

GENERATION M²

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

A Kaiser Family Foundation Study



Methodology

Fieldwork: Harris Interactive
Dana Markow, Robyn Bell

Analysis: Kaiser Family Foundation Staff
Liz Hamel, Sarah Cho
Mollyann Brodie

Ulla Foehr
Donald Roberts
Melissa Saphir

Methodology

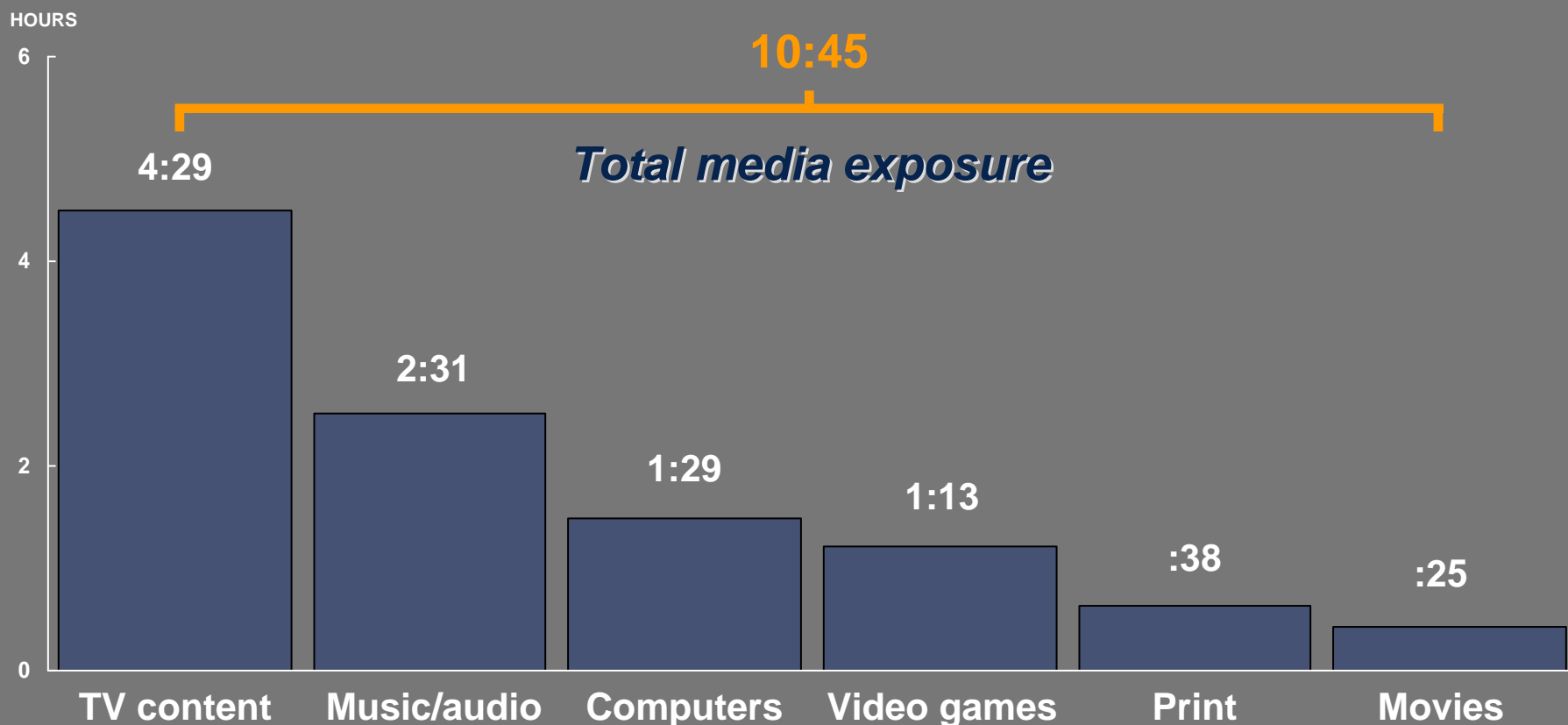
- **3rd in a series of studies**
- **1999, 2004, 2009**
- **Separate sample of respondents**
- **October 2008 – May 2009**

Methodology

- **2,002 respondents**
- **Ages 8-18**
- **Written questionnaire in the classroom**
- **Media use diaries: 702 participants**
- **Recreational media use only**

