

APPENDIX 4  
TABLES ON INDIVIDUAL MEDIA USE

## APPENDIX 4.1

## Screen Media – Average Time and Proportion of 8- to 18-Year-Olds Who Used...

	2004 Total	1999 Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
<b>TV</b>										
Average time	3:04	3:05	3:17	3:16	2:36	3:04	3:04	2:45 <sup>a</sup>	4:05 <sup>b</sup>	3:23 <sup>b</sup>
5 minutes or more	81%	85%	86% <sup>a</sup>	83% <sup>a</sup>	73% <sup>b</sup>	79%	82%	79%	84%	83%
More than 1 hour	66%	69	68 <sup>a</sup>	71 <sup>a</sup>	56 <sup>b</sup>	66	65	64	74	69
More than 5 hours	20%	22	23	22	17	21	19	17	31	23
<b>Prerecorded TV/ DVDs &amp; videos</b>										
Average time	0:47	0:42	0:53	0:46	0:44	0:45	0:49	0:45 <sup>a</sup>	1:00 <sup>b</sup>	0:44 <sup>a</sup>
5 minutes or more	42%	46	53 <sup>a</sup>	42 <sup>b</sup>	34 <sup>b</sup>	41	44	40 <sup>a</sup>	51 <sup>b</sup>	44 <sup>ab</sup>
<b>Movies</b>										
Average time	0:25	0:18	0:31	0:23	0:21	0:29	0:20	0:17 <sup>a</sup>	0:48 <sup>b</sup>	0:29 <sup>c</sup>
5 minutes or more	13%	10	15	13	12	15	11	10 <sup>a</sup>	22 <sup>b</sup>	16 <sup>ab</sup>
<b>Total screen media<sup>1</sup></b>										
Average time	4:15	4:04	4:41 <sup>a</sup>	4:25 <sup>a</sup>	3:40 <sup>b</sup>	4:17	4:13	3:47 <sup>a</sup>	5:53 <sup>b</sup>	4:37 <sup>c</sup>

## Screen Media – Average Time and Proportion of 8- to 18-Year-Olds Who Used... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
<b>TV</b>						
Average time	3:12	2:48	3:03	3:16	2:55	3:08
5 minutes or more	82%	75%	81%	79% <sup>ab</sup>	78% <sup>a</sup>	85% <sup>b</sup>
More than 1 hour	69%	62	64	65	63	70
More than 5 hours	23%	16	19	24	20	19
<b>Prerecorded TV/ DVDs &amp; videos</b>						
Average time	0:44 <sup>ab</sup>	0:42 <sup>a</sup>	0:51 <sup>b</sup>	0:50	0:49	0:41
5 minutes or more	42%	39	44	46	45	37
<b>Movies</b>						
Average time	0:26 <sup>ab</sup>	0:17 <sup>a</sup>	0:26 <sup>b</sup>	0:30	0:25	0:20
5 minutes or more	13%	11	14	16	13	10
<b>Total screen media<sup>1</sup></b>						
Average time	4:23 <sup>a</sup>	3:46 <sup>b</sup>	4:20 <sup>a</sup>	4:36	4:10	4:08

<sup>1</sup> For purposes of this table screen media includes TV, videos, and movies.

Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

## APPENDIX 4.2

## TV Genres – Of 8- to 18-Year-Olds Who Watched TV the Previous Day, the Proportion Who Watched...

	2004 Total	1999 Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
Comedy	37% <sup>‡</sup>	50%	39%	36%	34%	32% <sup>a</sup>	41% <sup>b</sup>	36%	35%	43%
Educational children's	25%	24	47 <sup>a</sup>	21 <sup>b</sup>	8 <sup>c</sup>	24	26	22	31	27
Children's	24%	24	45 <sup>a</sup>	22 <sup>b</sup>	8 <sup>c</sup>	25	23	22	30	27
Movie	22%	18	15 <sup>a</sup>	26 <sup>b</sup>	21 <sup>ab</sup>	24	19	23	25	18
Reality	17% <sup>‡</sup>	12	12 <sup>a</sup>	17 <sup>ab</sup>	21 <sup>b</sup>	16	17	18	16	14
Entertainment/variety	16% <sup>‡</sup>	11	7 <sup>a</sup>	22 <sup>b</sup>	17 <sup>b</sup>	16	17	16	18	12
Drama	15% <sup>‡</sup>	23	12 <sup>a</sup>	13 <sup>a</sup>	22 <sup>b</sup>	12	18	16	14	12
Sports	12% <sup>‡</sup>	17	9	14	13	19 <sup>a</sup>	5 <sup>b</sup>	13	15	8
Documentary	11% <sup>‡</sup>	4	9	11	12	10	11	12	10	6
Music video	8%	10	3 <sup>a</sup>	11 <sup>b</sup>	10 <sup>b</sup>	8	9	7	11	11
News magazine	8% <sup>‡</sup>	2	6	9	7	8	7	7	7	7
News	6% <sup>‡</sup>	11	4 <sup>a</sup>	4 <sup>a</sup>	10 <sup>b</sup>	4	7	6	4	5
Talk show	5% <sup>‡</sup>	10	2 <sup>a</sup>	5 <sup>ab</sup>	9 <sup>b</sup>	3 <sup>a</sup>	7 <sup>b</sup>	5	7	5
Game show	3%	5	3	4	3	3	4	4	3	2
Soap opera	1%	2	1	1	2	*	2	1	0	1
Infomercial	*	*	*	*	0	*	*	*	*	*
Other	20%	6	23	17	20	18	21	18	23	20
Other Spanish language	1%	3	1	1	*	*	1	*	0	4
Broadcast	49% <sup>‡</sup>	69								
Cable	69% <sup>‡</sup>	50								

## TV Genres – Of 8- to 18-Year-Olds Who Watched TV the Previous Day, the Proportion Who Watched... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
Comedy	38%	40%	34%	31%	36%	41%
Educational children's	22%	19	26	21	25	26
Children's	23%	18	27	22	25	25
Movie	24%	24	21	33 <sup>a</sup>	19 <sup>b</sup>	18 <sup>b</sup>
Reality	19%	22	15	17	18	15
Entertainment/variety	15%	21	17	17	13	20
Drama	14%	19	15	11	16	16
Sports	12%	15	11	14	9	15
Documentary	13%	8	11	12	10	11
Music video	10%	10	8	8	9	9
News magazine	7%	8	7	10	7	6
News	4%	6	6	6	5	5
Talk show	5%	6	5	6	5	5
Game show	2%	5	3	3	4	3
Soap opera	1%	2	1	1	1	1
Infomercial	*	*	*	1	*	0
Other	22%	19	18	21	17	23
Other Spanish language	1%	*	1	0	1	1

Note: Responses do not total to 100% because respondents may have watched more than one genre of program per day. See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

## APPENDIX 4.3

## Print Media – Average Time and Proportion of 8- to 18-Year-Olds Who Read...

	2004 Total	1999 Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
<b>Magazines</b>										
Average time	0:14	0:15	0:12	0:15	0:13	0:15	0:13	0:13	0:14	0:15
5 minutes or more	47% <sup>‡</sup>	55%	35% <sup>a</sup>	54% <sup>b</sup>	47% <sup>b</sup>	47%	46%	45%	43%	53%
30 minutes or more	22%	24	16 <sup>a</sup>	25 <sup>b</sup>	21 <sup>ab</sup>	22	21	21	21	26
More than 1 hour	2%	3	3	2	1	3	1	2	2	2
<b>Newspapers</b>										
Average time	0:06	0:07	0:04 <sup>a</sup>	0:05 <sup>a</sup>	0:07 <sup>b</sup>	0:06 <sup>a</sup>	0:05 <sup>b</sup>	0:06	0:05	0:07
5 minutes or more	34% <sup>‡</sup>	42	21 <sup>a</sup>	35 <sup>b</sup>	43 <sup>b</sup>	34	33	35	31	35
30 minutes or more	7% <sup>‡</sup>	11	7	7	8	9	5	7	6	10
More than 1 hour	*	*	1	0	0	1	0	0	1	1
<b>Books</b>										
Average time	0:23	0:21	0:27	0:21	0:24	0:19 <sup>a</sup>	0:28 <sup>b</sup>	0:24	0:19	0:25
5 minutes or more	46%	46	63 <sup>a</sup>	44 <sup>b</sup>	34 <sup>c</sup>	45	43	45	43	54
30 minutes or more	30%	29	40 <sup>a</sup>	27 <sup>b</sup>	26 <sup>b</sup>	27	33	31	24	33
More than 1 hour	7%	8	7	5	9	5 <sup>a</sup>	9 <sup>b</sup>	7	5	6
<b>All print</b>										
Average time	0:43	0:43	0:44	0:41	0:45	0:40	0:45	0:42	0:38	0:47
5 minutes or more	73% <sup>‡</sup>	80	73	75	71	73	74	75	66	77
30 minutes or more	47%	50	51	48	43	47	47	48	43	50
More than 1 hour	19%	21	19	19	20	18	21	20	15	19

