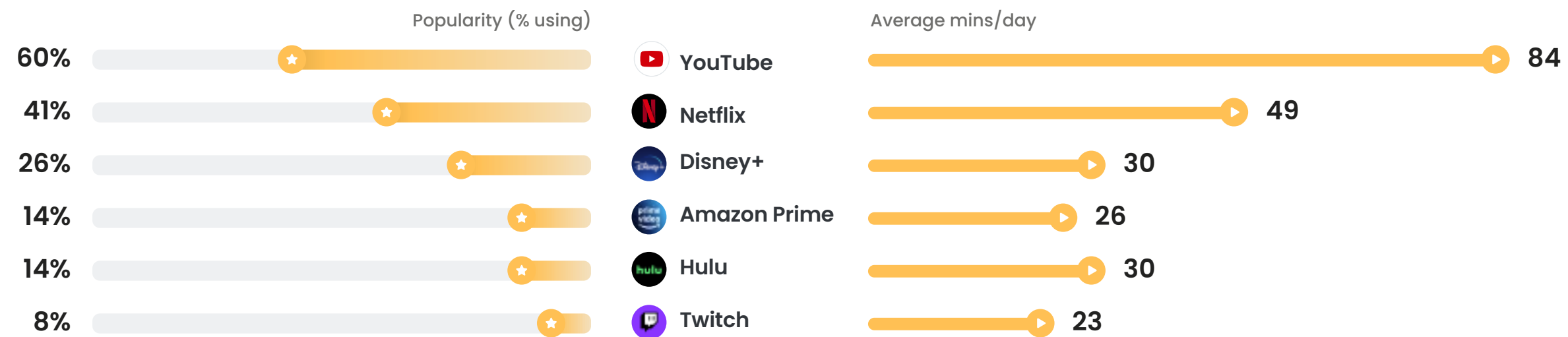
	2023	2022	2021
1. YouTube	63%	63%	60%
2. Netflix	40%	39%	32%
3. Disney+	20%	22%	20%
4. Amazon	11%	13%	16%
5. Twitch	9%	11%	6%
6. YouTube K.	6%	7%	3%

Time spent

	2023	2022	2021
1. YouTube Kids	96	84	79
2. YouTube	70	67	56
3. Netflix	46	48	45
4. Disney+	31	40	47
5. Amazon Prime	27	34	40
6. Twitch	22	19	20

Global

US

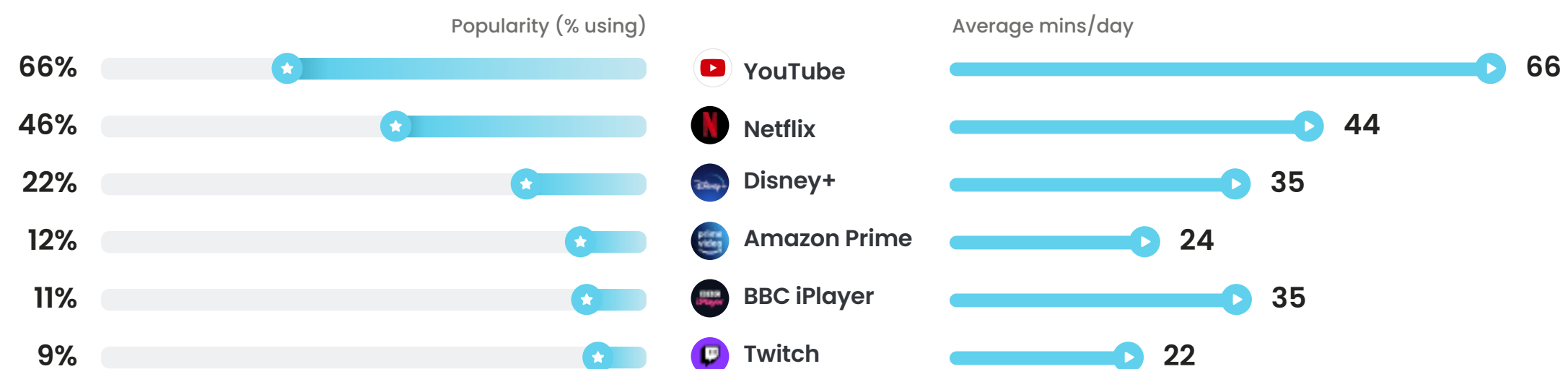


	2023	2022	2021
1. YouTube	60%	60%	59%
2. Netflix	41%	39%	33%
3. Disney+	26%	30%	29%
4. Amazon	14%	17%	18%
5. Hulu	14%	16%	12%
6. Twitch	8%	11%	3%

	2023	2022	2021
1. YouTube	84	77	61
2. Netflix	49	52	49
3. Hulu	30	34	38
4. Disney+	30	42	48
5. Amazon Prime	26	35	42
6. Twitch	23	19	20

US

UK

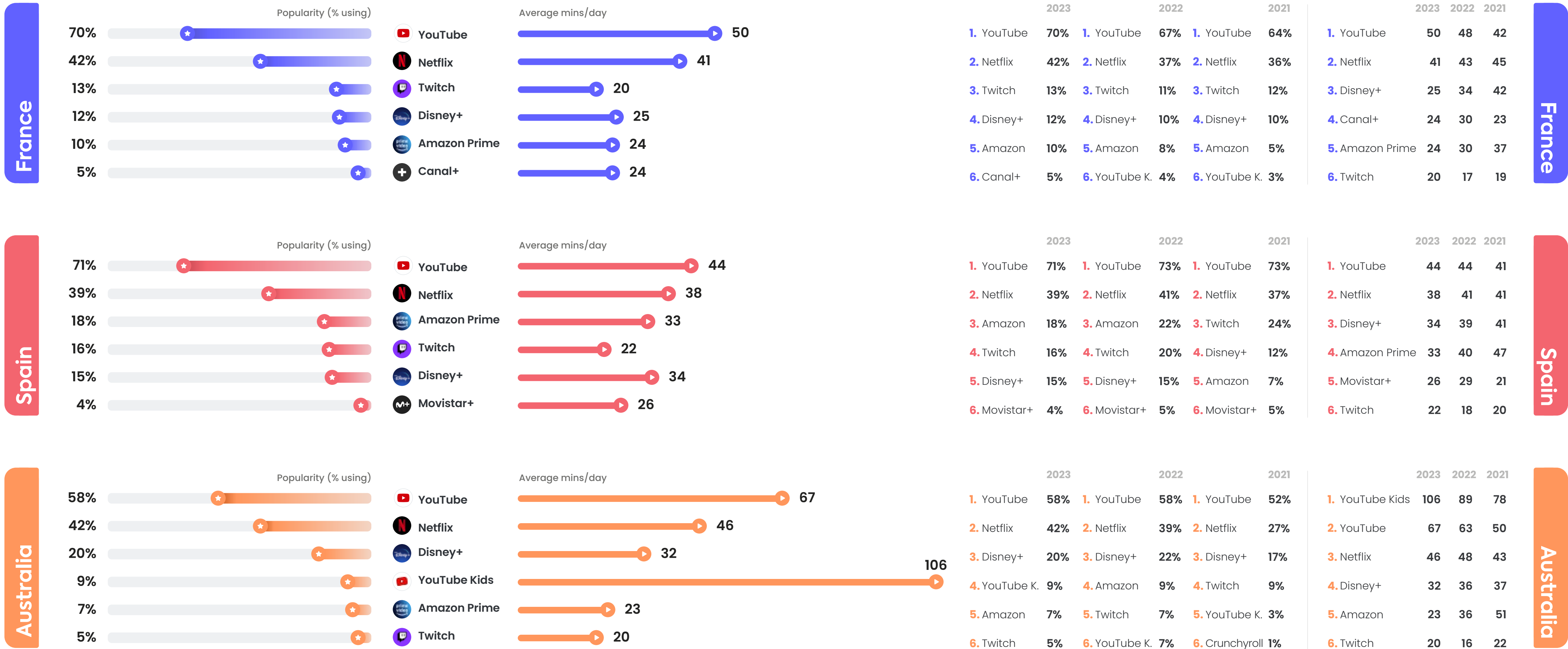


	2023	2022	2021
1. YouTube	66%	67%	65%
2. Netflix	46%	43%	35%
3. Disney+	22%	23%	19%
4. Amazon	12%	14%	15%
5. BBC iPlayer	11%	10%	4%
6. Twitch	9%	6%	4%

	2023	2022	2021
1. YouTube	66	64	53
2. Netflix	44	46	41
3. Disney+	35	42	46
4. BBC iPlayer	35	37	41
5. Amazon Prime	24	25	38
6. Twitch	22	16	16

UK

Online video apps by popularity & time spent





HOW MUCH TIME DID CHILDREN SPEND STREAMING IN 2023?

In 2022, children were already spending more time streaming content compared to previous years, and in 2023, it was a case of simply following suit. **Kids spent 27% extra time streaming in 2023 compared to the previous year**, hitting almost an hour of average watch time daily (57 mins/day). The US, UK, and Australia were the largest daily consumers of content, hitting 64 mins, 56 mins, and 58 mins/day respectively.

Numbers continued to soar for kids' most popular video streaming app, YouTube, hitting record highs in almost all regions analyzed except Spain, where watch time remained constant from 2022 at 44 minutes per day, on average. **The US was the most YouTube-obsessed country**, where kids watched an average of 84 minutes of content daily - letting the autoplay roll for a significant 1 hour and 24 minutes of video after video.

Though it experienced a dip in popularity across the year, **kids spent more time actively watching Twitch in 2023**, upping their time on livestreams by 16% globally to 22 mins/day. Twitch experienced a surge in watch time across all countries, most notably in the UK, where children fixed their eyes on the screen 38% more than they had done the previous year, watching for 22 mins/day compared to 16.

“ I go online to play, watch series, do my homework. I watch videos and they make me laugh, especially ones about cats or other animals. I feel good when I go on the computer.”

- Girl, 10

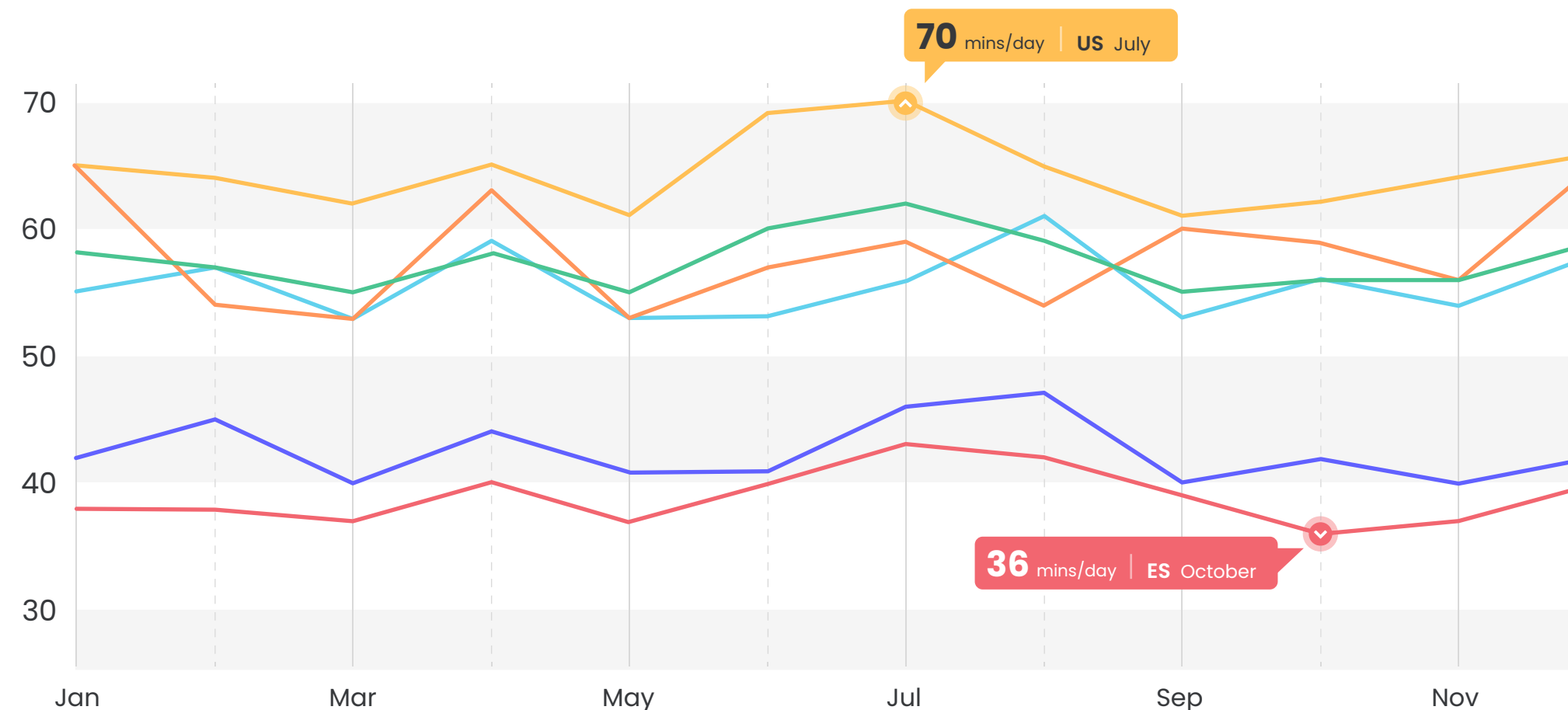
“ I have fun online and time goes by quickly. I look up funny videos, recipes or what famous people are doing.”

- Boy, 10





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



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2023 Avg	2022 Avg	2021 Avg
Global	58	57	55	58	55	60	62	59	55	56	56	59	57	45	38
US	65	64	62	65	61	69	70	65	61	62	64	66	64	49	42
UK	55	57	53	59	53	53	56	61	53	56	54	58	56	43	37
France	42	45	40	44	41	41	46	47	40	42	40	42	43	35	33
Spain	38	38	37	40	37	40	43	42	39	36	37	40	39	30	28
Australia	65	54	53	63	53	57	59	54	60	59	56	65	58	39	35

THE MOST BLOCKED ONLINE VIDEO SERVICES IN 2023

Preferring not to deal with endless autoplay and rabbit holes of questionable content, families around the world chose to block YouTube over all other video platforms for the 2nd year in a row. Kids' other popular options, Netflix and Disney+, landed 2nd and 3rd place, while Twitch, where parents have no control over what happens and is said in livestreams, came in 4th overall.

Spanish parents were particularly concerned with Twitch, placing it 3rd in their blocking ranking, while in the US, it dropped completely out of the top 5 spots, placing 6th overall.

Globally, and in other regions, families also blocked YouTube Kids, though none more so than Australian parents, possibly concerned with their children's 106 minute a day viewing habit. In Australia, YouTube Kids placed as 4th most blocked, ahead of Twitch and Amazon Prime.



“It makes me annoyed when my parents supervise me because I don't want to get off YouTube, but I have a bad sleep schedule when I don't stop using the screen.”

- Boy, 11

“My parents won't let me put pictures of my face online or on YouTube because they say it isn't safe.”

- Boy, 11

What we expect

Competition in the streaming world looks set to only get harder over the next few years, as what seems like any and every broadcasting network is scrambling to release their own on-demand “plus” service. However, with so many new platforms competing for our attention, **families will be drawing a clear line with how many active subscriptions they can manage and afford on a monthly basis.**

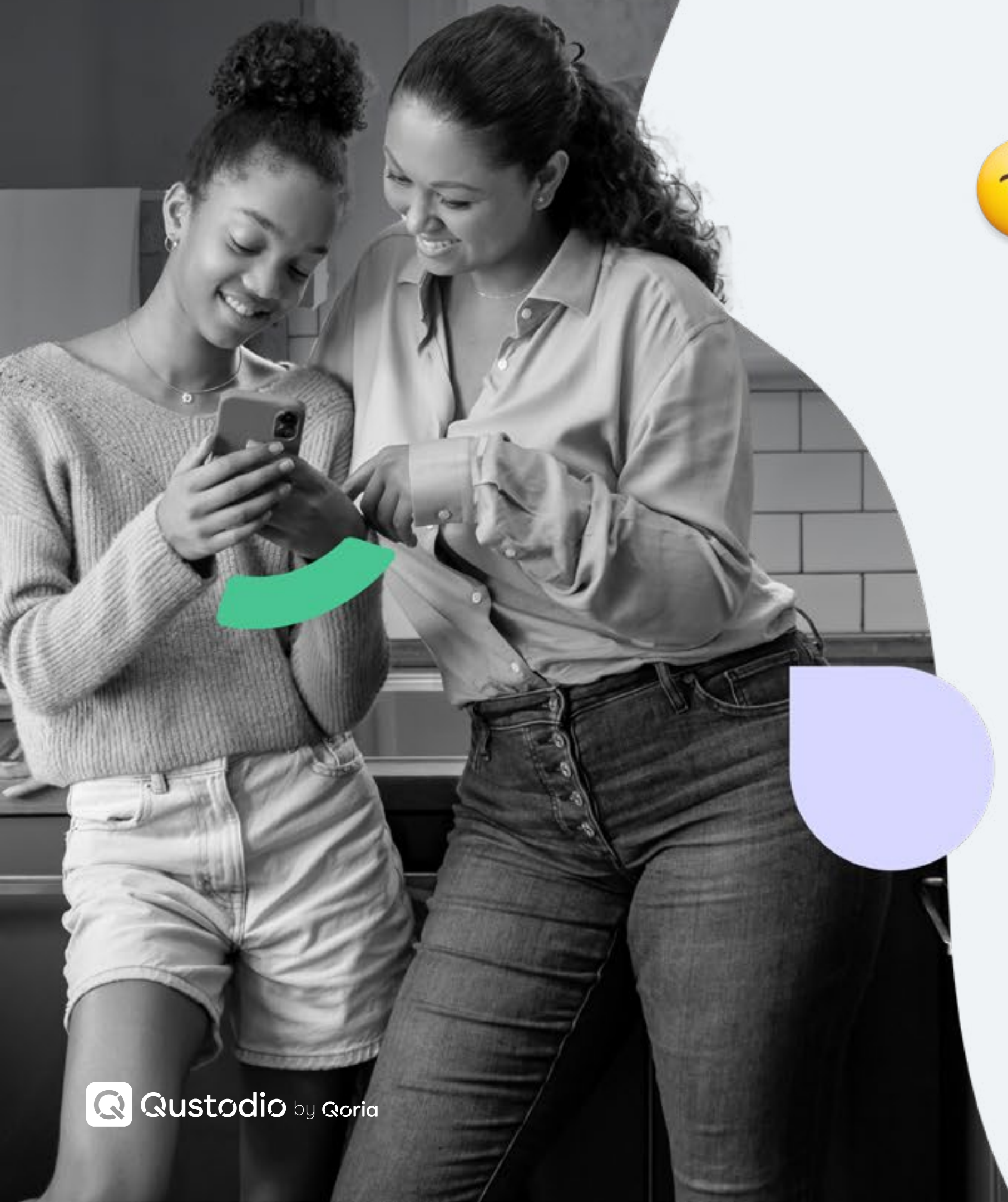
Netflix’s 2023 price shuffle acknowledges this need, with their introduction of the cheaper, Basic plan. Structures like these highlight the full circle of entertainment on screen: **users are able to stream content at a reduced price, but with the somewhat inconvenient addition of ads** - TV, anyone? This route proved popular for many major streaming platforms in 2023, including Hulu, Amazon Prime Video, and Disney+.

As the cost of living continues to rise, family purse strings pull tighter, and streaming services may be one of the first luxuries on the chopping block for many. When platforms like YouTube continue to offer their services for free, it stands to reason that their popularity will only continue to increase, especially among kids, who usually don’t fund their own entertainment. **How popular will paid plans continue to be, when other services can do the same for free?** With 2023 as a year of introduction, 2024 and beyond will serve to show us just how many families have really adopted - and adapted.



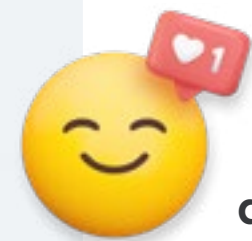


What we recommend



Watch as a family

Co-watching doesn't mean whipping the popcorn out and sitting together every time your child wants to watch something online. It's about prioritizing moments where you can watch a video your child enjoys with them, or giving them access to video content in common areas, rather than in secret. **Co-watching and talking about the content your child is interested in** is a good strategy to employ if you're concerned about exposure to inappropriate content, or the real value of the videos your child is watching.



Pick quality over quantity

We all need to unwind and be entertained, and children are no different. Kicking back with mindless content on YouTube certainly isn't harmful, but if it's all your child is watching on online video platforms, you may want to concentrate on recommending videos or content that you've sought out for them, instead of allowing them to be sucked into endless autoplay. To help keep viewing intentional, families can **disable autoplay and set limits on streaming apps** to discourage a bottomless funnel of content, and the automatic transition from one video to the next.



Set limits and boundaries

As more and more children have access to unlimited, on-demand content, they may be exposed to violent or sexual content, which can be harmful to developing minds. Many streaming services offer native parental controls to help limit children's exposure to this type of content, but these can often be minimal and difficult to keep an eye on across multiple services. We recommend **teaming native parental controls with a more comprehensive, independent tool** that allows families to set daily limits, block inappropriate video applications, and build a routine tailored to the family needs.



Keep tabs on livestreaming

Apart from blocking websites and applications, it's very tricky for parents to monitor what children are exposed to when accessing livestream content. As they're broadcast in the moment, it's easy for kids to be exposed to inappropriate activity, harmful ideology, or content that doesn't tie in with your family values. **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, while for older children, regular talks about their favorite creators and the content they like to stream is a good way for parents to gain understanding of what their teen's digital world looks like.

RESEARCH BY APP CATEGORY

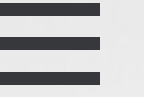
Social media



What we found

2023 was a tumultuous year for social media companies. Between TikTok [testifying in US congress](#), [child safety lawsuits](#) being presented in the US against both Meta and ByteDance, the UK's new Online Safety Act, and [parental consent legislature](#) for social media in France, the giants are up against some **serious social and governmental change** - primarily aimed at the youngest in society.

Despite this, **social media apps remain just as appealing as they ever were among children and teens**, maintaining similar popularity levels year over year, or in some cases, growing to new levels. Twitter's change to X, in another rollercoaster year for the company, seemingly proved no press is bad press, **with more children using X in 2023 than in 2022** (38% vs. 30%). And while TikTok neither gained nor lost popularity, hours spent on the infamous social app increased for yet another year: **kids spent 5% extra time on TikTok in 2023**, scrolling their FYP for an incredible 112 minutes per day on average.



THE MOST POPULAR SOCIAL MEDIA APPS IN 2023

To nobody's surprise, TikTok was crowned the most popular social app globally and in almost all countries, save Australia, where it tied neck-and-neck with news headliner X for 1st place. 44% of children worldwide used TikTok, and even more so in Europe: 1 in 2 children in France and the UK were fans of the eternal scroll, while Spanish children were its biggest users - **61% of under-18s in Spain use TikTok**, securing its place as the go-to social network for young people across the country.

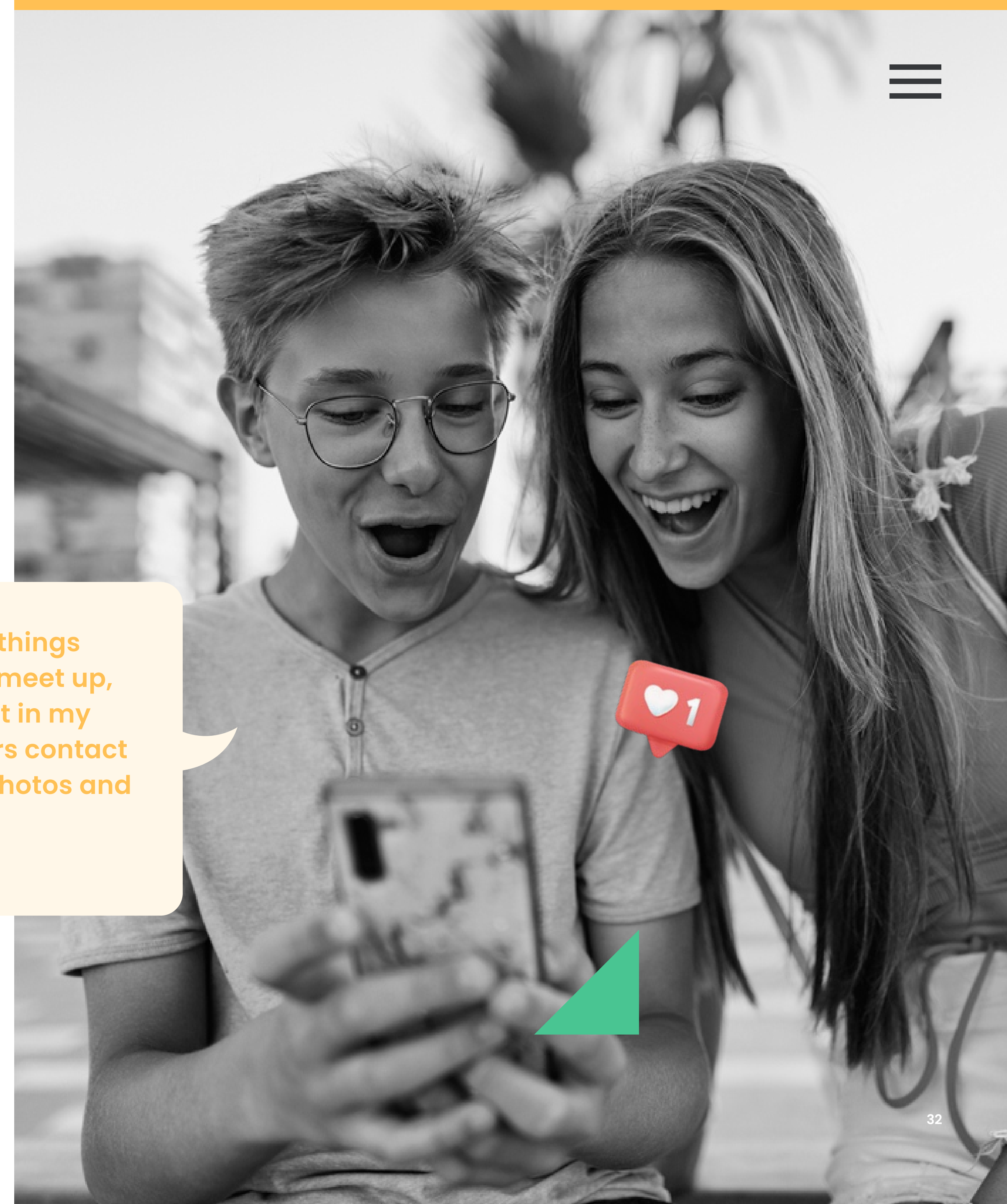
Meta's social offerings didn't fare quite so well across 2023: Facebook still remained relatively popular, perhaps as a means to message friends and family, just like [73% of adults use it to do](#). While **Facebook secured 2nd place globally among the most popular apps**, this wasn't reflected in any of the countries we analyzed in our report: Facebook was 3rd most popular in France, Australia, and the UK, falling to 4th place in the US and Spain.

Instagram, on the other hand, proved popular in France and Spain, coming in strong at 2nd place. As many as **1 in 2 Spanish children used**

Instagram (52% of kids), with this number dropping to 42% in France, and even further behind when it came to other regions of the world. **Globally, Instagram only just took 5th place**, with 32% of children around the world using the app to share photos, videos, and stories with their follower base.