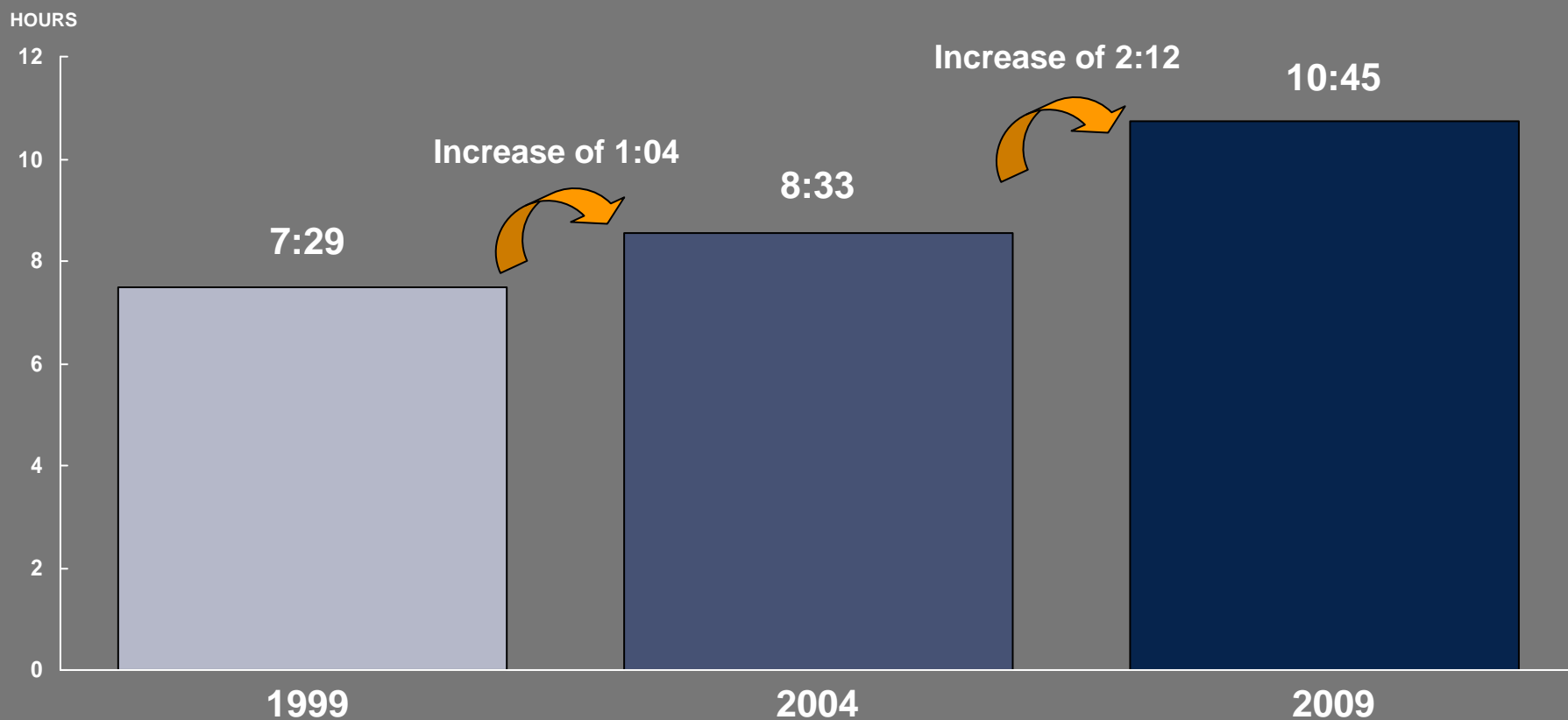
Media Use, By Platform

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



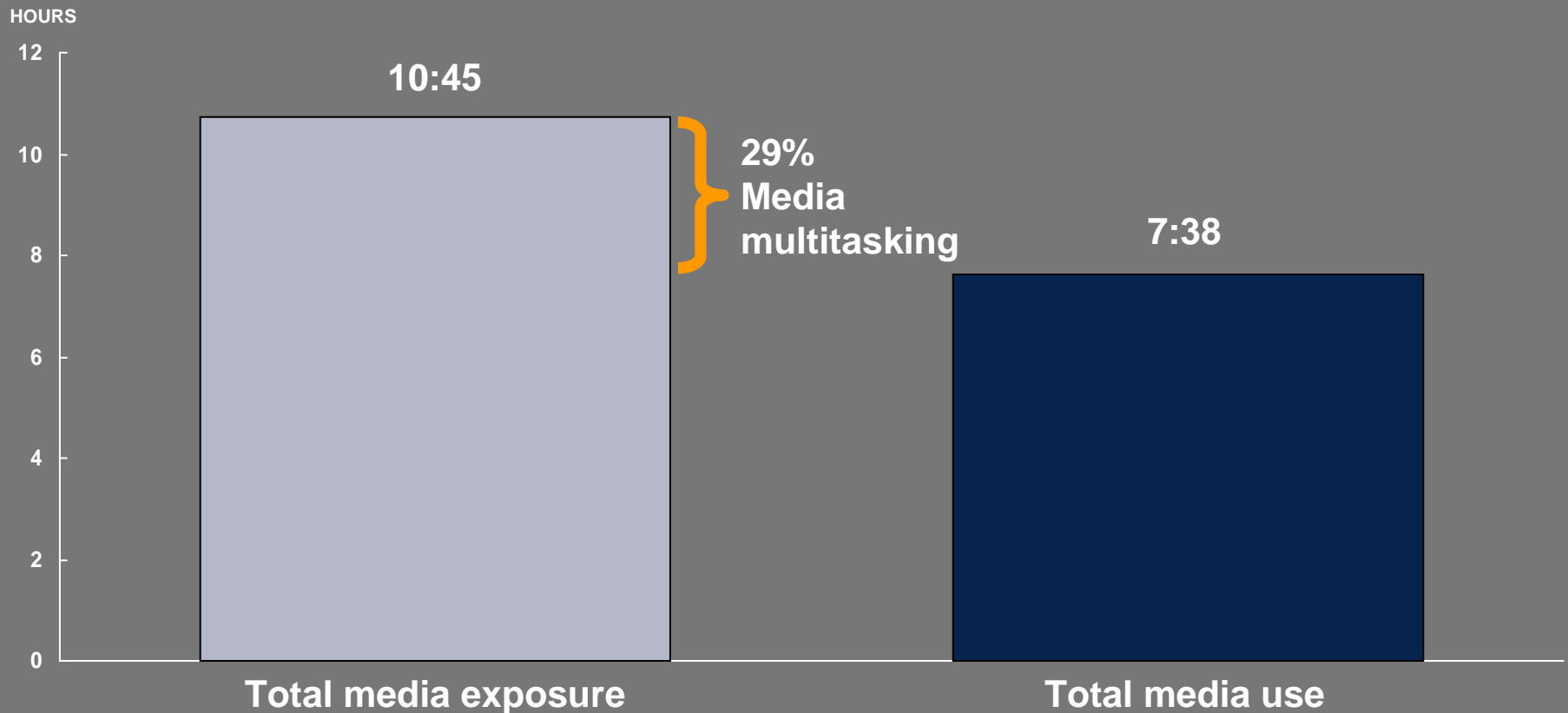
Media Exposure, Over Time

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



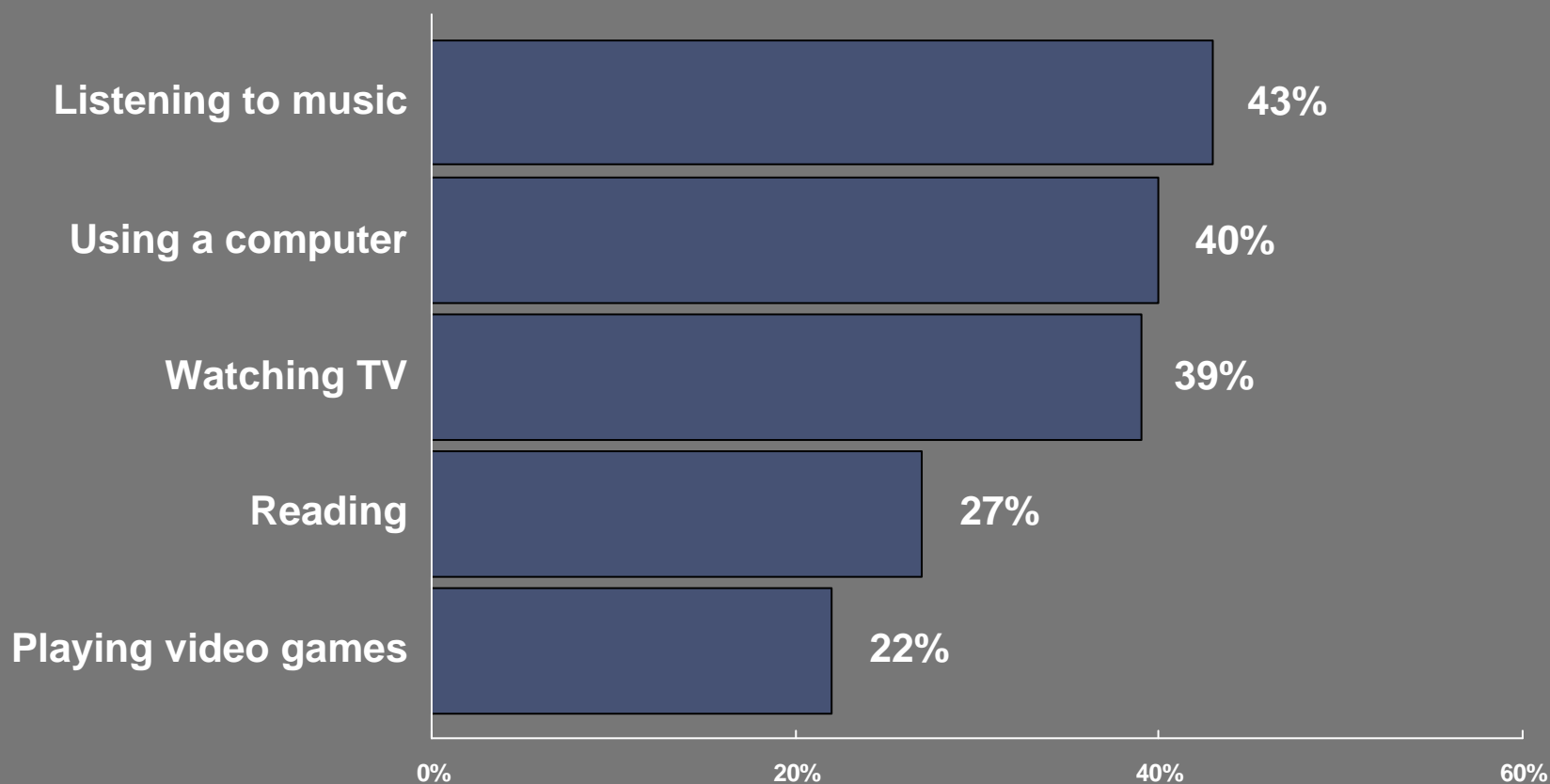
Total Media Exposure and Use

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



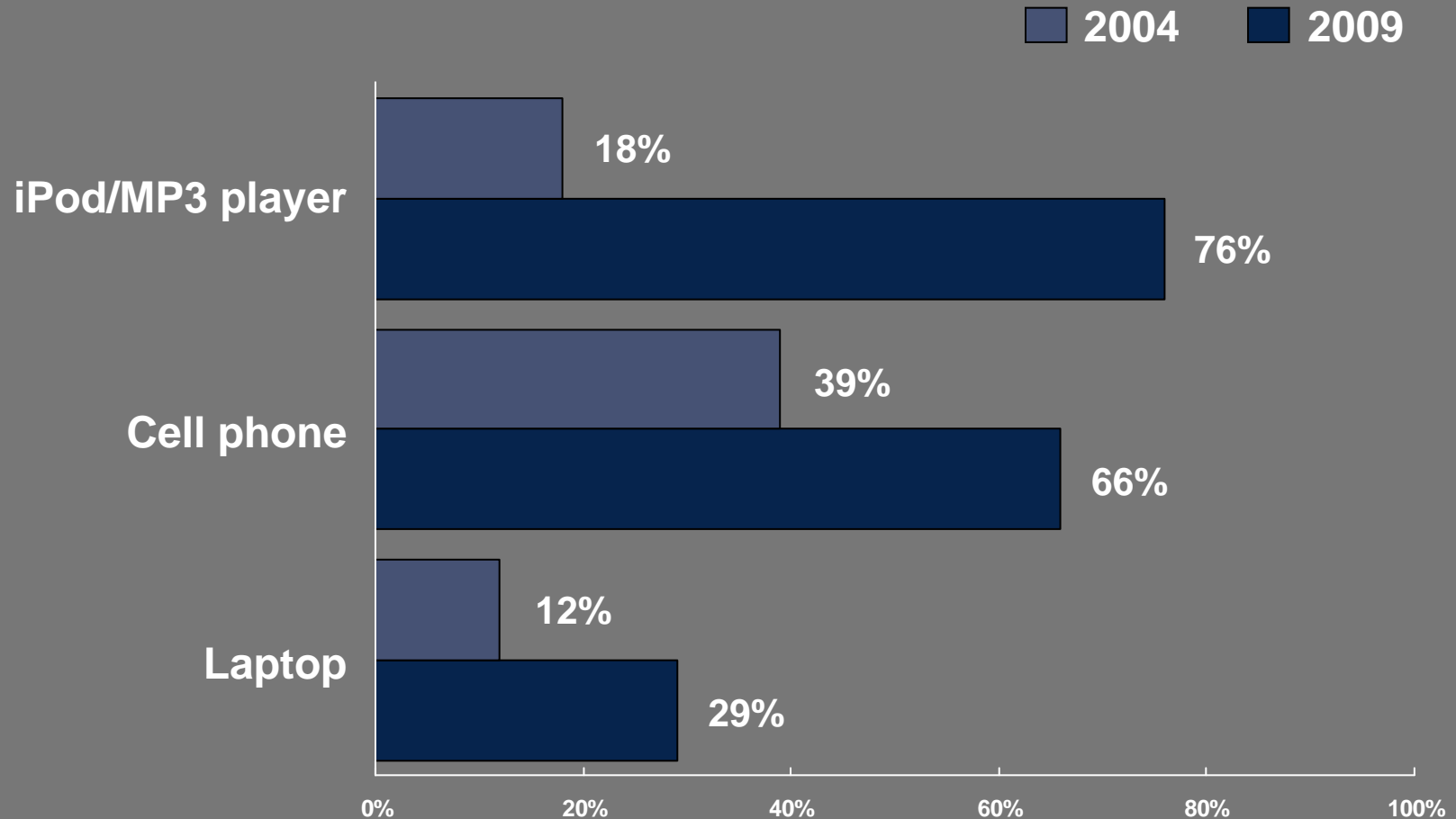
Media Multitasking, By Genre

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



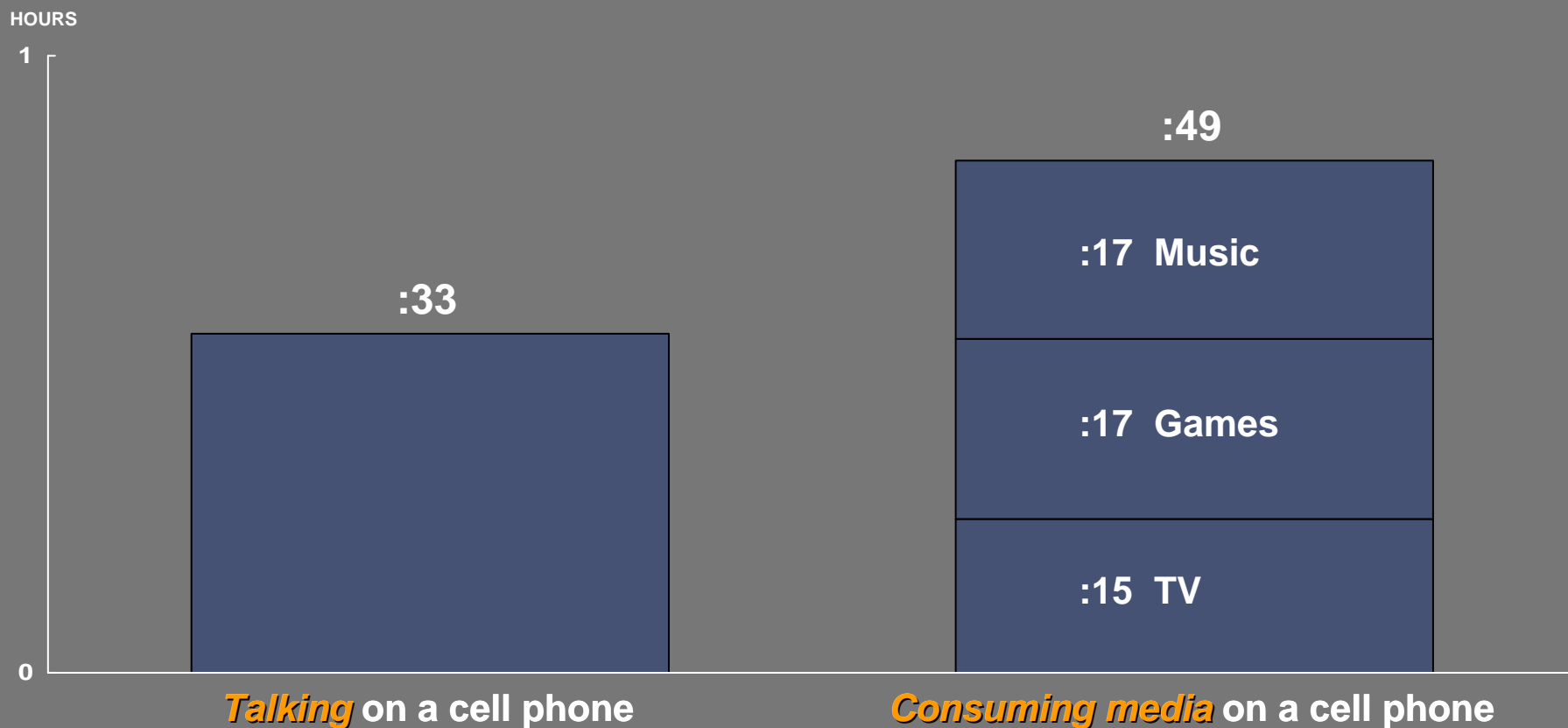
Mobile Media, Over Time

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



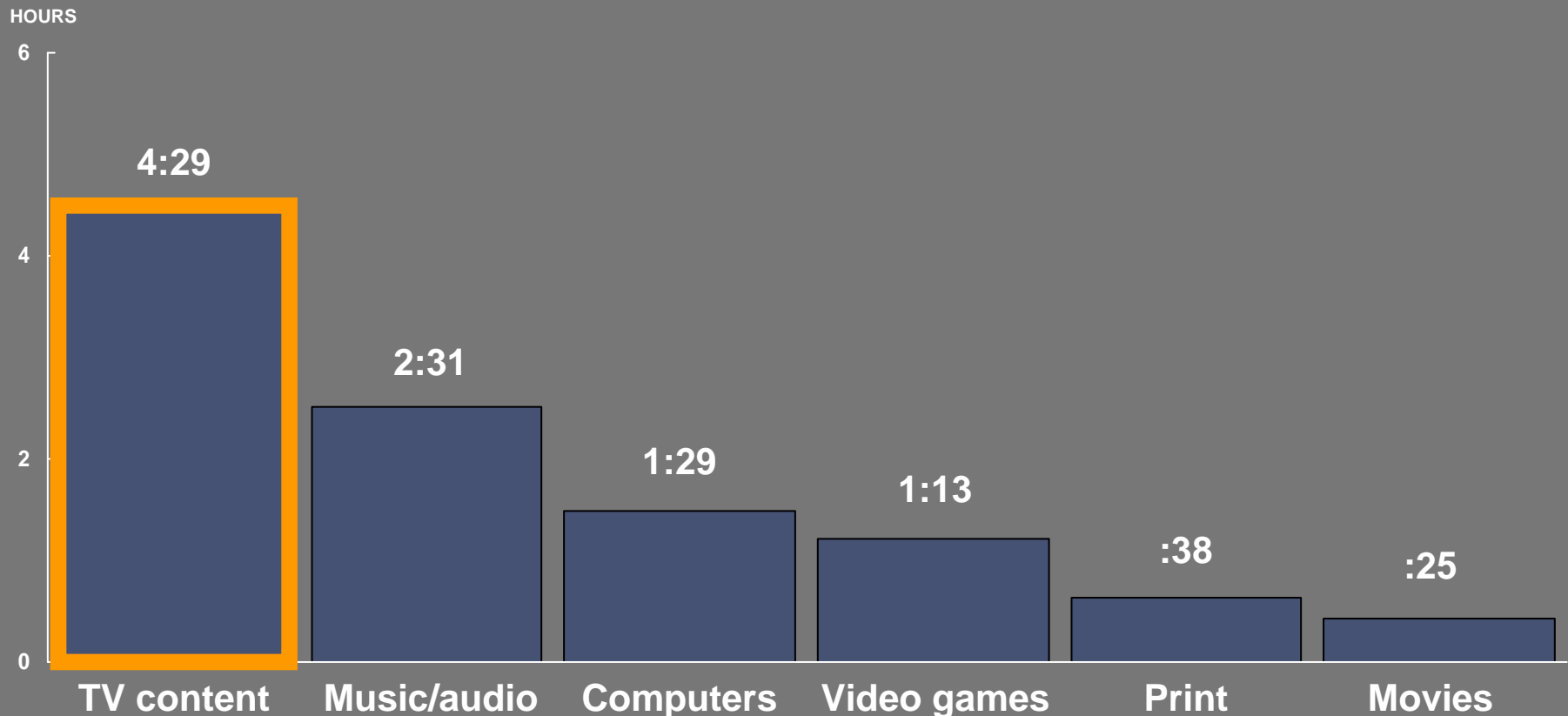