## Print Media – Average Time and Proportion of 8- to 18-Year-Olds Who Read... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
<b>Magazines</b>						
Average time	0:11 <sup>a</sup>	0:14 <sup>ab</sup>	0:15 <sup>b</sup>	0:12	0:15	0:13
5 minutes or more	45%	51%	47%	46%	46%	47%
30 minutes or more	17% <sup>a</sup>	27 <sup>b</sup>	22 <sup>ab</sup>	18	24	20
More than 1 hour	2%	1	2	2	3	1
<b>Newspapers</b>						
Average time	0:05 <sup>a</sup>	0:06 <sup>ab</sup>	0:07 <sup>b</sup>	0:05	0:06	0:05
5 minutes or more	31%	39	36	34	36	30
30 minutes or more	5%	7	8	6	8	7
More than 1 hour	0%	0	1	0	1	0
<b>Books</b>						
Average time	0:17 <sup>a</sup>	0:23 <sup>ab</sup>	0:28 <sup>b</sup>	0:19	0:24	0:25
5 minutes or more	42%	40	49	43	48	44
30 minutes or more	23% <sup>a</sup>	27 <sup>ab</sup>	35 <sup>b</sup>	25	31	32
More than 1 hour	4% <sup>a</sup>	7 <sup>ab</sup>	9 <sup>b</sup>	5	7	8
<b>All print</b>						
Average time	0:32 <sup>a</sup>	0:43 <sup>b</sup>	0:50 <sup>b</sup>	0:36	0:45	0:44
5 minutes or more	71%	74	75	72	75	73
30 minutes or more	39% <sup>a</sup>	50 <sup>ab</sup>	51 <sup>b</sup>	40	50	47
More than 1 hour	12% <sup>a</sup>	22 <sup>b</sup>	22 <sup>b</sup>	16	21	19

Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

## APPENDIX 4.4

## Audio Media – Average Time and Proportion of 8- to 18-Year-Olds Who Listened To...

	2004 Total	1999 Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
<b>Radio</b>										
Average time	0:55 <sup>‡</sup>	0:46	0:29 <sup>a</sup>	0:57 <sup>b</sup>	1:15 <sup>c</sup>	0:45 <sup>a</sup>	1:06 <sup>b</sup>	0:54	0:55	0:54
5 minutes or more	74%	76	63% <sup>a</sup>	78% <sup>b</sup>	79% <sup>b</sup>	69% <sup>a</sup>	80% <sup>b</sup>	75%	70%	78%
More than 1 hour	21%	23	8 <sup>a</sup>	21 <sup>b</sup>	30 <sup>c</sup>	15 <sup>a</sup>	27 <sup>b</sup>	21	21	17
<b>CDs/tapes/MP3s</b>										
Average time	0:49 <sup>‡</sup>	1:02	0:30 <sup>a</sup>	0:45 <sup>b</sup>	1:09 <sup>c</sup>	0:44 <sup>a</sup>	0:54 <sup>b</sup>	0:47	0:47	0:47
5 minutes or more	68%	72	59 <sup>a</sup>	68 <sup>ab</sup>	75 <sup>b</sup>	63	72	66	69	68
More than 1 hour	18% <sup>‡</sup>	26	10 <sup>a</sup>	16 <sup>a</sup>	29 <sup>b</sup>	16	21	18	18	16
<b>Total audio</b>										
Average time	1:44	1:48	0:59 <sup>a</sup>	1:42 <sup>b</sup>	2:24 <sup>c</sup>	1:29 <sup>a</sup>	1:60 <sup>b</sup>	1:41	1:43	1:41
5 minutes or more	85%	86	74 <sup>a</sup>	87 <sup>b</sup>	90 <sup>b</sup>	81	89	85	81	86
More than 1 hour	44%	50	26 <sup>a</sup>	44 <sup>b</sup>	60 <sup>c</sup>	38 <sup>a</sup>	51 <sup>b</sup>	44	41	43
More than 3 hours	16%	19	7 <sup>a</sup>	15 <sup>b</sup>	24 <sup>c</sup>	12	19	16	15	13