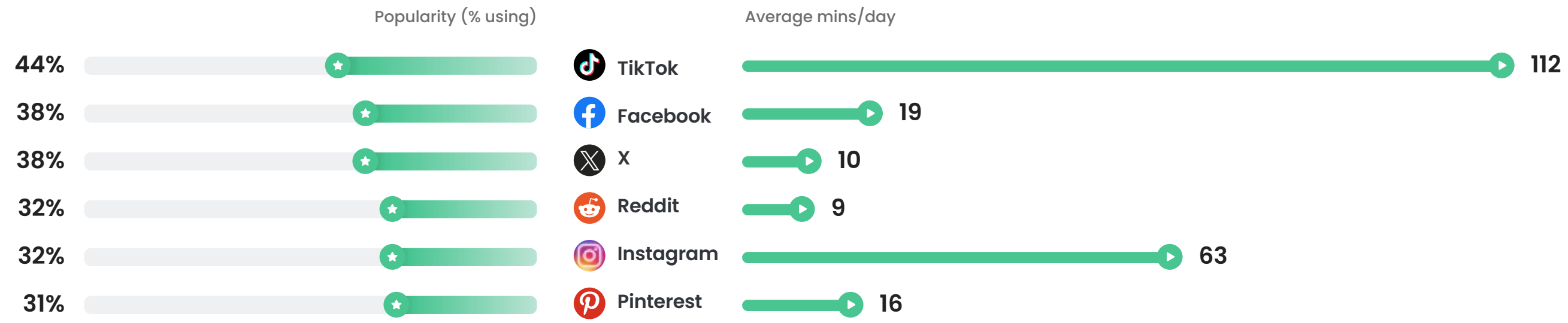
“ I use social media to share things with people I know, chat, and meet up, especially with kids who aren't in my class. I don't like that strangers contact me, and there are too many photos and videos on social media. ”

- Boy, 13



Social media apps by popularity & time spent

Global



Popularity

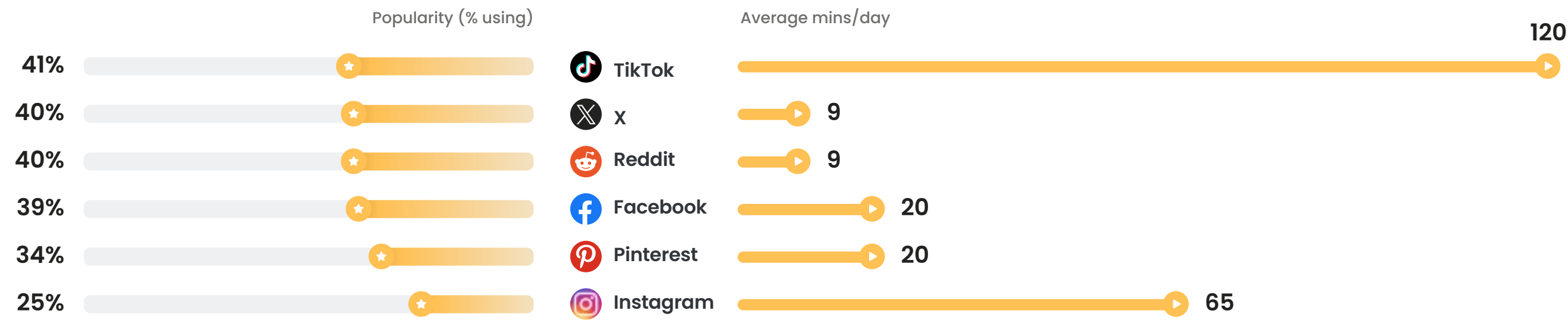
	2023	2022	2021
1. TikTok	44%	44%	41%
2. Facebook	38%	38%	37%
3. X	38%	36%	32%
4. Reddit	32%	34%	28%
5. Instagram	32%	30%	23%
6. Pinterest	31%	26%	11%

Time spent

	2023	2022	2021
1. TikTok	112	107	91
2. Instagram	63	45	41
3. Facebook	19	20	10
4. Pinterest	16	16	13
5. X	10	10	10
6. Reddit	9	12	15

Global

US

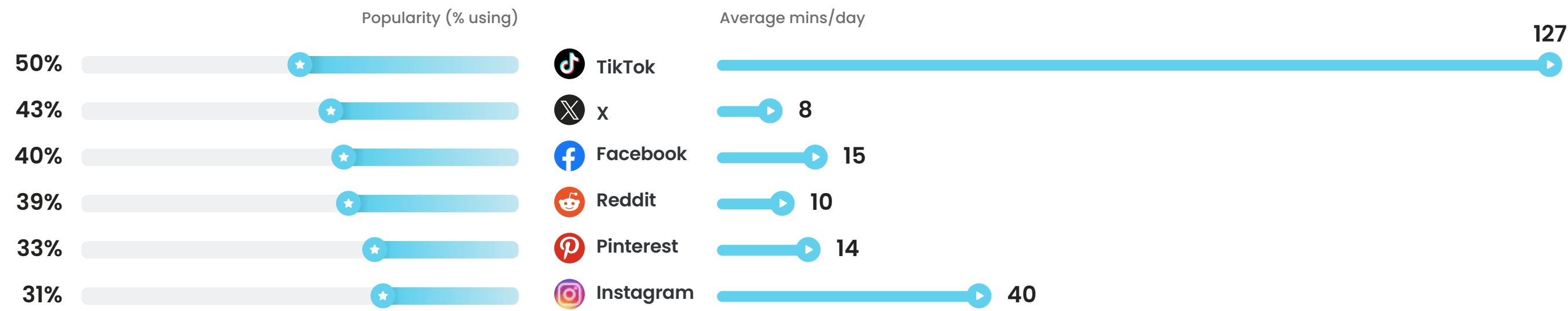


	2023	2022	2021
1. TikTok	41%	42%	40%
2. X	40%	40%	39%
3. Reddit	40%	40%	30%
4. Facebook	39%	35%	30%
5. Pinterest	34%	33%	30%
6. Instagram	25%	29%	25%

	2023	2022	2021
1. TikTok	120	113	99
2. Instagram	65	43	39
3. Facebook	20	18	10
4. Pinterest	20	20	15
5. X	9	10	11
6. Reddit	9	13	16

US

UK

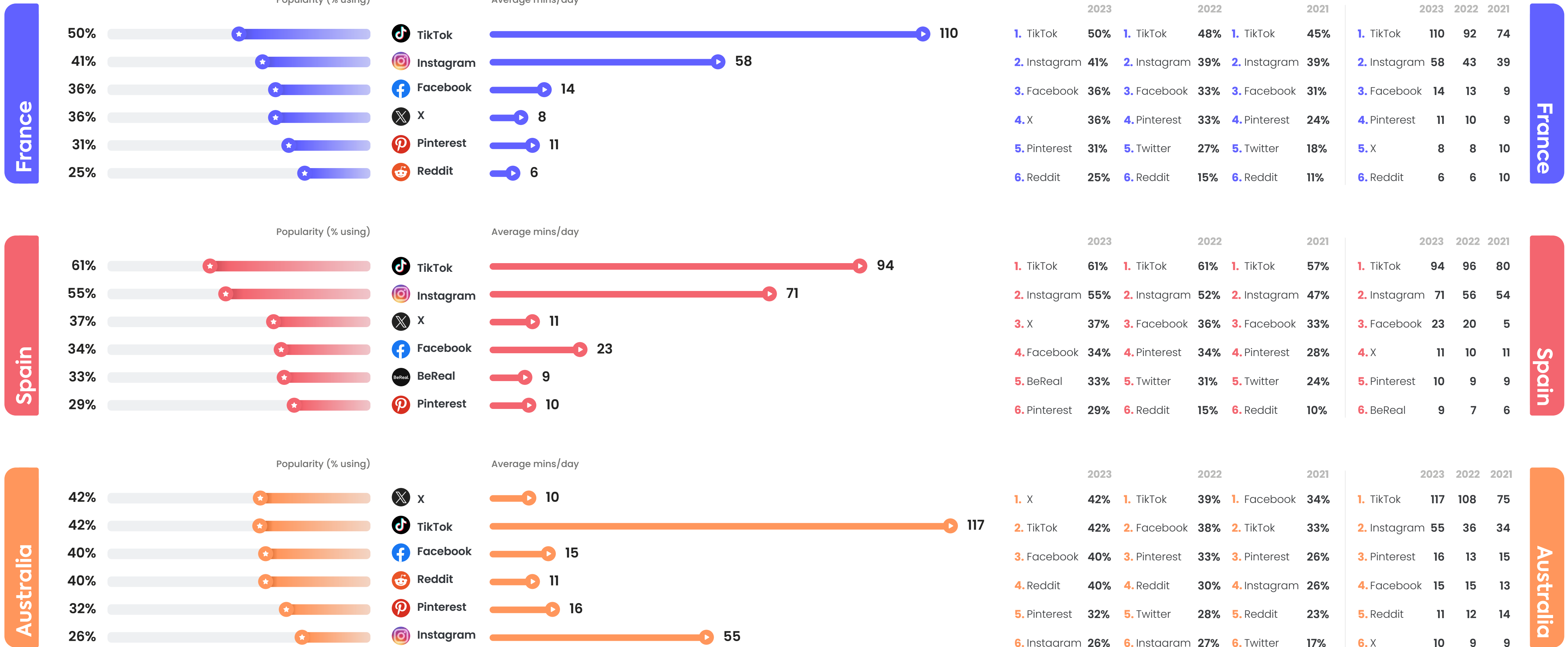


	2023	2022	2021
1. TikTok	50%	51%	48%
2. X	43%	42%	41%
3. Facebook	40%	38%	34%
4. Reddit	39%	36%	30%
5. Pinterest	33%	34%	28%
6. Instagram	31%	33%	16%

	2023	2022	2021
1. TikTok	127	114	97
2. Instagram	40	30	34
3. Facebook	15	11	8
4. Pinterest	14	14	12
5. Reddit	10	12	14
6. X	8	9	12

UK

Social media apps by popularity & time spent





“ I look on Pinterest and then text a lot with friends. I like to have people follow me, and I can talk with a lot of people. I can look things up and learn how to do things. I don't like that I spend too much time on it. I waste time instead of hanging with friends and family. ”

- Girl, 12

HOW MUCH TIME DID CHILDREN SPEND ON SOCIAL MEDIA IN 2023?

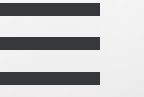
Social media use across top spot contenders Facebook, Pinterest, X, and Reddit paled in comparison to time spent on attention-grabbing rivals TikTok and Instagram. **Since the introduction of reels in 2020, the time kids spend on Instagram has increased year over year**, rising 40% in the last year alone from 45 mins/day to 63 mins/day. Forever the champions of social media, **Spanish children were the frontrunners of Instagram use, clocking up an average of 71 minutes a day** on the platform in 2023 and setting a new time record for the country's youngest users.

TikTok, however, was the runaway winner globally, and in each and every country featured in our research. **Children worldwide spent 112 minutes on TikTok per day**, while in the US, this rose to two hours on TikTok daily (120 mins/day) - that's over 180 40-second videos a day, or over 240 30-second pieces of content to scroll through, with no end in sight. It's across the pond, however, where

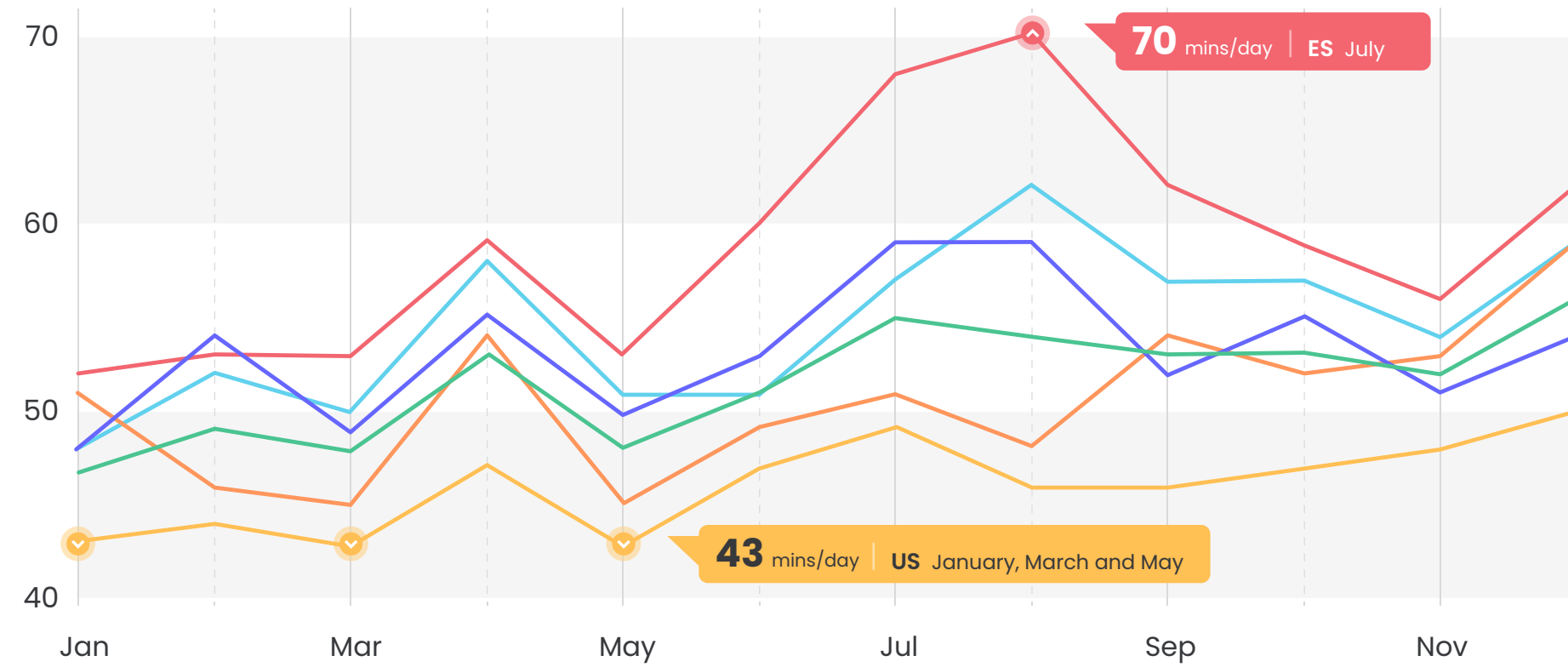
TikTok usage was the highest among younger users: **kids in the UK spent 127 minutes on the app daily**, almost 100% more time than they spent on YouTube in the same year.

Despite enjoying higher popularity levels among younger users across the year, X didn't deliver when it came to keeping kids engaged on the platform. **Globally, children spent an average of 10 minutes per day on X**, dropping to just 8 in both the UK and France.

Children spent a similar amount of time on discussion platform Reddit, scrolling their favorite communities for just 9 minutes per day on average worldwide. **The only country not featuring Reddit in their most popular apps was Spain, where the much-hyped BeReal stood in to take its place.** Following heavy publicity as a more "authentic" social media platform, Spanish children were quick to jump on the bandwagon, but still only racked up an average of 9 minutes checking friends' daily shots of "real" life.



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



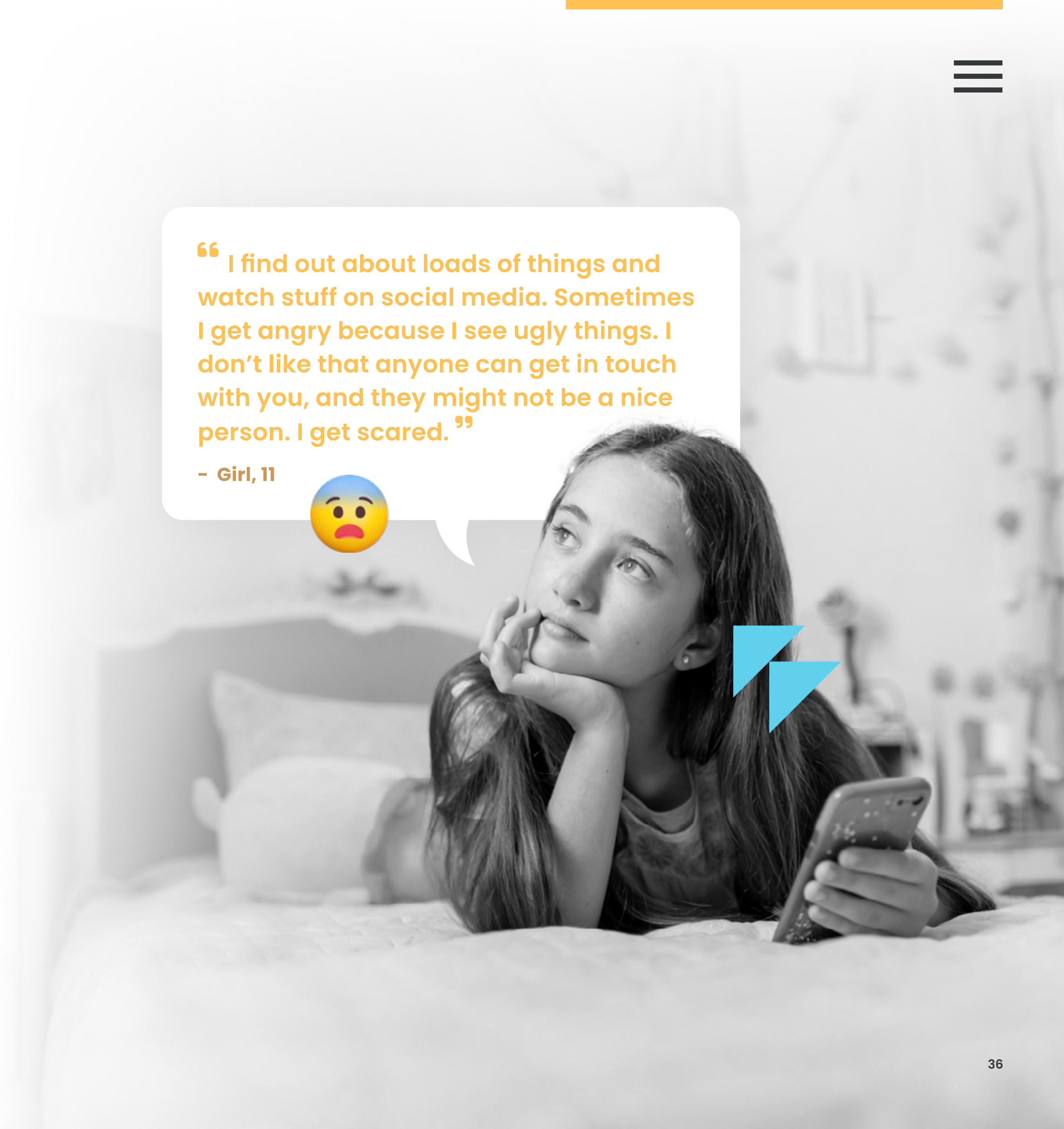
“ I find out about loads of things and watch stuff on social media. Sometimes I get angry because I see ugly things. I don't like that anyone can get in touch with you, and they might not be a nice person. I get scared. ”

- Girl, 11



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2023 Avg	2022 Avg	2021 Avg
Global	47	49	48	53	48	51	55	54	53	53	52	56	52	52	45
US	43	44	43	47	43	47	49	46	46	47	48	50	46	47	43
UK	48	52	50	58	51	51	57	62	57	57	54	59	55	52	48
France	48	54	49	55	50	53	59	59	52	55	51	54	53	50	44
Spain	52	53	53	59	53	60	68	70	62	59	56	62	59	59	55
Australia	51	46	45	54	45	49	51	48	54	52	53	59	51	46	39

*For 2023, our Communication chapter has been updated to include Snapchat. We have backdated all insights to adjust for this change, meaning averages for the previous 5 years have been updated in this report, excluding Snapchat from our Social media chapter. For previous reports, our insights include Snapchat in the averages for Social media.



THE MOST BLOCKED SOCIAL MEDIA APPS IN 2023

With great popularity comes great power, and **parents and guardians are all too aware of the hold TikTok has** over the youngest generation’s attention. The infamous app, criticized for its [effects on mental health](#), [security issues](#), and [dangerous challenges](#), was the most-blocked among families for the 2nd year in a row in all regions.

Since its [rebrand to X](#), and takeover by Elon Musk, **what was once Twitter climbed up in the blocking rankings**, taking 3rd place worldwide, in Spain, and in France, while rising even further up the block charts in the US, UK, and Australia to take 2nd place. Another [highly publicized social media app of 2023](#), BeReal featured on two country’s block lists, namely in France, where the app was first conceived, and in Spain, where children happily welcomed it into their top 5 most popular social apps of the year.



“ I like sharing things I’ve done, talking to friends who are far away, and looking at photos. But there are people who go on social media to do bad things, and they publish things like fights, as if it’s funny. ”

- Girl, 12

“ I learn how to do things on social media, like crafts, or recipes. But I don’t like how everyone is fake these days, young people think there are perfect people [on social media] and it’s not like that. ”

- Girl, 10



What we expect

In 2023, gradual rumbles of discontent with the state of social media quickly snowballed, turning into anger, cries for help, and the outright demand for change. As more and more bill proposals crop up, potentially changing laws around the world, **social media companies are increasingly coming under more scrutiny to do better**, particularly for younger users, whose [mental health and wellbeing may be affected](#) for years to come.

Long seen as harmless, families and governments are now pushing back against not just social media use, but the age that children are being exposed to these networks, and even the age children should be given [access to a cell phone](#). While **big companies like Meta and Bytedance have shown some willingness to collaborate**, through the introduction of rather minimal [parental control features](#), in the years to come they will need to do more to ensure the wellbeing of children and teenagers around the world. **The social media experiment is coming to a close**: now millions have seen its effects, social change itself is set to be the next trending topic.

“ I like that you can look things up in the moment, you search for it, and it’s just there in front of you. But there are harmful things on there, like people getting hurt when others come after them online. ”

– Boy, 13



What we recommend

Decide if your child is ready

No matter the peer pressure, or the recommended age set by the platform, we recommend **only allowing kids to create a social media account when they demonstrate the appropriate level of emotional maturity**. While everyone in your child's class might have a TikTok account, that doesn't mean they're necessarily ready to, and it's important to speak to your child about the risks and harms associated with social media before they dive in for the first time.



Stay on top of trends



What's hot and not moves fast on social media, along with challenges, trends, and influencers. From the latest social media app to the stars of the moment, there's always something new to learn. **Parents don't have to be avid users of social media to do research into what's popular online**. Following dedicated accounts for parents on social media, staying on top of tech news, and talking to teens about what they like and dislike about their current favorite platforms is a simple way parents can stay (somewhat) ahead of the curve.

Create a more positive space

Even though it's designed to help people stay connected, social media can be a lonely place at times. To help make social media a more positive space for everyone, children (and often adults alike) should be reminded and helped to understand that there are real people behind the profiles on social media. **Encourage children to be kind in the comments they make online and when they interact with others**, and wherever possible, stay positive in what they say and do on social networks.



Prepare them for a new world

Many parents resort to banning children completely from social media, but most tech-savvy kids will still find a way to use the apps - keeping them from social media applications in today's world is almost an impossible task. 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.



Trial social platforms as a family

While children might be begging to use the latest social media app, it's important that parents become more familiar with the platforms themselves before deciding whether it's appropriate for children or young teens to use. If the green light is given, **parents should 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). 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

With tablets, phones, and other devices easily stashed away in pockets and backpacks, every child can now have their own portable games console with them wherever they go. Thanks to this easy access, mobile gaming is big news, with spending anticipated to reach \$116 billion USD by 2024. Close to the end of 2023, **mobile games accounted for 1 in every 5 apps downloaded on the Apple Store**, but which picks did kids make?

Interestingly, despite the success of mobile gaming worldwide, **both the popularity and time spent on gaming apps took a hit in 2023**, continuing along a steady decline which started all the way back in 2021. Time spent on mobile games dipped by 8% in 2023, falling from 38 daily minutes in 2022, to 35 on average. Fewer young players around the world turned to gaming apps this year, too: **kids' firm favorites Roblox and Minecraft went down in popularity over 2023**, along with other time-tested choices such as Clash Royale.

THE MOST POPULAR GAMING APPS IN 2023

Sandbox-style games dominated kids' choices in 2023 globally and in the majority of countries analyzed in this report, with Roblox and Minecraft claiming top positions in most regions. The only countries not to feature Minecraft in their top 3 - or even top 5 - were Spain and France, where kids favored choices such as app-only multiplayer Brawl Stars, and new entry for 2023, FIFA Mobile.

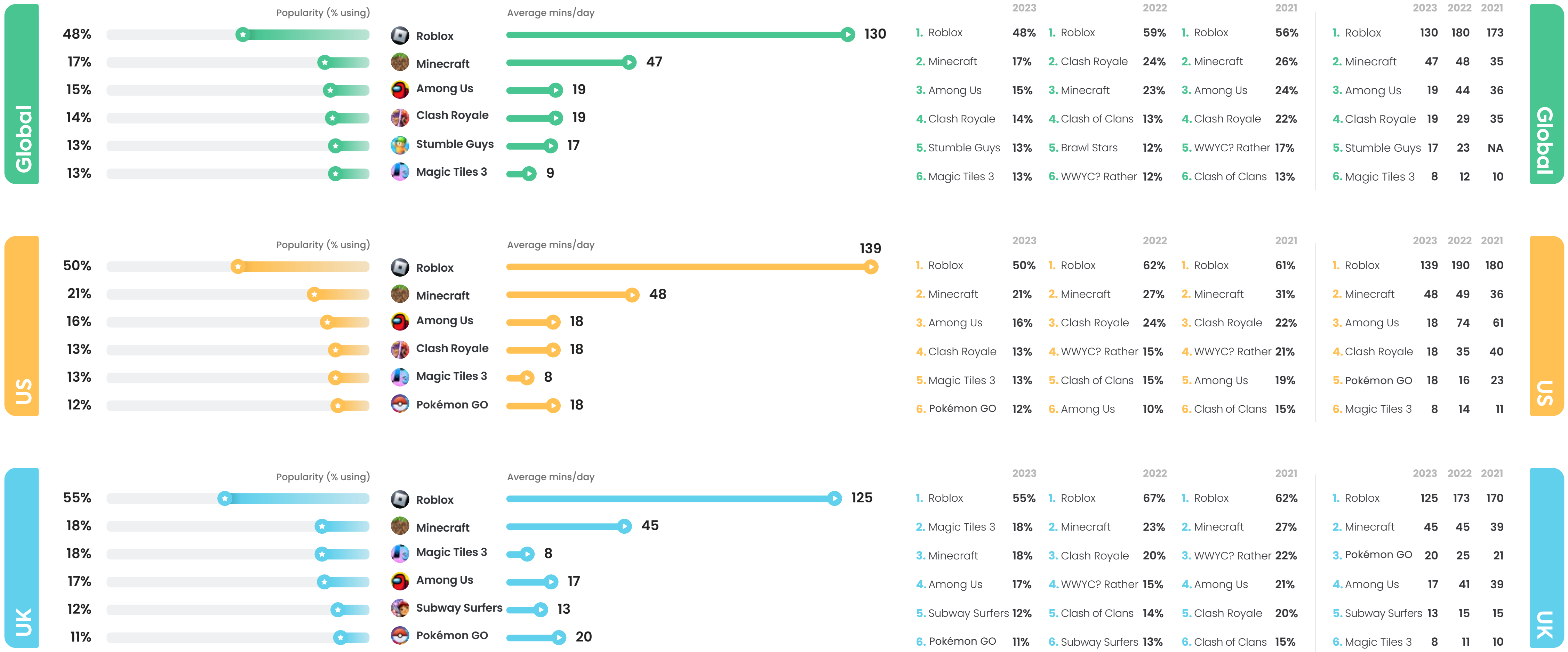
When looking at kids' most popular gaming apps, though, it's clear that only a part of the picture can be seen: Roblox, played on cell phones and tablets by 48% of children around the world, is available on multiple platforms, from Xbox to even Meta Quest. Therefore, even though **the Roblox mobile game experienced a global dip in popularity of 11 percentage points**, kids could simply be reaching for their console controller or logging on to their PC to play instead.

That said, predominantly mobile-based games didn't fare so well either, with long-term favorites Clash of Clans and Brawl Stars dropping out of the global top 5, to be replaced by battle-royale style Stumble Guys, and pandemic favorite Among Us. **Stumble Guys proved especially popular in Spain and France**, where 28% and 16% of kids hit the obstacle courses on their cell or tablet. In Australia, the UK, and the US, however, **children preferred testing out their musical skills with Magic Tiles 3**, so much so that the game managed to secure 2nd place in the UK for the first time since our research began.

“ I don't like it when the WiFi is down, or my mom doesn't let me go online, or when I go online and my friend isn't connected to the game. I like playing Fortnite with my friends.”

- Boy, 10

Gaming apps by popularity & time spent

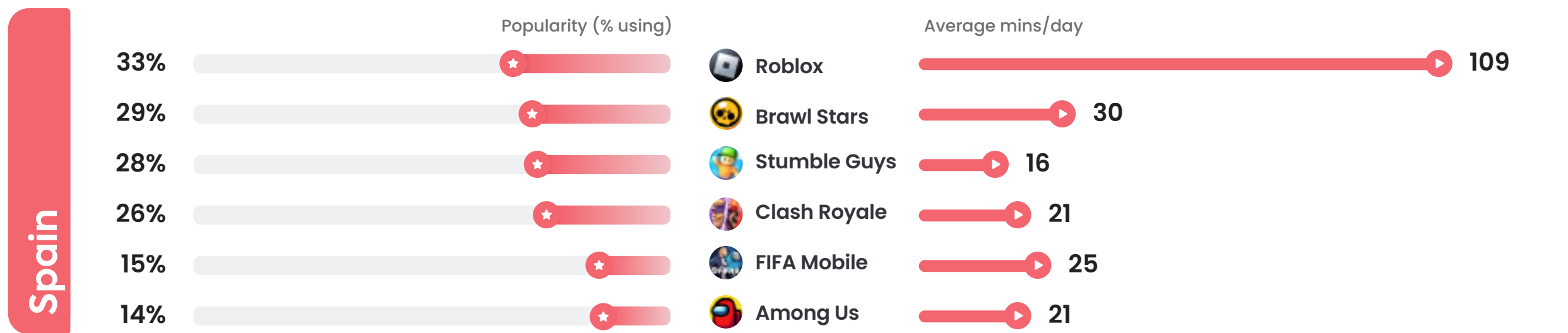


WWYC? Rather stands for What Would You Choose? Rather

Gaming apps by popularity & time spent



	Popularity			Time spent		
	2023	2022	2021	2023	2022	2021
1. Roblox	38%	38%	37%	121	170	182
2. Brawl Stars	23%	2. Clash Royale 29%	2. Brawl Stars 24%	28	28	31
3. Clash Royale	20%	3. Brawl Stars 22%	3. Clash Royale 23%	17	18	NA
4. Stumble Guys	16%	4. Subway Surfers 14%	4. Among Us 16%	17	26	31
5. Magic Tiles 3	16%	5. Clash of Clans 13%	5. Clash of Clans 15%	14	15	15
6. Subway Surfers	14%	6. Magic Tiles 3 12%	6. Minecraft 13%	7	10	12



	Popularity			Time spent		
	2023	2022	2021	2023	2022	2021
1. Roblox	33%	1. Roblox 44%	1. Roblox 38%	109	155	145
2. Brawl Stars	29%	2. Clash Royale 40%	2. Clash Royale 36%	30	28	30
3. Stumble Guys	28%	3. Stumble Guys 28%	3. Brawl Stars 33%	25	32	28
4. Clash Royale	26%	4. Brawl Stars 27%	4. Among Us 26%	21	24	29
5. FIFA Mobile	15%	5. Clash of Clans 19%	5. Clash of Clans 18%	21	21	17
6. Among Us	14%	6. Subway Surfers 18%	6. Minecraft 13%	16	23	NA



	Popularity			Time spent		
	2023	2022	2021	2023	2022	2021
1. Roblox	49%	1. Roblox 63%	1. Roblox 56%	132	177	165
2. Minecraft	20%	2. Minecraft 29%	2. Minecraft 29%	41	44	58
3. Among Us	13%	3. Clash Royale 20%	3. Clash Royale 16%	17	46	32
4. Magic Tiles 3	13%	4. Clash of Clans 12%	4. WWYC? Rather 16%	17	29	21
5. Clash Royale	11%	5. WWYC? Rather 11%	5. Among Us 14%	14	11	10
6. Stumble Guys	8%	6. Magic Tiles 3 9%	6. Clash of Clans 12%	12	20	NA

WWYC? Rather stands for What Would You Choose? Rather

“ When I go online I watch what gamers do, play games myself, and look things up on Google. I get worried that someone could install a virus on my computer and watch me. ”

– Boy, 10

HOW MUCH TIME DID CHILDREN SPEND ON GAMING APPS IN 2023?

For yet another year, the time children invested in gaming on cell phones or tablets dipped around the world, though due to the nature of mobile games, often designed to pass the time and distract rather than truly engage, this is perhaps understandable. In the UK, France, and Spain, this decrease was only slight: in all three countries, **gaming time only went down by a minute on average between 2022 and 2023.**

Roblox, on the other hand, saw some more obvious changes in trends, with time spent on the app decreasing by 28% globally, and by an average of 27% in the countries featured in our report. Spanish children, who have never shown as much affinity to Roblox as their British or American counterparts, reduced their time on Roblox by 30%, dropping from 155 minutes per day to 109, on average. Despite the downtime, **Roblox still remains the app where children invest the most time overall**, across all categories: kids worldwide spend over 2 hours daily on the game (130 mins/day) coding and constructing worlds.

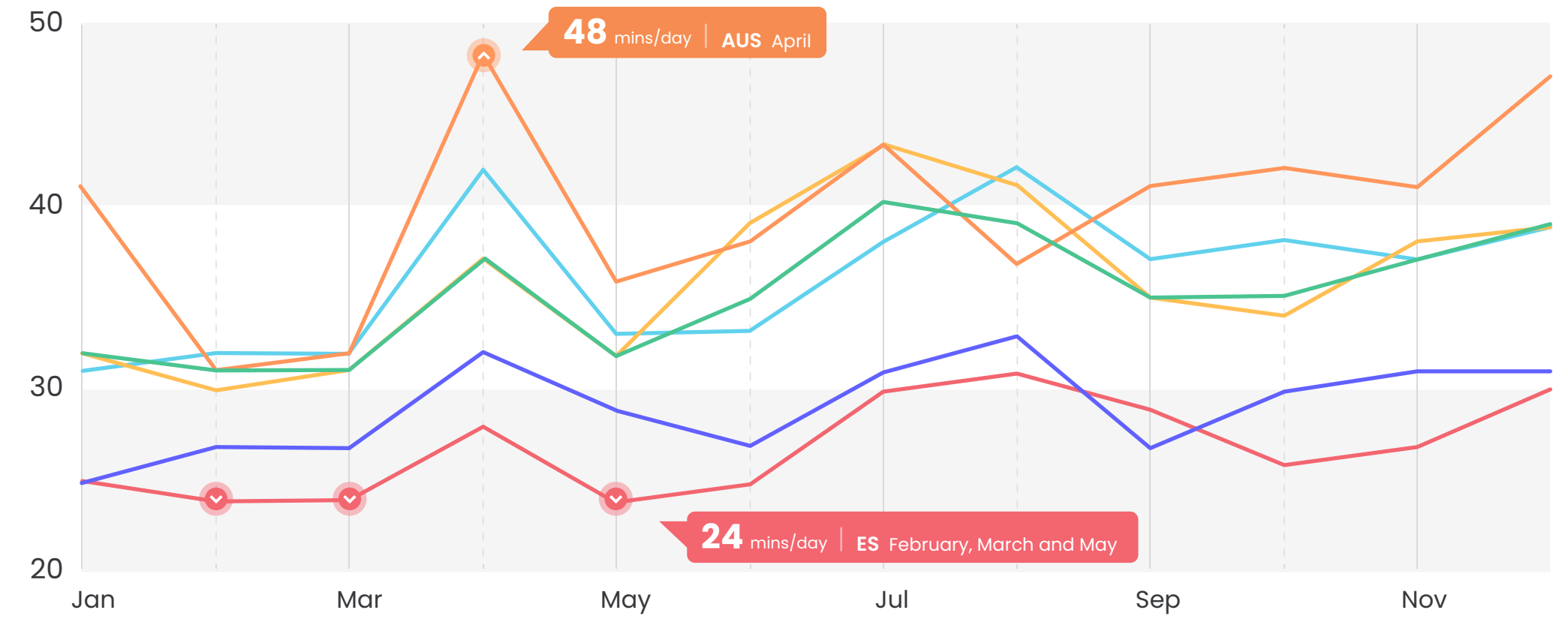
Runner-up Minecraft also saw some heavy gameplay over the year, and while kids didn't use it as much as they had in 2022, the fall was much smaller: globally, children averaged just one minute less of play in 2023 (47 mins/day vs. 48 in 2022). **In the UK, gameplay year over year for Minecraft was exactly the same**, at 45 minutes per day, while in Australia, just 3 minutes were lost (41 mins/day vs. 44 in 2022). In Spain and France, where Minecraft didn't even enter our popularity charts, Brawl Stars was a popular option instead, with kids dedicating 30 minutes a day to the battle arena game in Spain, and 28 in France.