Mobile Media Activities

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



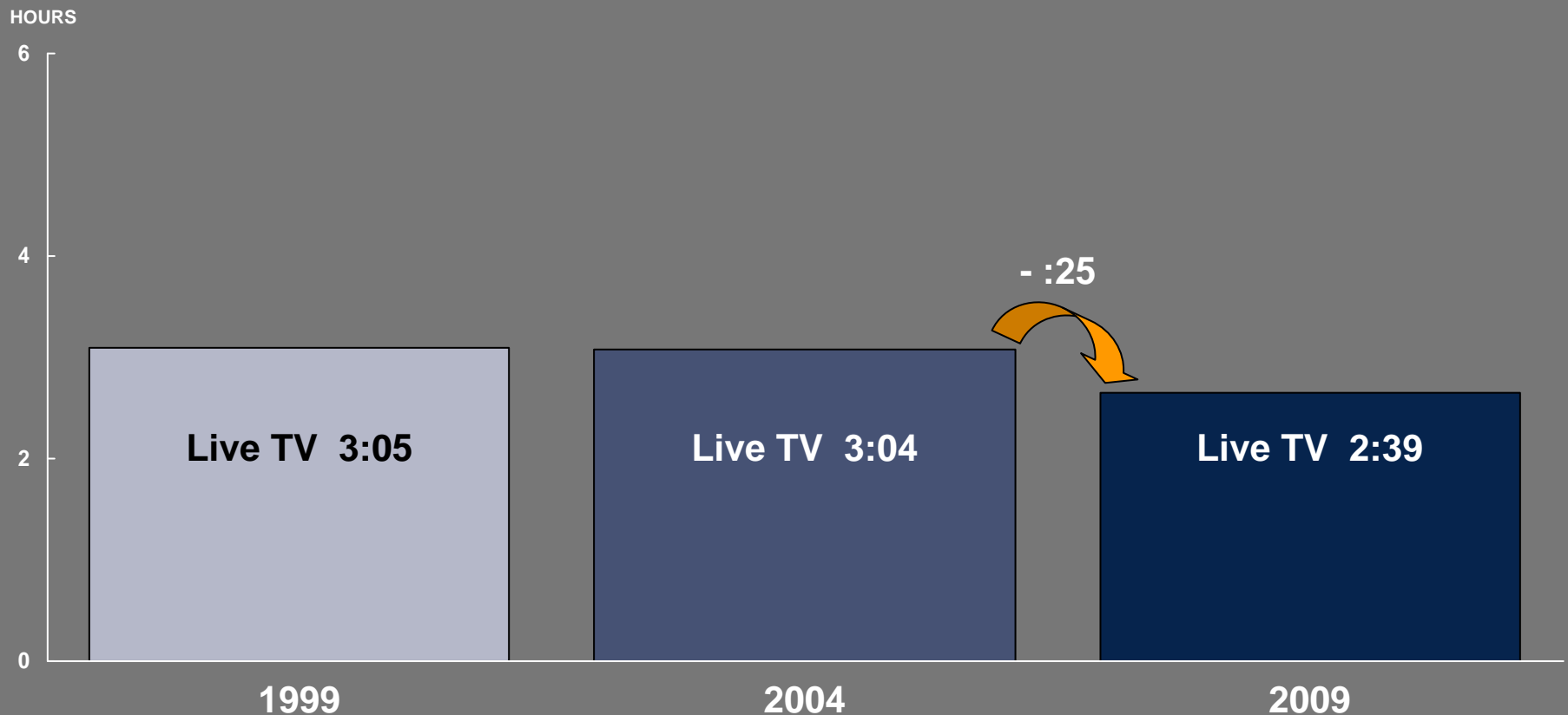
Media Use, By Platform

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



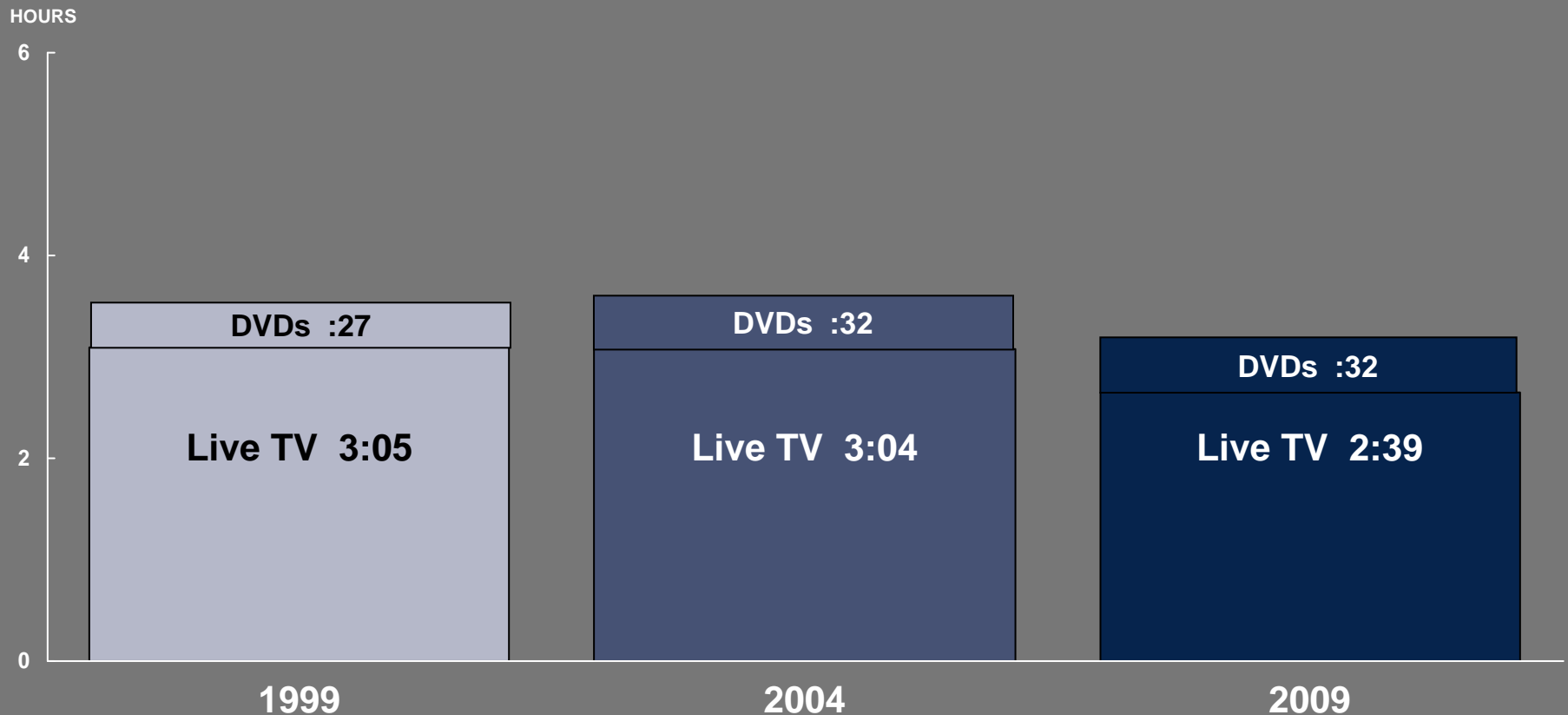
TV Content, Over Time

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



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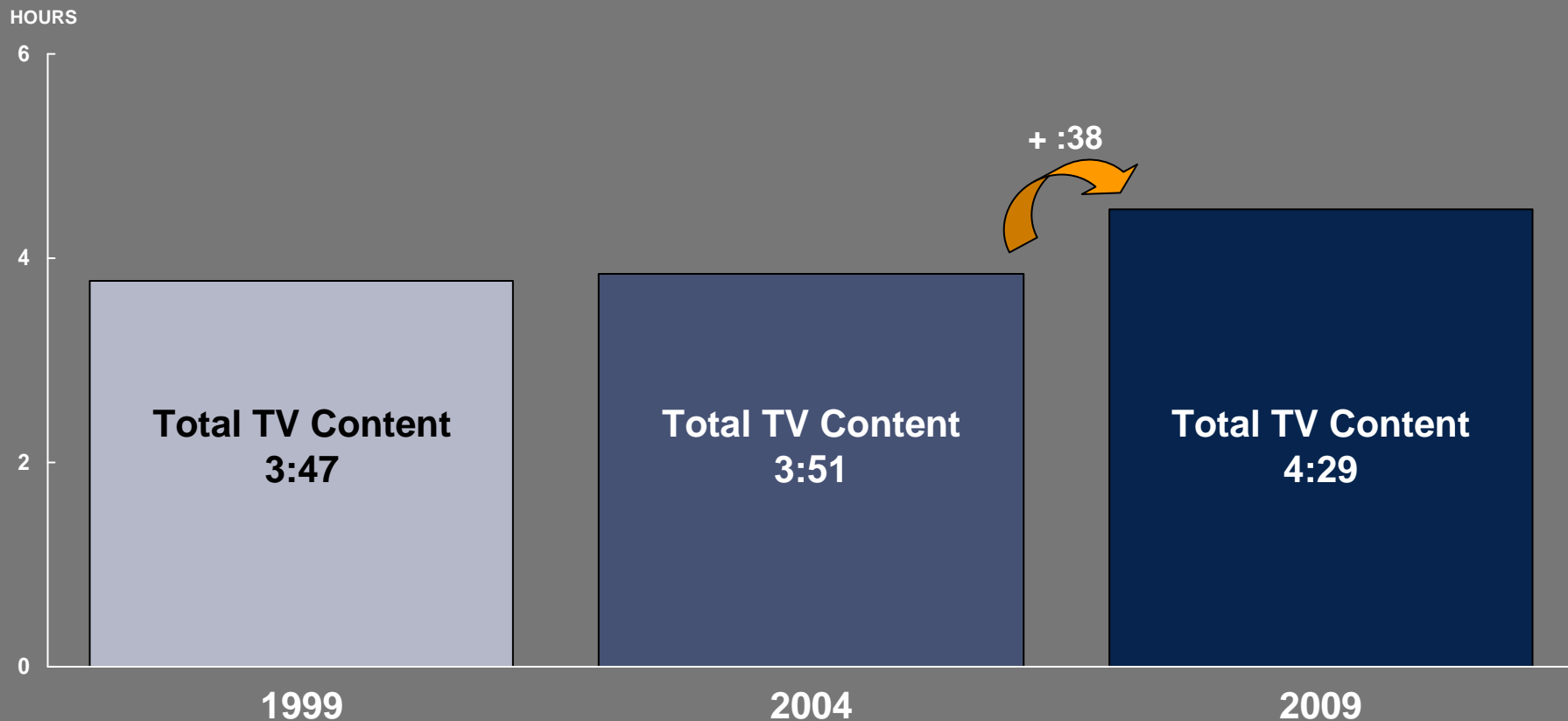
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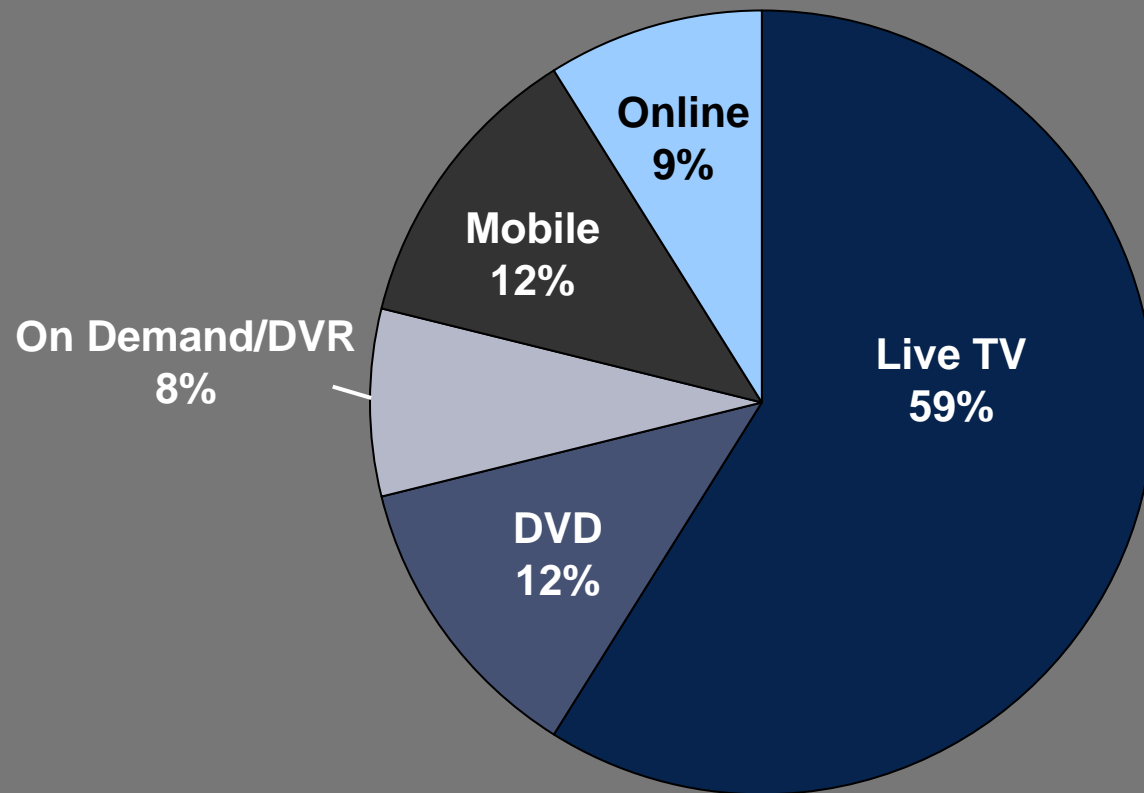
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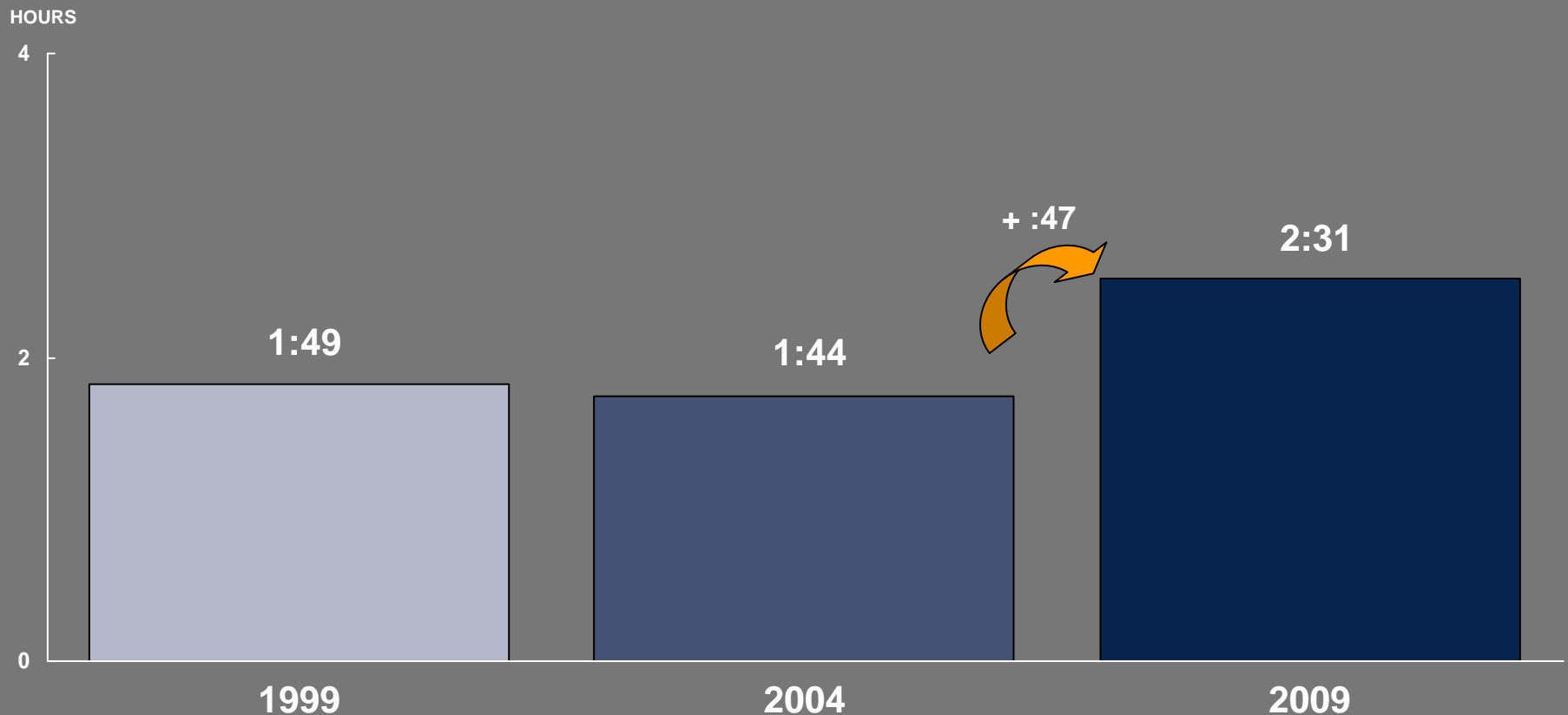
TV Viewing, by Platform, 2009