## Audio Media – Average Time and Proportion of 8- to 18-Year-Olds Who Listened To... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
<b>Radio</b>						
Average time	0:58 <sup>ab</sup>	1:10 <sup>a</sup>	0:50 <sup>b</sup>	1:00	0:55	0:51
5 minutes or more	76%	80%	74%	79%	73%	73%
More than 1 hour	21%	27	19	22	20	20
<b>CDs/tapes/MP3s</b>						
Average time	0:50	0:50	0:50	0:50	0:49	0:47
5 minutes or more	69%	66	69	70	65	69
More than 1 hour	20%	18	19	18	18	19
<b>Total audio</b>						
Average time	1:48 <sup>ab</sup>	2:00 <sup>a</sup>	1:40 <sup>b</sup>	1:50	1:45	1:38
5 minutes or more	87%	87	85	87	84	85
More than 1 hour	46%	50	44	47	44	44
More than 3 hours	16%	18	15	16	16	14

Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

## APPENDIX 4.5

## Music Genres – Of 7th- to 12th-Graders Who Listened to CDs, Tapes or MP3s the Previous Day, the Proportion Who Listened to...

	2004 Total	1999 Total	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
Alternative Rock	32% <sup>‡</sup>	42%	27%	37%	34%	31%	38% <sup>a</sup>	9% <sup>b</sup>	16% <sup>b</sup>
Classic Rock	16%	12	11 <sup>a</sup>	20 <sup>b</sup>	20	12	21 <sup>a</sup>	6 <sup>b</sup>	8 <sup>b</sup>
Classical	6%	4	6	7	8	5	5	6	4
Country/Western	18%	14	19	17	13 <sup>a</sup>	22 <sup>b</sup>	26 <sup>a</sup>	3 <sup>b</sup>	6 <sup>b</sup>
Gospel/Christian	11%	8	9	13	10	13	10 <sup>ab</sup>	19 <sup>a</sup>	4 <sup>b</sup>
Hard Rock/Metal	27% <sup>‡</sup>	20	27	26	31	24	33 <sup>a</sup>	7 <sup>b</sup>	20 <sup>ab</sup>
Jazz or Blues	8%	5	7	8	10	6	7	13	5
Latin or Salsa	8%	5	8	7	6	9	2 <sup>a</sup>	2 <sup>a</sup>	33 <sup>b</sup>
Rap or Hip Hop	65% <sup>‡</sup>	52	68	63	62	68	60 <sup>ab</sup>	81 <sup>b</sup>	70 <sup>ab</sup>
Rave/Techno	13% <sup>‡</sup>	6	11	15	12	14	12	6	8
Reggae	14% <sup>‡</sup>	4	10	16	11	16	9 <sup>a</sup>	24 <sup>b</sup>	17 <sup>ab</sup>
Rhythm & Blues/Soul	12%	13	9	14	11	13	5 <sup>a</sup>	33 <sup>b</sup>	11 <sup>a</sup>
Ska or Punk	23% <sup>‡</sup>	8	22	24	19	27	29 <sup>a</sup>	6 <sup>b</sup>	14 <sup>b</sup>
Soft Rock	12%	10	8 <sup>a</sup>	16 <sup>b</sup>	11	14	12	6	9
Top 40	17% <sup>‡</sup>	9	17	17	12 <sup>a</sup>	22 <sup>b</sup>	18	11	13
Something else	6% <sup>‡</sup>	*	5	7	6	6	6	2	7