“ I don't think there's anything I worry about online. Though sometimes you can connect up to games that make you pay for stuff. My mom and dad lend me their phones but they know what I'm playing on them.”
 - Girl, 11

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



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2023 Avg	2022 Avg	2021 Avg
Global	32	31	31	37	32	35	40	39	35	35	37	39	35	38	38
US	32	30	31	37	32	39	43	41	35	34	38	39	36	41	40
UK	31	32	32	42	33	33	37	42	37	38	37	39	36	37	37
France	25	24	24	28	24	25	30	31	29	26	31	31	29	30	32
Spain	25	24	24	28	24	25	30	31	29	26	27	30	27	28	28
Australia	41	31	32	48	36	38	43	37	41	42	41	47	40	41	43

THE MOST BLOCKED GAMING APPS IN 2023

Reflecting the minute marathons of game time invested in Roblox over the year, families chose to block the app on their children's devices for yet another year running, **landing Roblox the top spot for most-blocked in 2023 and 2022.**

Most popular among kids, however, doesn't always reflect in the block lists: despite only being featured in the UK and US top 6, **Pokémon Go was a popular block choice for parents and guardians globally**, in the US, UK, and Australia, perhaps in an effort to reduce [distraction or dangerous situations](#) that could come about from a phone permanently being in kids' hands as they explore.

Global

2023	2022
1. Roblox	1. Roblox
2. Minecraft	2. Clash Royale
3. Clash Royale	3. Minecraft
4. Brawl Stars	4. Brawl Stars
5. Stumble Guys	5. Clash of Clans
6. Pokémon GO	6. Among Us

UK

2023	2022
1. Roblox	1. Roblox
2. Minecraft	2. Minecraft
3. Pokémon GO	3. Clash Royale
4. Magic Tiles 3	4. WWYC? Rather
5. FIFA Mobile	5. Clash of Clans
6. Subway Surfers	6. Among Us

Spain

2023	2022
1. Roblox	1. Roblox
2. Brawl Stars	2. Clash Royale
3. Clash Royale	3. Brawl Stars
4. Stumble Guys	4. Stumble Guys
5. FIFA Mobile	5. Clash of Clans
6. Clash of Clans	6. Subway Surfers

US

2023	2022
1. Roblox	1. Roblox
2. Minecraft	2. Minecraft
3. Clash Royale	3. Clash Royale
4. Pokémon GO	4. Clash of Clans
5. Among Us	5. WWYC? Rather
6. Clash of Clans	6. Among Us

France

2023	2022
1. Roblox	1. Roblox
2. Brawl Stars	2. Clash Royale
3. Clash Royale	3. Brawl Stars
4. Stumble Guys	4. Subway Surfers
5. Subway Surfers	5. Clash of Clans
6. FIFA Mobile	6. Stumble Guys

Australia

2023	2022
1. Roblox	1. Roblox
2. Minecraft	2. Minecraft
3. Clash Royale	3. Clash Royale
4. Fortnite	4. Clash of Clans
5. Pokémon GO	5. Fortnite
6. Stumble Guys	6. Among Us

“ I mostly watch YouTubers online and go on my Nintendo Switch. I wish my parents would let me play more games, there's some I'm not allowed to play. My friends are allowed on them though.”

- Boy, 11

“ You can buy things without knowing you have, and sometimes people trick you. It's annoying seeing everything there is to buy, and it makes you want it, but you know you can't have it.”

- Girl, 11

What we expect

Mobile gaming is an open, inclusive space, where anyone with a smartphone or tablet can simply pick up their device and get stuck into a new game, wherever they are in the world. It stands to reason that the mobile gaming industry is big news, with reports stating that this form of gaming already accounts for [51% of the market share](#). So while our insights show downtime in terms of both gameplay and popularity, it's worth remembering that **gaming via an app versus on a console is a very different experience**. Mobile games can be used to pass the time in a boring waiting room, or fired up for just a few minutes in the car on the way to school.

Because of this quick-start, rapid play nature, it's likely that **families see blocking and restricting gaming apps as an easy way to reduce daily screen time** and help children focus more on their day-to-day routines. 83% of parents in our family survey stated they use parental controls to help set limits on apps, and 77% block apps directly with these tools. It may

be that parents prefer to see children spending more time on traditional gaming devices, such as video consoles, or desktop computers, which can often be kept in common areas and can be a more interactive way for families to enjoy games together.

Gaming apps aren't going anywhere among the younger generations: app store spending speaks for itself. Year-over-year, [Gen Z players spend more and more on gaming apps](#) in both the iOS and Google Play store. Gen Z makes up 47% of spending in the US, and 54% of mobile game purchases in the UK. This means, rather than focusing on screen time, parents and guardians may have to turn their attention to other aspects of gaming, such as in-app purchases, and the content of the game itself.

With so many games available at just a tap, **it's easier than ever for kids to download and play games that could expose them to inappropriate content**, or connect them with strangers miles around the world. We anticipate

that in the years to come, families will focus more on active monitoring of gameplay, rather than simple metrics like time spent – perhaps a greater challenge, but one which future tools such as [AI detection](#) may be able to help families with, detecting exposure to danger and alerting parents on potential threats.



What we recommend

Get involved

Whether on a mobile, PC, or gaming console, getting to know the games that your child plays and enjoys is a huge advantage in keeping them safe online. Aside from inappropriate content, like swearing or violent scenarios, there are other factors that can affect kids' gaming experience online. **Heavy levels of in-game advertising and in-app purchases frequently affect gameplay for kids**, encouraging them to spend. Many families would prefer their children to invest money elsewhere, rather than virtually, which is why it's important to understand the mechanics behind the games children play across many different platforms.



Focus, don't flip

There are many positives to be found behind video games: they let children explore, create, release stress and tension, and learn through play. Therefore, as with many things digital, **it's not just about the content in the game, but the way they're consuming it**. Spending just 10 minutes flitting between fast-paced apps, filled with ads and in-game purchases arguably has fewer benefits than taking time out for a full, dedicated session on world-building sandbox games like Minecraft.

Set boundaries

Many families focus on the time spent on games when thinking about limits, but there's much more at play. Other aspects of gaming should be considered, like whether your child should be able to make in-app purchases, or if they're allowed to use chat services within a game. **Parents aren't always aware of chat functions within online games**, so it pays to do some research before downloading or purchasing any new game for your child.



Keep personal information private



In online multiplayer games, players have the opportunity to connect with other users from around the world. While this can expose them to interesting people from different cultures and backgrounds, meeting strangers comes with significant risk. As there's no way to verify who is behind the profile, **it's all too easy for children to come across scammers, predators, and other ill-intentioned players** during gaming sessions.

Stress that your child should never reveal personal information, like name, age, and address, in online chats. **The safest way to play online games is in closed-off groups**, playing with friends they already know, or gaming in common areas, where parents can keep an eye on what's being said in chats.

RESEARCH BY APP CATEGORY

Education



What we found

We're now years out from the global pandemic which shut down schools and brought learning online for most students around the world, and which pushed parents and guardians to encourage lockdown learning time on educational apps. **For personal devices, this learning boom finally seems to have come to a close**, with time spent on educational apps dipping by 14% over 2023 - kids averaged just 6 minutes a day on their favorite learning apps across the year, siphoning off a precious minute from their time in 2022.

In schools, however, the story is very different - **the last few years have been a chance to adopt new online systems, bring digital learning into the classroom, and develop a hybrid system** that helps students work their way down a more personalized learning path, and which makes many aspects of classroom life much easier for teachers. In device-friendly countries like the US, 2023 showed heavy use of learning management systems (LMS), paving a new path for digital integration in education that many countries around the world may also choose to walk down.

School devices

Depending on where you are in the world, device use in schools varies: countries such as the US and Australia have higher penetration, with the majority of children either supplied with a school device, or using one that they bring from home. However, in regions of the world like Europe, whether or not you use a device as part of your education depends on the country you grow up in: [according to recent reports, by grade 8 \(around 13.5 years old\), only 21% of students in the EU have access to their own laptop](#). Therefore, in our research, we have focused on three countries with higher device penetration in schools, namely the US, UK, and Australia.

Gathered largely from school-issued devices, **Qoria group insights reveal the top 10 most popular learning-related apps and websites** kids used across 2023. For this year's report, we include a year-over-year comparison for

Australia and the US, as insights from Qoria were also available for the year 2022. In the UK, however, while Qustodio was able to investigate kids' most popular websites on school devices in 2022, the data did not include app usage. For this reason, we include the UK this year for the first time using Qoria insights alone, combining app and website usage.

“ I like to look up new things on the computer or find out new stuff that I didn't know before.”

- Girl, 11





THE MOST POPULAR APPS AND WEBSITES ON SCHOOL DEVICES IN 2023

Across all countries, blended learning platform Google Classroom ranked highly in usage, claiming the top spot in both the UK and US, and 2nd place in Australia - moving up slightly from its 3rd place position in 2022. Overall, **learning management systems (LMS) were relatively popular, particularly in the US**, where various LMS featured in the top 10: PowerSchool and Clever for K12, and i-Ready for K-8. Other top 10 systems for the US were also found in Australia, such as GradPoint, which was the most popular educational platform overall in Australia for both 2022 and 2023.

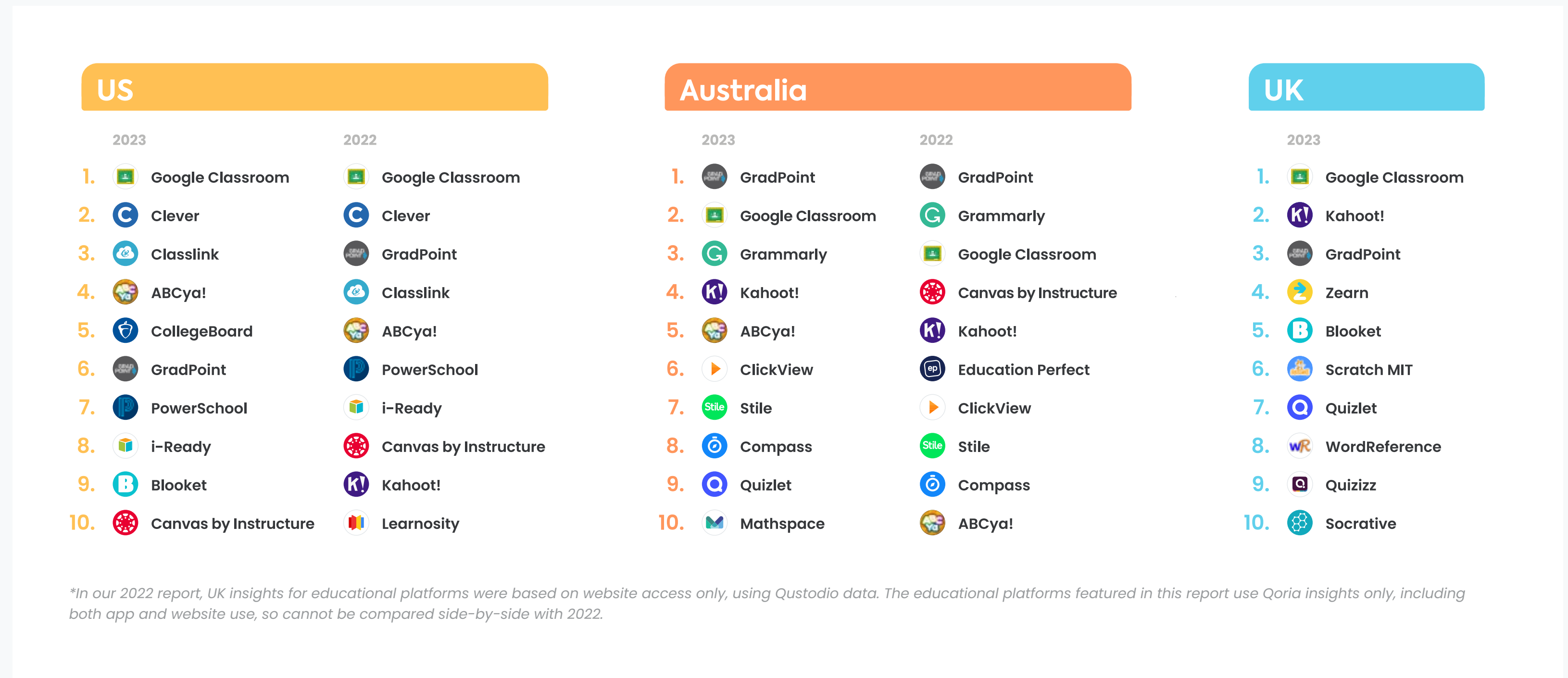
Game-based resources also claimed spots in the US and Australia, such as activity website ABCya!, climbing from 10th place in Australia to 5th in 2023. **Tools to assist in learning and development** were a popular choice too, with AI writing assistant Grammarly placing 3rd in Australia, and college prep resource CollegeBoard coming in 5th in the US.

In the UK, however, the focus was less on LMS: they made up just 2 of the top 10 apps and

sites, with the remainder being dedicated to in-class activities, such as gamified tools like Blooket, Quizlet, and Quizizz, used to review and strengthen concepts. Game-based learning platform Kahoot! landed 2nd place in

the UK, also featuring in Australia's top 10, but missing out on 2023's US ranking. **STEM tools such as coding community Scratch MIT, and math platform Zearn were also used heavily in the UK**, but didn't fare so well in the US and

Australia, where the heavier appearance of LMS reflects the fact that both countries are much further ahead in terms of device integration in the classroom.



Personal devices

For personal devices, we focus primarily on learning apps found on children's own devices, rather than classroom tools. For this type of learning application, we have focused on rankings rather than percentages, due to the nature of educational apps, which frequently receive less use than those in more popular categories, such as social media. In addition, we do not include a "most blocked" section in this chapter, seeing as educational apps are not a high priority for families to limit access to.

THE MOST POPULAR LEARNING APPS ON PERSONAL DEVICES

For yet another year, kids flocked to the friendly owl to practice their language skills on Duolingo, placing the app in the top spot globally, and across all countries included in our report. While 1st place was a no-contest win, educational app use varied greatly across the world, with the remaining spots being taken by old favorites and newcomers for 2023.

For the first time, **learning apps such as homework helper Brainly entered the popularity lists**, particularly in Europe, with France placing the app 3rd in their ranking, and Spanish children helping it to come in 5th. **Children in the UK and Australia also turned to apps for some homework help**, particularly in math: problem-solving picture app Photomath came in 2nd in the UK, and 6th in Australia. Gauthmath, an AI calculator and math problem solver, was a new entry in 5th place for the UK, while online math program Mathletics placed 4th down under.

In fact, **several new educational apps came onto the scene for Australia's 2023 rankings**: Minecraft's educational offering (Minecraft: Education Edition) placed 2nd, while home-grown digital literacy program Reading Eggs came in 5th.

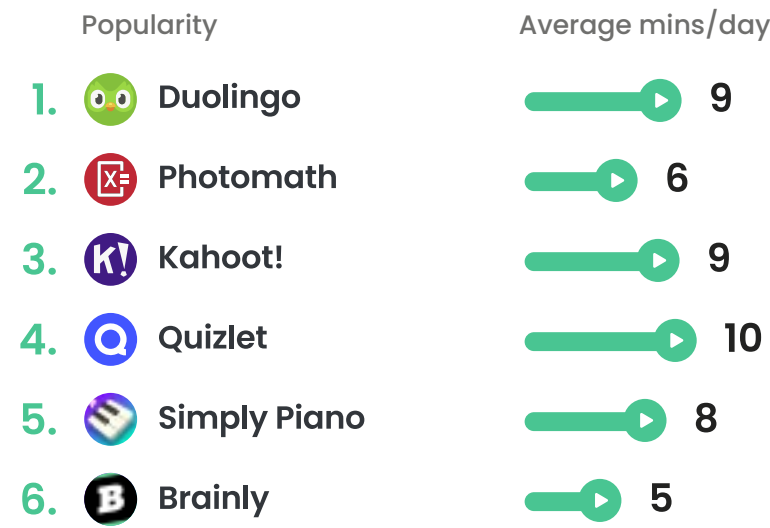
"I like that technology makes everything easier and that I can find everything that the class asks of me. My mom sometimes asks me to look up words I don't know."

- Boy, 10



Learning apps by popularity & time spent

Global



Popularity

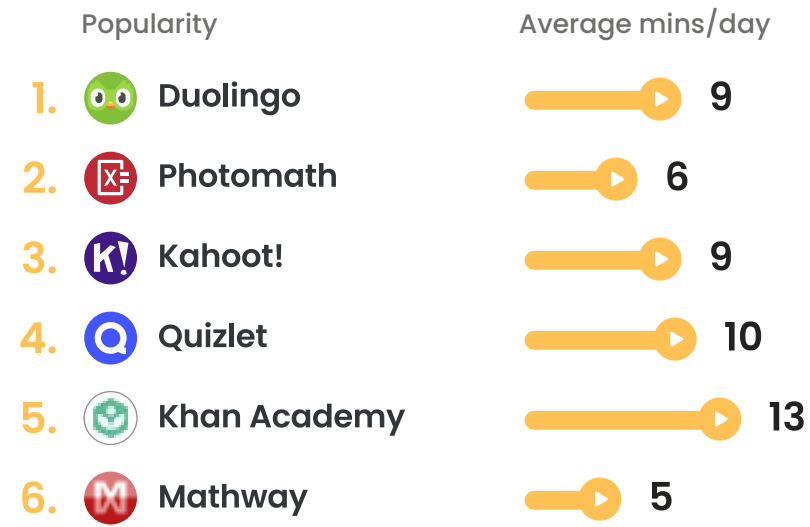
2023	2022	2021
1. Duolingo	1. Duolingo	1. Duolingo
2. Photomath	2. Photomath	2. Photomath
3. Kahoot!	3. Kahoot!	3. Kahoot!
4. Quizlet	4. WordReference	4. WordReference
5. Simply Piano	5. Quizlet	5. Quizlet
6. Brainly	6. TED	6. TED

Time spent

	2023	2022	2021
1. Quizlet	10	11	12
2. Kahoot!	9	13	15
3. Duolingo	9	10	12
4. Simply Piano	8	12	NA
5. Photomath	6	8	10
6. Brainly	5	8	NA

Global

US

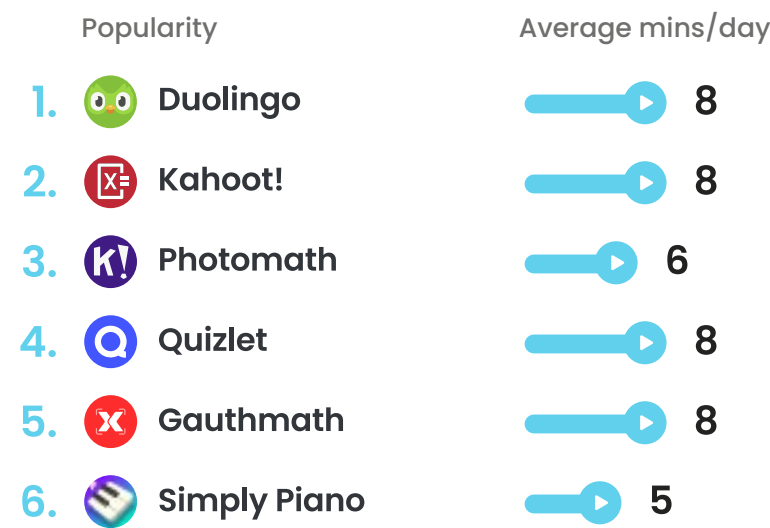


2023	2022	2021
1. Duolingo	1. Duolingo	1. Duolingo
2. Photomath	2. Photomath	2. Photomath
3. Kahoot!	3. Kahoot!	3. Kahoot!
4. Quizlet	4. Quizlet	4. Quizlet
5. Khan Academy	5. TED	5. TED
6. Mathway	6. WordReference	6. WordReference

	2023	2022	2021
1. Khan Academy	13	25	30
2. Quizlet	10	11	12
3. Kahoot!	9	14	16
4. Duolingo	9	12	12
5. Photomath	6	9	10
6. Mathway	5	NA	NA

US

UK



2023	2022	2021
1. Duolingo	1. Duolingo	1. Duolingo
2. Kahoot!	2. Kahoot!	2. Kahoot!
3. Photomath	3. Quizlet	3. Quizlet
4. Quizlet	4. Photomath	4. WordReference
5. Gauthmath	5. WordReference	5. TED
6. Simply Piano	6. TED	6. Photomath

	2023	2022	2021
1. Quizlet	8	11	13
2. Kahoot!	8	11	14
3. Duolingo	8	10	11
4. Gauthmath	8	9	NA
5. Photomath	6	5	6
6. Simply Piano	5	9	NA

UK

“ I like that all the information is easy to get online but I don't like having to look at a screen for a long time. Sometimes there can be a lot of information so I have to take my time to find the best. ”

- Boy,12

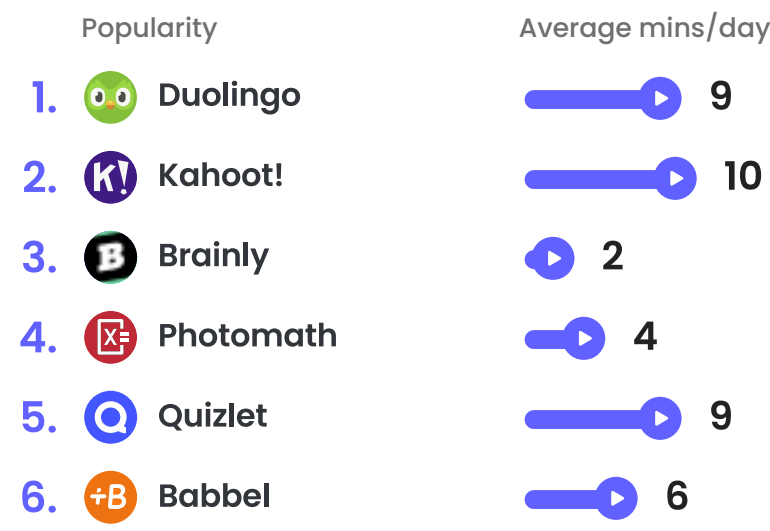
“ I like it when we watch videos for science and history. I like the math game Prodigy. I don't like when I have to type a lot for English class since I can't type very fast and it takes a long time when I have to write a paper or story. ”

- Boy,11



Learning apps by popularity & time spent

France

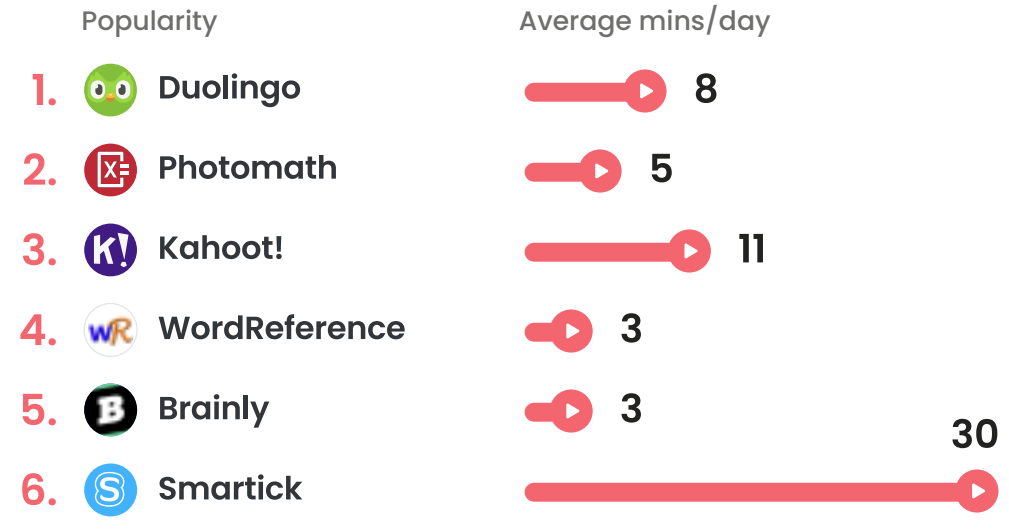


Popularity		
2023	2022	2021
1. Duolingo	1. Duolingo	1. Duolingo
2. Kahoot!	2. WordReference	2. WordReference
3. Brainly	3. Photomath	3. Photomath
4. Photomath	4. Kahoot!	4. Kahoot!
5. Quizlet	5. Quizlet	5. Quizlet
6. Babbel	6. TED	6. TED

Time spent			
	2023	2022	2021
1. Kahoot!	10	14	18
2. Duolingo	9	11	13
3. Quizlet	9	9	11
4. Babbel	6	4	NA
5. Photomath	4	6	8
6. Brainly	2	6	NA

France

Spain

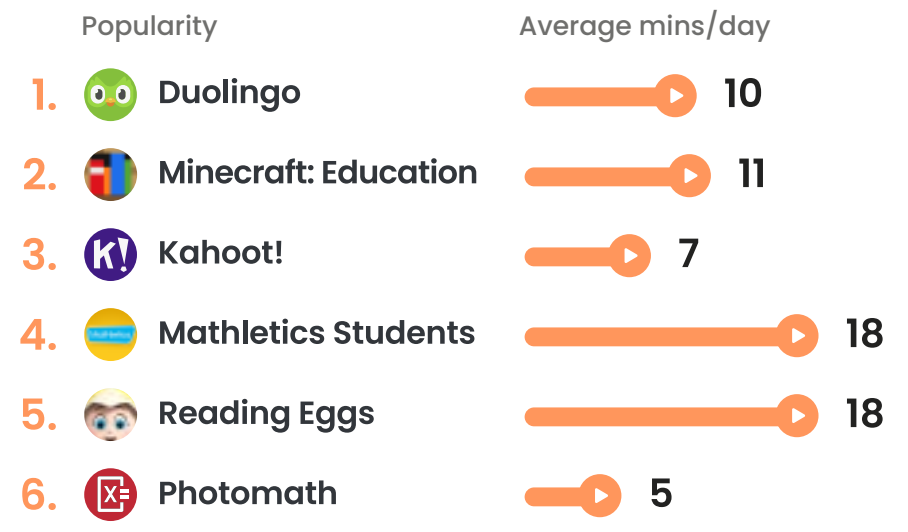


Popularity		
2023	2022	2021
1. Duolingo	1. Duolingo	1. Duolingo
2. Photomath	2. Photomath	2. Photomath
3. Kahoot!	3. Kahoot!	3. Kahoot!
4. WordReference	4. WordReference	4. WordReference
5. Brainly	5. Smartick	5. Smartick
6. Smartick	6. Quizlet	6. Quizlet

Time spent			
	2023	2022	2021
1. Smartick	30	29	26
2. Kahoot!	11	13	16
3. Duolingo	8	10	11
4. Photomath	5	6	8
5. Brainly	3	3	NA
6. WordReference	3	3	2

Spain

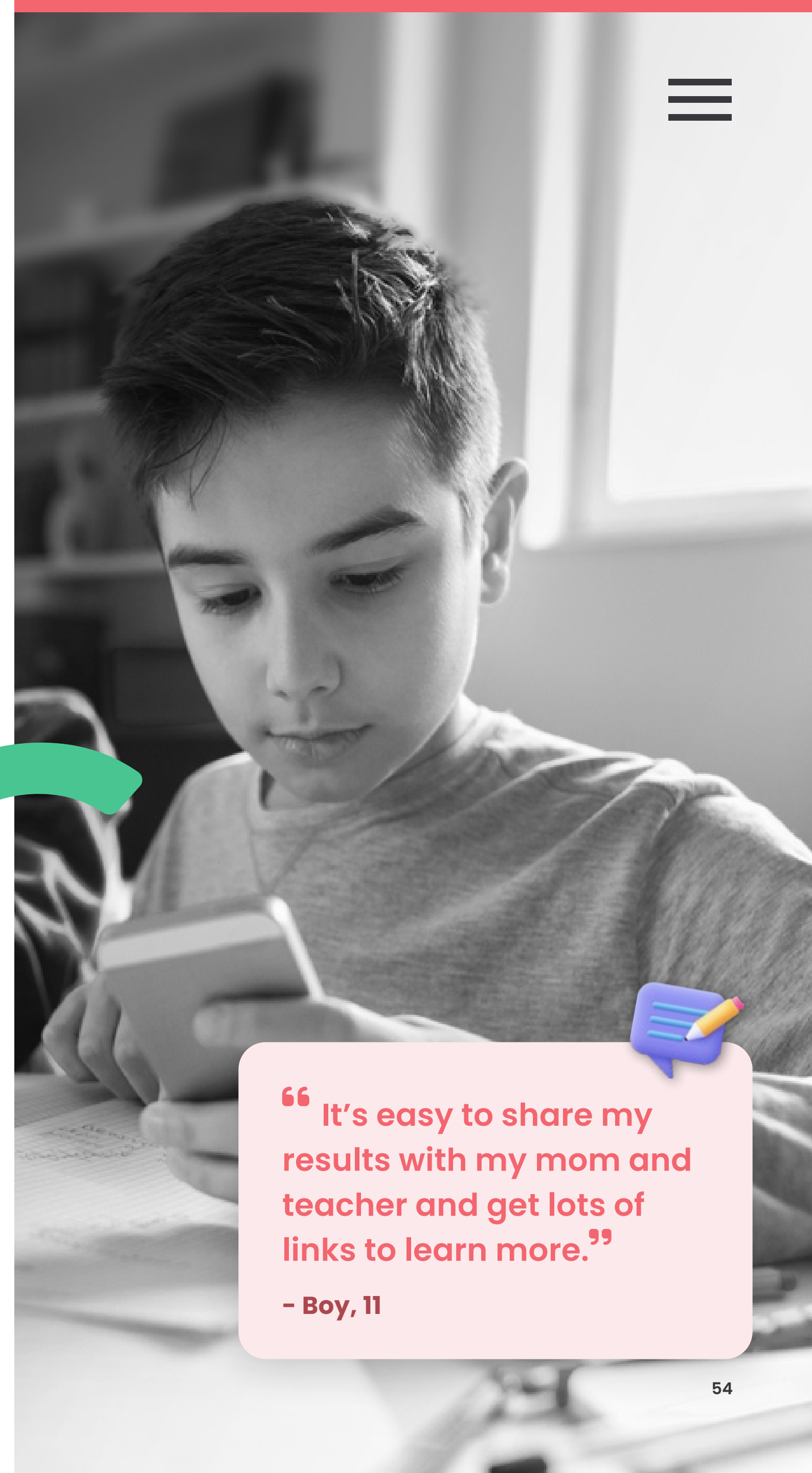
Australia



Popularity		
2023	2022	2021
1. Duolingo	1. Duolingo	1. Duolingo
2. Minecraft: Edu.	2. Kahoot!	2. Kahoot!
3. Kahoot!	3. Photomath	3. TED
4. Mathletics	4. TED	4. Photomath
5. Reading Eggs	5. Quizlet	5. WordReference
6. Photomath	6. IXL	6. Quizlet

Time spent			
	2023	2022	2021
1. Reading Eggs	18	13	NA
2. Mathletics	18	16	NA
3. Minecraft: Edu.	11	12	NA
4. Duolingo	10	12	7
5. Kahoot!	7	12	12
6. Photomath	5	6	11

Australia

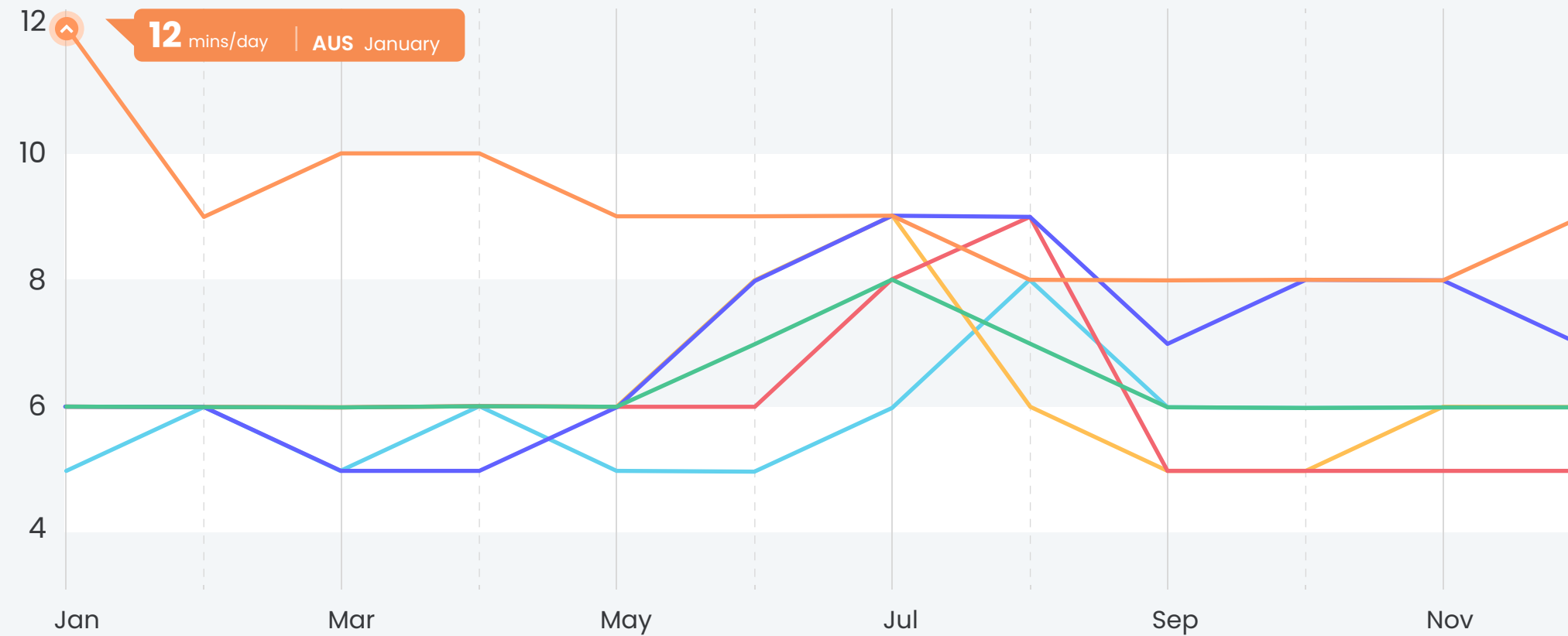


“It’s easy to share my results with my mom and teacher and get lots of links to learn more.”
- Boy, 11



Time kids spent on education apps in general

(avg. mins/day)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2023 Avg	2022 Avg	2021 Avg
Global	6	6	6	6	6	7	8	7	6	6	6	6	6	7	8
US	6	6	6	6	6	8	9	6	5	5	6	6	6	7	8
UK	5	6	5	6	5	5	6	8	6	6	6	6	6	6	8
France	6	6	5	5	6	8	9	9	7	8	8	7	7	11	13
Spain	6	6	6	6	6	6	8	9	5	5	5	5	6	6	9
Australia	12	9	10	10	9	9	9	8	8	8	8	9	9	9	9

HOW MUCH TIME DID CHILDREN SPEND ON LEARNING APPS ON PERSONAL DEVICES IN 2023?