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



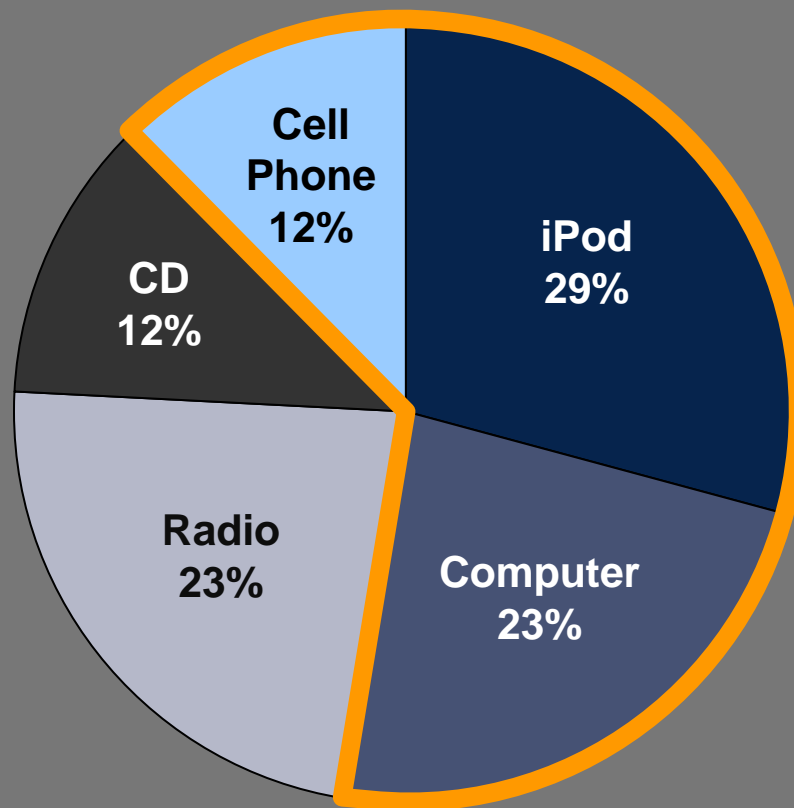
Listening to Music, Over Time

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



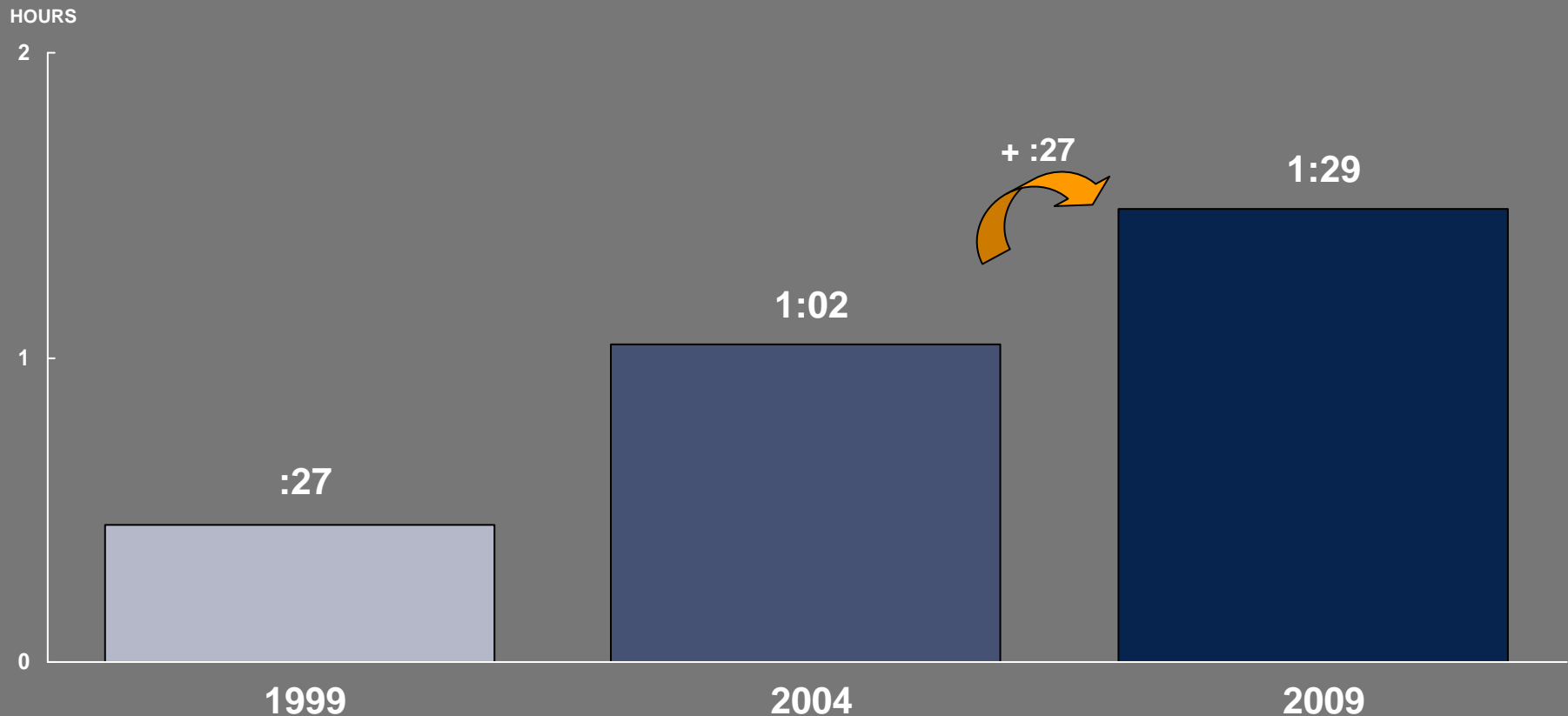
Listening to Music, By Platform

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



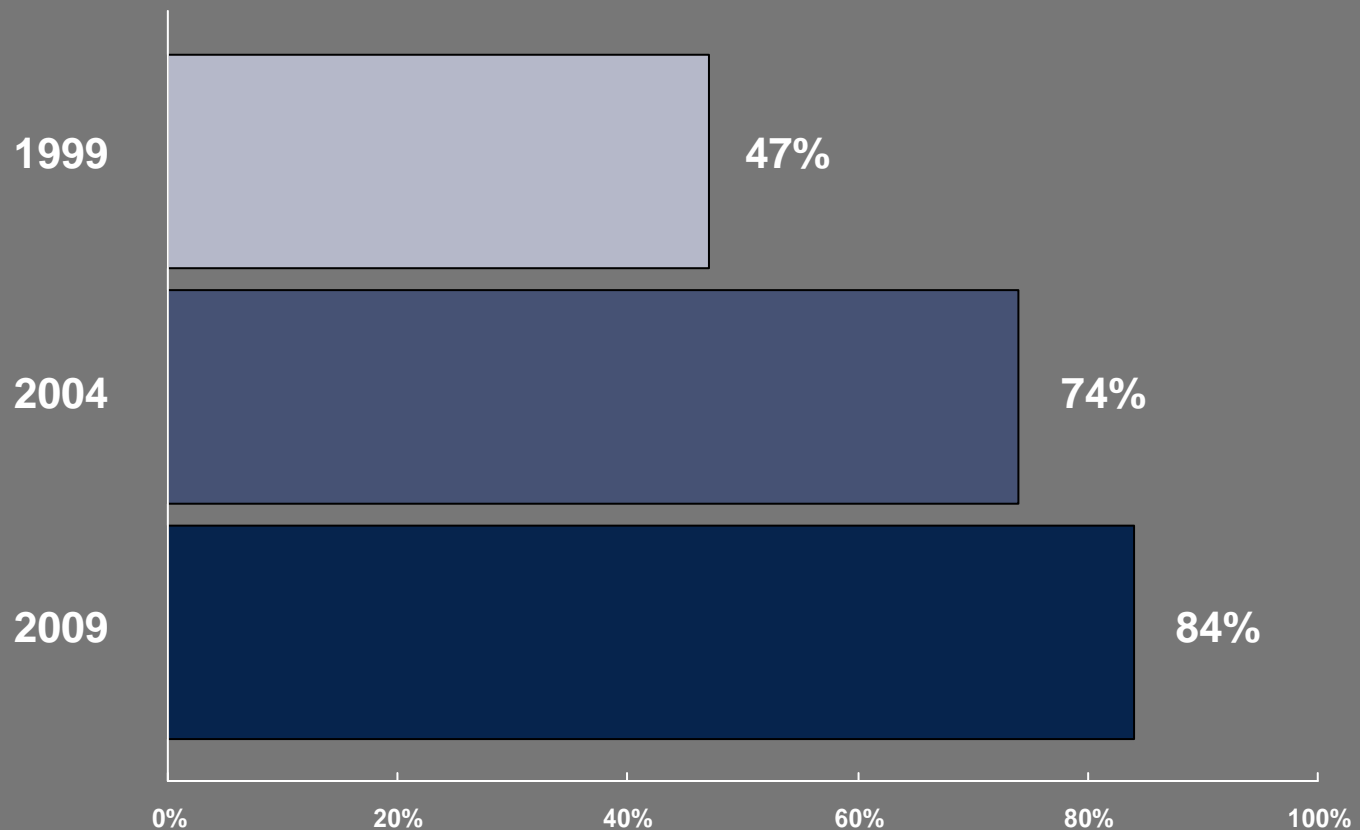
Computer Use, Over Time

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



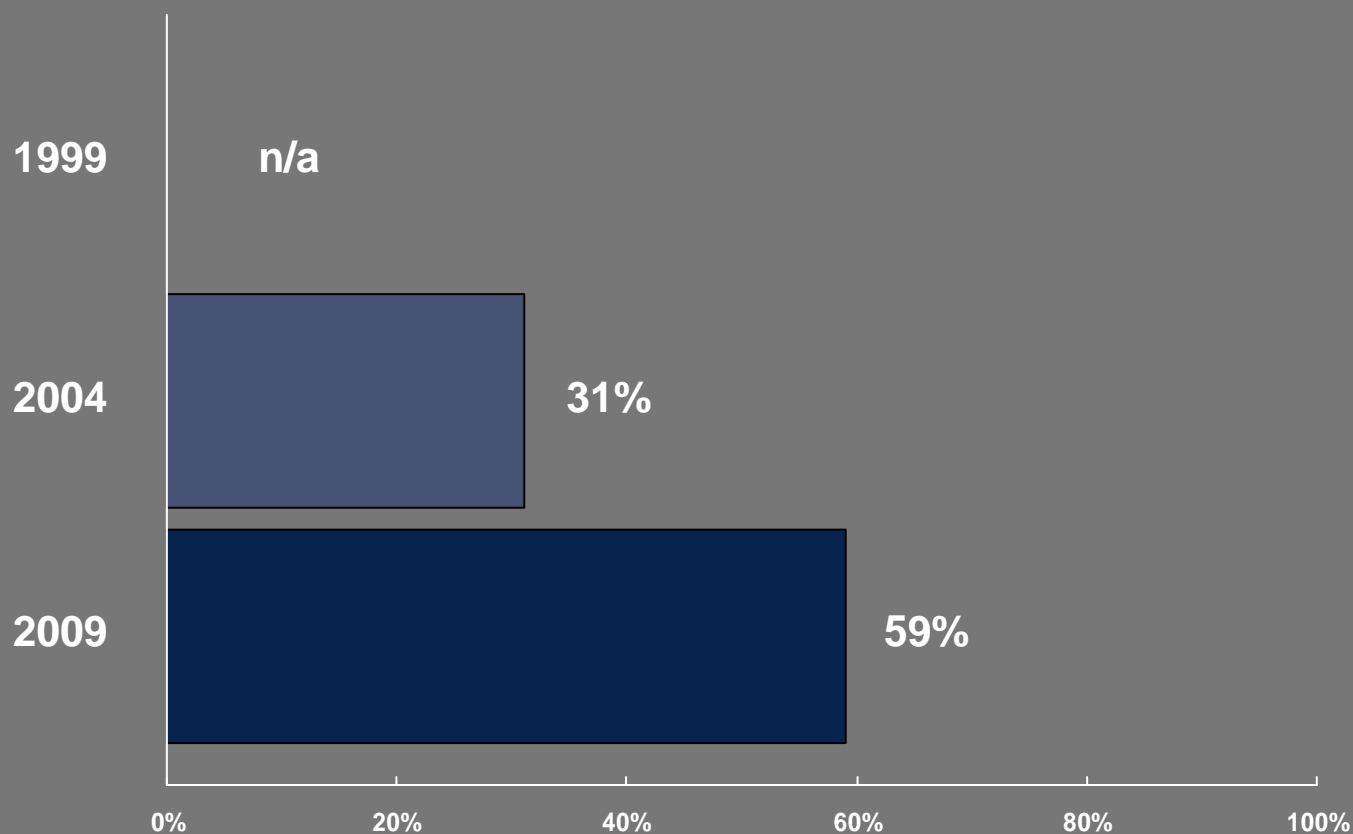
Home Internet Access, Over Time

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



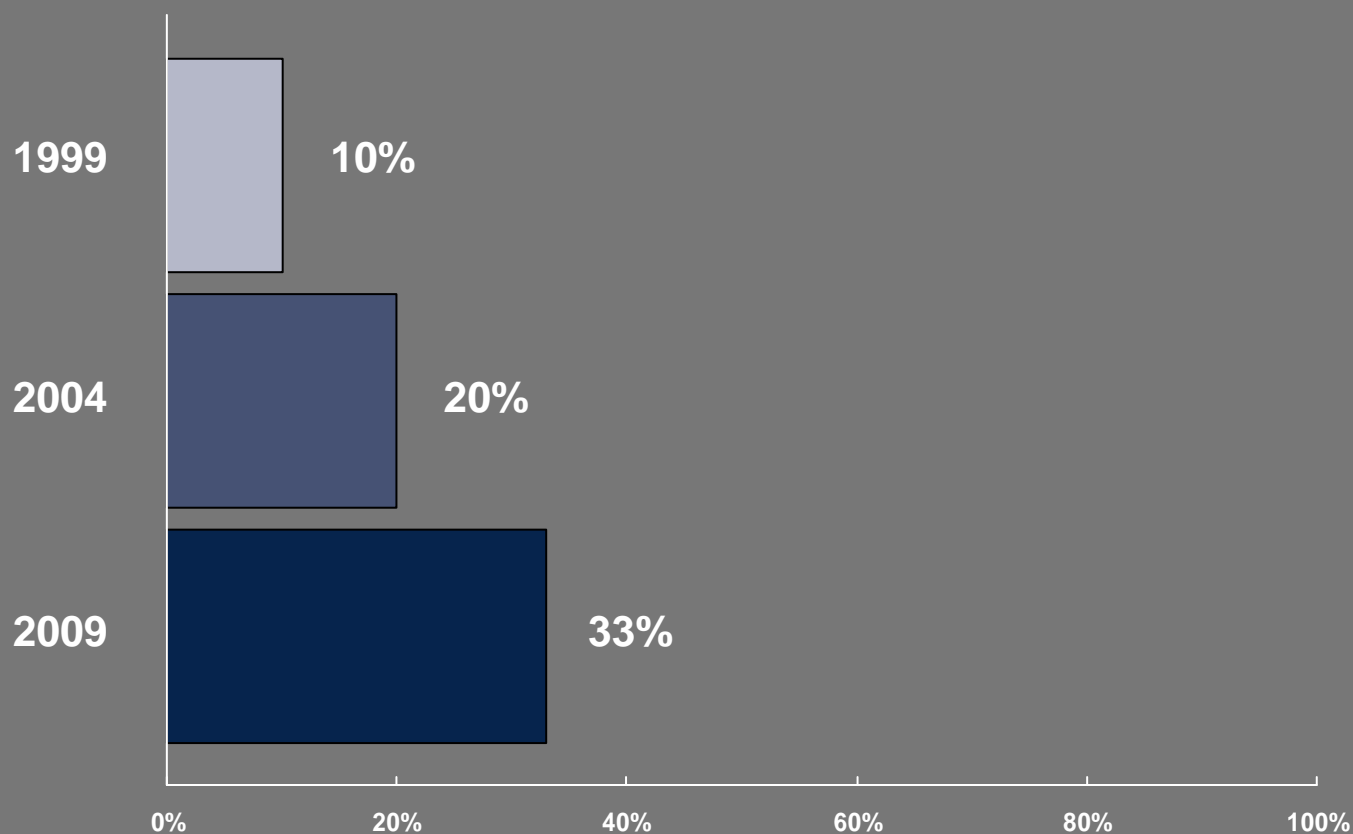
High-Speed Access, Over Time

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



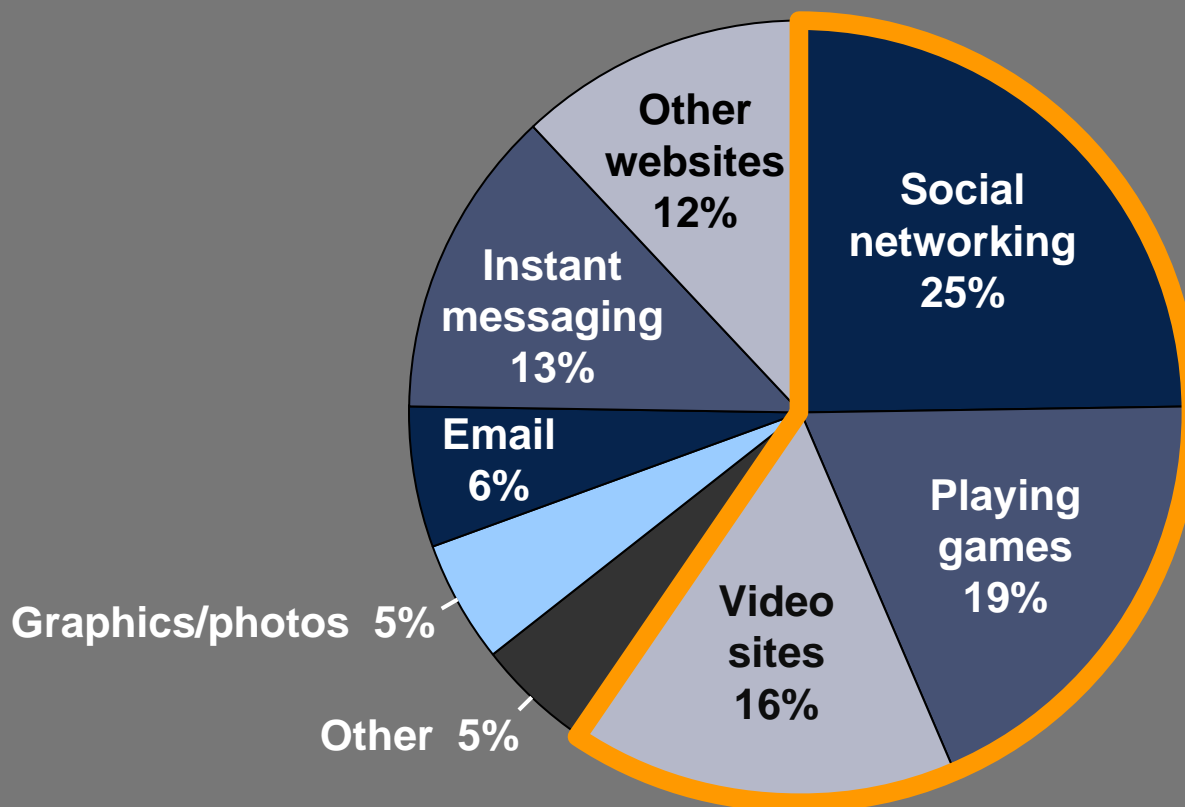