## Music Genres – Of 7th- to 12th-Graders Who Listened to CDs, Tapes or MP3s the Previous Day, the Proportion Who Listened to... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
Alternative Rock	26%	37%	35%	20% <sup>a</sup>	40% <sup>b</sup>	32% <sup>ab</sup>
Classic Rock	11%	17	19	12 <sup>ab</sup>	22 <sup>a</sup>	12 <sup>b</sup>
Classical	2% <sup>a</sup>	8 <sup>ab</sup>	9 <sup>b</sup>	3 <sup>a</sup>	11 <sup>b</sup>	4 <sup>a</sup>
Country/Western	21%	16	18	20	19	15
Gospel/Christian	13%	11	12	13	14	8
Hard Rock/Metal	25%	24	30	23	30	26
Jazz or Blues	6%	7	10	8	9	6
Latin or Salsa	10%	7	5	9	7	7
Rap or Hip Hop	70%	60	64	73	59	66
Rave/Techno	12%	14	14	10	15	13
Reggae	13%	12	16	18	12	13
Rhythm & Blues/Soul	11%	15	11	12	12	12
Ska or Punk	23%	25	24	17	27	24
Soft Rock	13%	13	12	11	15	10
Top 40	13%	18	22	19	17	16
Something else	4%	5	8	7	7	5

Note: Responses do not total to 100% because respondents may have listened to more than one genre of music during the day. See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

## APPENDIX 4.6

## Computer – Average Time and Proportion of 8- to 18-Year-Olds Who Used...

	2004 Total	1999 Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
<b>Games</b>										
Average time	0:09	NA	0:10	0:09	0:08	0:11 <sup>a</sup>	0:07 <sup>b</sup>	0:10	0:11	0:08
5 minutes or more	27%	NA	30% <sup>a</sup>	30% <sup>a</sup>	21% <sup>b</sup>	31% <sup>a</sup>	24% <sup>b</sup>	28%	28%	27%
More than 1 hour	1%	NA	2	1	1	2	1	2	1	2
<b>Internet games</b>										
Average time	0:09	NA	0:10	0:09	0:11	0:11	0:08	0:08	0:11	0:08
5 minutes or more	24%	NA	26	25	21	27	21	25 <sup>a</sup>	14 <sup>b</sup>	27 <sup>a</sup>
More than 1 hour	2%	NA	2	1	3	2	2	2	2	2
<b>Total computer games<sup>1</sup></b>										
Average time	0:19 <sup>‡</sup>	0:12	0:20	0:17	0:19	0:22 <sup>a</sup>	0:15 <sup>b</sup>	0:18	0:22	0:17
5 minutes or more	35% <sup>‡</sup>	32	37	37	29	38	31	36	34	33
More than 1 hour	8% <sup>‡</sup>	2	8	7	8	10 <sup>a</sup>	5 <sup>b</sup>	7	10	7
<b>Web sites</b>										
Average time	0:14 <sup>‡</sup>	0:07	0:08 <sup>a</sup>	0:13 <sup>b</sup>	0:19 <sup>c</sup>	0:12 <sup>a</sup>	0:16 <sup>b</sup>	0:13	0:12	0:11
5 minutes or more	34% <sup>‡</sup>	22	21 <sup>a</sup>	34 <sup>b</sup>	45 <sup>c</sup>	34	33	35	29	30
More than 1 hour	3% <sup>‡</sup>	1	1 <sup>a</sup>	3 <sup>ab</sup>	5 <sup>b</sup>	2	4	3	2	2
<b>Instant messaging</b>										
Average time	0:17	NA	0:03 <sup>a</sup>	0:18 <sup>b</sup>	0:27 <sup>b</sup>	0:14 <sup>a</sup>	0:20 <sup>b</sup>	0:19 <sup>a</sup>	0:04 <sup>b</sup>	0:14 <sup>a</sup>
5 minutes or more	26%	NA	10 <sup>a</sup>	26 <sup>b</sup>	39 <sup>c</sup>	23	29	29 <sup>a</sup>	15 <sup>b</sup>	23 <sup>ab</sup>
More than 1 hour	6%	NA	0 <sup>a</sup>	5 <sup>b</sup>	11 <sup>c</sup>	4 <sup>a</sup>	8 <sup>b</sup>	7 <sup>a</sup>	0 <sup>b</sup>	4 <sup>a</sup>
<b>Chat</b>										
Average time	0:04	0:05	0:03	0:04	0:03	0:03	0:04	0:03	0:05	0:04
5 minutes or more	10%	13	8	11	9	9	10	9	13	11
More than 1 hour	1%	1	1	2	1	1	1	1	1	2
<b>E-mail</b>										
Average time	0:05	0:04	0:02 <sup>a</sup>	0:05 <sup>b</sup>	0:06 <sup>b</sup>	0:04 <sup>a</sup>	0:06 <sup>b</sup>	0:04	0:05	0:04
5 minutes or more	25% <sup>‡</sup>	18	11 <sup>a</sup>	26 <sup>b</sup>	36 <sup>c</sup>	20 <sup>a</sup>	31 <sup>b</sup>	27	22	20
More than 1 hour	*	*								
<b>Graphics programs</b>										
Average time	0:04	NA	0:02 <sup>a</sup>	0:04 <sup>b</sup>	0:05 <sup>b</sup>	0:04	0:03	0:04	0:04	0:03
5 minutes or more	12%	NA	9	13	14	12	13	11	16	12
More than 1 hour	1%	NA								
<b>Total recreational computer<sup>2</sup></b>										
Average time	1:02 <sup>‡</sup>	0:27	0:37 <sup>a</sup>	1:02 <sup>b</sup>	1:22 <sup>c</sup>	0:60	1:04	1:02	0:52	0:54
5 minutes or more	54% <sup>‡</sup>	47	42 <sup>a</sup>	55 <sup>b</sup>	61 <sup>b</sup>	53	54	57 <sup>a</sup>	44 <sup>b</sup>	47 <sup>b</sup>
More than 1 hour	28% <sup>‡</sup>	15	18 <sup>a</sup>	26 <sup>b</sup>	37 <sup>b</sup>	27	28	29	26	23
<b>Total recreational Internet<sup>2</sup></b>										
Average time	0:48 <sup>‡</sup>	0:11	0:25 <sup>a</sup>	0:49 <sup>b</sup>	1:06 <sup>b</sup>	0:44	0:53	0:48	0:37	0:42
5 minutes or more	47% <sup>‡</sup>	24	32 <sup>a</sup>	48 <sup>b</sup>	57 <sup>c</sup>	46	48	50 <sup>a</sup>	39 <sup>b</sup>	40 <sup>ab</sup>
More than 1 hour	22% <sup>‡</sup>	5	12 <sup>a</sup>	21 <sup>b</sup>	32 <sup>c</sup>	22	23	23	21	19