While children were keen to download Duolingo to satisfy their language-learning curiosities, in terms of time spent, the app’s gamified approach didn’t hold their attention for as long as other educational apps could. Globally, **Quizlet was where most children chose to spend their time**, cramming in 10 minutes of daily study worldwide. In the UK, Duolingo tied with several other learning apps, sharing the top time spot of 8 mins/day with Quizlet, Gauthmath, and Kahoot!.

In other countries, however, children spent much more time on educational apps, such as in Australia, where **kids spent 18 minutes**

per day on online math support program Mathletics, and another 18 going through lessons on Reading Eggs. Other apps that support a national literacy and numeracy curriculum, such as Spain’s Smartick, also racked up some significant use time, with children spending an average of 30 minutes a day on the platform, despite it coming lower in the popularity rankings.

“ I use technology to do my homework. Sometimes when I’m stuck on something I can Google the answer. I like it because sometimes I learn more about a subject if I look it up.”
- Boy, 10



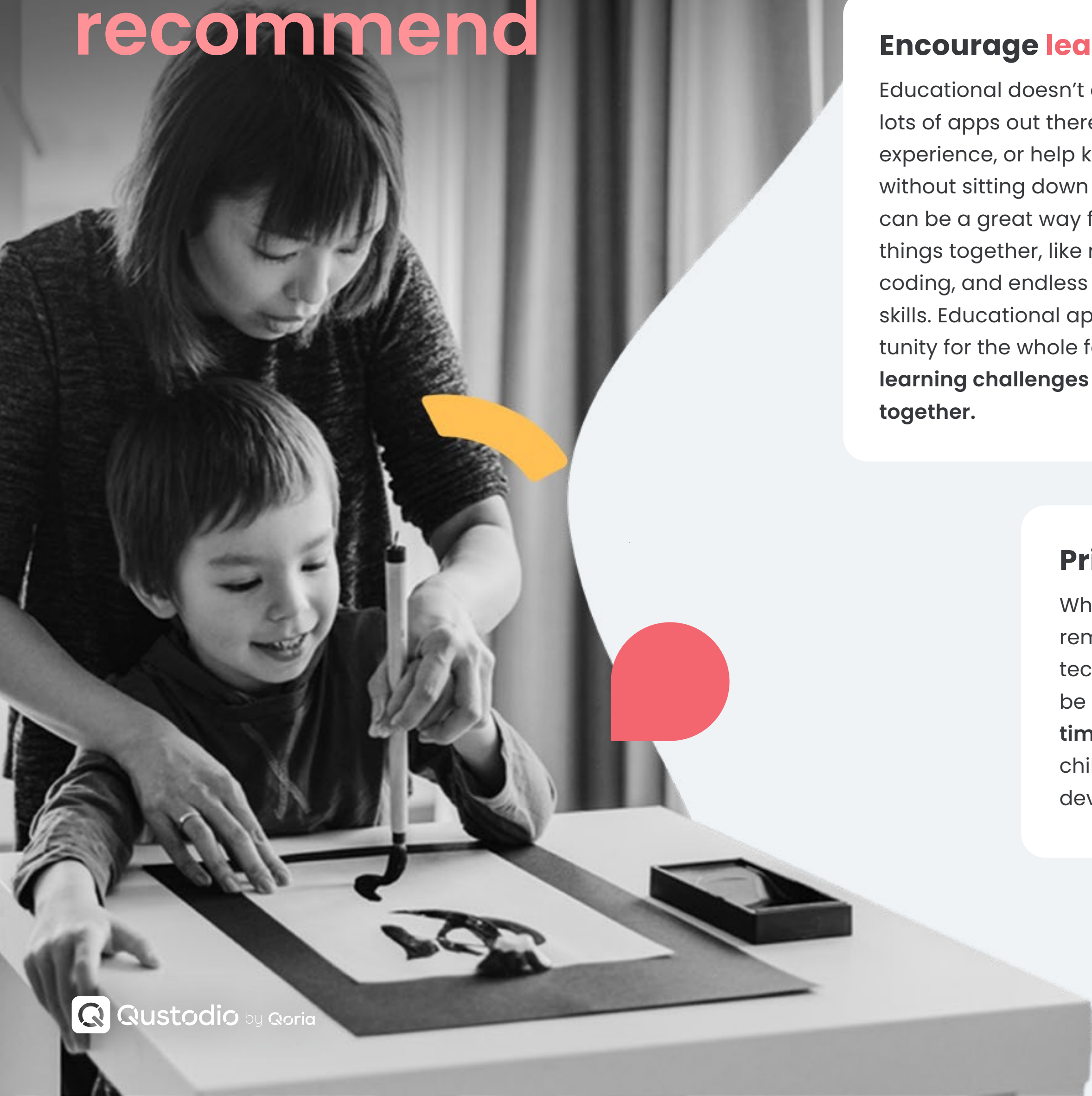
What we expect

EdTech is growing on a global scale, with countries consistently **incorporating new technologies and learning systems set to transform education**: but in 2023, some countries began to push back on digitalization. For the new school year in Sweden, [kids went back to basics](#), writing largely on paper, practicing their handwriting skills, and cutting back on tablet time in the classroom.

Not every child around the world has access to digital devices in the classroom, and while for some nations this could gradually change in the future, it may be that other countries, already advanced in their digital education plan, begin to follow in the shoes of Sweden, pulling back over the next few years to achieve a greater balance.

Whether scaling back, or surging forward, we anticipate that **the influence of parents and guardians will begin to play a more significant role in digital education**, with schools and families working together to strike a better balance, forming a solid team that prepares children to enter the world as responsible digital citizens.

What we recommend



Encourage **learning apps**



Educational doesn't equal boring, and there are lots of apps out there that gamify the learning experience, or help kids to absorb new concepts without sitting down for study time. 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 are a fantastic opportunity for the whole family to **take part in learning challenges and expand knowledge together.**

Switch off devices

While access to a school device varies from country to country, it's still incredibly easy for kids to make their entire learning process digital, no matter where they are in the world. **Offline learning should still be a priority to help students consolidate ideas and build different thought processes.**



Wherever possible, get hands on and help your child go analogue again, swapping the Kindle for a real book, taking a trip to the library for some quality research time, or exploring a new topic together and talking it over at study time.

Prioritize **balance**

While time on educational apps is largely beneficial, it's important to remember moderation is key. Screen time is still screen time, and while technology can help children learn and absorb concepts, it shouldn't be the only place they're able to do this. **Even if educational, screen time and app use should be balanced,** especially as many children are also spending increased amounts of time using devices in a school setting.



Communication



What we found

Kids' use of communication apps in 2023 confirmed that **the heyday of video call apps has almost come to a close**: old pandemic reliant Zoom finally dropped out of all popularity charts, with other once popular video apps like Skype and Google Duo barely clinging on. Skype's average daily use dropped by 20% globally, though this trend also held true for consistently popular messaging tools such as WhatsApp, where time spent on the app dropped by 23% over the year.

Even curiosity around Snapchat's introduction of a new chat-based feature, [My AI](#), couldn't tempt more kids over to the app. Globally, slightly fewer children used Snapchat across the year, though only 2 percentage points less than instant messaging service WhatsApp, which 37% of kids helped crown the number 1 communication app of 2023. Despite decreased use of certain apps, **time spent overall on communication apps held strong across 2023**, with no change on a global level from 2022: kids averaged 39 minutes a day calling and chatting with friends and family.



THE MOST POPULAR COMMUNICATION APPS IN 2023

Globally, WhatsApp landed the top spot for the 3rd year in a row, with 37% of kids using the instant messaging app worldwide. Different regions, however, told a distinct story, with European nations being much more WhatsApp-friendly than others, particularly in Spain, where **67% of children now use WhatsApp as their preferred method of communication**. The app gained popularity in all 3 countries in Europe included in our report, with the biggest difference seen in France: more children used WhatsApp over the year, from 50% of kids in 2022 to 56% in 2023.

In Australia and the US, however, the popularity rankings were somewhat different, with both countries choosing between Snapchat and Discord as their favorites. Australian kids favored Snapchat: 35% helped to place the photo and chat messaging app 1st in the charts, while **over in the US, Discord was**

the communication app of choice for 33% of children. Despite WhatsApp's 1st place ranking worldwide, it missed out on a top 5 spot for yet another year, placing 6th overall, even behind video messaging tools Skype and Google Duo.

“ I use WhatsApp every day but only to talk to friends or people from school. I make videocalls too. It uses a lot of data but that's the only thing I don't like. The only thing I worry about is if my mom finds out I've used my phone to do my homework.”

- Boy, 12



Communication apps by popularity & time spent

Global

Global



Popularity

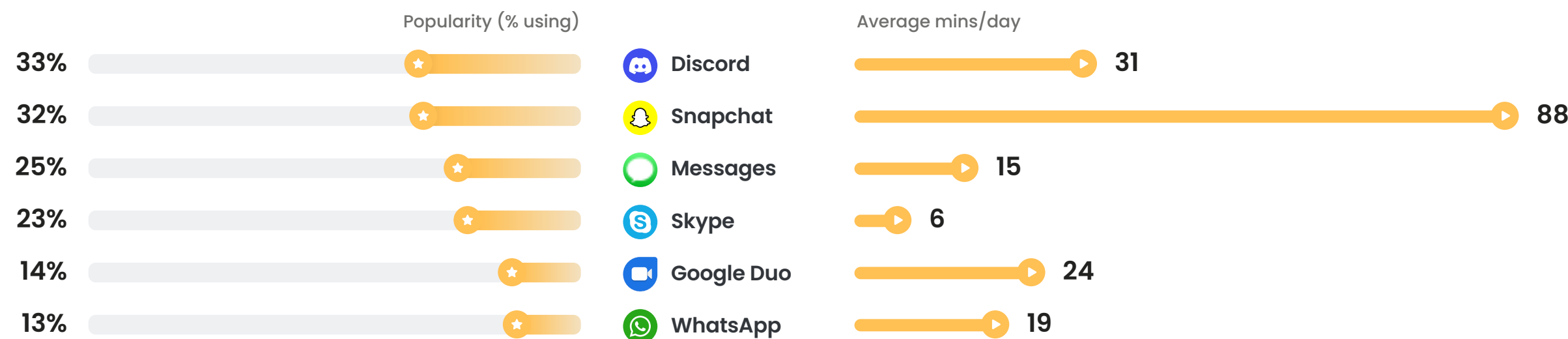
	2023	2022	2021
1. WhatsApp	37%	37%	34%
2. Snapchat	35%	36%	33%
3. Discord	31%	32%	31%
4. Messages	28%	28%	31%
5. Skype	21%	25%	27%
6. Google Duo	13%	22%	24%

Time spent

	2023	2022	2021
1. Snapchat	74	72	71
2. Discord	27	28	35
3. WhatsApp	23	30	37
4. Google Duo	20	19	22
5. Messages	11	12	19
6. Skype	8	10	16

US

US

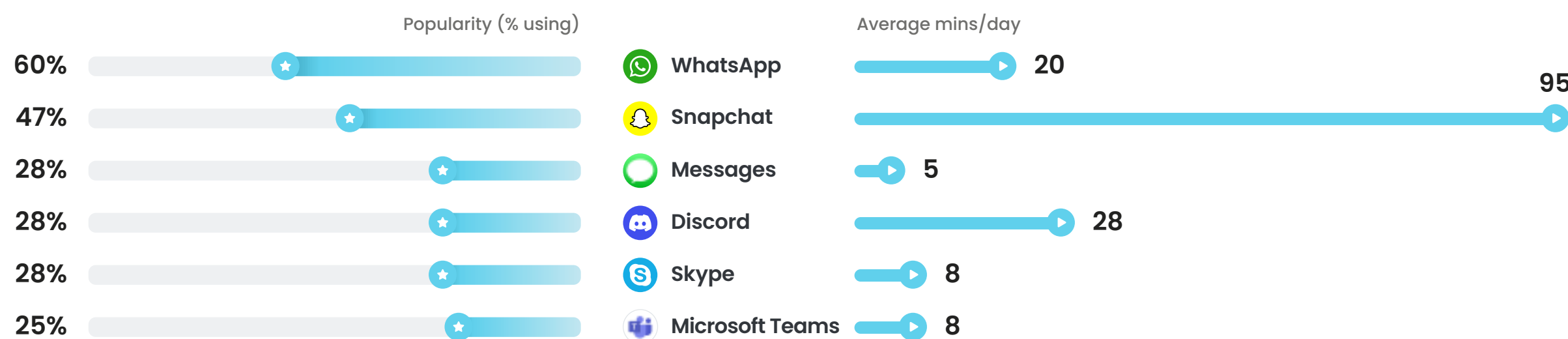


	2023	2022	2021
1. Discord	33%	36%	35%
2. Snapchat	32%	34%	32%
3. Messages	25%	26%	32%
4. Skype	23%	25%	27%
5. Google Duo	14%	23%	21%
6. WhatsApp	13%	16%	15%

	2023	2022	2021
1. Snapchat	88	90	84
2. Discord	31	32	38
3. Google Duo	24	25	25
4. WhatsApp	19	25	28
5. Messages	15	17	24
6. Skype	6	8	13

UK

UK

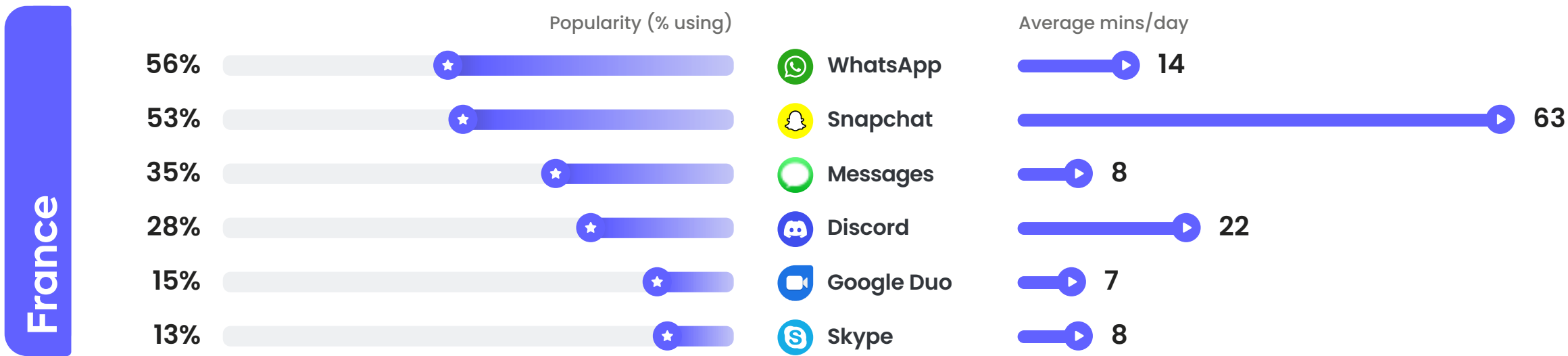


	2023	2022	2021
1. WhatsApp	60%	58%	56%
2. Snapchat	47%	46%	40%
3. Messages	28%	32%	34%
4. Discord	28%	29%	28%
5. Skype	28%	29%	27%
6. Teams	25%	18%	25%

	2023	2022	2021
1. Snapchat	95	91	82
2. Discord	28	27	32
3. WhatsApp	20	21	29
4. Microsoft Teams	8	11	NA
5. Skype	8	8	16
6. Messages	5	6	9



Communication apps by popularity & time spent

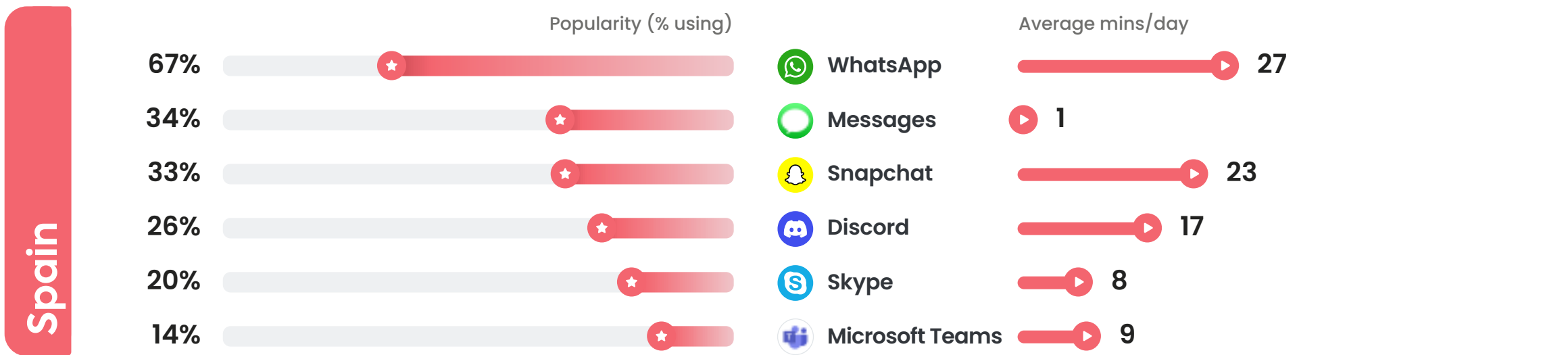


Popularity

	2023	2022	2021
1. WhatsApp	56%	50%	50%
2. Snapchat	53%	50%	47%
3. Messages	35%	33%	30%
4. Discord	28%	25%	26%
5. Google Duo	15%	16%	23%
6. Skype	13%	16%	14%

Time spent

	2023	2022	2021
1. Snapchat	63	56	59
2. Discord	22	22	26
3. WhatsApp	14	15	20
4. Skype	8	9	13
5. Microsoft Teams	8	9	16
6. Messages	7	8	9

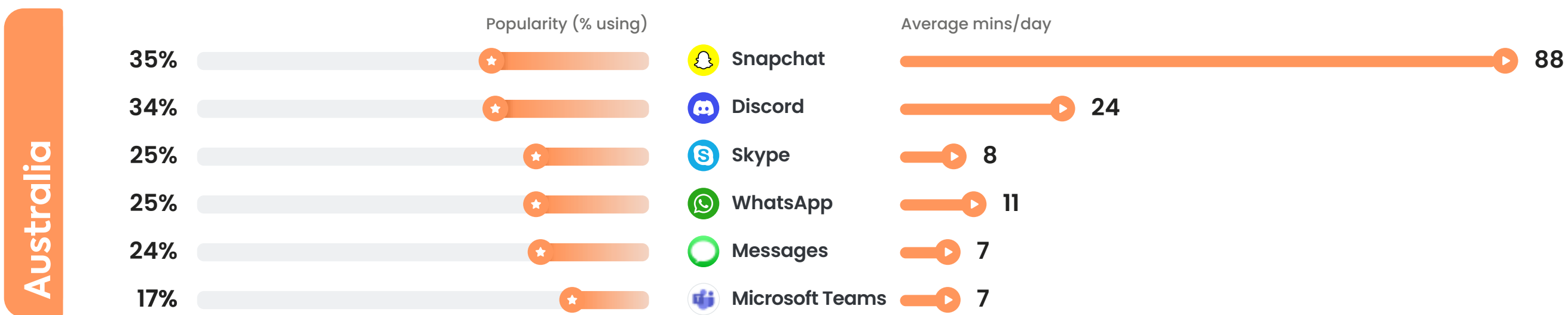


Popularity

	2023	2022	2021
1. WhatsApp	67%	63%	60%
2. Messages	34%	35%	32%
3. Snapchat	33%	34%	29%
4. Discord	26%	30%	29%
5. Skype	20%	27%	27%
6. Teams	14%	17%	19%

Time spent

	2023	2022	2021
1. WhatsApp	27	32	41
2. Snapchat	23	21	24
3. Discord	17	19	21
4. Microsoft Teams	9	13	NA
5. Skype	8	6	15
6. Messages	1	1	2



Popularity

	2023	2022	2021
1. Snapchat	35%	36%	31%
2. Discord	34%	34%	31%
3. Skype	25%	26%	27%
4. WhatsApp	25%	25%	25%
5. Messages	24%	24%	24%
6. Teams	17%	20%	18%

Time spent

	2023	2022	2021
1. Snapchat	88	84	64
2. Discord	24	26	28
3. WhatsApp	11	14	16
4. Skype	8	12	15
5. Microsoft Teams	7	8	NA
6. Messages	7	8	11



HOW MUCH TIME DID CHILDREN SPEND ON COMMUNICATION APPS IN 2023?

While time on communication apps showed no change globally, the story was somewhat different in other countries. **Kids in the UK, Australia and France were chattier over the year**, increasing time on comms apps by 5%, 2%, and 7% respectively. On the flip side of the coin, children in the US spent slightly less time on communication apps in 2023 (reducing daily use by just a minute, down to 45 mins/day from 46).

So where does Spain figure in all of this? Thanks to Spanish children's relative disinterest in Snapchat, their time on communication apps tells quite a different story to the rest of the world. Without time Snapping, their use was almost half the global average, at just 21 minutes per day, down 13% from 2022. **Spanish children's 24 daily minutes on Snapchat were nothing compared to kids in the US**, who spent an average 88 minutes a day on Snapchat alone, or children in the UK, who averaged an eyebrow-raising 95 mins/day getting Snap-happy.

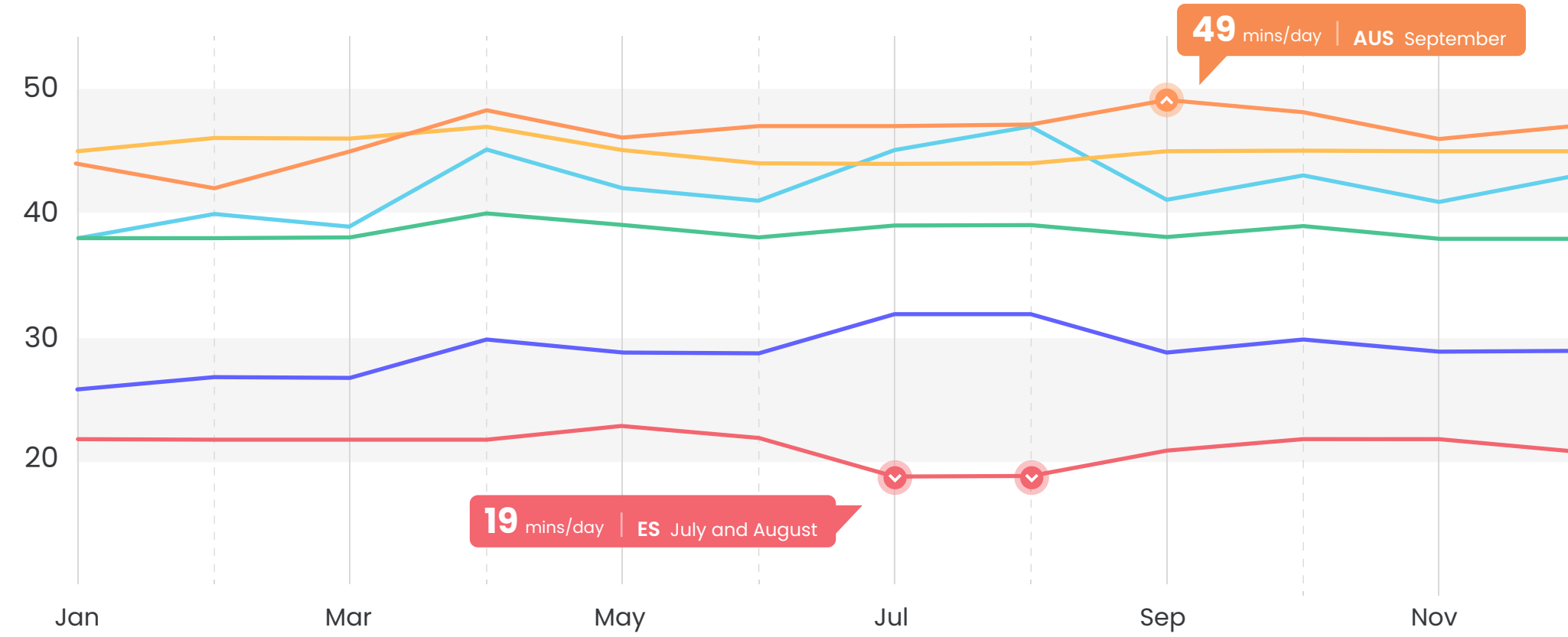
Children also spent some significant time on Discord servers throughout the year, averaging just under half an hour on the app globally (27 mins/day). As well as being most popular with US kids, Discord also triumphed in terms of time spent: children in the US spent 31 mins/day chatting and exploring in the app, the most time spent out of all countries included in our report.

"I go on Teams to do my work, and last year I used on it to talk to my school friends, because we started using it for school."

- Boy, 10



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



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2023 Avg	2022 Avg	2021 Avg
Global	38	38	38	40	39	38	39	39	38	39	38	38	39	39	48
US	45	46	46	47	45	44	44	44	45	45	45	45	45	46	53
UK	38	40	39	45	42	41	45	47	41	43	41	43	42	40	43
France	26	27	27	30	29	29	32	32	29	30	29	29	29	27	31
Spain	22	22	22	22	23	22	19	19	21	22	22	21	21	24	30
Australia	44	42	45	48	46	47	47	47	49	48	46	47	47	46	54

“ I like that I can chat with my schoolmates and then we can compare our answers for the homework we’ve been given. But [apps] aren’t always safe and there are bad people out there. There are people who just want to get to know you to hurt you, so you shouldn’t trust anyone. I only chat to people I know.”

- Girl, 12



*For 2023, our Communication chapter has been updated to include Snapchat. We have backdated all insights to adjust for this change, meaning averages for the previous 5 years have been updated in this report. For previous reports, our insights do not include Snapchat in the averages for Communication.



THE MOST BLOCKED COMMUNICATION APPS IN 2023

From [stranger danger](#) to privacy risks, **families have a fair few reasons to be wary of certain communication apps**. Globally, and in most countries, consensus pointed towards Snapchat as parents' most blocked app. In Spain, however, their blocking choices reflected the most popular communication app among kids: WhatsApp.

Discord, often featured in the press as a source of misinformation and meeting place for extremists, has [worked to crack down on this](#) over the last few years, with the introduction of AI detection and active moderators. Despite this, it was still an app of concern for many families, coming in 2nd place for most blocked globally, in the US, UK, and Australia.



“ I’m only allowed to use snapchat for pictures. I can’t send any messages. I know [my parents] supervise me because they care. I’m still able to play on many app. ”
- Girl, 10

What we expect

Links between social media and communication apps get stronger by the year, and with both adding more and more features as time goes by, lines will continue to blur: Many people, children and adults alike, are frequently using social apps to message and keep in touch with friends and followers. In the future, this could mean a possible **integration between social networks and messaging apps**, especially in cases where both fall under the umbrella of company products – like Meta, owner of Facebook, Instagram, and WhatsApp.

2023 was the year AI in everyday technology exploded onto the scene: but we have yet to see what's next for app integration. **Adapting to the next evolution of communication apps, with built-in AI, will be part of the journey in the coming years.** It's yet to be seen how this kind of integration [will affect data privacy](#), but as safety and security is already a pressing issue for many families with children using communication apps, we may also see the

evolution of tools and settings geared towards keeping children safe as they chat, message, and call online.

These worries about data privacy are also teamed with concerns surrounding how children are making use of apps like Telegram and WhatsApp. [Recent cases in Spain](#) show children and teenagers used group chat features to spread pornographic material and far-right messaging, while other new in-app tools such as editing features or disappearing messages have been criticized for their [potential to be misused and manipulated](#). In turn, **we expect to see new, communication-app exclusive parental controls and wellbeing features rolled out**, just as we have seen over the last few years with social media.