Internet in the Bedroom, Over Time

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



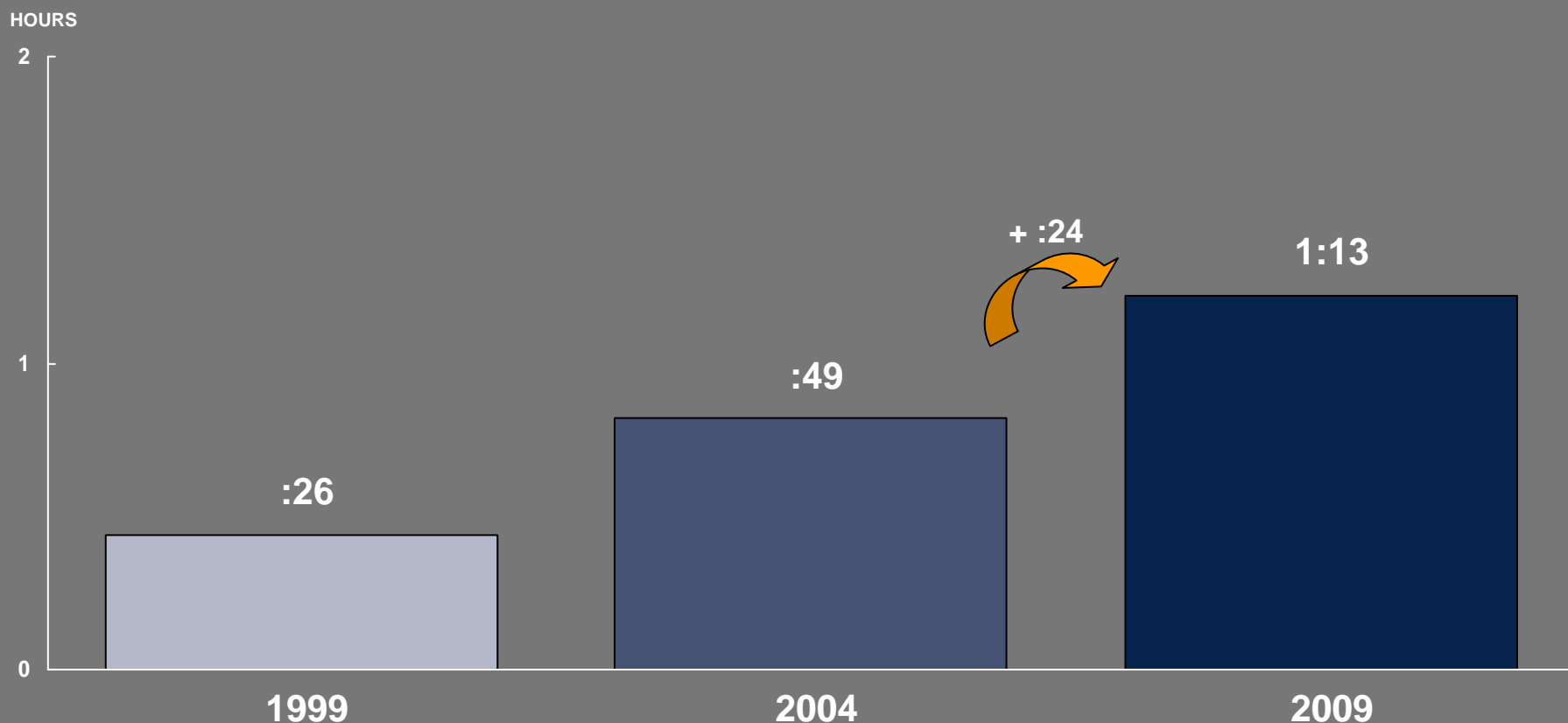
Computer Time, By Activity

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



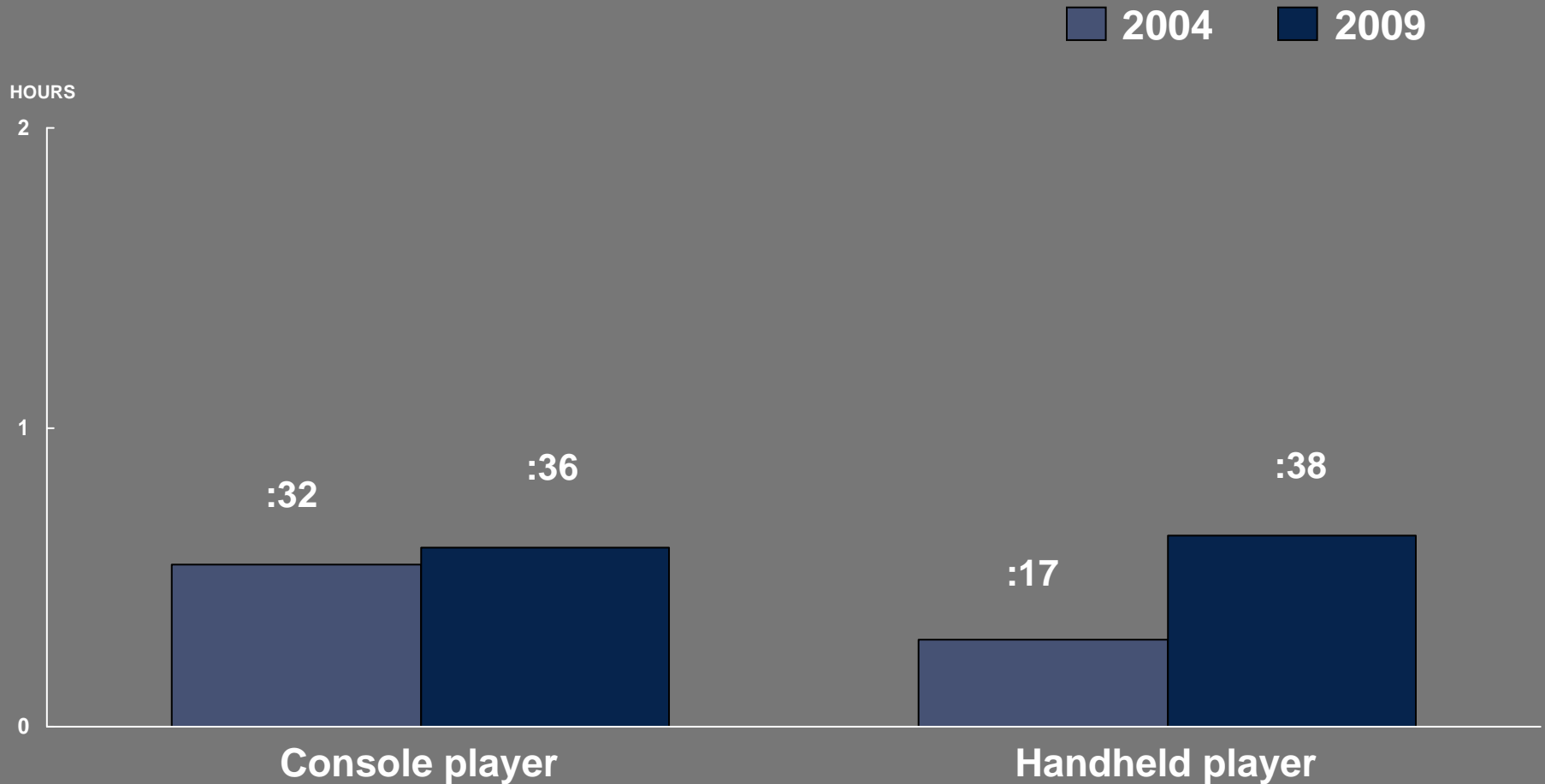
Video Game Use, Over Time

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



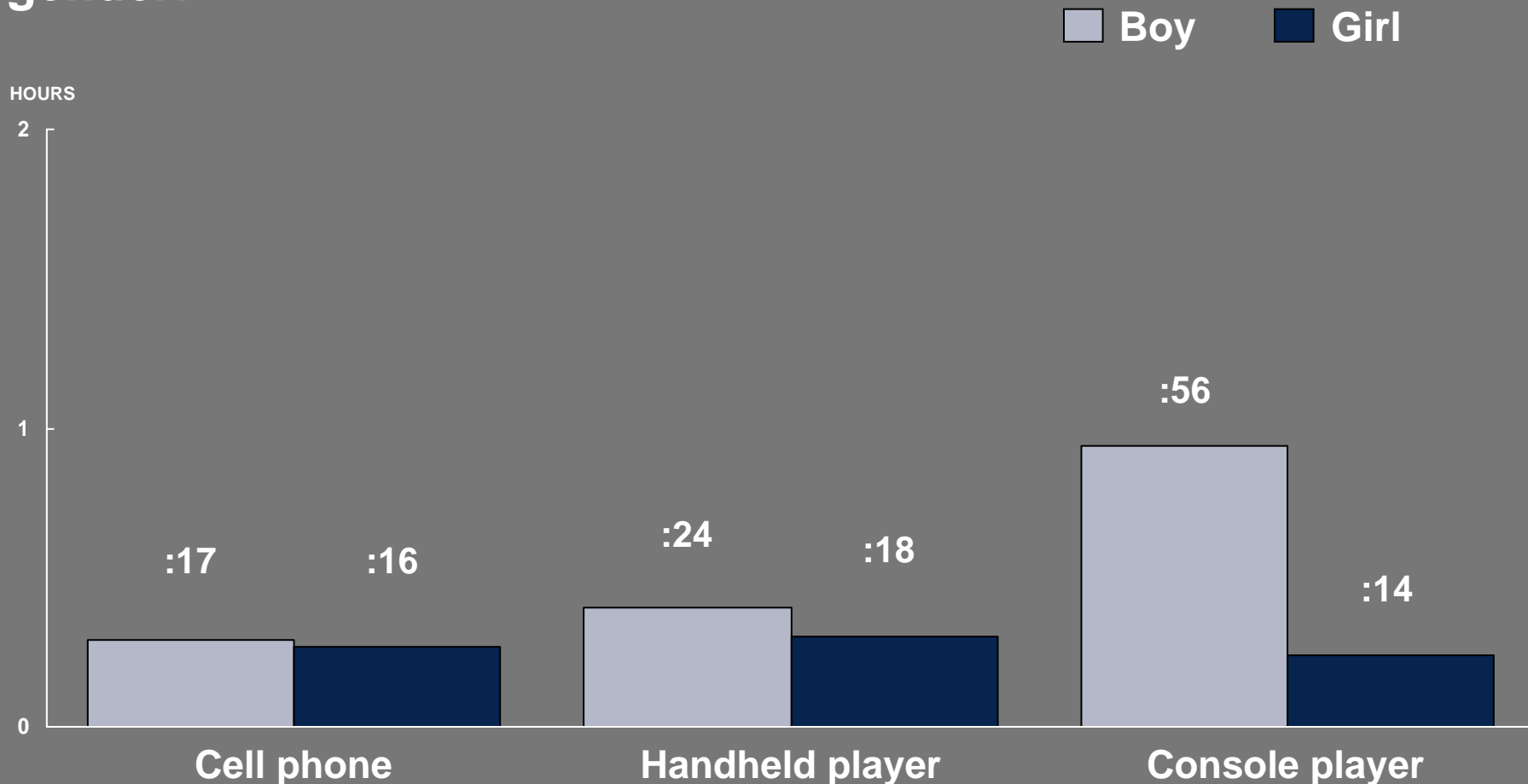
Video Game Use, By Platform, Over Time

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



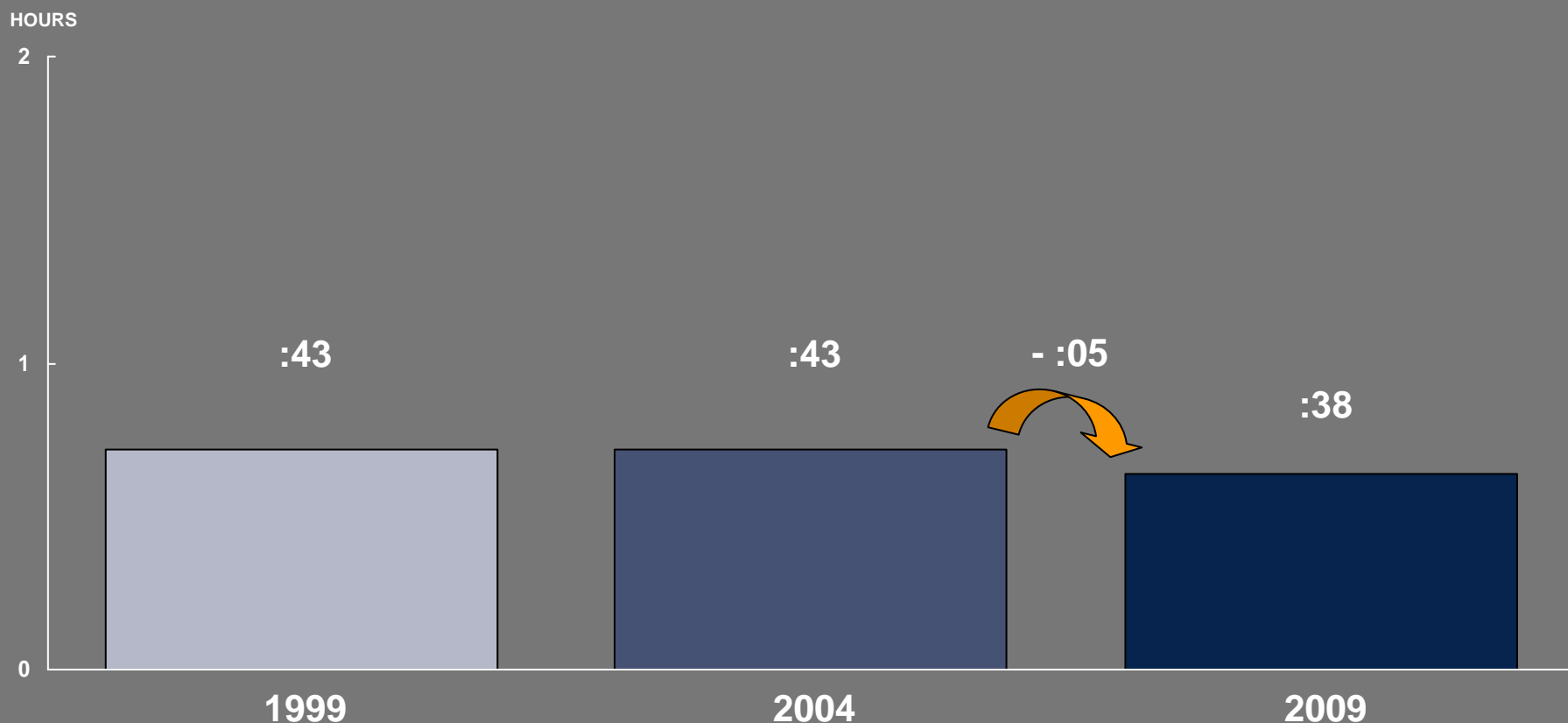
Video Game Use, By Platform, By Gender

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



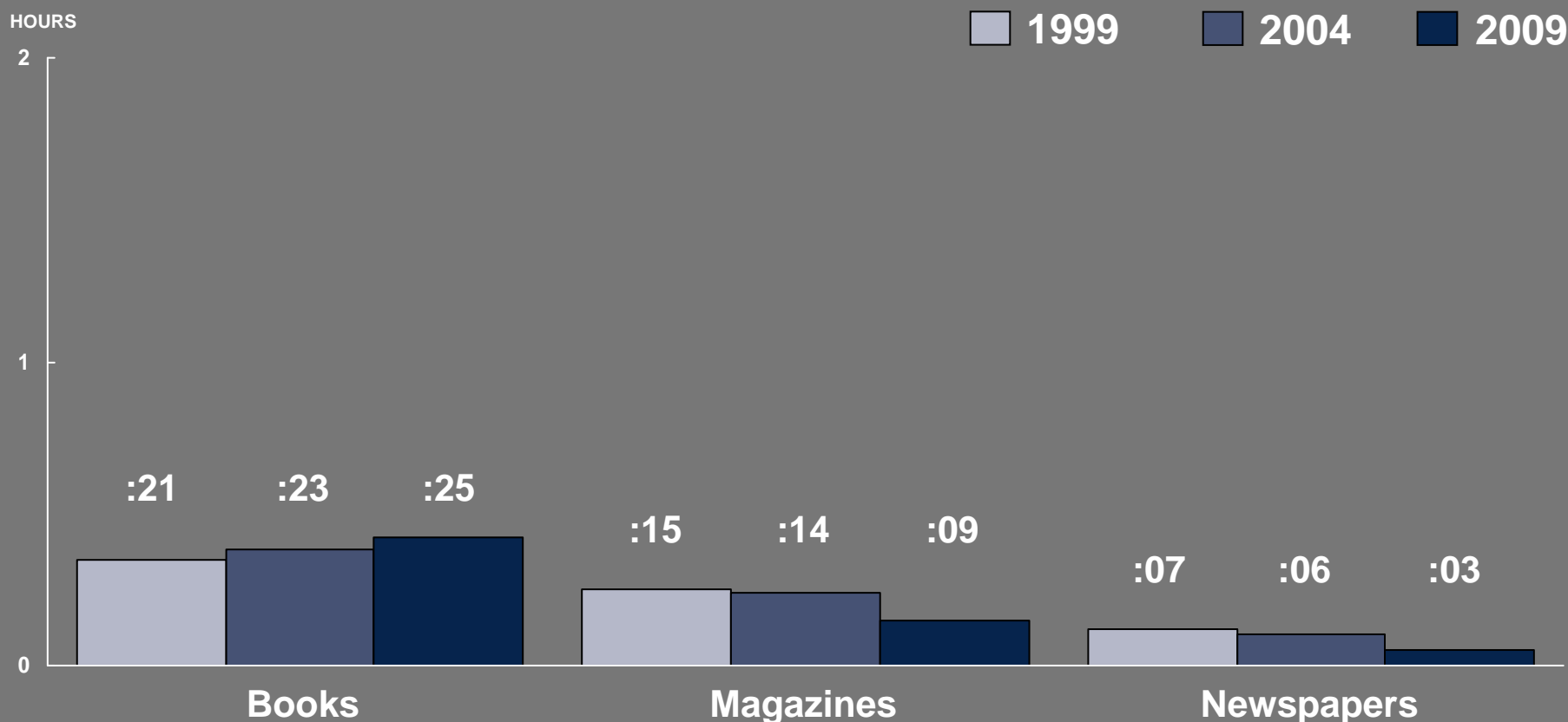
Reading, Over Time

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