<sup>1</sup> 1999 survey did not separate computer games online from computer games on the computer.

<sup>2</sup> 2004 survey included more activities than 1999, which asked about games, Web sites, chat and E-mail.

Note: NA indicates question was not asked in 1999 survey. See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

## APPENDIX 4.6 (CONTINUED)

## Computer – Average Time and Proportion of 8- to 18-Year-Olds Who Used... (continued)

	High school or Less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
<b>Games</b>						
Average time	0:07 <sup>a</sup>	0:08 <sup>ab</sup>	0:11 <sup>b</sup>	0:08	0:09	0:09
5 minutes or more	26%	24%	30%	29%	26%	29%
More than 1 hour	1	2	2	1	2	2
<b>Internet games</b>						
Average time	0:09 <sup>a</sup>	0:05 <sup>b</sup>	0:11 <sup>a</sup>	0:07	0:10	0:11
5 minutes or more	25% <sup>a</sup>	14 <sup>b</sup>	27 <sup>a</sup>	23	23	26
More than 1 hour	1%	1	3	1	2	3
<b>Total computer games<sup>1</sup></b>						
Average time	0:17 <sup>a</sup>	0:14 <sup>b</sup>	0:22 <sup>a</sup>	0:15	0:19	0:20
5 minutes or more	33%	29	38	34	33	38
More than 1 hour	6%	6	9	6	8	8
<b>Web sites</b>						
Average time	0:12	0:17	0:15	0:11	0:14	0:15
5 minutes or more	30%	32	39	30 <sup>a</sup>	31 <sup>a</sup>	40 <sup>b</sup>
More than 1 hour	3%	4	3	2	3	4
<b>Instant messaging</b>						
Average time	0:15	0:16	0:20	0:15	0:15	0:21
5 minutes or more	22% <sup>a</sup>	25 <sup>ab</sup>	32 <sup>b</sup>	26 <sup>ab</sup>	21 <sup>a</sup>	34 <sup>b</sup>
More than 1 hour	5%	5	7	5	4	8
<b>Chat</b>						
Average time	0:04 <sup>a</sup>	0:02 <sup>b</sup>	0:04 <sup>a</sup>	0:05	0:03	0:03
5 minutes or more	11%	6	11	12	8	11
More than 1 hour	1%		1	1	1	1
<b>E-mail</b>						
Average time	0:04	0:04	0:05	0:06	0:04	0:05
5 minutes or more	22%	26	29	28 <sup>ab</sup>	21 <sup>a</sup>	30 <sup>b</sup>
More than 1 hour						
<b>Graphics programs</b>						
Average time	0:03 <sup>a</sup>	0:03 <sup>ab</sup>	0:05 <sup>b</sup>	0:03 <sup>ab</sup>	0:03 <sup>a</sup>	0:05 <sup>b</sup>
5 minutes or more	12%	11	14	13	9	16
More than 1 hour						
<b>Total recreational computer<sup>2</sup></b>						
Average time	0:55 <sup>a</sup>	0:57 <sup>ab</sup>	1:12 <sup>b</sup>	0:55	0:58	1:11
5 minutes or more	47% <sup>a</sup>	51 <sup>ab</sup>	62 <sup>b</sup>	47 <sup>a</sup>	50 <sup>a</sup>	63 <sup>b</sup>
More than 1 hour	24%	26	31	27	25	32
<b>Total recreational Internet<sup>2</sup></b>						
Average time	0:44	0:44	0:55	0:43	0:45	0:56
5 minutes or more	42% <sup>a</sup>	41 <sup>a</sup>	55 <sup>b</sup>	41 <sup>a</sup>	42 <sup>a</sup>	56 <sup>b</sup>
More than 1 hour	20%	20	26	23	19	26

