Internet Screen Time Rules During COVID-19

As Americans have shifted toward working and educating from home, we’ve seen new internet patterns emerge, including a 57 percent uptick in daily xFi usage and a 27 percent increase in parental control activation. Here’s what we’re seeing:

The new lunch hour:
There has been a 213 percent increase in parents pausing WiFi during lunch (11am-2pm), a feature that is more typically used at dinnertime. The same feature may also be used to enforce study time for those who are homeschooling.

Lengthening online hours:
Parents are increasing the amount of time their kids are online by 1 additional hour per day (from 3 hours to 4 on average), for schoolwork, connecting with classmates and entertainment.

Pausing for family time:
xFi’s most popular pause feature is a great way to get family members to put down their devices and focus on each other. There has been a 75 percent increase in the number of times parents hit pause on their WiFi.

Tightening age appropriate content filters:
xFi has a safe browsing mode that places content filters on devices and reduces the risk of accessing websites that may not be age appropriate. There has been a dramatic 43 percent increase in parents activating safe browsing on xFi for their kids.

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Note, data compares pre-COVID dates 2/3-3/8 to 3/9-4/10 during the COVID crisis.