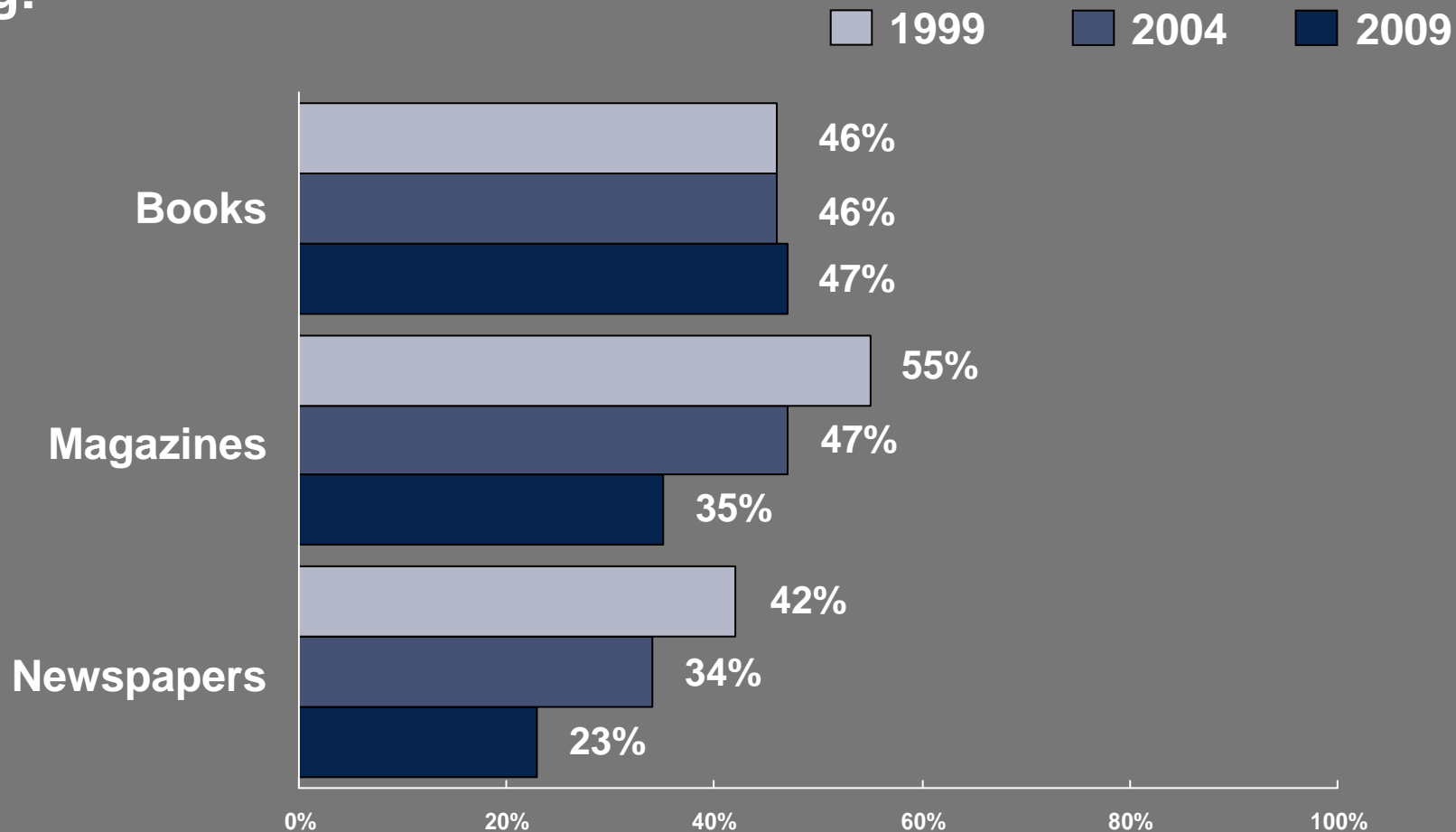
Reading, Over Time

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



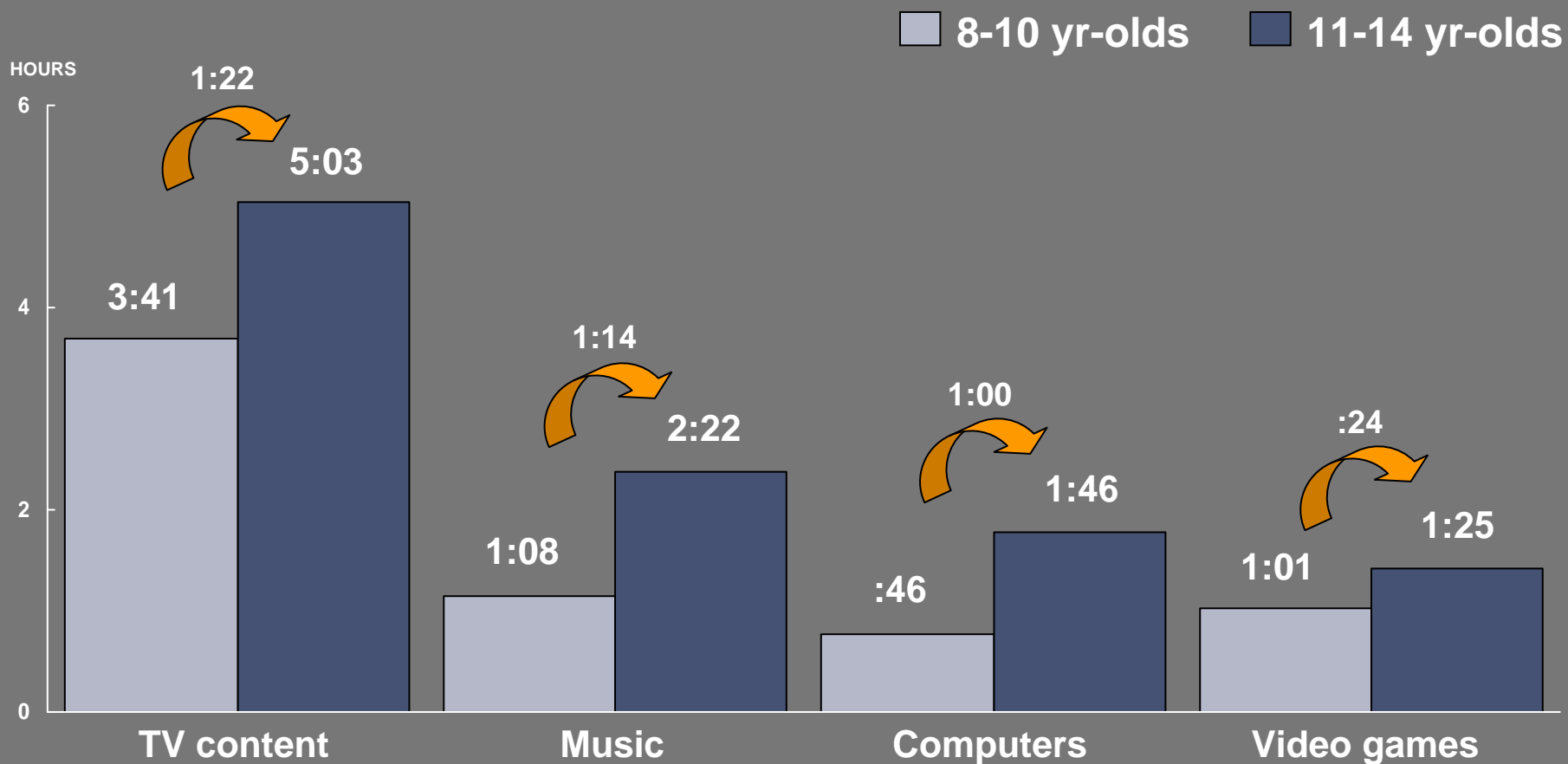
Reading

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



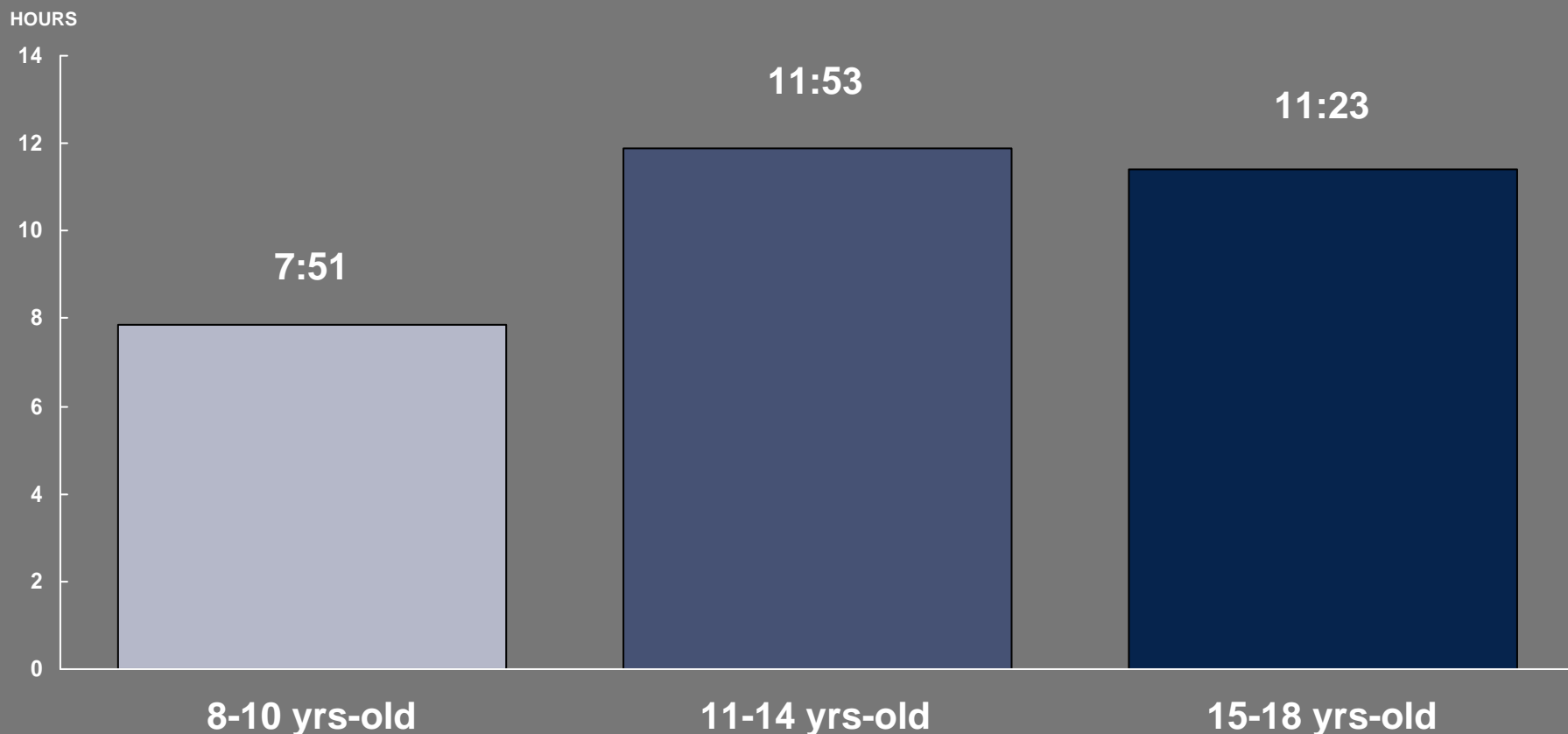
Time with Media, By Platform and Age

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



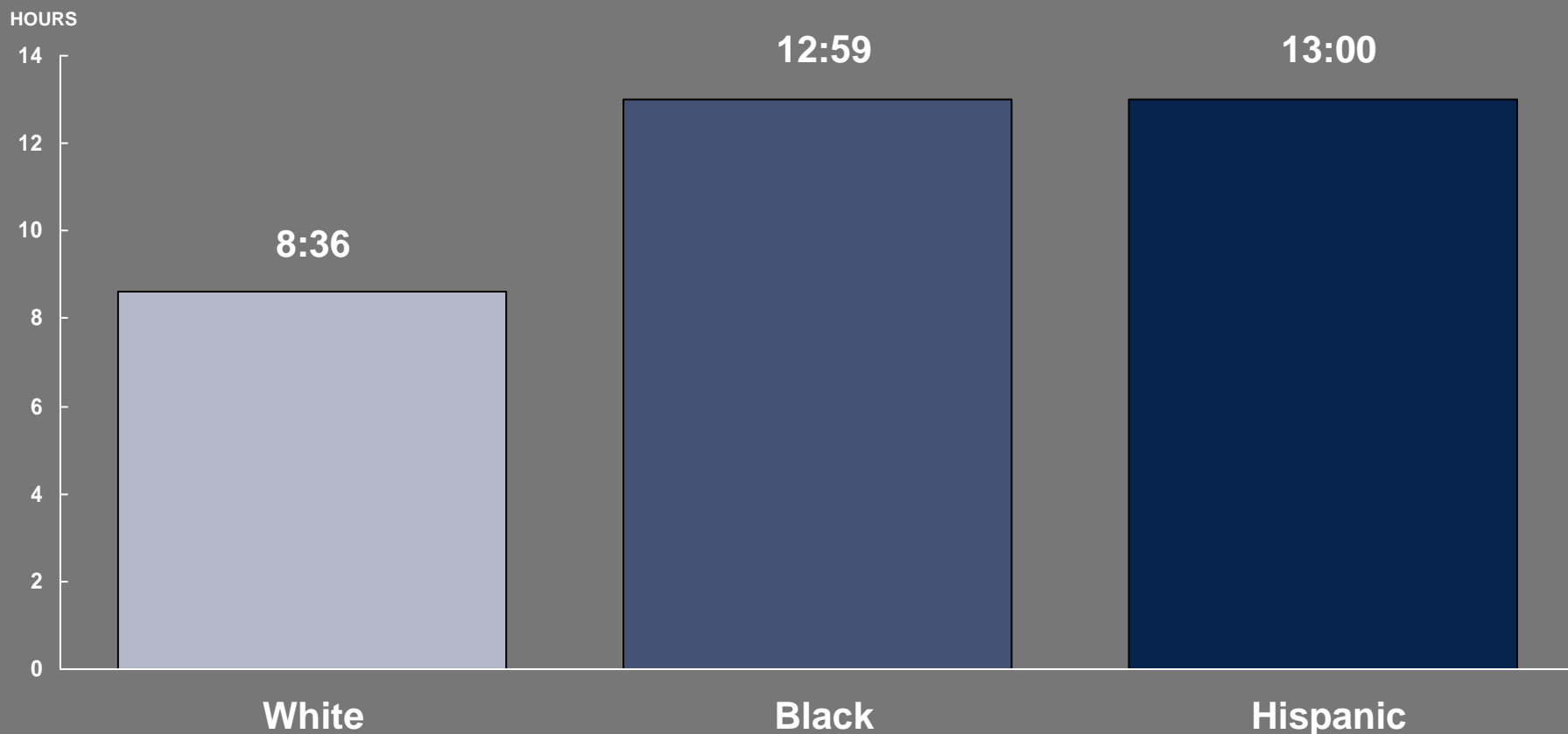
Total Media Exposure, By Age

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



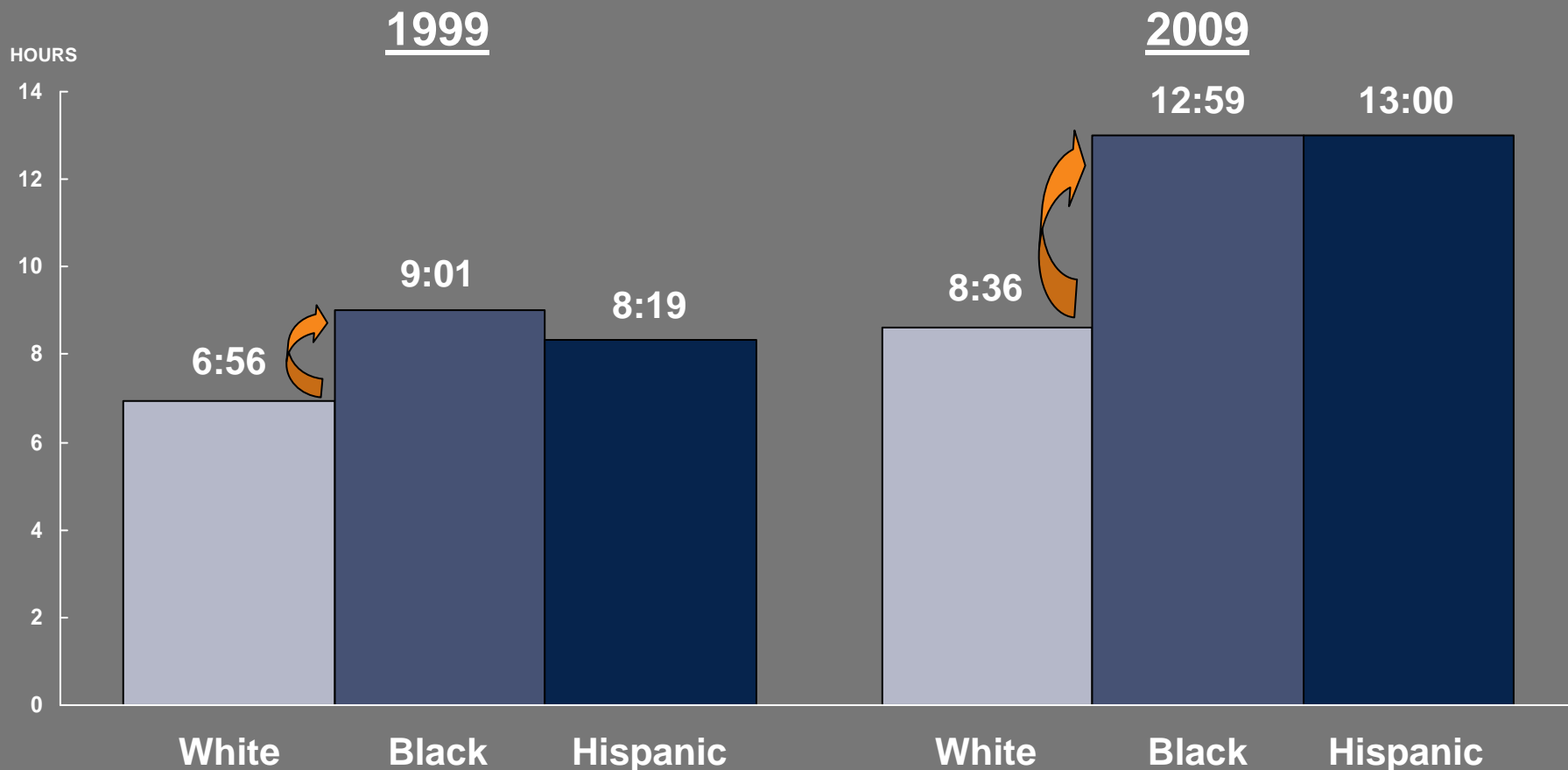
Total Media Exposure, By Race/Ethnicity

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



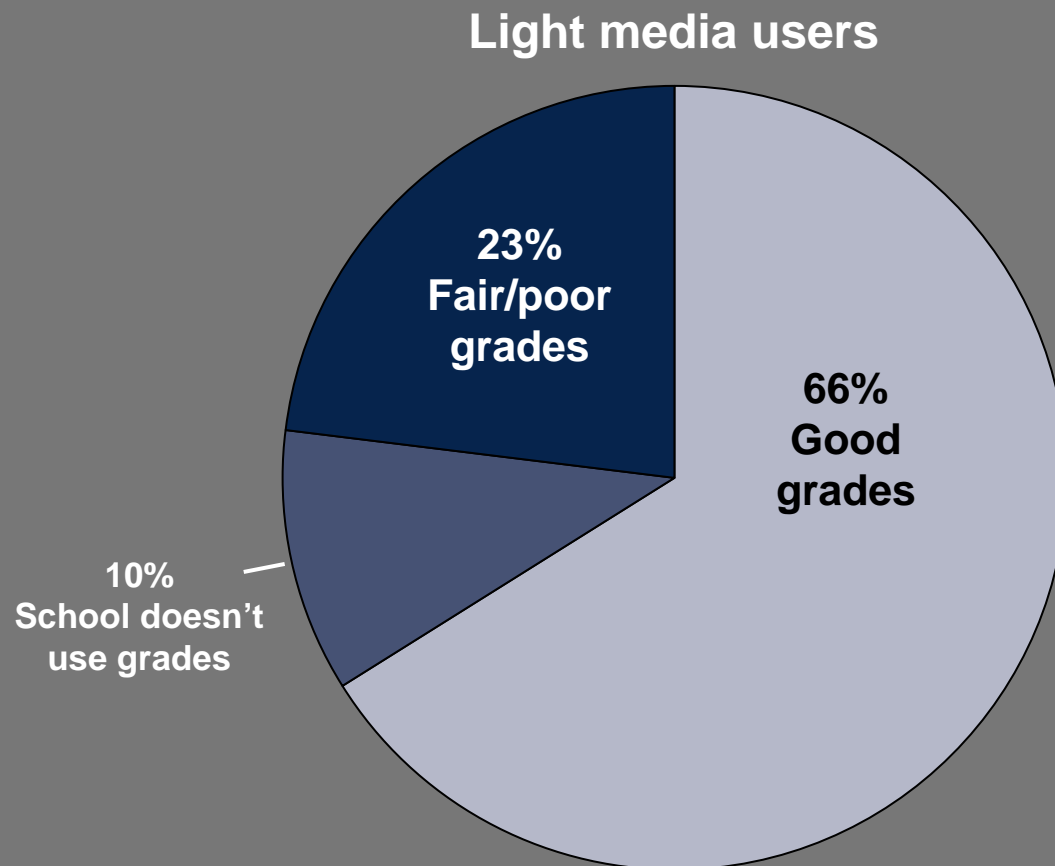
Total Media Exposure, By Race/Ethnicity