<sup>1</sup> 1999 survey did not separate computer games online from computer games on the computer.

<sup>2</sup> 2004 survey included more activities than 1999, which asked about games, Web sites, chat and E-mail.

Note: NA indicates question was not asked in 1998/1999 survey. See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (#) used to denote statistical significance in this table.



## APPENDIX 4.7

## Computer — Among Those 8- to 18-Year-Olds Who Used a Computer the Previous Day...

	2004	1999
<b>Proportion who used a computer previous day:</b>	62%	51%

**Of those who used a computer, time spent on:**

Games	0:15	
Internet games	0:15	
Total games <sup>1</sup>	0:30 <sup>‡</sup>	0:22
Web sites	0:22 <sup>‡</sup>	0:13
Instant messaging	0:27	
Chat	0:06 <sup>‡</sup>	0:09
E-mail	0:08	0:07
Graphics programs	0:06	
Total recreational computer <sup>2</sup>	1:40 <sup>‡</sup>	0:52
Total recreational Internet <sup>2</sup>	1:18 <sup>‡</sup>	0:22

**Of those who used a computer, proportion who spent time on:**

Games	44%	NA
Internet games	39%	NA
Total games <sup>1</sup>	56%	62
Web sites	55% <sup>‡</sup>	NA
Instant messaging	42%	NA
Chat	16% <sup>‡</sup>	25
E-mail	41%	36
Graphics programs	20%	NA
Total recreational computer <sup>2</sup>	86%	87
Total recreational Internet <sup>2</sup>	75% <sup>‡</sup>	48

**Of those who used a computer, proportion who spent more than an hour on:**

Games	2%	NA
Internet games	3%	NA
Total games <sup>1</sup>	12% <sup>‡</sup>	5
Web sites	5% <sup>‡</sup>	2
Instant messaging	9%	NA
Chat	2%	2
E-mail	*	1
Graphics programs	1%	NA
Total recreational computer <sup>2</sup>	44% <sup>‡</sup>	29
Total recreational Internet <sup>2</sup>	36% <sup>‡</sup>	10

<sup>1</sup> 1999 survey did not separate computer games online from computer games on the computer.

<sup>2</sup> 2004 survey included more activities than 1999, which asked about games, Web sites, chat & E-mail.

Note: NA indicates question was not asked in 1999 survey. Numbers for previous day computer use include those who used a computer for school work. See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