What we recommend



Stop the spread

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 prime source of unchecked misinformation, as it's difficult for people to check sources or even know where a forwarded message originally came from. **Communication apps make it all too easy to spread potentially harmful messages**, and it's important to acknowledge that allowing them access to tools such as WhatsApp may expose them to fake news and disinformation.



Encourage **age-appropriate** apps

Even with communication apps, which families often see as simple tools that allow kids to chat to one another, **it's easy for children to have access to platforms 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.



Familiarize children with **blocking and reporting** features

As more and more kids experience online bullying and abuse, they should be prepared with coping strategies and blocking procedures that allow them to enjoy chatting with those they love and care about, not bullies or people trying to make their lives difficult. Parents and guardians need to understand how specific communications apps work, and **teach children how to make use of features such as contact blocking**, or reporting, depending on the app. In addition, always listening to your child's worries with an open, curious mind, rather than reacting angrily or judging them, will let them know that you are a safe space for them to turn to should they ever need it.



Be aware of **cyberbullying**

Though often associated with social media, cyberbullying and hateful messages can also come through communication apps like Snapchat. 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**. Families should 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.

The final word

Just a few short, innocent years ago, when we first started researching and developing our annual report, it was safe to say that families' main concern surrounding technology was a simple one: screen time. Our insights helped families to understand where children were investing their free time online, giving parents and guardians a clearer picture of what the digital world looked like for their children.

As time passes, however, screen time is taking more of a back seat when considering how to keep our children safe online. **What lies beneath the hours they spend hopping from one device to another?** There's undoubtedly a myriad of fun, learning, and entertainment to be had, but it's a complex web when you begin to scratch further under the surface: exposure to strangers and cyberbullies, rabbit-holes of harmful and inappropriate content, and what could be a lasting effect on children's mental health.

From the very beginning, Qustodio's interest in creating these reports has been to inform on

trends, helping parents, guardians, and educators understand where children are dedicating their time online, **revealing their interests and habits in order to help us work towards creating a balance** with technology.

Last year, we indicated that our youngest in society were at the verge of a tipping point, as we all grow to understand better the stressors of constant connection and what growing up in a digital playground really looks like. Now, the dominoes have begun to fall. There are [grassroots movements](#) springing up, demanding smartphones be held back until the age of 16. Governments are also playing a role, from state-mandated [parental control on SIM cards](#), to social media companies [being held accountable](#) for the effect their applications are having on teens and tweens around the world.

Concerned about the long-term effects, families are becoming ever more involved in their children's digital lives:

talking more about mental health, accompanying them along their journey with technology, and using tools to keep them safe as they explore a world that seems familiar to us, but which both children and adults alike are constantly learning from. **What was once an "us versus them" situation for children seems to slowly be developing**, spinning on its heel into a pairing of "together". Families, schools, and children are being

brought closer in union, helping keep children safe in the digital age, and facing the novelties as one.

While the push has just begun, much more will continue to come our way: **the internet's next new dawn of artificial intelligence has already broken**. Together, we will navigate its ups and downs, discovering the balance, and drawing on our own experience with digital history: what can we do better? How can we use these tools for good? How can we keep one another safe?

In the next few years, we will need to learn how to reach middle ground, understanding the power of technology and how to reap its benefits, while safeguarding from its risks. Through a community of parents, guardians, educators, and the many more looking out for our children, **their future in the digital world is not bleak, but bright**. It gives us the opportunity to collaborate, innovate, explore and discover, and above all, do great things - together.



Annex

ONLINE VIDEO	69
Time spent	71
Most blocked	77
SOCIAL MEDIA	79
Time spent	81
Most blocked	87
GAMING	89
Time spent	91
Most blocked	97
EDUCATION	99
Time spent	101
COMMUNICATION	107
Time spent	109
Most blocked	115

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

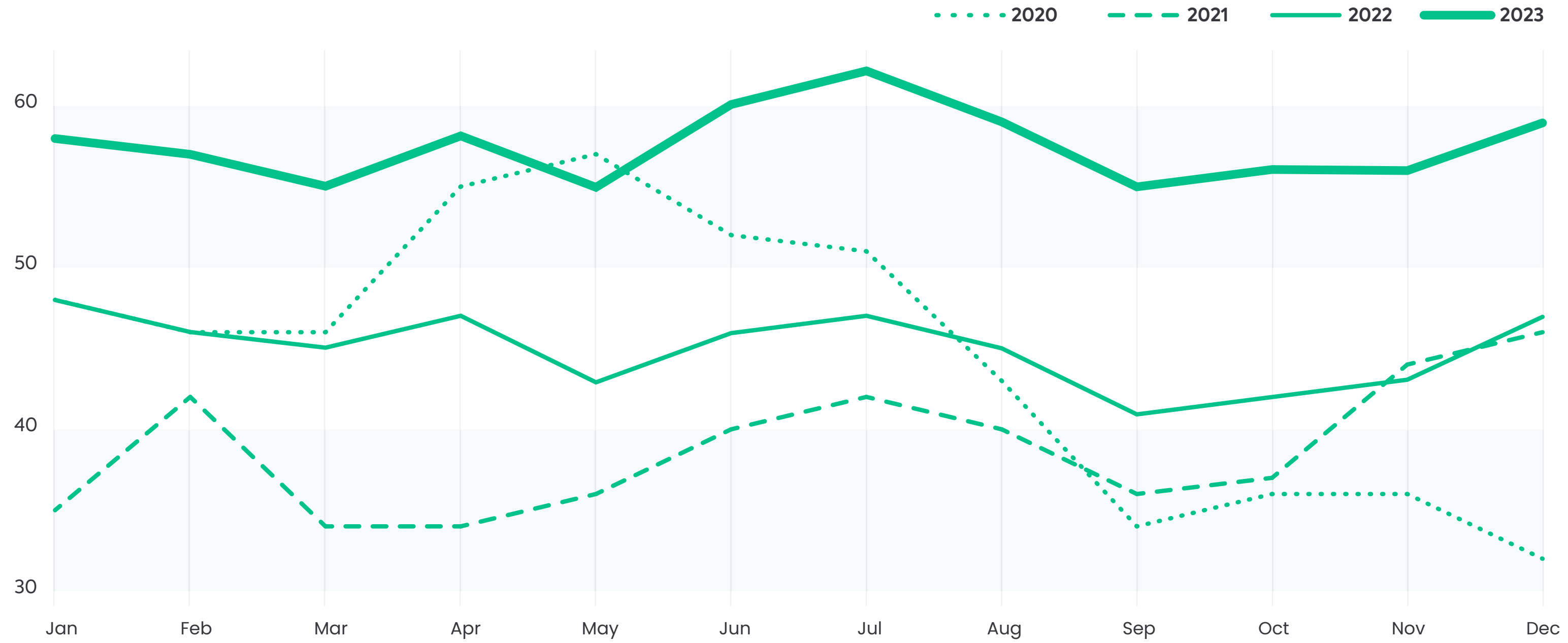
	2019			2020			2021			2022			2023		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
Global	1. YouTube	75%	48	1. YouTube	67%	64	1. YouTube	60%	56	1. YouTube	63%	67	1. YouTube	63%	70
	2. Netflix	34%	35	2. Netflix	34%	38	2. Netflix	32%	45	2. Netflix	39%	48	2. Netflix	40%	46
	3. Twitch	10%	35	3. Twitch	14%	27	3. Disney+	20%	47	3. Disney+	22%	40	3. Disney+	20%	31
	4. YouTube Kids	7%	52	4. Disney+	14%	46	4. Twitch	16%	20	4. Amazon Prime	13%	34	4. Amazon Prime	11%	27
	5. Amazon Prime	7%	N/A	5. Hulu	6%	36	5. Hulu	6%	38	5. Twitch	11%	19	5. Twitch	9%	22
US	1. YouTube	71%	63	1. YouTube	64%	71	1. YouTube	59%	61	1. YouTube	60%	77	1. YouTube	60%	84
	2. Netflix	37%	50	2. Netflix	37%	37	2. Netflix	33%	49	2. Netflix	39%	52	2. Netflix	41%	49
	3. Twitch	11%	16	3. Disney+	21%	48	3. Disney+	29%	48	3. Disney+	30%	42	3. Disney+	26%	30
	4. Hulu	8%	42	4. Twitch	15%	24	4. Twitch	18%	20	4. Amazon Prime	17%	35	4. Amazon Prime	14%	26
	5. YouTube Kids	8%	55	5. Hulu	12%	36	5. Hulu	12%	38	5. Hulu	16%	24	5. Hulu	14%	30
UK	1. YouTube	75%	58	1. YouTube	71%	59	1. YouTube	65%	53	1. YouTube	67%	64	1. YouTube	66%	66
	2. Netflix	29%	47	2. Netflix	33%	35	2. Netflix	35%	41	2. Netflix	43%	46	2. Netflix	46%	44
	3. YouTube Kids	10%	63	3. Twitch	11%	28	3. Disney+	19%	46	3. Disney+	23%	42	3. Disney+	22%	35
	4. BBC iPlayer	9%	27	4. Disney+	10%	44	4. Twitch	15%	16	4. Amazon Prime	14%	25	4. Amazon Prime	12%	24
	5. Twitch	8%	12	5. YouTube Kids	6%	50	5. BBC iPlayer	4%	41	5. Twitch	10%	16	5. BBC iPlayer	11%	35

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

Country	2019			2020			2021			2022			2023		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
France	NO DATA			1. YouTube	64%	47	1. YouTube	64%	42	1. YouTube	67%	48	1. YouTube	70%	50
				2. Netflix	31%	43	2. Netflix	36%	45	2. Netflix	37%	43	2. Netflix	42%	41
				3. Twitch	11%	26	3. Twitch	12%	19	3. Twitch	11%	17	3. Twitch	13%	20
				4. Disney+	6%	40	4. Disney+	10%	42	4. Disney+	10%	34	4. Disney+	12%	25
				5. YouTube Kids	3%	46	5. Amazon Prime	5%	37	5. Amazon Prime	8%	30	5. Amazon Prime	10%	24
Spain	1. YouTube	90%	46	1. YouTube	76%	54	1. YouTube	73%	41	1. YouTube	73%	44	1. YouTube	71%	44
	2. Netflix	28%	42	2. Netflix	34%	41	2. Netflix	37%	41	2. Netflix	41%	41	2. Netflix	39%	38
	3. Twitch	8%	16	3. Twitch	20%	35	3. Twitch	24%	20	3. Amazon Prime	22%	40	3. Amazon Prime	18%	33
	4. Movistar+	6%	31	4. Disney+	8%	48	4. Disney+	12%	41	4. Twitch	20%	18	4. Twitch	16%	22
	5. Amazon Prime	4%	33	5. Amazon Prime	6%	59	5. Amazon Prime	7%	47	5. Disney+	15%	39	5. Disney+	15%	34
Australia	NO DATA			1. YouTube	56%	63	1. YouTube	52%	50	1. YouTube	58%	63	1. YouTube	58%	67
				2. Netflix	27%	33	2. Netflix	27%	43	2. Netflix	39%	48	2. Netflix	42%	46
				3. Disney+	8%	54	3. Disney+	17%	37	3. Disney+	22%	36	3. Disney+	20%	32
				4. Twitch	7%	15	4. Twitch	9%	22	4. Amazon Prime	9%	36	4. YouTube Kids	9%	106
				5. YouTube Kids	3%	77	5. YouTube Kids	3%	78	5. Twitch	7%	16	5. Amazon Prime	7%	23

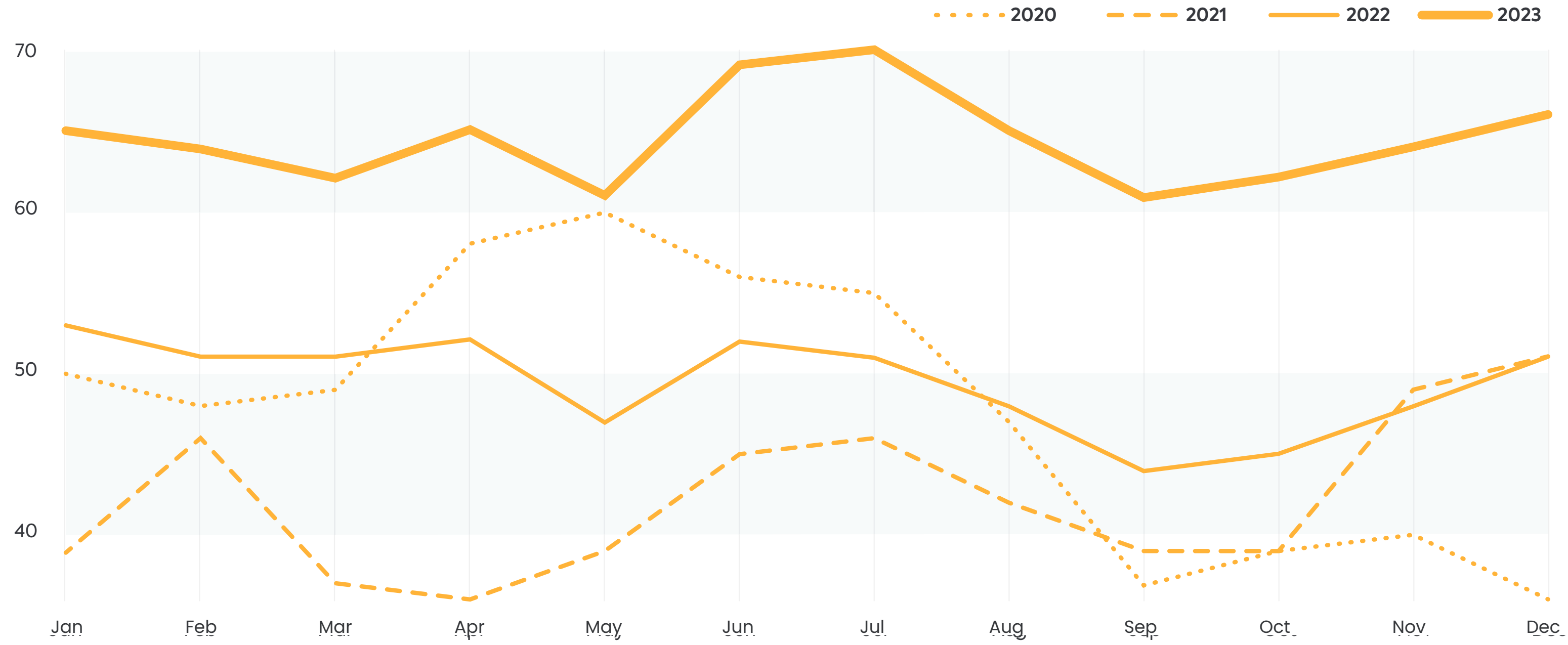
Online video Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	58	57	55	58	55	60	62	59	55	56	56	59	57
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)

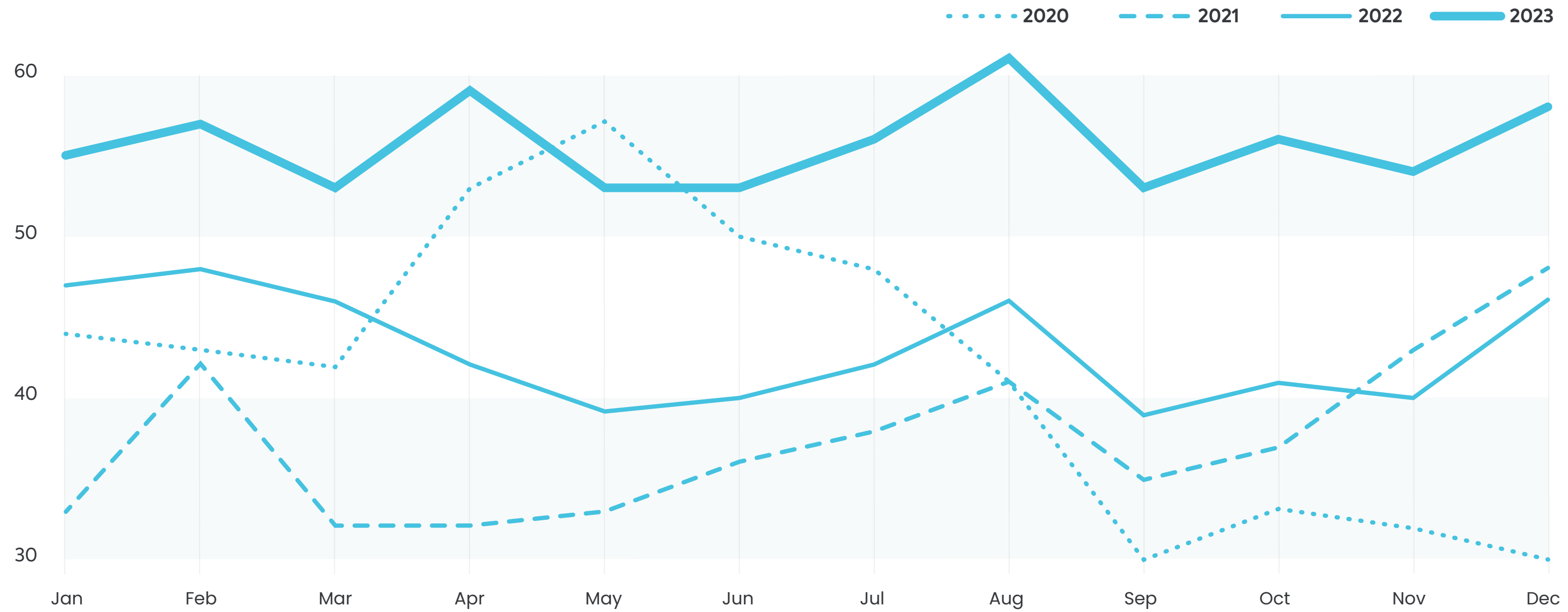
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	65	64	62	65	61	69	70	65	61	62	64	66	64
2022	53	51	51	52	47	52	51	48	44	45	48	51	49
2021	39	46	37	36	39	45	46	42	39	39	49	51	42
2020	50	48	49	58	60	56	55	47	37	39	40	36	48



US

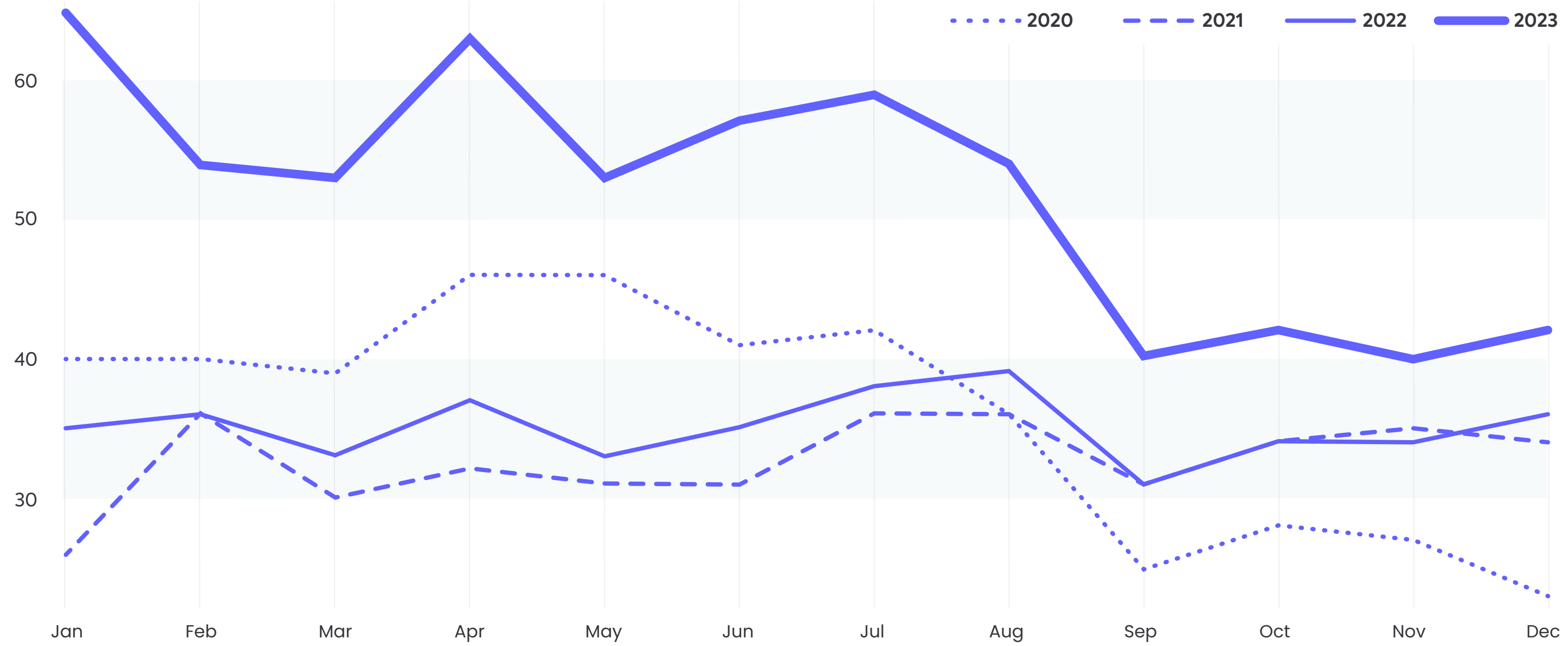
Online video Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	55	57	53	59	53	53	56	61	53	56	54	58	56
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)

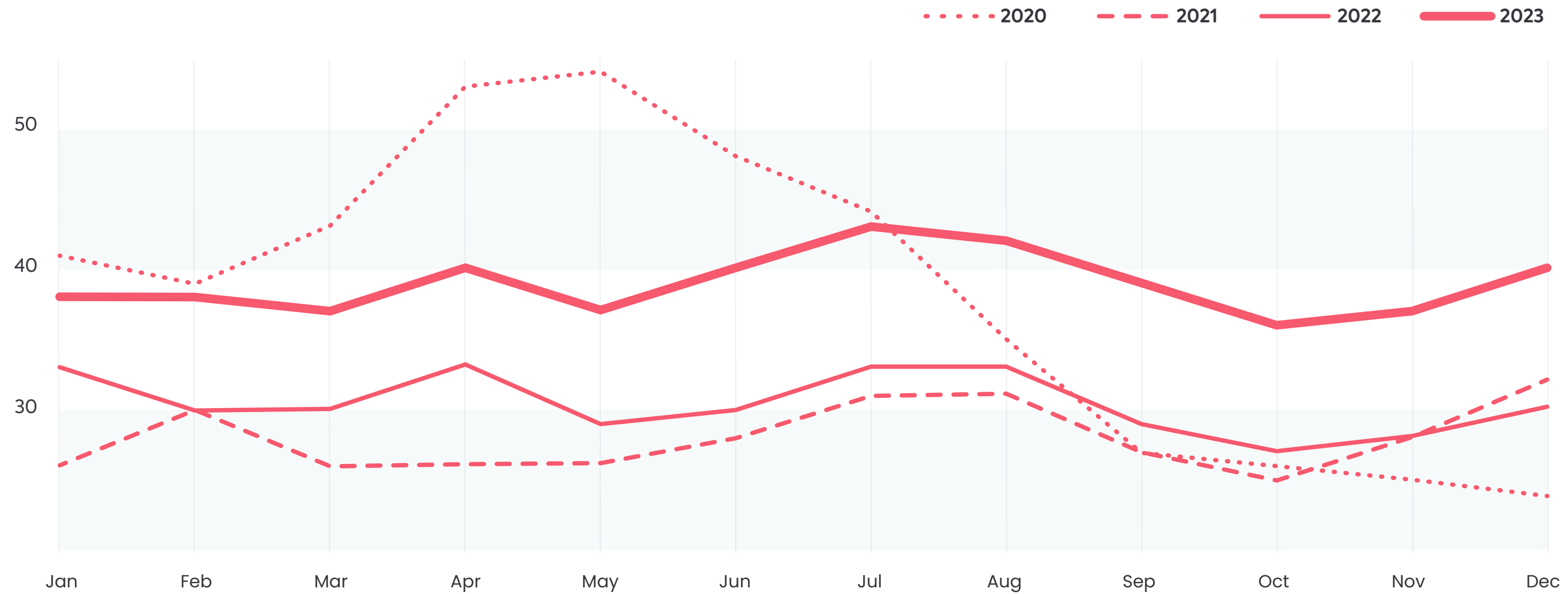
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	65	54	53	63	53	57	59	54	40	42	40	42	43
2022	35	36	33	37	33	35	38	39	31	34	34	36	35
2021	26	36	30	32	31	31	36	36	31	34	35	34	33
2020	40	40	39	46	46	41	42	36	25	28	27	23	36



France

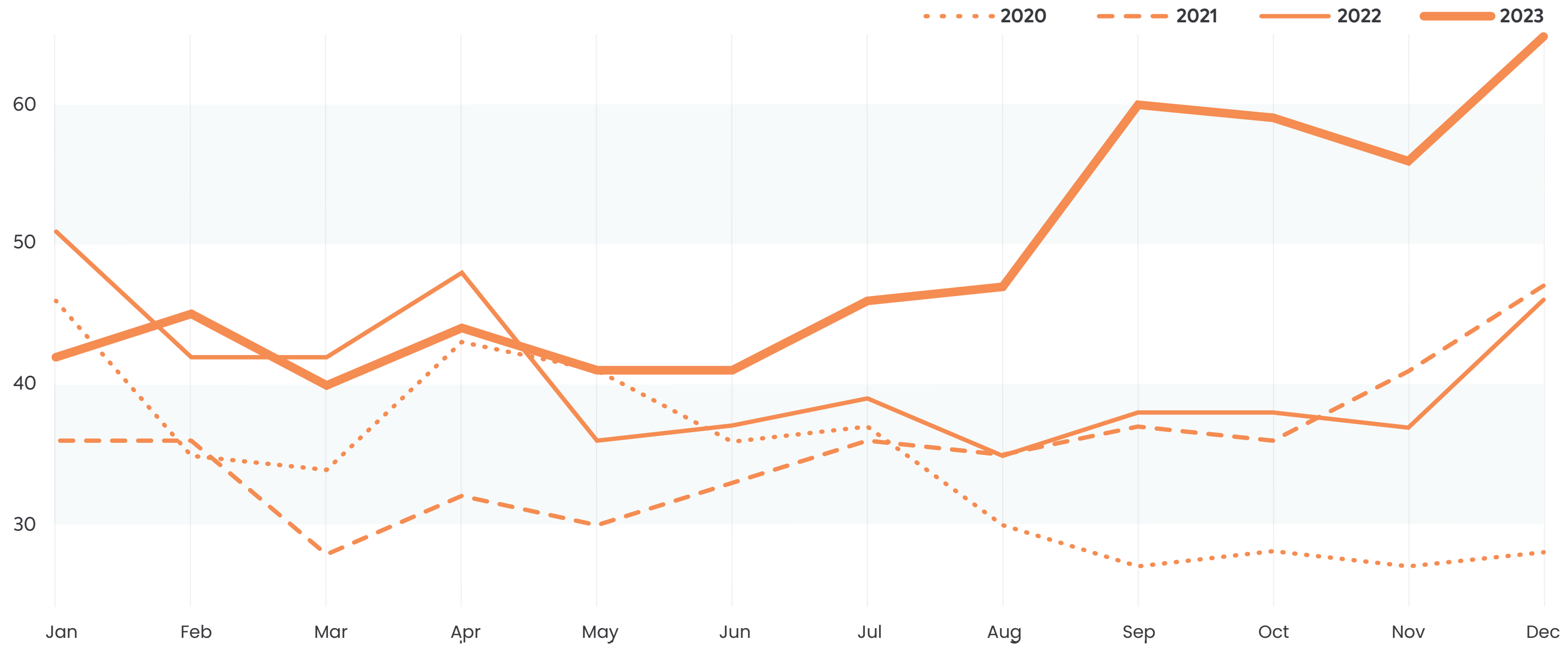
Online video Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	38	38	37	40	37	40	43	42	39	36	37	40	39
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
2023	42	45	40	44	41	41	46	47	60	59	56	65	58
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



Australia

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

	2019	2020	2021	2022	2023
Global	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Amazon Prime 5. YouTube Kids 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Amazon Prime 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Hulu 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Disney+ 4. Twitch 5. Amazon Prime 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Disney+ 4. Twitch 5. Amazon Prime
US	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Amazon Prime 5. Hulu 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Disney+ 4. Twitch 5. Amazon Prime 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Disney+ 4. Twitch 5. Hulu 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Disney+ 4. Twitch 5. Amazon Prime 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Disney+ 4. Amazon Prime 5. Hulu
UK	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. YouTube Kids 4. Twitch 5. BBC iPlayer 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. YouTube Kids 4. Twitch 5. BBC iPlayer 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. YouTube Kids 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Disney+ 4. Twitch 5. Amazon Prime 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Disney+ 4. YouTube Kids 5. Amazon Prime

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

	2019	2020	2021	2022	2023
France	NO DATA	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. YouTube Kids 5. Disney+ 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Amazon Prime 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Amazon Prime 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Amazon Prime
Spain	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Movistar+ 5. Disney Channel 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Amazon Prime 5. Movistar+ 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. Amazon Prime 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Amazon Prime 5. Disney+ 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Amazon Prime 5. Disney+
Australia	NO DATA	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. YouTube Kids 4. Twitch 5. Disney+ 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Twitch 4. Disney+ 5. YouTube Kids 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Disney+ 4. Twitch 5. YouTube Kids 	<ol style="list-style-type: none"> 1. YouTube 2. Netflix 3. Disney+ 4. YouTube Kids 5. Twitch