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



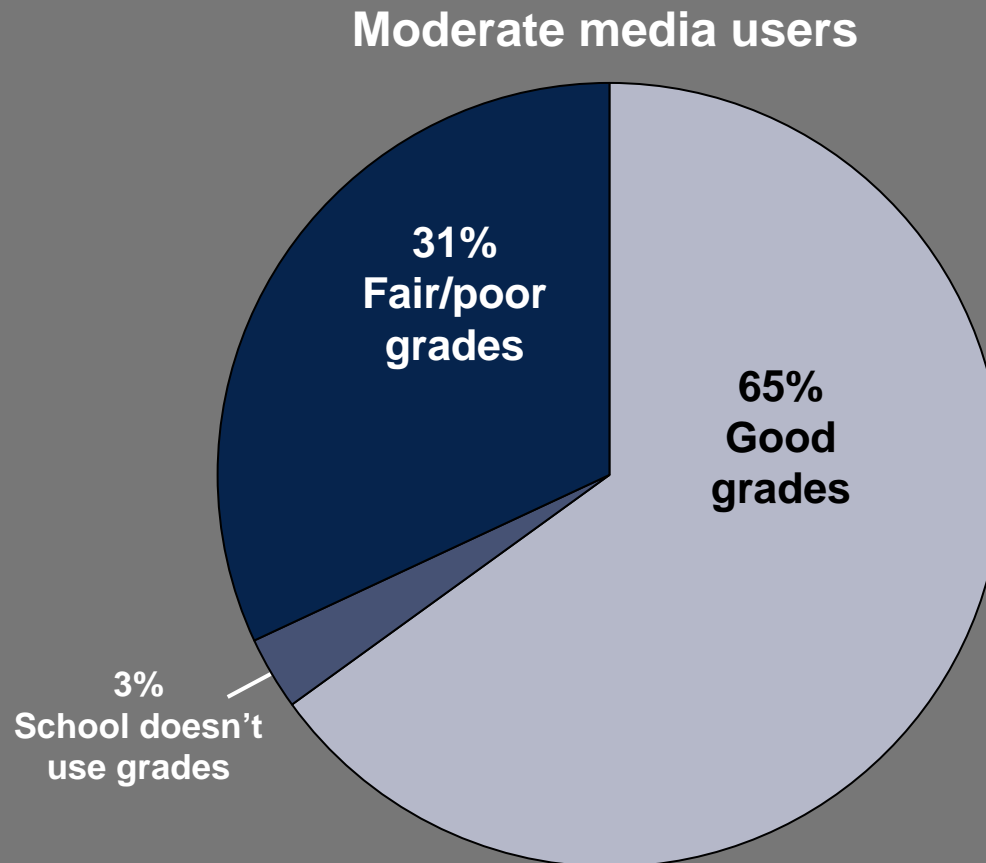
Media Use and Grades

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



Media Use and Grades

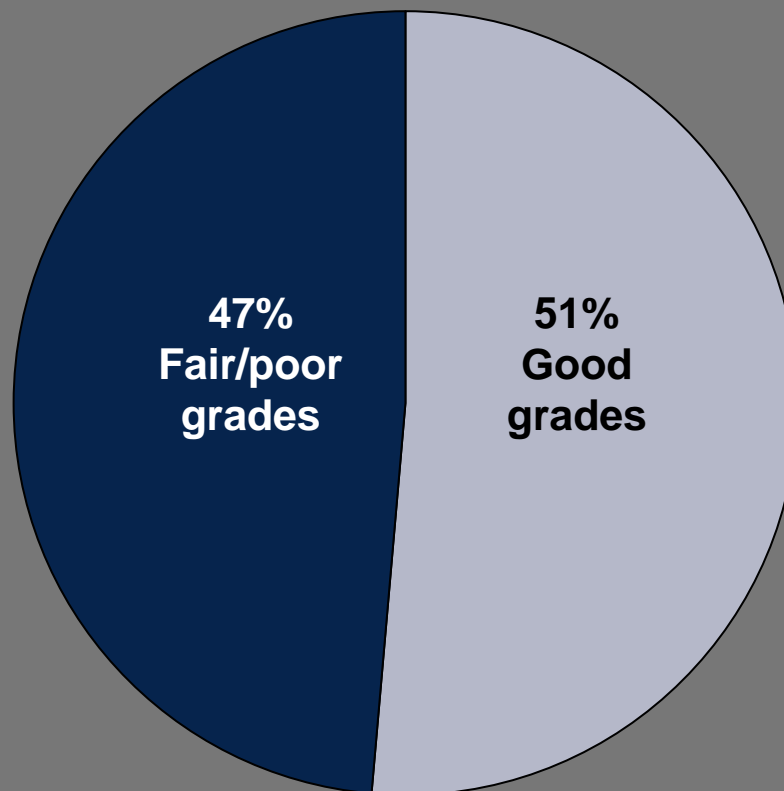
Percent of light, moderate, and heavy media users who get mostly good vs. mostly fair/poor grades:



Media Use and Grades

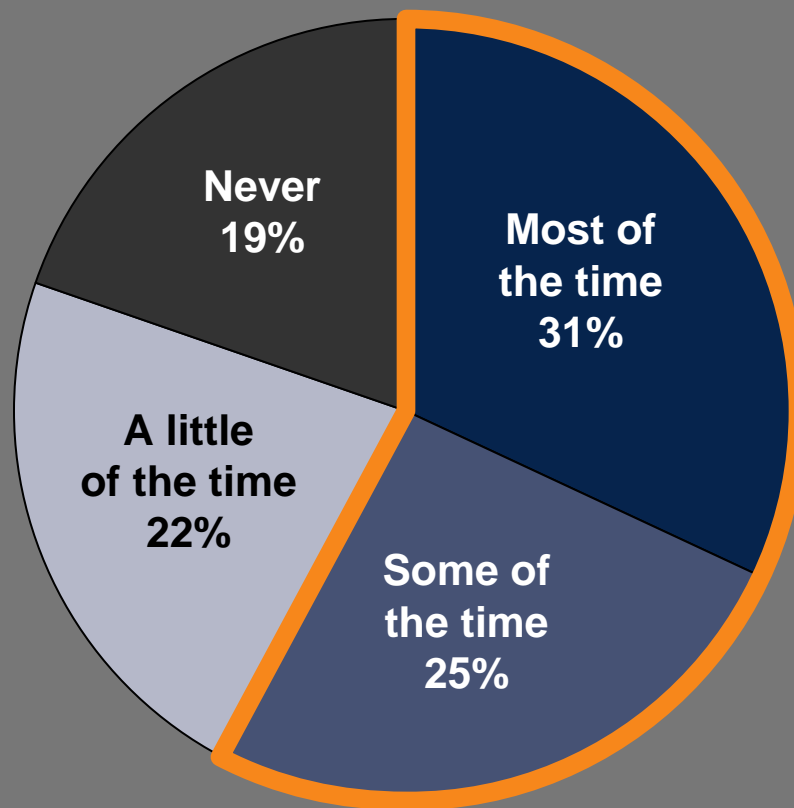
Percent of light, moderate, and heavy media users who get mostly good vs. mostly fair/poor grades:

Heavy media users



Multitasking with Homework

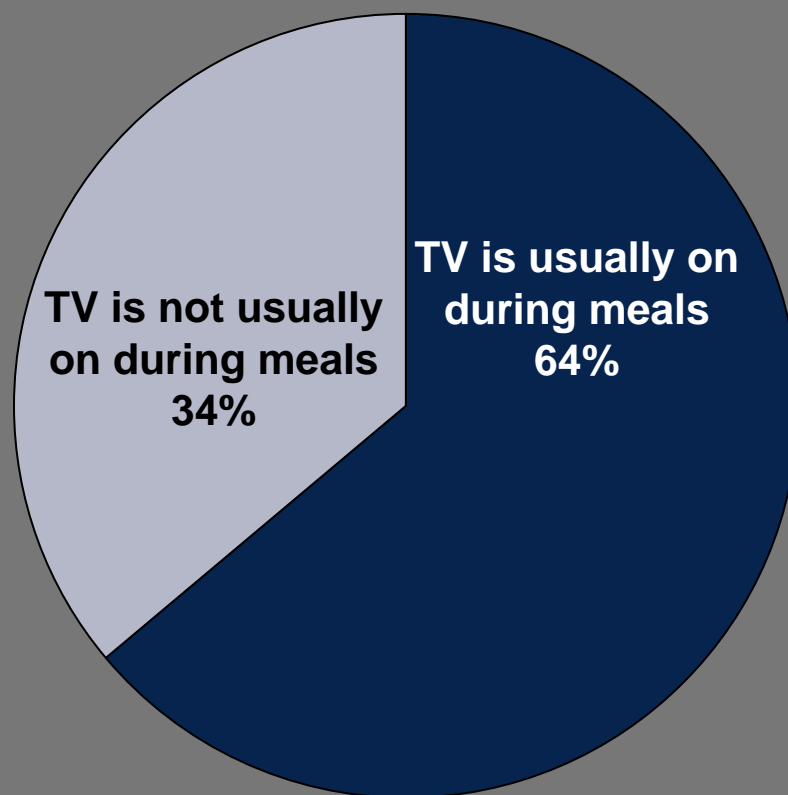
Among all 8- to 18-year-olds, proportion who say they use a computer, watch TV, play video games, text message, or listen to music while doing their homework:



Parents Matter

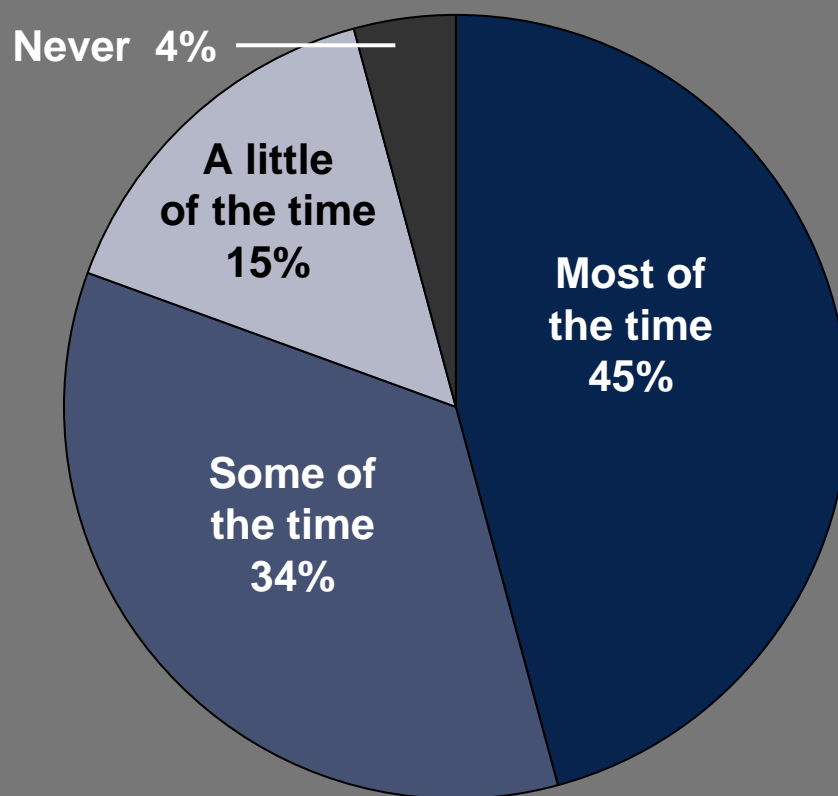
Household Media Environment

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



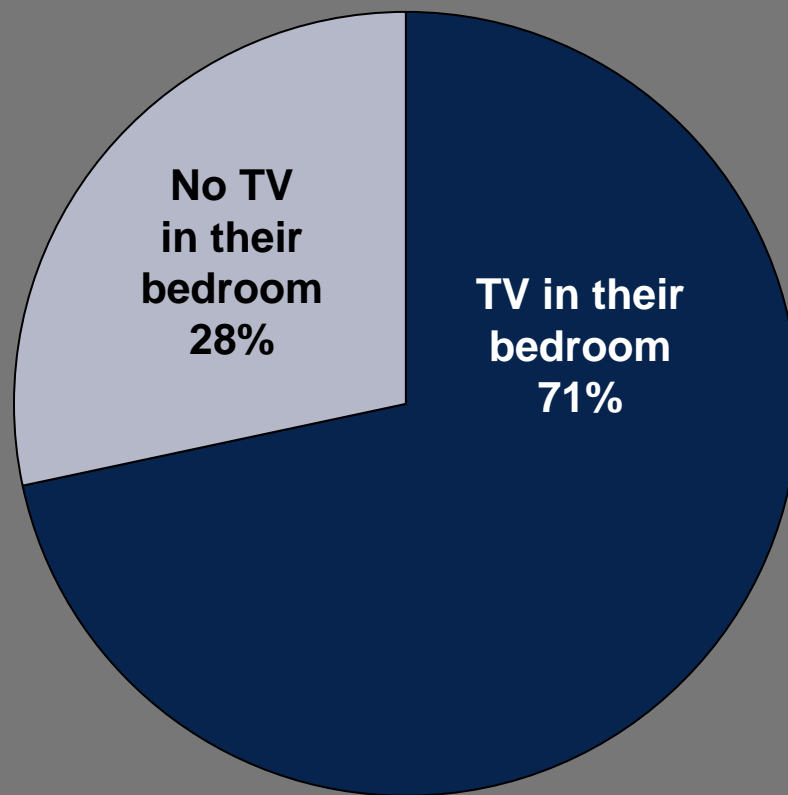
Household Media Environment

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



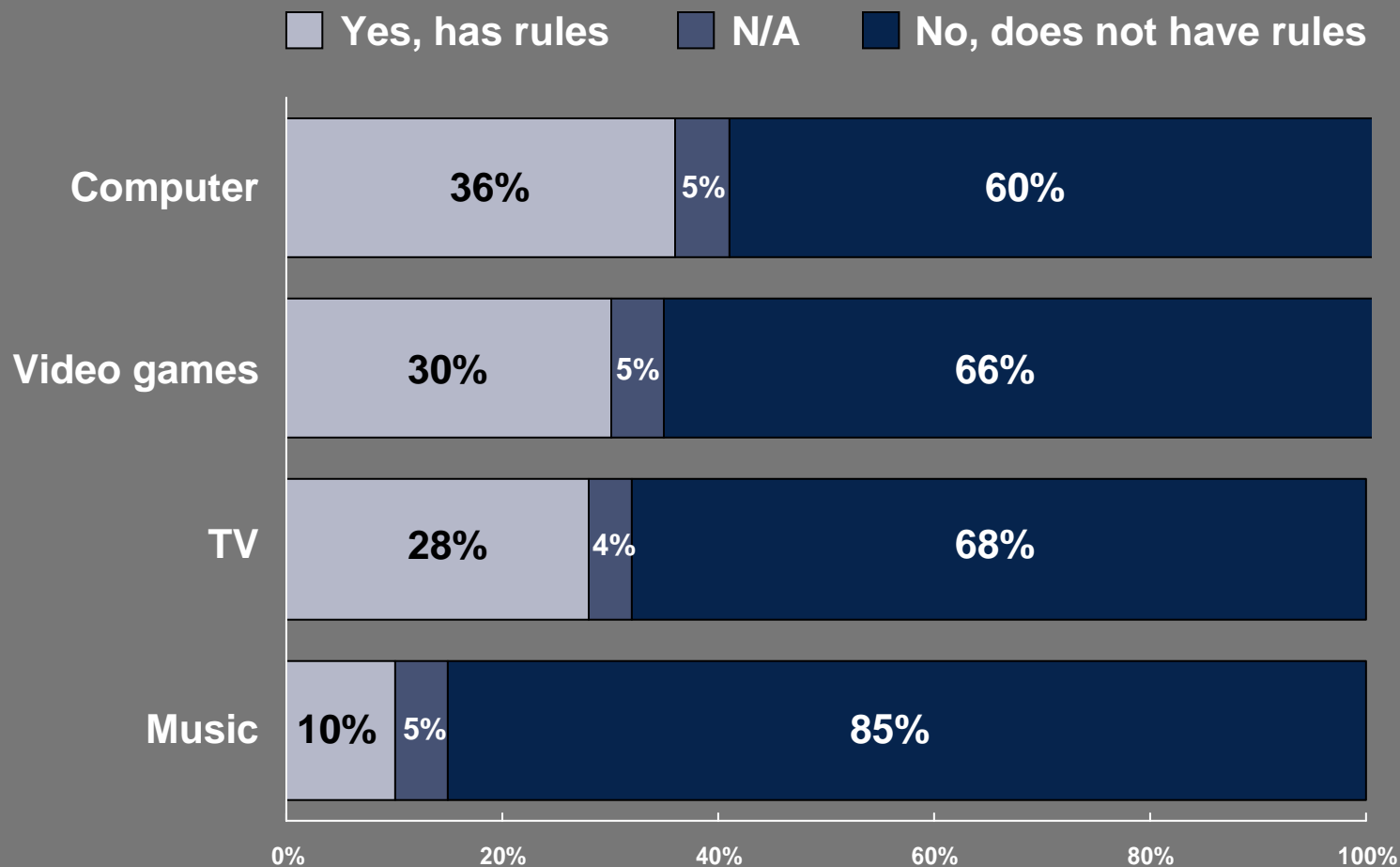
Media in the Bedroom

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



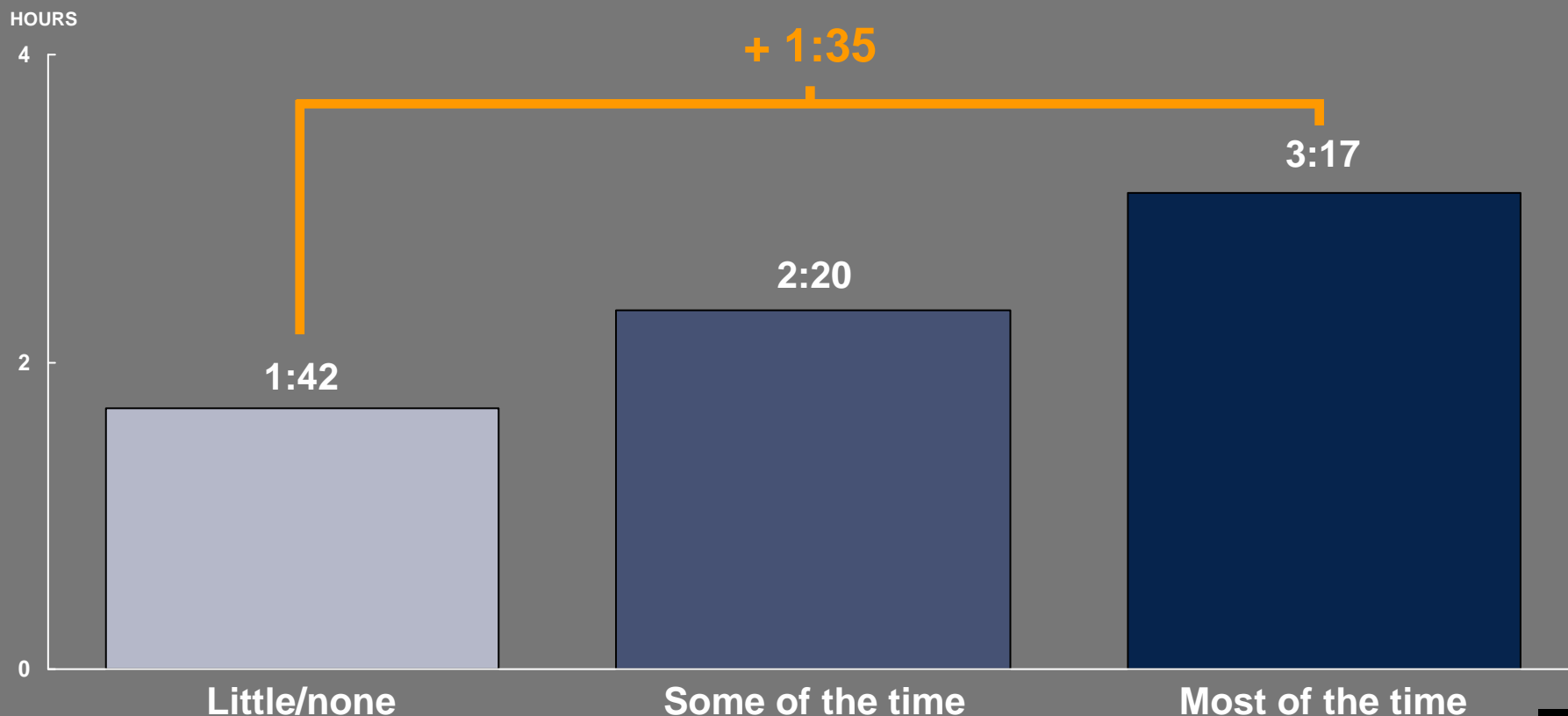
Media Rules

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



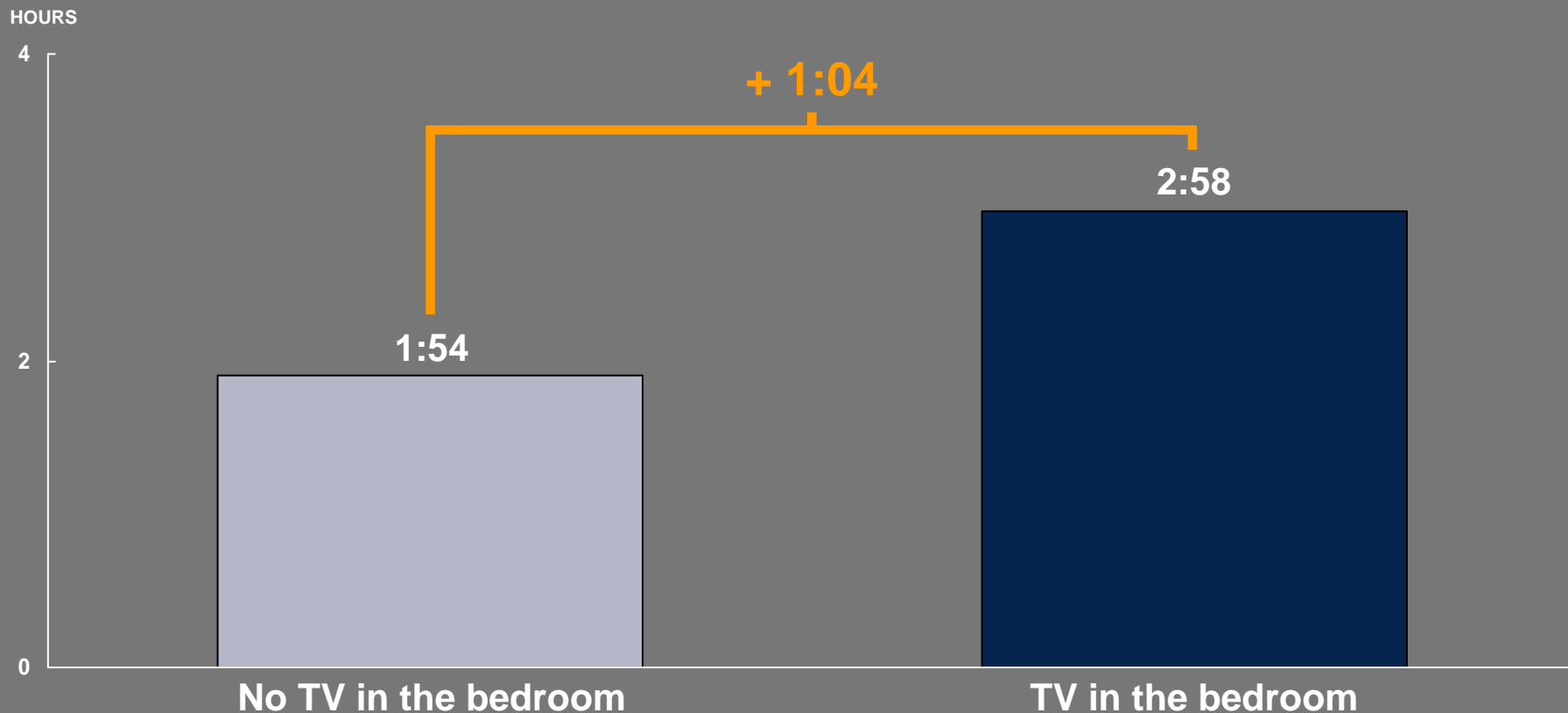
TV in the Home

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:



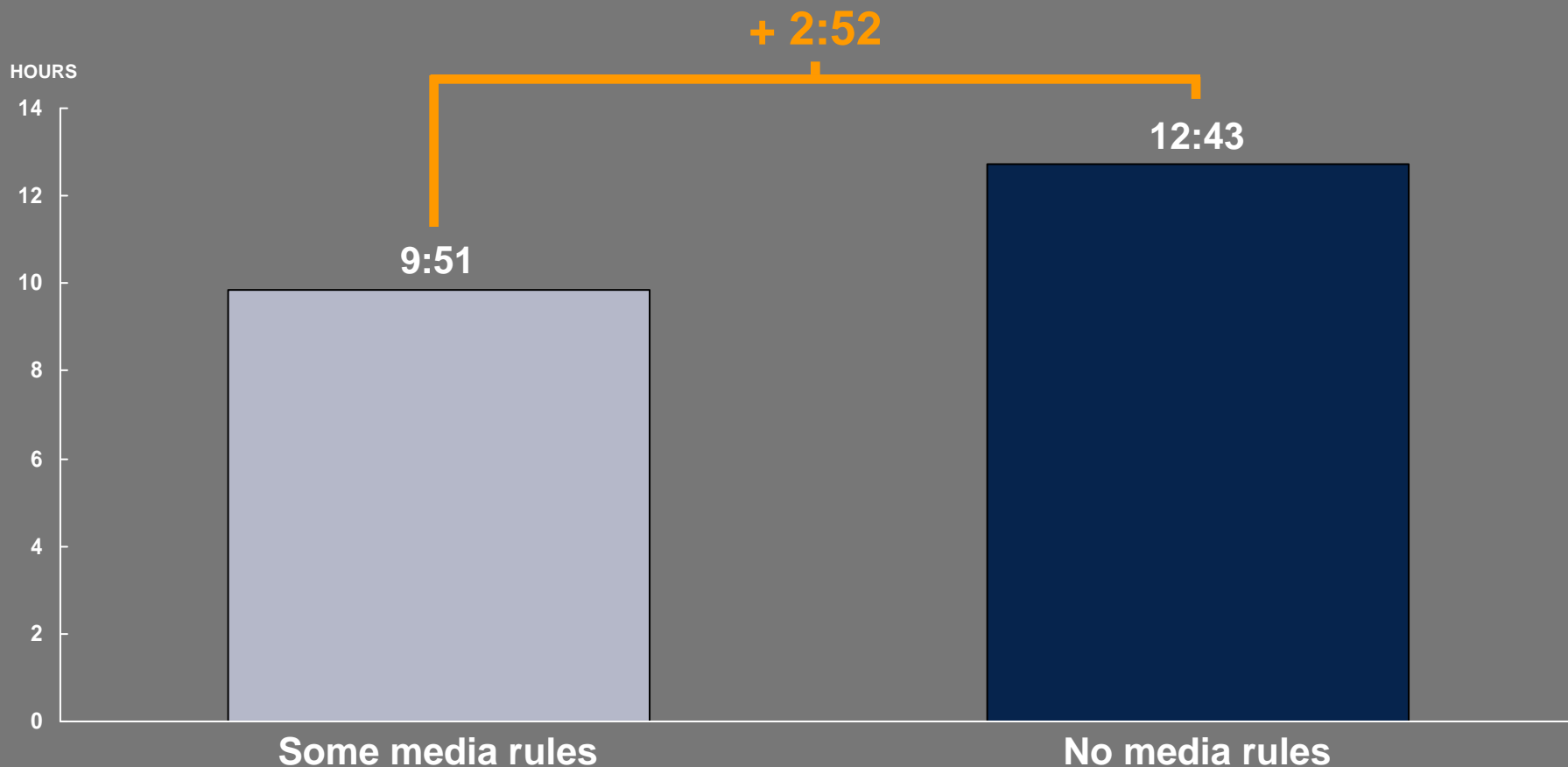
Bedroom TV and Time Spent Watching

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



Media Rules and Time Spent With Media

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



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