Methodology

Fieldwork: Harris Interactive
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• 3rd in a series of studies
• Separate sample of respondents
• October 2008 – May 2009

• 2,002 respondents
• Ages 8-18
• Written questionnaire in the classroom
• Media use diaries: 702 participants
• Recreational media use only
Among all 8- to 18-year-olds, amount of time spent with each medium in a typical day:

Total media exposure: 10:45

- TV content: 4:29
- Music/audio: 2:31
- Computers: 1:29
- Video games: 1:13
- Print: :38
- Movies: :25

Among all 8- to 18-year-olds, total amount of media exposure in a typical day, over time:

- 1999: 7:29
- 2004: 8:33
- 2009: 10:45

Increase of 1:04
Increase of 2:12

CHART 3

Total Media Exposure and Use

Among all 8- to 18-year-olds, total amount of media exposure, multitasking and media use in a typical day, over time:

- Total media exposure: 10:45
- Total media use: 7:38
- 29% Media multitasking

Among 7th to 12th graders, percent who multitask “most of the time” they are using each medium:

- Listening to music: 43%
- Using a computer: 40%
- Watching TV: 39%
- Reading: 27%
- Playing video games: 22%

Among all 8- to 18-year-olds, percent who own each item:

- **iPod/MP3 player**
  - 2004: 18%
  - 2009: 76%

- **Cell phone**
  - 2004: 39%
  - 2009: 66%

- **Laptop**
  - 2004: 12%
  - 2009: 29%

Mobile Media Activities

Among all 8- to 18-year-olds, time spent in cell phone activities in a typical day:

- **Talking on a cell phone**: 33 minutes
- **Consuming media on a cell phone**:
  - Music: 17 minutes
  - Games: 17 minutes
  - TV: 15 minutes

Among all 8- to 18-year-olds, amount of time spent with each medium in a typical day:

Among all 8- to 18-year-olds, amount of time spent with TV content, over time:

Among all 8- to 18-year-olds, amount of time spent with TV content, over time:

Among all 8- to 18-year-olds, amount of time spent with TV content, over time:

- **1999**
  - Live TV: 3:05
  - Time-shifted TV: 0:14
  - DVDs: 0:27

- **2004**
  - Live TV: 3:04
  - Time-shifted TV: 0:14
  - DVDs: 0:32

- **2009**
  - Live TV: 2:39
  - Time-shifted TV: 0:22
  - DVDs: 0:32

Among all 8- to 18-year-olds, amount of time spent with TV content, over time:

Among all 8- to 18-year-olds, amount of time spent with TV content, over time:

Among all 8- to 18-year-olds, amount of time spent with TV content, over time:

<table>
<thead>
<tr>
<th>Year</th>
<th>Live TV</th>
<th>Time-shifted TV</th>
<th>DVDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>3:05</td>
<td>14</td>
<td>27</td>
</tr>
<tr>
<td>2004</td>
<td>3:04</td>
<td>14</td>
<td>32</td>
</tr>
<tr>
<td>2009</td>
<td>2:39</td>
<td>22</td>
<td>32</td>
</tr>
</tbody>
</table>

Among all 8- to 18-year-olds, amount of time spent with TV content, over time:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total TV Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>3:47</td>
</tr>
<tr>
<td>2004</td>
<td>3:51</td>
</tr>
<tr>
<td>2009</td>
<td>4:29</td>
</tr>
</tbody>
</table>

Among all 8- to 18-year-olds, proportion of TV content consumed in a typical day via:

- Live TV: 59%
- DVD: 12%
- On Demand/DVR: 8%
- Mobile: 9%
- Online: 9%

Among all 8- to 18-year-olds, average amount of time spent listening to music and other audio in a typical day, over time:

Among all 8- to 18-year-olds, proportion of time spent listening to music on:

- iPod: 29%
- Computer: 23%
- Radio: 23%
- CD: 12%
- Cell Phone: 12%
Among all 8- to 18-year-olds, average amount of time spent using a computer in a typical day, over time:

- 1999: 0:27
- 2004: 1:02
- 2009: 1:29

Among all 8- to 18-year-olds, percent with Internet access at home, over time:

- 1999: 47%
- 2004: 74%
- 2009: 84%

Among all 8- to 18-year-olds, percent with high-speed Internet access at home, over time:

- 1999: n/a
- 2004: 31%
- 2009: 59%

Among all 8- to 18-year-olds, percent with Internet access in their bedroom, over time:

- 1999: 10%
- 2004: 20%
- 2009: 33%

Proportion of recreational computer time 8- to 18-year-olds spend in various activities:

- **Social networking**: 25%
- **Playing games**: 19%
- **Video sites**: 16%
- **Other websites**: 12%
- **Instant messaging**: 13%
- **Email**: 6%
- **Graphics/photos**: 5%
- **Other**: 5%
Among all 8- to 18-year-olds, average amount of time spent using video games in a typical day, over time:

<table>
<thead>
<tr>
<th>Year</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>:26</td>
</tr>
<tr>
<td>2004</td>
<td>:49</td>
</tr>
<tr>
<td>2009</td>
<td>1:13</td>
</tr>
</tbody>
</table>

Video game use among 8- to 18-year-olds in a typical day, over time:

<table>
<thead>
<tr>
<th>Platform</th>
<th>2004</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Console player</td>
<td>:32</td>
<td>:36</td>
</tr>
<tr>
<td>Handheld player</td>
<td>:17</td>
<td>:38</td>
</tr>
</tbody>
</table>

Video game use among 8- to 18-year-olds in a typical day, by gender:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Boy</th>
<th>Girl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell phone</td>
<td>:17</td>
<td>:16</td>
</tr>
<tr>
<td>Handheld player</td>
<td>:24</td>
<td>:18</td>
</tr>
<tr>
<td>Console player</td>
<td>:56</td>
<td>:14</td>
</tr>
</tbody>
</table>

Among all 8- to 18-year-olds, average amount of time spent using print media in a typical day, over time:

Among all 8- to 18-year-olds, average amount of time spent using each type of print media in a typical day, over time:

- **Reading, Over Time**
  - Newspapers: 0:03 (2009), 0:06 (2004), 0:07 (1999)

In a typical day, percent of all 8- to 18-year-olds who spend time reading:

- **Books**
  - 1999: 46%
  - 2004: 46%
  - 2009: 47%

- **Magazines**
  - 1999: 55%
  - 2004: 47%
  - 2009: 35%

- **Newspapers**
  - 1999: 42%
  - 2004: 34%
  - 2009: 23%

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**Time with Media, By Platform and Age**

Amount of time spent with each medium in a typical day:

- **TV content**: 8-10 yr-olds: 3:41, 11-14 yr-olds: 5:03
- **Music**: 8-10 yr-olds: 1:08, 11-14 yr-olds: 1:14
- **Computers**: 8-10 yr-olds: .46, 11-14 yr-olds: 1:46
- **Video games**: 8-10 yr-olds: 1:01, 11-14 yr-olds: 1:25

Total amount of media exposure in a typical day, by age:

- **8-10 yrs-old**: 7:51
- **11-14 yrs-old**: 11:53
- **15-18 yrs-old**: 11:23

Among all 8- to 18-year-olds, total amount of media exposure in a typical day, by race/ethnicity:

- **White**: 8:36
- **Black**: 12:59
- **Hispanic**: 13:00

Among all 8- to 18-year-olds, total amount of media exposure in a typical day, by race/ethnicity over time:

**1999**
- White: 6:56
- Black: 9:01
- Hispanic: 8:19

**2009**
- White: 8:36
- Black: 12:59
- Hispanic: 13:00
Percent of light, moderate, and heavy media users who get mostly good vs. mostly fair/poor grades:

- Light media users:
  - 66% Good grades
  - 23% Fair/poor grades
  - 10% School doesn’t use grades

Percent of light, moderate, and heavy media users who get mostly good vs. mostly fair/poor grades:

CHART 27a

Moderate media users

- 31% Fair/poor grades
- 65% Good grades
- 3% School doesn’t use grades

Percent of light, moderate, and heavy media users who get mostly good vs. mostly fair/poor grades:

- Heavy media users
  - 47% Fair/poor grades
  - 51% Good grades

Among all 8- to 18-year-olds, proportion who say they use a computer, watch TV, play video games, text message, or listen to music while doing their homework:

- Never: 19%
- A little of the time: 22%
- Some of the time: 25%
- Most of the time: 31%

Parents Matter

Among all 8- to 18-year-olds, proportion who say:

- TV is usually on during meals: 64%
- TV is not usually on during meals: 34%

Among all 8- to 18-year-olds, proportion who say the TV is left on even if no one watching:

- **Never**: 4%
- **A little of the time**: 15%
- **Some of the time**: 34%
- **Most of the time**: 45%

Among all 8- to 18-year-olds, proportion who say they have a TV in their bedroom:

No TV in their bedroom: 28%
TV in their bedroom: 71%

Among all 8- to 18-year-olds, percent who say they have rules about the amount of time they can spend with each medium:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Yes, has rules</th>
<th>N/A</th>
<th>No, does not have rules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer</td>
<td>36%</td>
<td>5%</td>
<td>60%</td>
</tr>
<tr>
<td>Video games</td>
<td>30%</td>
<td>5%</td>
<td>66%</td>
</tr>
<tr>
<td>TV</td>
<td>28%</td>
<td>4%</td>
<td>68%</td>
</tr>
<tr>
<td>Music</td>
<td>10%</td>
<td>5%</td>
<td>85%</td>
</tr>
</tbody>
</table>

Amount of time spent watching live TV in a typical day, by children who say the TV in their home is left on even when no one is watching:

- Little/none: 1 hour 42 minutes
- Some of the time: 2 hours 20 minutes
- Most of the time: 3 hours 17 minutes

Amount of time spent watching live TV by children who have a TV in their bedroom vs. those who do not:

- Bedroom TV and Time Spent Watching
  - TV in the bedroom: 2:58
  - No TV in the bedroom: 1:54
  - Difference: +1:04

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Media Rules and Time Spent With Media

Amount of total recreational media exposure in a typical day, by children who say they have:

- Some media rules: 9:51
- No media rules: 12:43

Difference: +2:52

GENERATION M²
Media in the Lives of 8- to 18-Year-Olds

A Kaiser Family Foundation Study