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

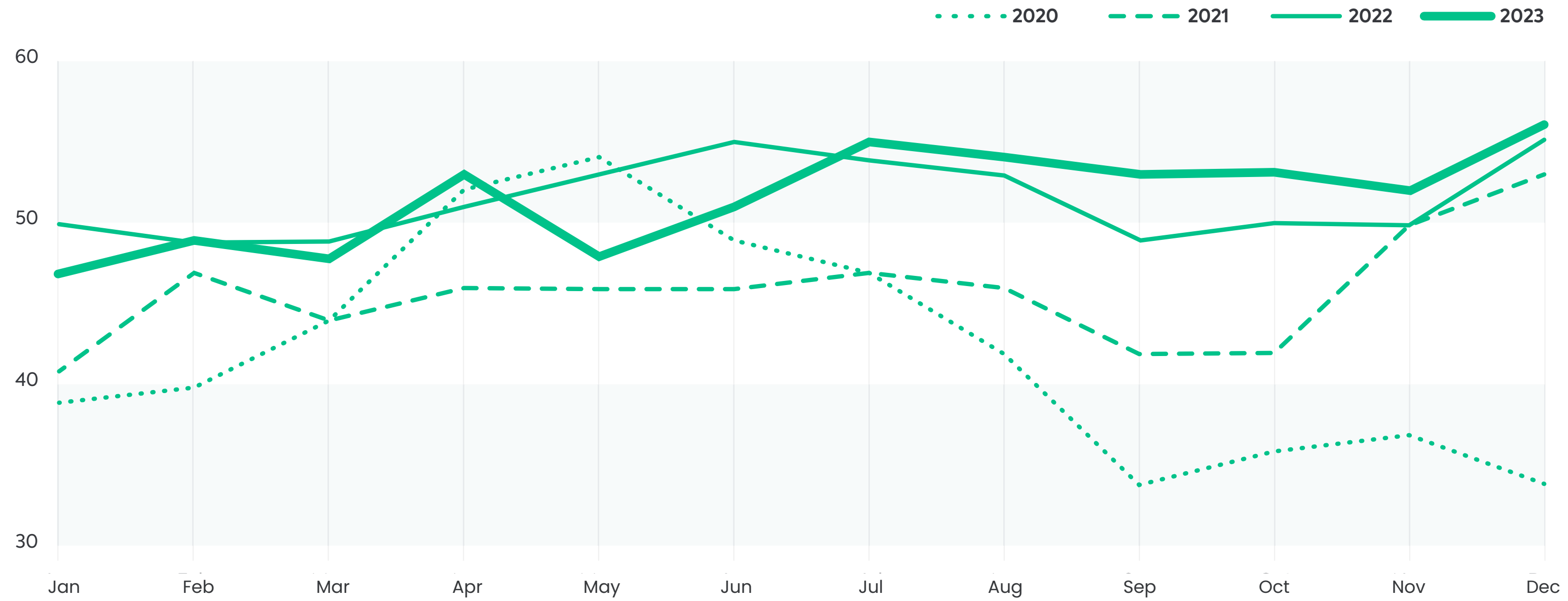
	2019			2020			2021			2022			2023		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
Global	1. Instagram	58%	39	1. TikTok	41%	75	1. TikTok	41%	91	1. TikTok	44%	107	1. TikTok	44%	112
	2. TikTok	45%	38	2. Facebook	39%	17	2. Facebook	37%	10	2. Facebook	38%	20	2. Facebook	38%	19
	3. Facebook	29%	17	3. Instagram	33%	44	3. Instagram	32%	41	3. Pinterest	36%	16	3. X	38%	10
	4. Pinterest	21%	17	4. Pinterest	29%	17	4. Pinterest	28%	13	4. Instagram	34%	45	4. Reddit	32%	9
	5. Twitter	10%	NA	5. Twitter	23%	13	5. Reddit	23%	15	5. Twitter	30%	10	5. Instagram	32%	63
US	1. Instagram	20%	40	1. Facebook	41%	17	1. TikTok	40%	99	1. TikTok	42%	113	1. TikTok	41%	120
	2. TikTok	16%	44	2. TikTok	38%	87	2. Facebook	39%	10	2. Facebook	40%	18	2. X	40%	9
	3. Facebook	12%	24	3. Pinterest	33%	20	3. Pinterest	30%	15	3. Pinterest	40%	20	3. Reddit	40%	9
	4. Pinterest	9%	23	4. Instagram	29%	40	4. Instagram	30%	39	4. Reddit	35%	13	4. Facebook	39%	20
	5. Houseparty	4%	NA	5. Reddit	29%	28	5. Reddit	30%	16	5. Twitter	33%	10	5. Pinterest	34%	20
UK	1. Instagram	25%	32	1. TikTok	47%	70	1. TikTok	48%	97	1. TikTok	51%	114	1. TikTok	50%	127
	2. TikTok	19%	37	2. Facebook	42%	16	2. Facebook	41%	8	2. Facebook	42%	11	2. X	43%	8
	3. Facebook	12%	18	3. Instagram	36%	40	3. Instagram	34%	34	3. Pinterest	38%	14	3. Facebook	40%	15
	4. Pinterest	6%	17	4. Pinterest	32%	12	4. Pinterest	30%	12	4. Twitter	36%	9	4. Reddit	39%	10
	5. Twitter	5%	NA	5. Twitter	27%	10	5. Reddit	28%	14	5. Instagram	34%	30	5. Pinterest	33%	14

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

Country	2019			2020			2021			2022			2023		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
France	NO DATA			1. TikTok	38%	52	1. TikTok	45%	74	1. TikTok	48%	92	1. TikTok	50%	110
				2. Instagram	37%	37	2. Instagram	39%	39	2. Instagram	39%	43	2. Instagram	41%	58
				3. Facebook	30%	15	3. Facebook	31%	9	3. Facebook	33%	13	3. Facebook	36%	14
				4. Pinterest	20%	11	4. Pinterest	24%	9	4. Pinterest	33%	10	4. X	36%	8
				5. Twitter	17%	12	5. Twitter	18%	10	5. Twitter	27%	8	5. Pinterest	31%	11
Spain	1. Instagram	49%	48	1. TikTok	55%	65	1. TikTok	57%	80	1. TikTok	61%	96	1. TikTok	61%	94
	2. TikTok	34%	31	2. Instagram	45%	63	2. Instagram	47%	54	2. Instagram	52%	56	2. Instagram	55%	71
	3. Facebook	13%	11	3. Facebook	31%	29	3. Facebook	33%	5	3. Facebook	36%	20	3. X	37%	11
	4. Pinterest	10%	14	4. Pinterest	25%	16	4. Pinterest	28%	9	4. Pinterest	34%	9	4. Facebook	34%	23
	5. Twitter	6%	11	5. Twitter	21%	12	5. Twitter	24%	11	5. Twitter	31%	10	5. BeReal	33%	9
Australia	NO DATA			1. Facebook	36%	22	1. Facebook	34%	15	1. TikTok	39%	108	1. X	42%	10
				2. TikTok	31%	64	2. TikTok	33%	75	2. Facebook	38%	15	2. TikTok	42%	117
				3. Instagram	28%	35	3. Pinterest	26%	15	3. Pinterest	33%	13	3. Facebook	40%	15
				4. Pinterest	23%	14	4. Instagram	26%	30	4. Reddit	30%	12	4. Reddit	40%	11
				5. Reddit	20%	16	5. Reddit	23%	14	5. Twitter	28%	9	5. Pinterest	32%	16

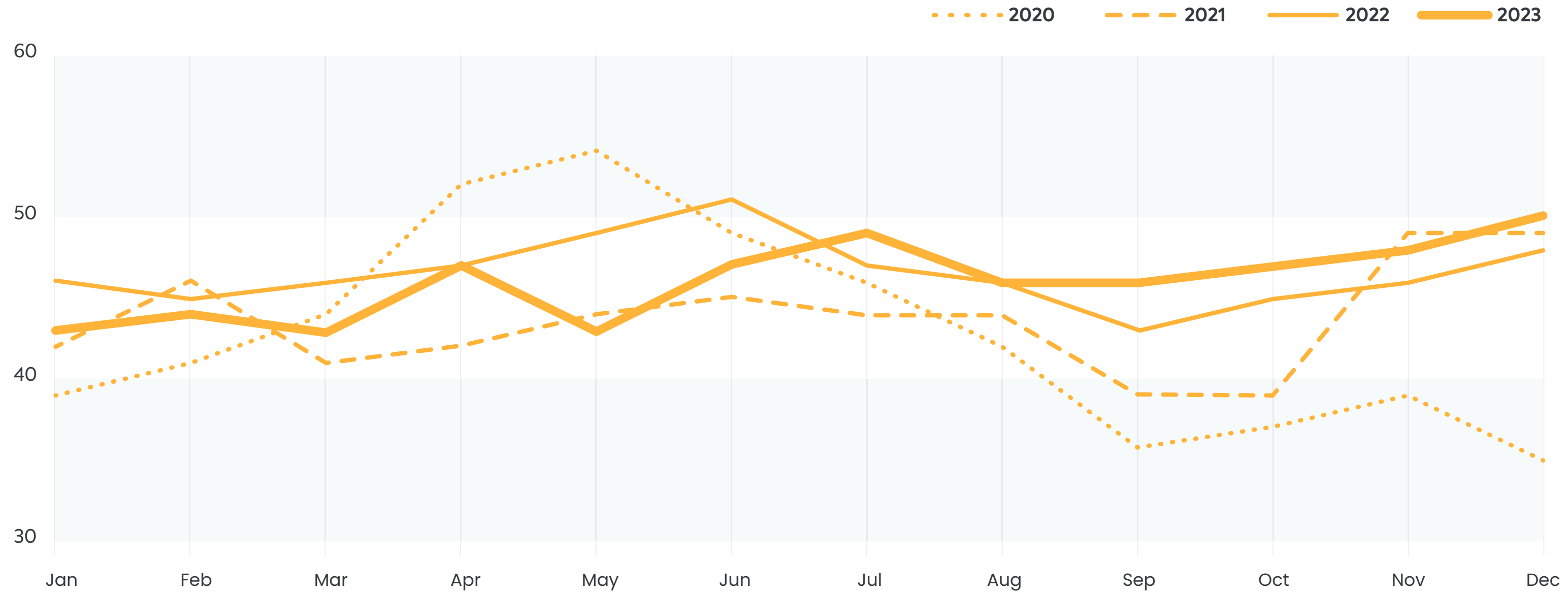
Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	47	49	48	53	48	51	55	54	53	53	52	56	52
2022	50	49	49	51	53	55	54	53	49	50	50	55	52
2021	41	47	44	46	46	46	47	46	42	42	50	53	45
2020	39	40	44	52	54	49	47	42	34	36	37	34	42



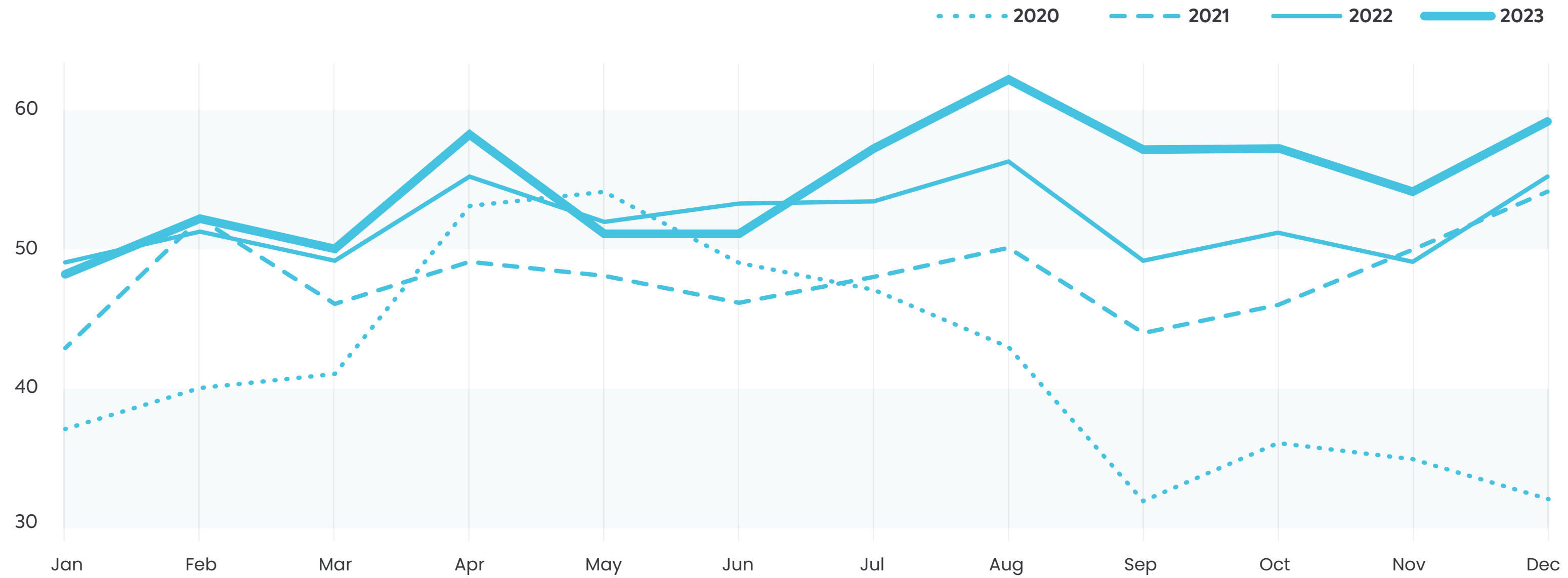
Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	43	44	43	47	43	47	49	46	46	47	48	50	46
2022	46	45	46	47	49	51	47	46	43	45	46	48	47
2021	42	46	41	42	44	45	44	44	39	39	49	49	43
2020	39	41	44	52	54	49	46	42	36	37	39	35	43



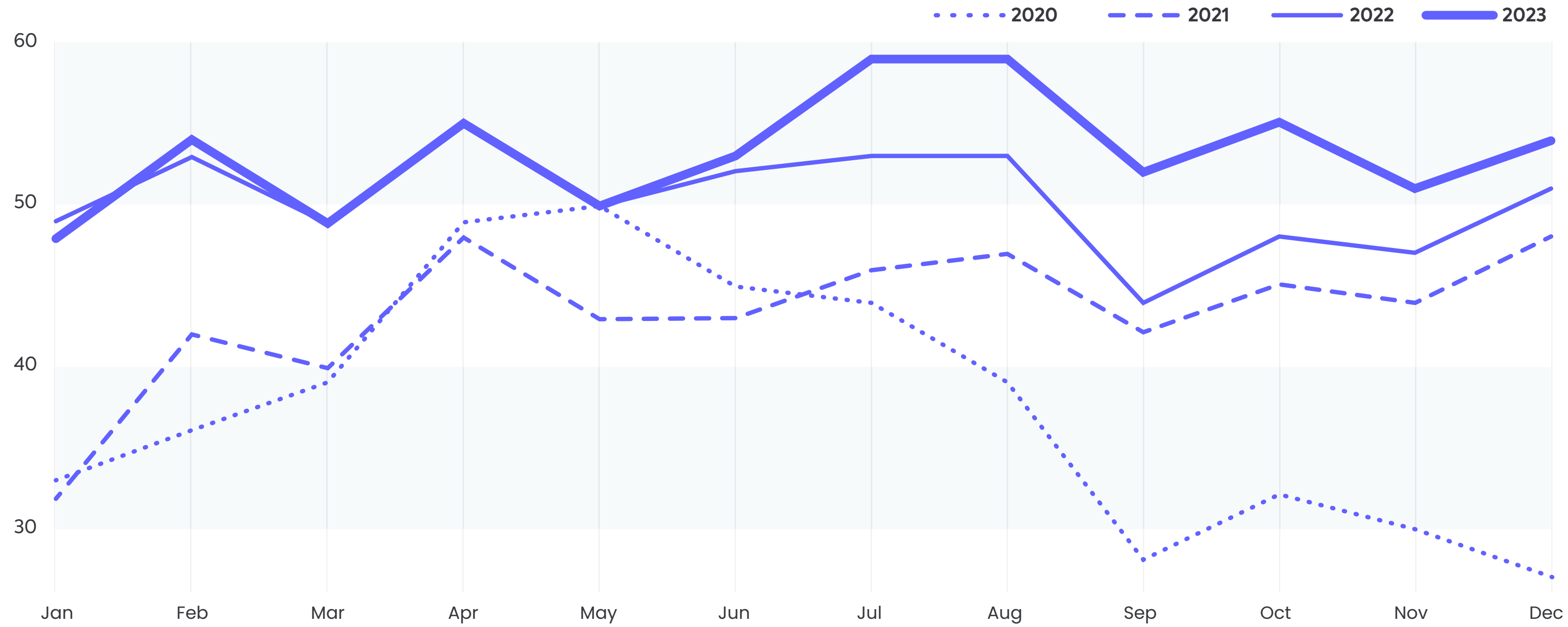
Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	48	52	50	58	51	51	57	62	57	57	54	59	55
2022	49	51	49	55	52	53	53	56	49	51	49	55	52
2021	43	52	46	49	48	46	48	50	44	46	50	54	48
2020	37	40	41	53	54	49	47	43	32	36	35	32	41



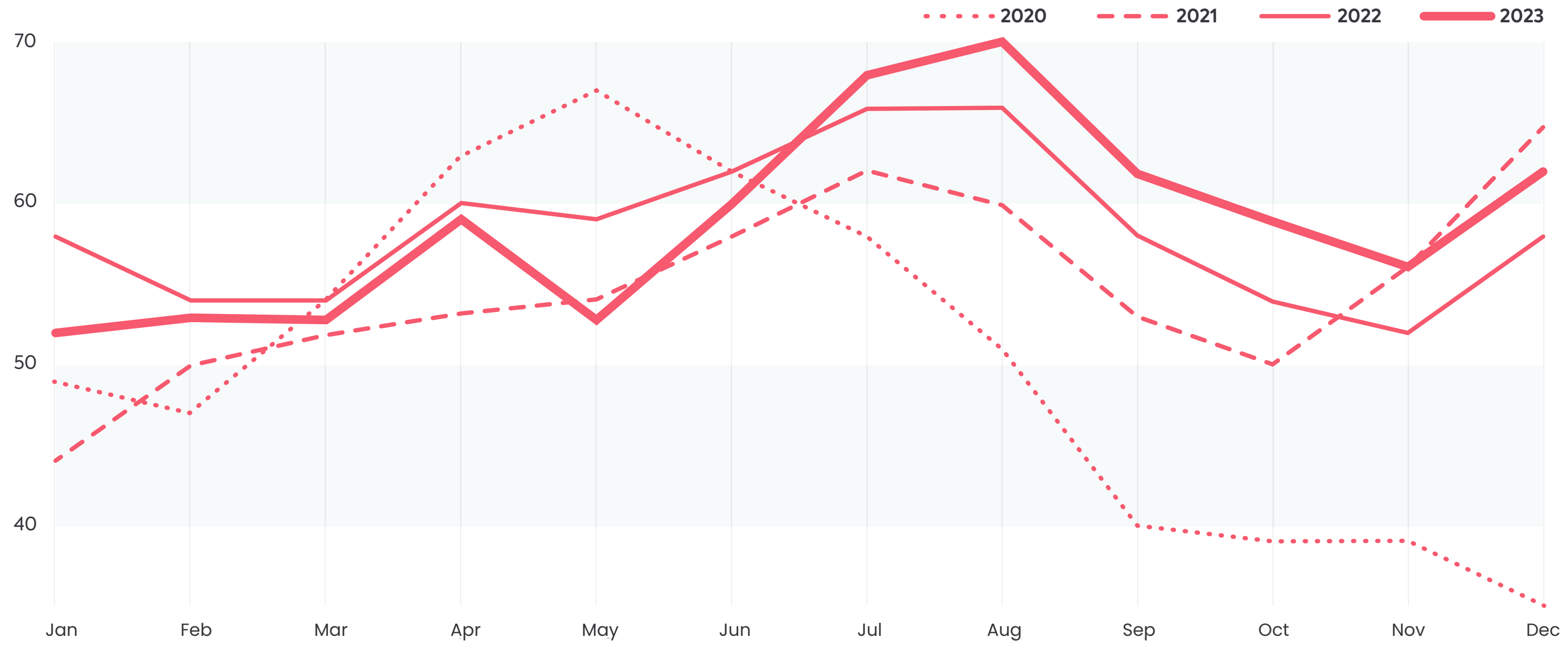
Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	48	54	49	55	50	53	59	59	52	55	51	54	53
2022	49	53	49	55	50	52	53	53	44	48	47	51	50
2021	32	42	40	48	43	43	46	47	42	45	44	48	44
2020	33	36	39	49	50	45	44	39	28	32	30	27	38



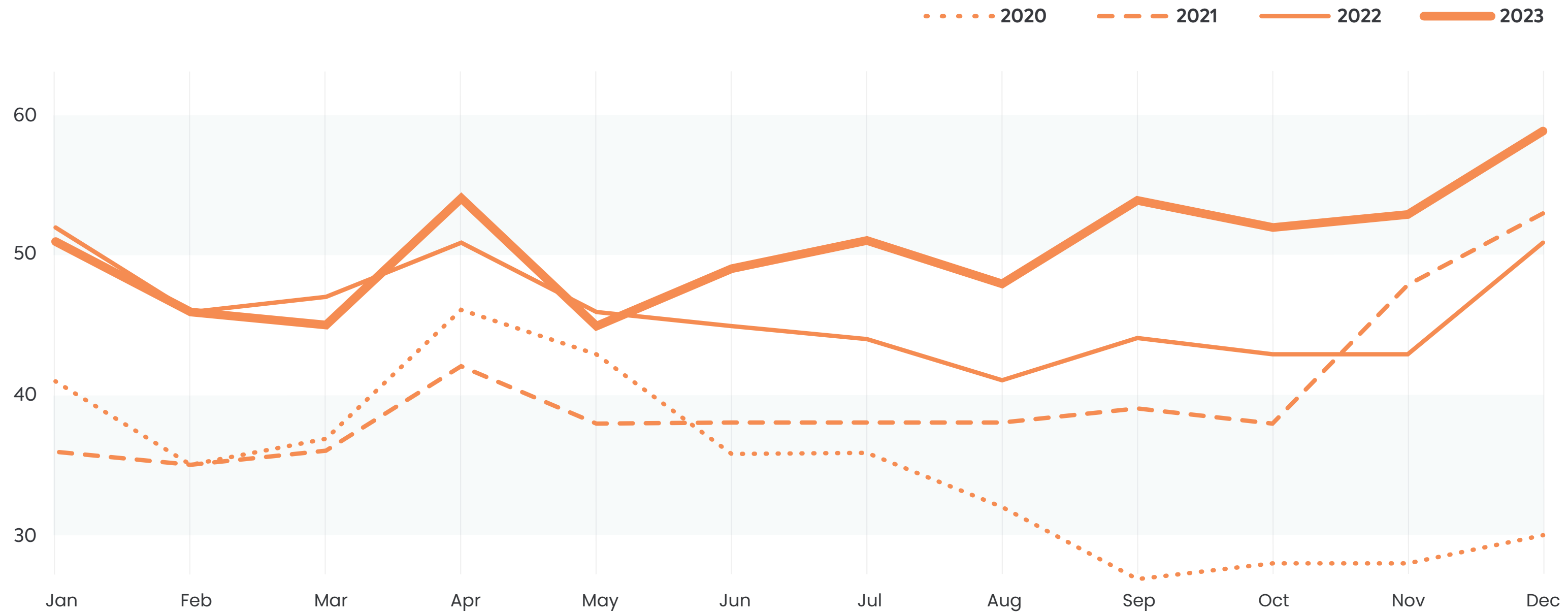
Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	52	53	53	59	53	60	68	70	62	59	56	62	59
2022	58	54	54	60	59	62	66	66	58	54	52	58	59
2021	44	50	52	53	54	58	62	60	53	50	56	65	55
2020	49	47	54	63	67	62	58	51	40	39	39	35	50



Social media Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	51	46	45	54	45	49	51	48	54	52	53	59	51
2022	52	46	47	51	46	45	44	41	44	43	43	51	46
2021	36	35	36	42	38	38	38	38	39	38	48	53	39
2020	41	35	37	46	43	36	36	32	27	28	28	30	35



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

	2019	2020	2021	2022	2023
Global	<ol style="list-style-type: none"> 1. Instagram 2. Facebook 3. TikTok 4. Twitter 5. Pinterest 	<ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Twitter 	<ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Twitter 	<ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Twitter 5. Pinterest 	<ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. X 4. Facebook 5. Pinterest
US	<ol style="list-style-type: none"> 1. Instagram 2. TikTok 3. Facebook 4. Pinterest 5. Twitter 	<ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Reddit 	<ol style="list-style-type: none"> 1. TikTok 2. Facebook 3. Instagram 4. Pinterest 5. Reddit 	<ol style="list-style-type: none"> 1. TikTok 2. Facebook 3. Instagram 4. Twitter 5. Reddit 	<ol style="list-style-type: none"> 1. TikTok 2. X 3. Facebook 4. Reddit 5. Instagram
UK	<ol style="list-style-type: none"> 1. Instagram 2. TikTok 3. Facebook 4. Pinterest 5. Twitter 	<ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Twitter 	<ol style="list-style-type: none"> 1. TikTok 2. Facebook 3. Instagram 4. Pinterest 5. Twitter 	<ol style="list-style-type: none"> 1. TikTok 2. Facebook 3. Instagram 4. Twitter 5. Reddit 	<ol style="list-style-type: none"> 1. TikTok 2. X 3. Instagram 4. Facebook 5. Reddit

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

	2019	2020	2021	2022	2023
France	<p>2019</p> <p>NO DATA</p>	<p>2020</p> <ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Twitter 5. Pinterest 	<p>2021</p> <ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Twitter 5. Pinterest 	<p>2022</p> <ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Twitter 5. Pinterest 	<p>2023</p> <ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. X 4. Facebook 5. Pinterest
Spain	<p>2019</p> <ol style="list-style-type: none"> 1. Instagram 2. TikTok 3. Facebook 4. Pinterest 5. Twitter 	<p>2020</p> <ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Twitter 5. Houseparty 	<p>2021</p> <ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Pinterest 4. Facebook 5. Twitter 	<p>2022</p> <ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Twitter 5. Pinterest 	<p>2023</p> <ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. X 4. BeReal 5. Facebook
Australia	<p>2019</p> <p>NO DATA</p>	<p>2020</p> <ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Facebook 4. Pinterest 5. Reddit 	<p>2021</p> <ol style="list-style-type: none"> 1. TikTok 2. Instagram 3. Pinterest 4. Facebook 5. Twitter 	<p>2022</p> <ol style="list-style-type: none"> 1. TikTok 2. Facebook 3. Instagram 4. Twitter 5. Pinterest 	<p>2023</p> <ol style="list-style-type: none"> 1. TikTok 2. X 3. Facebook 4. Instagram 5. Reddit

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

	2019			2020			2021			2022			2023		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
Global	1. Roblox	37%	78	1. Roblox	35%	96	1. Roblox	56%	173	1. Roblox	59%	180	1. Roblox	48%	130
	2. Minecraft	26%	51	2. Minecraft	25%	49	2. Minecraft	26%	35	2. Clash Royale	24%	29	2. Minecraft	17%	47
	3. Among Us	24%	N/A	3. WWYC? Rather	19%	11	3. Among Us	24%	57	3. Minecraft	23%	48	3. Among Us	15%	19
	4. Clash Royale	22%	22	4. Among Us	17%	32	4. Clash Royale	22%	35	4. Clash of Clans	13%	18	4. Clash Royale	14%	19
	5. WWYC? Rather	17%	N/A	5. Fortnite	14%	98	5. WWYC? Rather	17%	5	5. Brawl Stars	12%	29	5. Stumble Guys	13%	17
US	1. Roblox	41%	83	1. Roblox	39%	100	1. Roblox	61%	180	1. Roblox	62%	190	1. Roblox	50%	139
	2. Minecraft	36%	53	2. Minecraft	30%	49	2. Minecraft	31%	36	2. Minecraft	27%	49	2. Minecraft	21%	48
	3. Paper.io	14%	N/A	3. WWYC? Rather	23%	11	3. Clash Royale	22%	40	3. Clash Royale	24%	35	3. Among Us	16%	18
	4. Helix Jump	14%	N/A	4. Fortnite	16%	97	4. WWYC? Rather	21%	5	4. WWYC? Rather	15%	5	4. Clash Royale	13%	18
	5. Subway Surfers	14%	N/A	5. Among Us	14%	37	5. Among Us	19%	61	5. Clash of Clans	15%	19	5. Magic Tiles 3	13%	8
UK	1. Roblox	40%	83	1. Roblox	40%	95	1. Roblox	62%	170	1. Roblox	67%	173	1. Roblox	55%	125
	2. Minecraft	31%	53	2. WWYC? Rather	23%	12	2. Minecraft	27%	39	2. Minecraft	23%	45	2. Magic Tiles 3	18%	8
	3. Helix Jump	19%	N/A	3. Minecraft	22%	48	3. WWYC? Rather	22%	6	3. Clash Royale	20%	30	3. Minecraft	18%	45
	4. Paper.io	18%	N/A	4. Among Us	15%	28	4. Among Us	21%	61	4. WWYC? Rather	15%	5	4. Among Us	17%	17
	5. Subway Surfers	16%	N/A	5. Fortnite	13%	95	5. Clash Royale	20%	36	5. Clash of Clans	14%	19	5. Subway Surfers	12%	13

WWYC? Rather stands for What Would You Choose? Rather

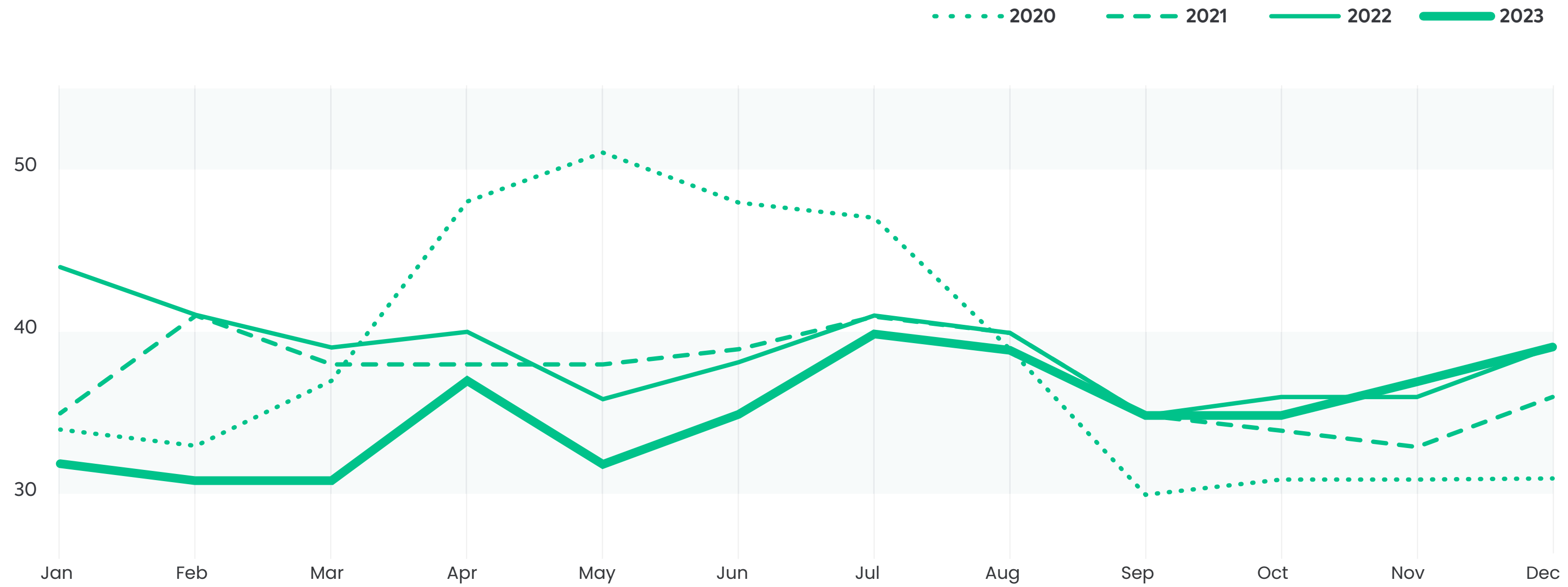
Gaming Most popular gaming apps: 1-5 ranking, time spent (mins/day)

Country	2019			2020			2021			2022			2023		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
France	NO DATA			1. Roblox	24%	135	1. Roblox	37%	182	1. Roblox	38%	170	1. Roblox	38%	121
				2. Brawl Stars	23%	33	2. Brawl Stars	24%	31	2. Clash Royale	29%	26	2. Brawl Stars	23%	28
				3. Clash Royale	16%	21	3. Clash Royale	23%	31	3. Brawl Stars	22%	28	3. Clash Royale	20%	17
				4. Among Us	15%	34	4. Among Us	16%	33	4. Subway Surfers	14%	15	4. Stumble Guys	16%	17
				5. Minecraft	14%	45	5. Clash of Clans	15%	19	5. Clash of Clans	13%	16	5. Magic Tiles 3	16%	7
Spain	1. Brawl Stars	47%	29	1. Brawl Stars	35%	40	1. Roblox	38%	145	1. Roblox	44%	155	1. Roblox	33%	109
	2. Clash Royale	32%	21	2. Among Us	28%	25	2. Clash Royale	36%	29	2. Clash Royale	40%	24	2. Brawl Stars	29%	30
	3. Clash of Clans	19%	17	3. Clash Royale	36%	24	3. Brawl Stars	33%	30	3. Stumble Guys	28%	23	3. Stumble Guys	28%	16
	4. Subway Surfers	19%	9	4. Roblox	23%	86	4. Among Us	26%	17	4. Brawl Stars	27%	28	4. Clash Royale	26%	21
	5. Helix Jump	19%	N/A	5. Clash of Clans	14%	19	5. Clash of Clans	13%	17	5. Clash of Clans	19%	17	5. FIFA Soccer	15%	25
Australia	NO DATA			1. Roblox	42%	118	1. Roblox	56%	165	1. Roblox	63%	177	1. Roblox	49%	132
				2. Minecraft	28%	69	2. Minecraft	29%	58	2. Minecraft	29%	44	2. Minecraft	20%	41
				3. WWYC? Rather	16%	15	3. Clash Royale	16%	21	3. Clash Royale	20%	29	3. Among Us	13%	17
				4. Among Us	14%	47	4. WWYC? Rather	16%	7	4. Clash of Clans	12%	16	4. Magic Tiles 3	13%	14
				5. Fortnite	10%	110	5. Among Us	14%	53	5. WWYC? Rather	11%	4	5. Clash Royale	11%	17

WWYC? Rather stands for What Would You Choose? Rather

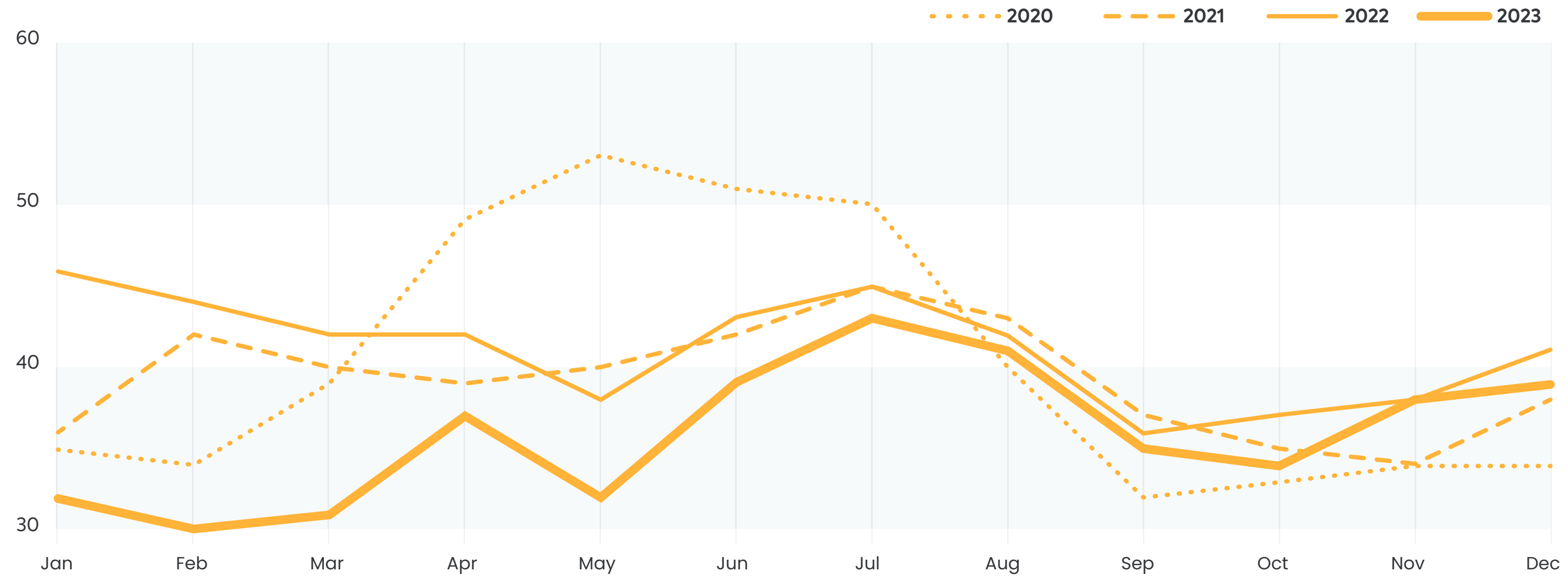
Gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	32	31	31	37	32	35	40	39	35	35	37	39	35
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



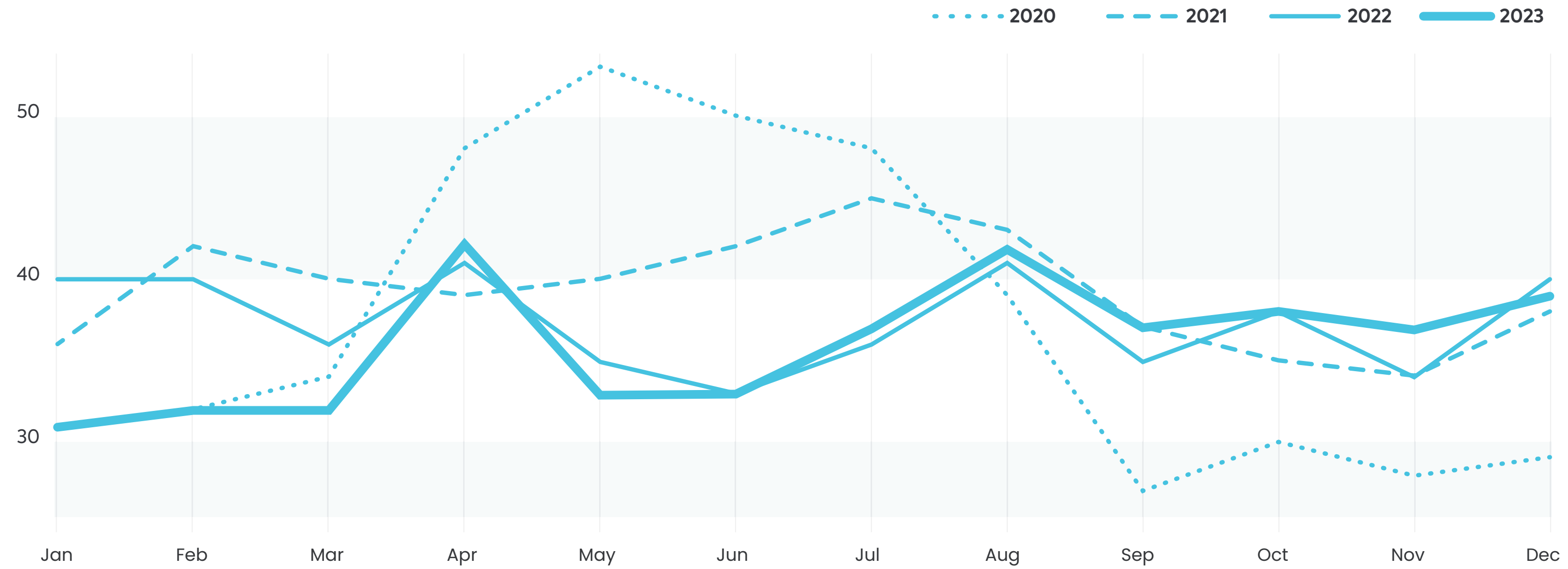
Gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	32	30	31	37	32	39	43	41	35	34	38	39	36
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



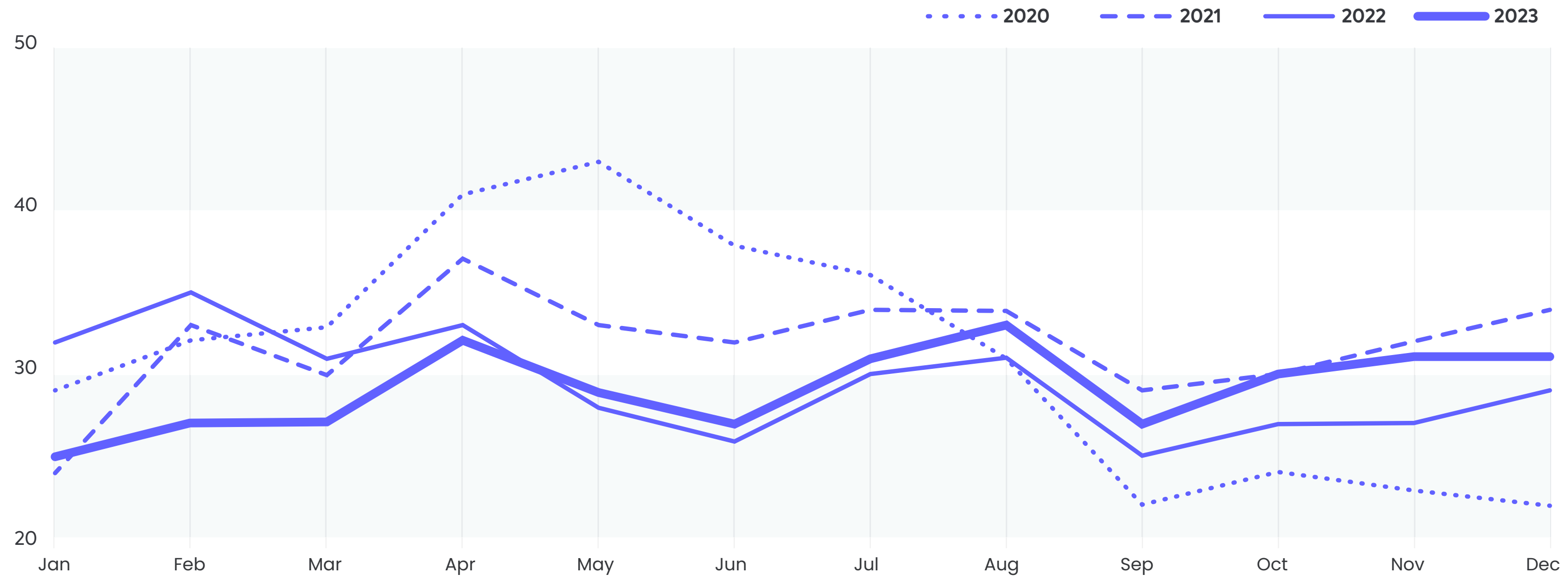
Gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	31	32	32	42	33	33	37	42	37	38	37	39	36
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



Gaming Time spent (mins/day)

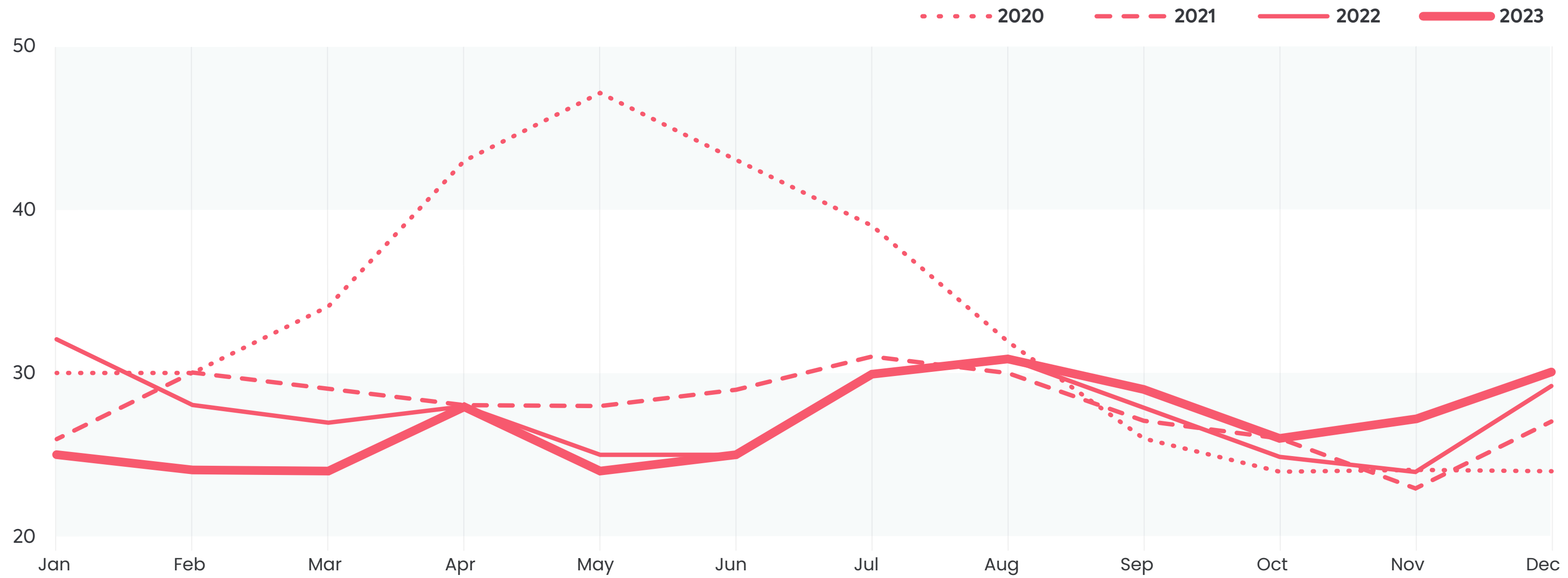
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	25	27	27	32	29	27	31	33	27	30	31	31	29
2022	32	35	31	33	28	26	30	31	25	27	27	29	30
2021	24	33	30	37	33	32	34	34	29	30	32	34	32
2020	29	32	33	41	43	38	36	31	22	24	23	22	32



France

Gaming Time spent (mins/day)

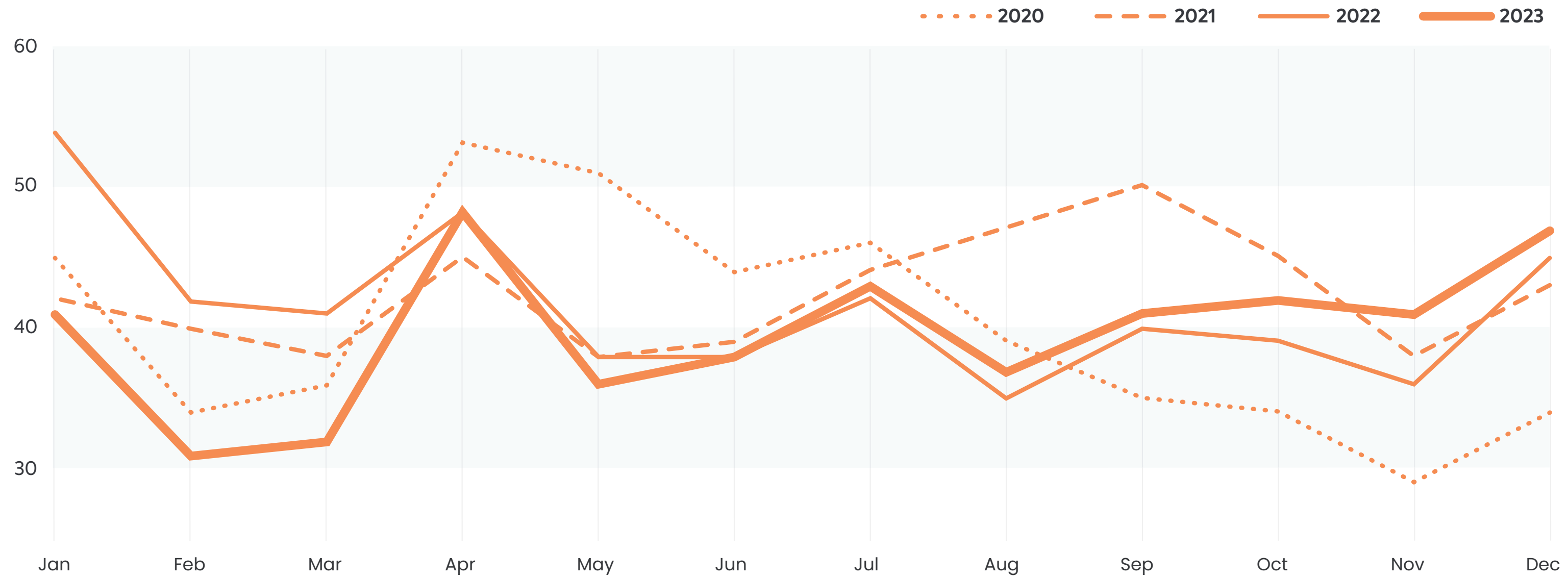
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	25	24	24	28	24	25	30	31	29	26	27	30	27
2022	32	28	27	28	25	25	30	31	28	25	24	29	28
2021	26	30	29	28	28	29	31	30	27	26	23	27	28
2020	30	30	34	43	47	43	39	32	26	24	24	24	33



Spain

Gaming Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	41	31	32	48	36	38	43	37	41	42	41	47	40
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

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

	2019	2020	2021	2022	2023
Global	<ol style="list-style-type: none"> 1. Minecraft 2. Roblox 3. Clash Royale 4. Clash of Clans 5. Fortnite 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Among Us 4. Fortnite 5. Brawl Stars 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Clash Royale 4. Among Us 5. Brawl Stars 	<ol style="list-style-type: none"> 1. Roblox 2. Clash Royale 3. Minecraft 4. Brawl Stars 5. Clash of Clans 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Clash Royale 4. Brawl Stars 5. Stumble Guys
US	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Fortnite 4. Clash Royale 5. Helix Jump 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Fortnite 4. Among Us 5. Clash Royale 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Among Us 4. Clash Royale 5. Fortnite 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Clash Royale 4. Clash of Clans 5. What Would You Choose? Rather 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Clash Royale 4. Pokémon GO 5. Among Us
UK	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Helix Jump 4. Fortnite 5. Choose your story 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Among Us 4. Fortnite 5. Subway Surfers 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Among Us 4. Clash Royale 5. Fortnite 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Clash Royale 4. What Would You Choose? Rather 5. Clash of Clans 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Pokémon GO 4. Magic Tiles 3 5. FIFA Mobile

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

	2019	2020	2021	2022	2023
France	NO DATA	<ol style="list-style-type: none"> 1. Roblox 2. Brawl Stars 3. Clash Royale 4. Among Us 5. Minecraft 	<ol style="list-style-type: none"> 1. Roblox 2. Brawl Stars 3. Clash Royale 4. Clash of Clans 5. Among Us 	<ol style="list-style-type: none"> 1. Roblox 2. Clash Royale 3. Brawl Stars 4. Subway Surfers 5. Clash of Clans 	<ol style="list-style-type: none"> 1. Roblox 2. Brawl Stars 3. Clash Royale 4. Stumble Guys 5. Subway Surfers
Spain	<ol style="list-style-type: none"> 1. Brawl Stars 2. Clash Royale 3. Pokémon Go 4. Clash of Clans 5. Helix Jump 	<ol style="list-style-type: none"> 1. Brawl Stars 2. Clash Royale 3. Pokémon Go 4. Clash of Clans 5. Helix Jump 	<ol style="list-style-type: none"> 1. Brawl Stars 2. Roblox 3. Clash Royale 4. Among Us 5. Clash of Clans 	<ol style="list-style-type: none"> 1. Roblox 2. Clash Royale 3. Brawl Stars 4. Stumble Guys 5. Clash of Clans 	<ol style="list-style-type: none"> 1. Roblox 2. Brawl Stars 3. Clash Royale 4. Stumble Guys 5. FIFA Mobile
Australia	NO DATA	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Among Us 4. Fortnite 5. Clash Royale 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Among Us 4. Fortnite 5. Clash Royale 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Clash Royale 4. Clash of Clans 5. Fortnite 	<ol style="list-style-type: none"> 1. Roblox 2. Minecraft 3. Clash Royale 4. Fortnite 5. Pokémon GO

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

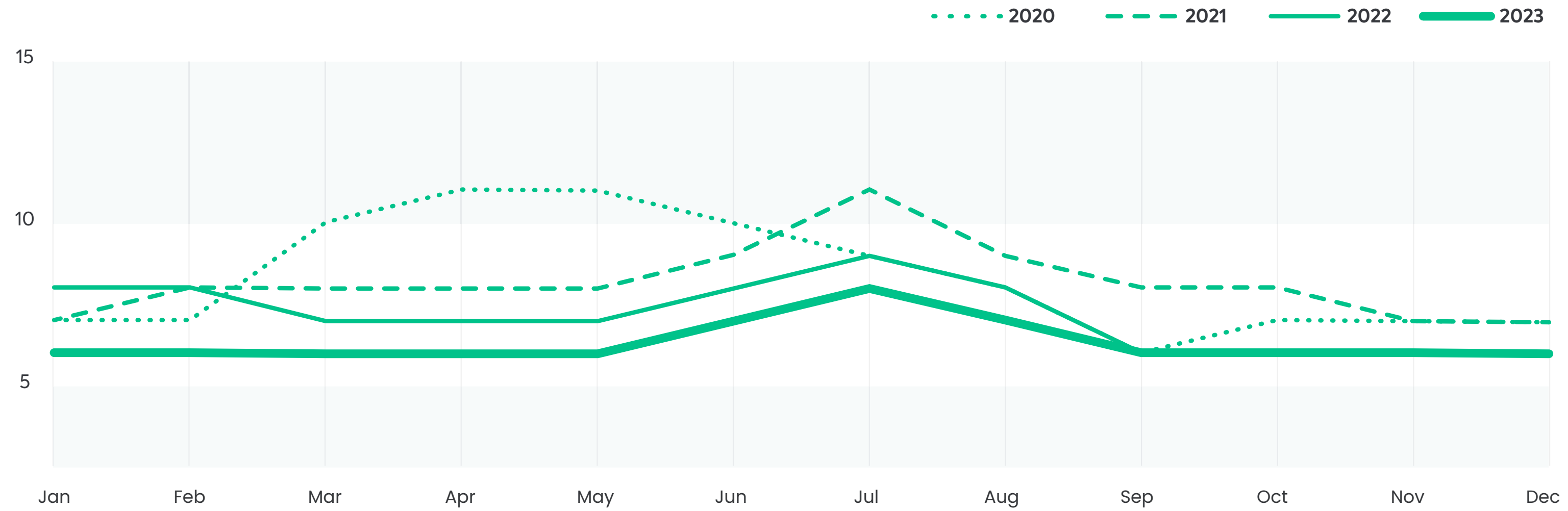
	2019		2020		2021		2022		2023	
	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)	App	Time spent (mins)
Global	1. Duolingo	10	1. Duolingo	8	1. Duolingo	12	1. Duolingo	10	1. Duolingo	9
	2. Photomath	7	2. Kahoot!	15	2. Photomath	10	2. Photomath	8	2. Photomath	6
	3. Kahoot!	10	3. Photomath	9	3. Kahoot!	15	3. Kahoot!	13	3. Kahoot!	9
	4. Quizlet	9	4. WordReference Dictionary	3	4. WordReference Dictionary	3	4. WordReference Dictionary	3	4. Quizlet	10
	5. Khan Academy	N/A	5. Quizlet	11	5. Quizlet	12	5. Quizlet	11	5. Simply Piano	8
US	1. Duolingo	10	1. Duolingo	8	1. Duolingo	12	1. Duolingo	12	1. Duolingo	9
	2. Photomath	7	2. Photomath	10	2. Photomath	10	2. Photomath	9	2. Photomath	6
	3. Kahoot!	10	3. Kahoot!	14	3. Kahoot!	16	3. Kahoot!	14	3. Kahoot!	9
	4. Quizlet	10	4. Quizlet	11	4. Quizlet	12	4. Quizlet	11	4. Quizlet	10
	5. Khan Academy	N/A	5. Khan Academy	N/A	5. TED	4	5. TED	4	5. Khan Academy	13
UK	1. Duolingo	10	1. Duolingo	8	1. Duolingo	11	1. Duolingo	10	1. Duolingo	8
	2. Kahoot!	10	2. Kahoot!	14	2. Kahoot!	14	2. Kahoot!	11	2. Kahoot!	8
	3. Quizlet	N/A	3. Quizlet	8	3. Quizlet	13	3. Quizlet	11	3. Photomath	6
	4. Photomath	6	4. WordReference Dictionary	3	4. WordReference Dictionary	2	4. Photomath	5	4. Quizlet	8
	5. IXL	N/A	5. Photomath	7	5. TED	6	5. WordReference Dictionary	2	5. Gauthmath	8

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

Country	Year	App	Time spent (mins)
France	2019	NO DATA	
	2020	1. Duolingo	9
		2. WordReference Dictionary	3
		3. Photomath	7
		4. Kahoot!	12
		5. Quizlet	12
	2021	1. Duolingo	13
		2. WordReference Dictionary	3
		3. Photomath	8
		4. Kahoot!	18
		5. Quizlet	11
	2022	1. Duolingo	11
		2. WordReference Dictionary	3
		3. Photomath	6
		4. Kahoot!	14
5. Quizlet		9	
2023	1. Duolingo	9	
	2. Kahoot!	10	
	3. Brainly	2	
	4. Photomath	4	
	5. Quizlet	9	
Spain	2019	1. Duolingo	10
		2. Photomath	7
		3. Kahoot!	11
		4. Smartick	17
		5. Quizlet	11
	2020	1. Duolingo	11
		2. Photomath	9
		3. Kahoot!	14
		4. WordReference Dictionary	2
		5. Smartick	8
	2021	1. Photomath	8
		2. Kahoot!	16
		3. Duolingo	11
		4. WordReference Dictionary	3
		5. Smartick	26
2022	1. Duolingo	10	
	2. Photomath	6	
	3. Kahoot!	13	
	4. WordReference Dictionary	3	
	5. Smartick	29	
2023	1. Duolingo	8	
	2. Photomath	5	
	3. Kahoot!	11	
	4. WordReference Dictionary	3	
	5. Brainly	3	
Australia	2019	NO DATA	
	2020	1. Duolingo	10
		2. Kahoot!	19
		3. TED	2
		4. Photomath	6
		5. IXL	94
	2021	1. Duolingo	7
		2. Kahoot!	12
		3. TED	2
		4. Photomath	11
		5. WordReference Dictionary	2
	2022	1. Duolingo	12
		2. Kahoot!	12
		3. Photomath	6
		4. TED	2
5. Quizlet		11	
2023	1. Duolingo	10	
	2. Minecraft: Education Edition	11	
	3. Kahoot!	7	
	4. Mathletics Students	18	
	5. Reading Eggs	18	

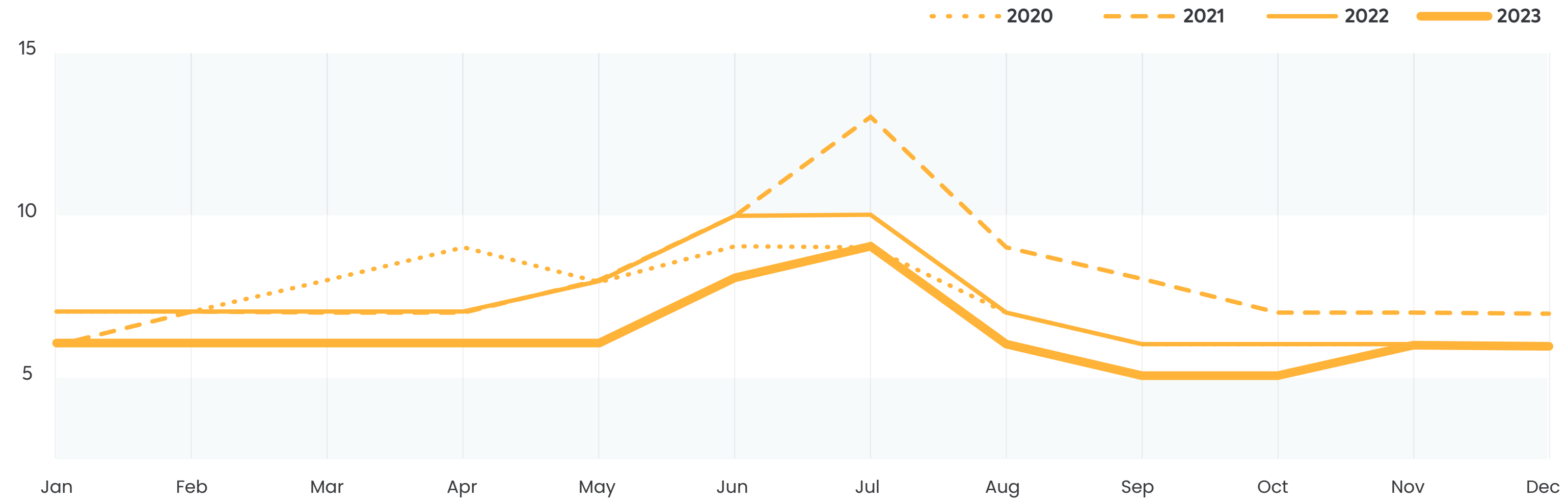
Education Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	6	6	6	6	6	7	8	7	6	6	6	6	6
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



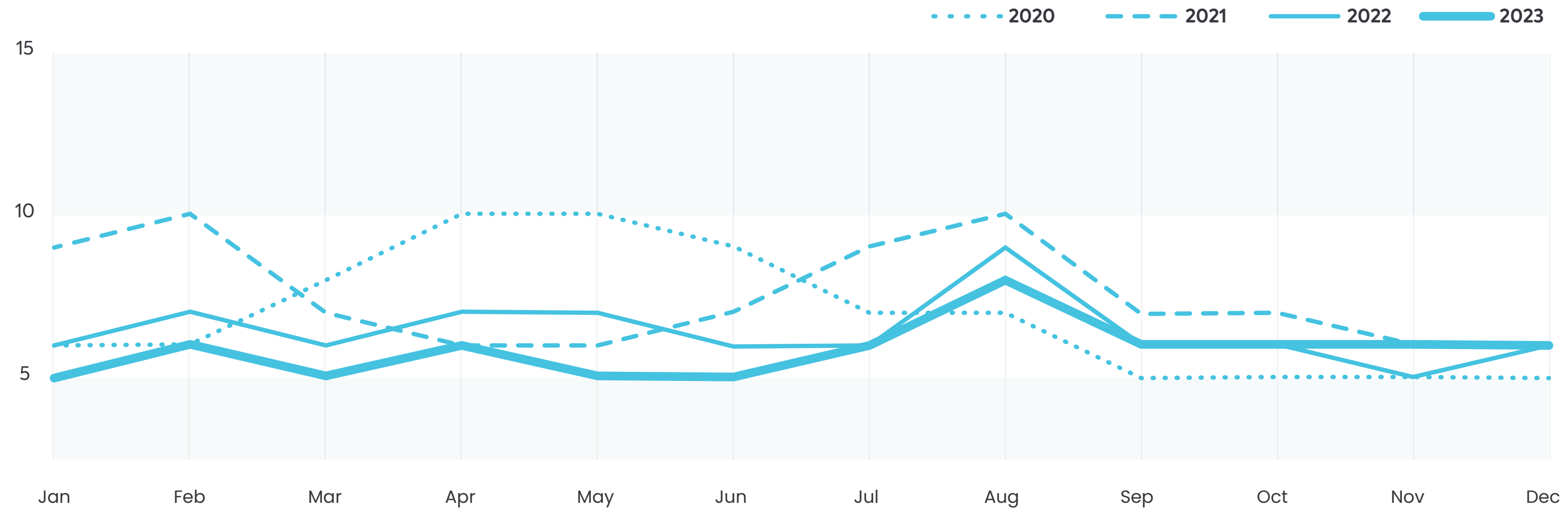
Education Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	6	6	6	6	6	8	9	6	5	5	6	6	6
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



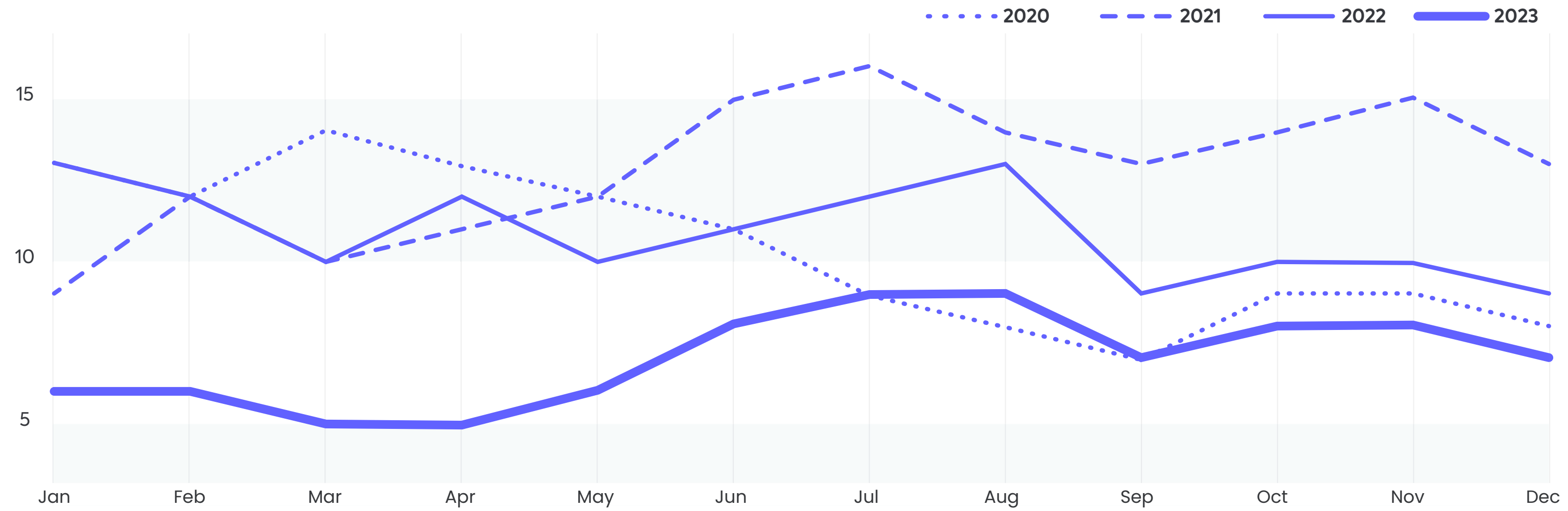
Education Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	5	6	5	6	5	5	6	8	6	6	6	6	6
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



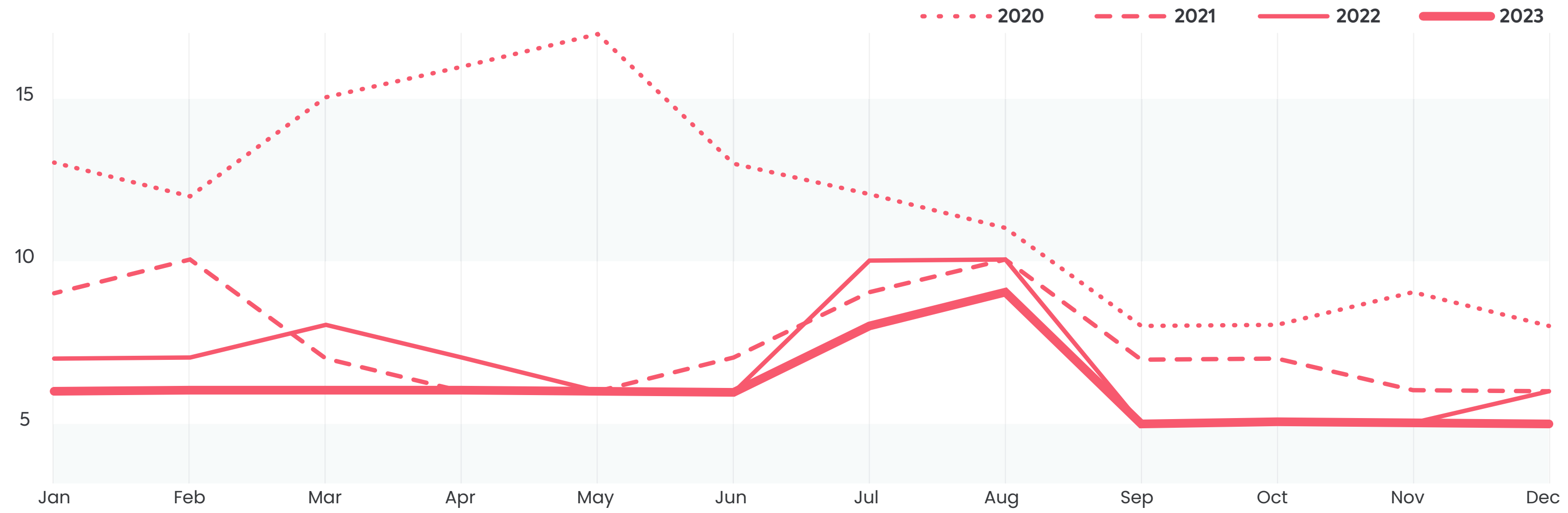
Education Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	6	6	5	5	6	8	9	9	7	8	8	7	7
2022	13	12	10	12	10	11	12	13	9	10	10	9	11
2021	9	12	10	11	12	15	16	14	13	14	15	13	13
2020	13	12	14	13	12	11	9	8	7	9	9	8	11



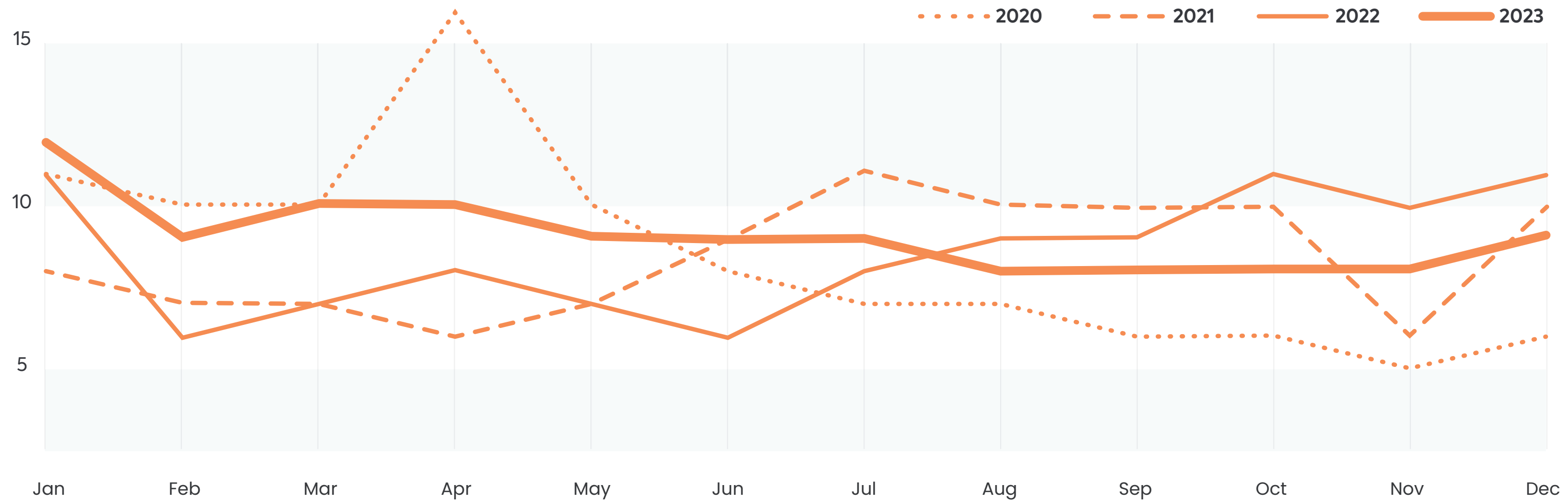
Education Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	6	6	6	6	6	6	8	9	5	5	5	5	6
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



Education Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	12	9	10	10	9	9	9	8	8	8	8	9	9
2022	11	6	7	8	7	6	8	9	9	11	11	11	9
2021	8	7	7	6	7	9	11	10	10	10	10	10	9
2020	11	10	10	16	10	8	7	7	6	6	6	6	9



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

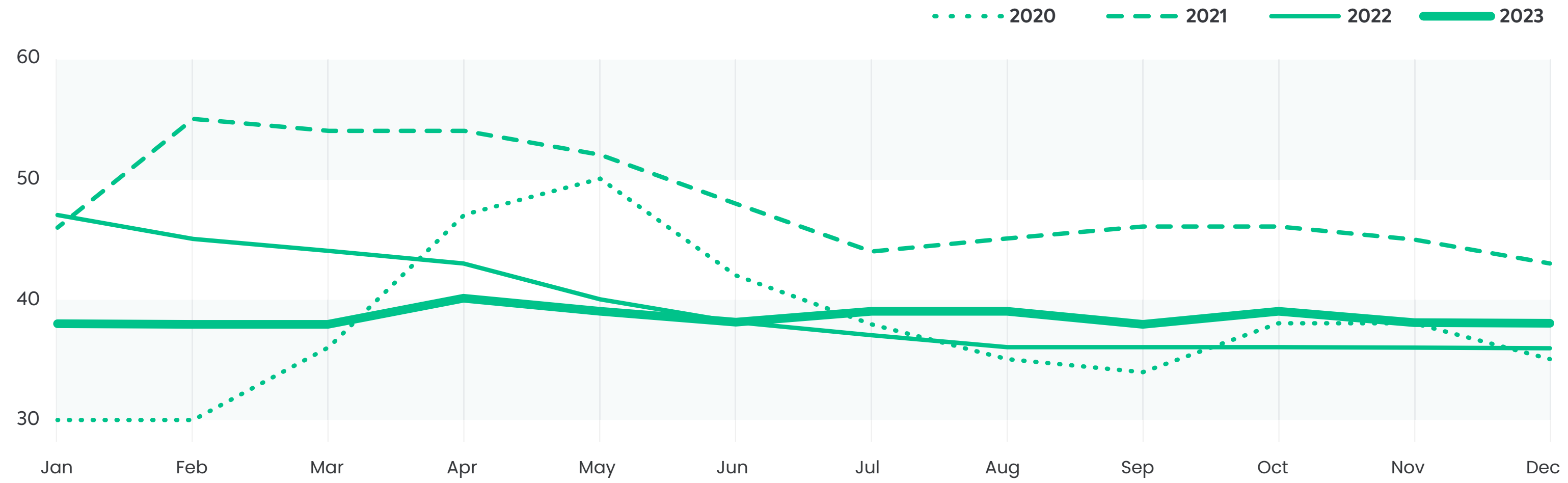
Region	2019			2020			2021			2022			2023		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
Global	1. Snapchat	41%	29	1. WhatsApp	32%	32	1. WhatsApp	34%	37	1. WhatsApp	37%	30	1. WhatsApp	37%	23
	2. WhatsApp	30%	20	2. Snapchat	28%	39	2. Snapchat	33%	71	2. Snapchat	36%	72	2. Snapchat	35%	74
	3. Messages	21%	N/A	3. Zoom	26%	50	3. Zoom	31%	63	3. Discord	32%	28	3. Discord	31%	27
	4. Discord	13%	25	4. Discord	25%	32	4. Discord	31%	35	4. Messages	28%	12	4. Messages	28%	11
	5. Skype	12%	17	5. Skype	20%	18	5. Skype	27%	16	5. Skype	25%	10	5. Skype	21%	8
US	1. Snapchat	41%	37	1. Zoom	29%	46	1. Snapchat	35%	84	1. Snapchat	36%	90	1. Discord	33%	31
	2. Messages	21%	10	2. Snapchat	28%	47	2. Discord	32%	38	2. Discord	34%	8	2. Snapchat	32%	88
	3. Discord	16%	28	3. Discord	27%	35	3. Zoom	32%	55	3. Skype	26%	17	3. Messages	25%	15
	4. Skype	13%	19	4. Messages	20%	17	4. Skype	27%	13	4. Messages	25%	46	4. Skype	23%	6
	5. Google Duo	11%	12	5. Skype	16%	19	5. Messages	21%	24	5. Zoom	23%	25	5. Google Duo	14%	24
UK	1. Messages	23%	4	1. WhatsApp	58%	25	1. WhatsApp	56%	29	1. WhatsApp	58%	21	1. WhatsApp	60%	20
	2. Snapchat	19%	25	2. Snapchat	33%	39	2. Snapchat	40%	71	2. Snapchat	46%	91	2. Snapchat	47%	95
	3. Skype	14%	16	3. Skype	25%	16	3. Skype	34%	16	3. Skype	32%	8	3. Messages	28%	5
	4. Discord	10%	21	4. Messages	24%	8	4. Discord	28%	32	4. Discord	29%	27	4. Discord	28%	28
	5. Google Duo	6%	5	5. Discord	19%	32	5. Messages	27%	9	5. Messages	29%	6	5. Skype	28%	8

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

Country	2019			2020			2021			2022			2023		
	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)	App	% of kids	Time spent (mins)
France	NO DATA			1. WhatsApp	45%	18	1. WhatsApp	50%	20	1. WhatsApp	50%	15	1. WhatsApp	56%	14
				2. Snapchat	41%	30	2. Snapchat	47%	59	2. Snapchat	50%	56	2. Snapchat	53%	63
				3. Messages	28%	10	3. Messages	33%	9	3. Messages	33%	9	3. Messages	35%	8
				4. Discord	25%	25	4. Discord	25%	22	4. Discord	25%	22	4. Discord	28%	22
				5. Skype	19%	16	5. Skype	16%	9	5. Skype	16%	9	5. Google Duo	15%	7
Spain	1. WhatsApp	60%	33	1. WhatsApp	59%	38	1. WhatsApp	60%	41	1. WhatsApp	63%	32	1. WhatsApp	67%	27
	2. Snapchat	25%	7	2. Skype	28%	17	2. Messages	32%	2	2. Snapchat	35%	21	2. Messages	34%	1
	3. Messages	20%	1	3. Snapchat	27%	14	3. Discord	29%	21	3. Messages	34%	1	3. Snapchat	33%	23
	4. Hangouts	18%	7	4. Hangouts	25%	17	4. Snapchat	29%	24	4. Discord	30%	19	4. Discord	26%	17
	5. Skype	10%	16	5. Messages	25%	2	5. Skype	27%	15	5. Skype	27%	6	5. Skype	20%	8
Australia	NO DATA			1. Discord	24%	27	1. Discord	31%	28	1. Snapchat	36%	84	1. Snapchat	35%	88
				2. Snapchat	24%	38	2. Snapchat	31%	64	2. Discord	34%	26	2. Discord	34%	24
				3. Zoom	22%	45	3. Zoom	27%	41	3. Skype	26%	12	3. Skype	25%	8
				4. WhatsApp	21%	16	4. Skype	25%	15	4. WhatsApp	25%	14	4. WhatsApp	25%	11
				5. Skype	17%	19	5. WhatsApp	24%	16	5. Messages	24%	8	5. Messages	24%	7

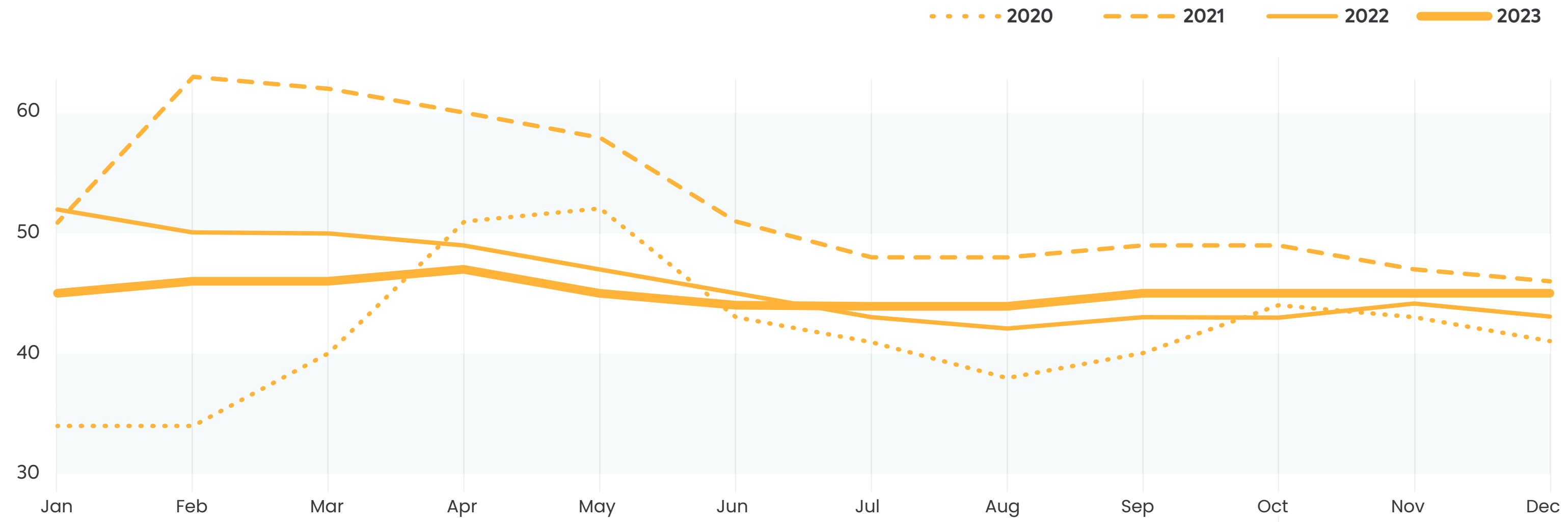
Communication Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	38	38	38	40	39	38	39	39	38	39	38	38	39
2022	47	45	44	43	40	38	37	36	36	36	36	36	39
2021	46	55	54	54	52	48	44	45	46	46	45	43	48
2020	30	30	36	47	50	42	38	35	34	38	38	35	38



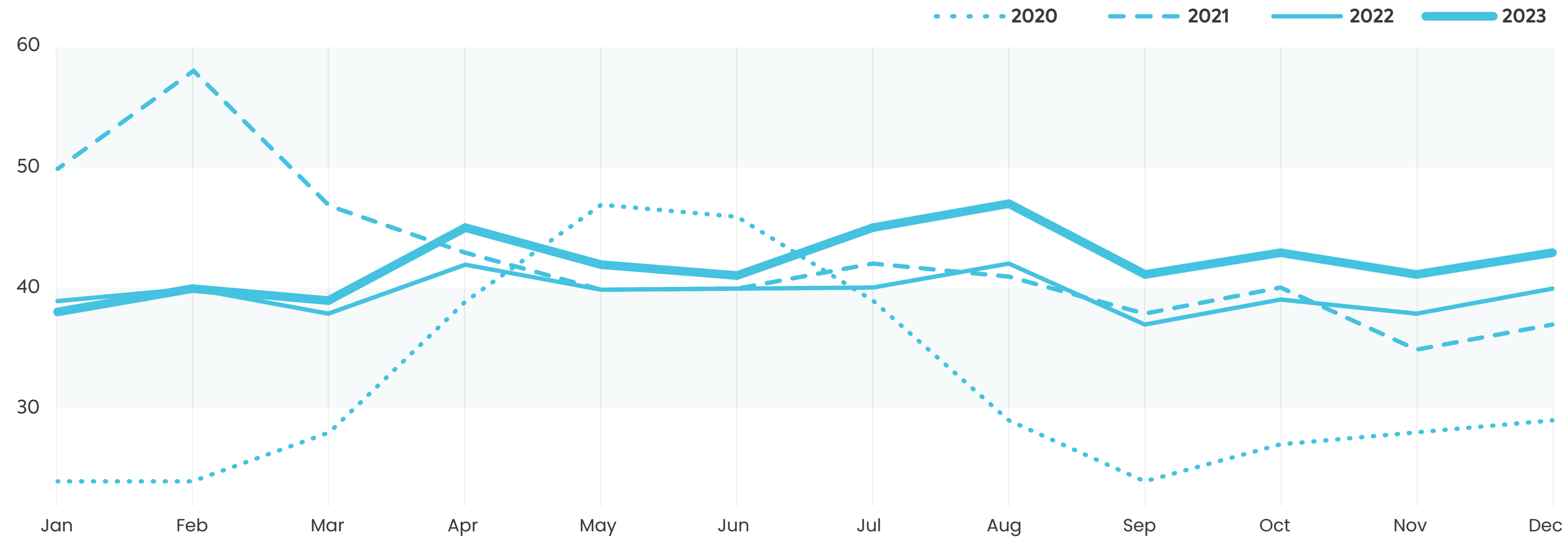
Communication Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	45	46	46	47	45	44	44	44	45	45	45	45	45
2022	52	50	50	49	47	45	43	42	43	43	44	43	46
2021	51	63	62	60	58	51	48	48	49	49	47	46	53
2020	34	34	40	51	52	43	41	38	40	44	43	41	42



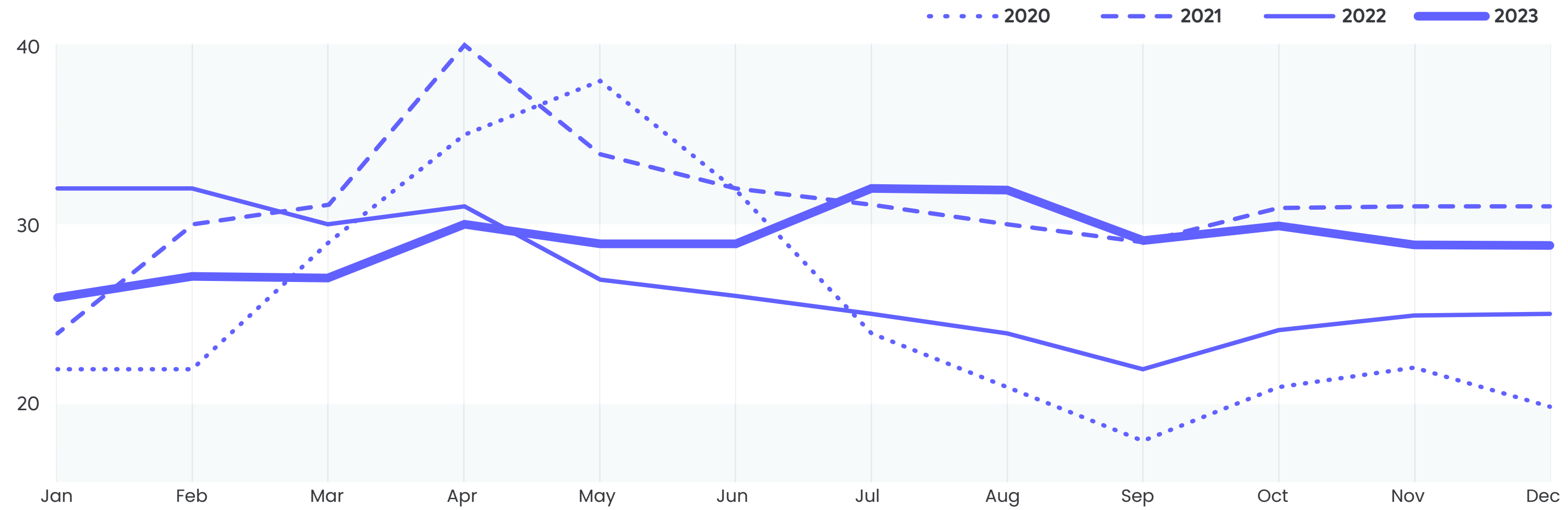
Communication Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	38	40	39	45	42	41	45	47	41	43	41	43	42
2022	39	40	38	42	40	40	40	42	37	39	38	40	40
2021	50	58	47	43	40	40	42	41	38	40	35	37	43
2020	24	24	28	39	47	46	39	29	24	27	28	29	31



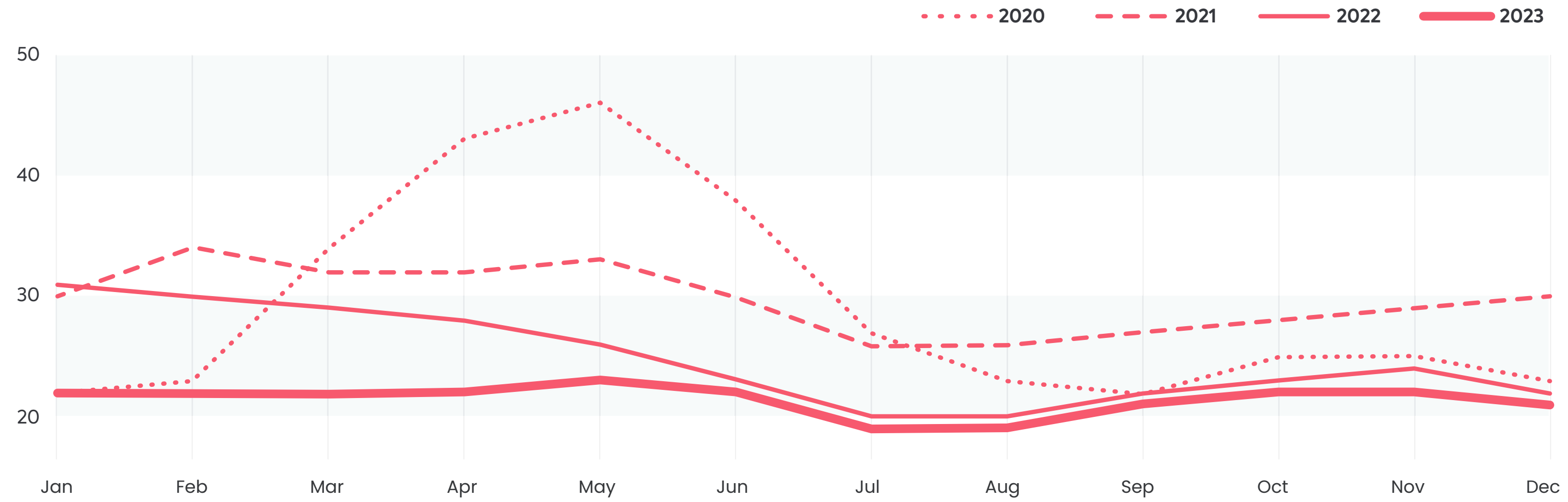
Communication Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	26	27	27	30	29	29	32	32	29	30	29	29	29
2022	32	32	30	31	27	26	25	24	22	24	25	25	27
2021	24	30	31	40	34	32	31	30	29	31	31	31	31
2020	22	22	29	35	38	32	24	21	18	21	22	20	25



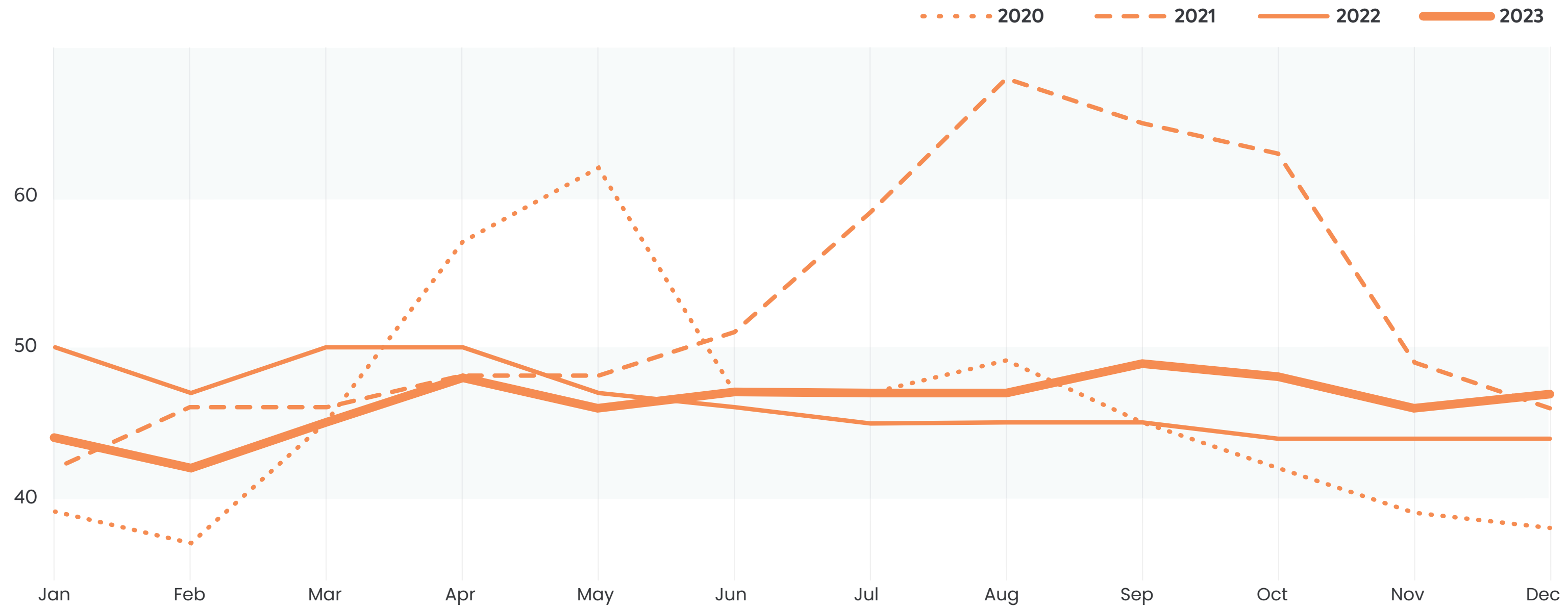
Communication Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	22	22	22	22	23	22	19	19	21	22	22	21	21
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



Communication Time spent (mins/day)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg
2023	44	42	45	48	46	47	47	47	49	49	46	47	47
2022	50	47	50	50	47	46	45	45	45	45	44	44	46
2021	42	46	46	48	48	51	59	68	65	65	49	46	54
2020	39	37	45	57	62	47	47	49	45	45	39	37	46



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

	2019	2020	2021	2022	2023
Global	<ol style="list-style-type: none"> WhatsApp Snapchat Skype Hangouts Discord 	<ol style="list-style-type: none"> Discord WhatsApp Snapchat Messages Zoom 	<ol style="list-style-type: none"> Discord WhatsApp Snapchat Skype Zoom 	<ol style="list-style-type: none"> Snapchat Discord WhatsApp Skype Messages 	<ol style="list-style-type: none"> Snapchat Discord WhatsApp Skype Messages
US	<ol style="list-style-type: none"> Discord Snapchat Hangouts Skype Messenger 	<ol style="list-style-type: none"> Discord Snapchat Messages Zoom Google Duo 	<ol style="list-style-type: none"> Discord Snapchat Messages Skype Zoom 	<ol style="list-style-type: none"> Snapchat Discord Skype Messages Google Duo 	<ol style="list-style-type: none"> Snapchat Discord Skype Messages Google Duo
UK	<ol style="list-style-type: none"> WhatsApp Snapchat Skype Hangouts Messenger 	<ol style="list-style-type: none"> WhatsApp Snapchat Messages Discord Skype 	<ol style="list-style-type: none"> WhatsApp Discord Snapchat Skype Messages 	<ol style="list-style-type: none"> Snapchat WhatsApp Discord Skype Messages 	<ol style="list-style-type: none"> Snapchat Discord WhatsApp Skype Messages

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

	2019	2020	2021	2022	2023
France	<p>NO DATA</p>	<ol style="list-style-type: none"> 1. Snapchat 2. WhatsApp 3. Discord 4. Messages 5. Skype 	<ol style="list-style-type: none"> 1. Snapchat 2. WhatsApp 3. Discord 4. Messages 5. Skype 	<ol style="list-style-type: none"> 1. Snapchat 2. WhatsApp 3. Discord 4. Messages 5. Skype 	<ol style="list-style-type: none"> 1. Snapchat 2. Discord 3. WhatsApp 4. Skype 5. Messages
Spain	<ol style="list-style-type: none"> 1. WhatsApp 2. Hangouts 3. Skype 4. Google Duo 5. Discord 	<ol style="list-style-type: none"> 1. WhatsApp 2. Hangouts 3. Snapchat 4. Discord 5. Messages 	<ol style="list-style-type: none"> 1. WhatsApp 2. Discord 3. Hangouts 4. Snapchat 5. Skype 	<ol style="list-style-type: none"> 1. WhatsApp 2. Snapchat 3. Discord 4. Skype 5. Messages 	<ol style="list-style-type: none"> 1. WhatsApp 2. Snapchat 3. Discord 4. Skype 5. Messages
Australia	<p>NO DATA</p>	<ol style="list-style-type: none"> 1. Discord 2. Snapchat 3. WhatsApp 4. Skype 5. Zoom 	<ol style="list-style-type: none"> 1. Discord 2. Snapchat 3. WhatsApp 4. Zoom 5. Messages 	<ol style="list-style-type: none"> 1. Snapchat 2. Discord 3. Skype 4. Messages 5. WhatsApp 	<ol style="list-style-type: none"> 1. Snapchat 2. Discord 3. Skype 4. Messages 5. WhatsApp



Contact us

Researcher or parent with
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