## APPENDIX 4.8

## Video Games – Average Time and Proportion of 8- to 18-Year-Olds Who Used...

	2004 Total	1999 <sup>1</sup> Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
<b>Video game player</b>										
Average time	0:32	NA	0:42 <sup>a</sup>	0:32 <sup>a</sup>	0:23 <sup>b</sup>	0:48 <sup>a</sup>	0:14 <sup>b</sup>	0:30 <sup>a</sup>	0:40 <sup>b</sup>	0:34 <sup>ab</sup>
5 minutes or more	41%	NA	51% <sup>a</sup>	44% <sup>a</sup>	29% <sup>b</sup>	55% <sup>a</sup>	27% <sup>b</sup>	40%	49%	40%
More than 1 hour	13%	NA	15	13	10	20 <sup>a</sup>	5 <sup>b</sup>	12	18	15
<b>Handheld video game</b>										
Average time	0:17	NA	0:23 <sup>a</sup>	0:20 <sup>a</sup>	0:10 <sup>b</sup>	0:24 <sup>a</sup>	0:11 <sup>b</sup>	0:15 <sup>a</sup>	0:24 <sup>b</sup>	0:20 <sup>ab</sup>
5 minutes or more	35%	NA	42 <sup>a</sup>	40 <sup>a</sup>	23 <sup>b</sup>	40 <sup>a</sup>	30 <sup>b</sup>	32 <sup>a</sup>	45 <sup>b</sup>	37 <sup>ab</sup>
More than 1 hour	6%	NA	8	7	4	9 <sup>a</sup>	3 <sup>b</sup>	5	9	7
<b>Total video games</b>										
Average time	0:49 <sup>†</sup>	0:26	1:05 <sup>a</sup>	0:52 <sup>a</sup>	0:33 <sup>b</sup>	1:12 <sup>a</sup>	0:25 <sup>b</sup>	0:46 <sup>a</sup>	1:04 <sup>b</sup>	0:53 <sup>ab</sup>
5 minutes or more	52% <sup>†</sup>	38	59 <sup>a</sup>	57 <sup>a</sup>	39 <sup>b</sup>	63 <sup>a</sup>	40 <sup>b</sup>	52	58	50
More than 1 hour	22% <sup>†</sup>	10	27 <sup>a</sup>	23 <sup>a</sup>	15 <sup>b</sup>	31 <sup>a</sup>	11 <sup>b</sup>	20	29	23

## Video Games – Average Time and Proportion of 8- to 18-Year-Olds Who Used... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
<b>Video game player</b>						
Average time	0:34 <sup>a</sup>	0:25 <sup>b</sup>	0:34 <sup>ab</sup>	0:27	0:33	0:33
5 minutes or more	42%	34%	44%	41%	41%	42%
More than 1 hour	16%	10	12	12	13	14
<b>Handheld video game</b>						
Average time	0:18 <sup>a</sup>	0:12 <sup>b</sup>	0:19 <sup>a</sup>	0:17	0:17	0:19
5 minutes or more	35% <sup>ab</sup>	28 <sup>a</sup>	38 <sup>b</sup>	37	34	36
More than 1 hour	7%	4	6	6	6	7
<b>Total video games</b>						
Average time	0:52 <sup>a</sup>	0:36 <sup>b</sup>	0:53 <sup>a</sup>	0:44	0:50	0:53
5 minutes or more	53%	46%	54%	53%	50%	54%
More than 1 hour	23%	16	22	22	21	22

<sup>1</sup> In 1999, respondents were not asked separate questions about handheld versus console video games.

Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (†) used to denote statistical significance in this table.

## APPENDIX 4.9

## Interactive Games – Average Time and Proportion of 8- to 18-Year-Olds Who Used...

	Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
Average time	1:08	1:25 <sup>a</sup>	1:09 <sup>a</sup>	0:52 <sup>b</sup>	1:34 <sup>a</sup>	0:40 <sup>b</sup>	1:03 <sup>a</sup>	1:26 <sup>b</sup>	1:10 <sup>ab</sup>
Some time	59%	65% <sup>a</sup>	63% <sup>a</sup>	49% <sup>b</sup>	68% <sup>a</sup>	51% <sup>b</sup>	61%	60%	55%
More than 1 hour	30%	34 <sup>a</sup>	31 <sup>ab</sup>	24 <sup>b</sup>	41 <sup>a</sup>	18 <sup>b</sup>	28	37	29

## Interactive Games – Average Time and Proportion of 8- to 18-Year-Olds Who Used... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
Average time	1:09 <sup>a</sup>	0:50 <sup>b</sup>	1:16 <sup>a</sup>	0:59	1:09	1:13
Some time	59% <sup>ab</sup>	52% <sup>a</sup>	63% <sup>b</sup>	58% <sup>ab</sup>	56% <sup>a</sup>	65% <sup>b</sup>
More than 1 hour	30%	24	31	31	28	30

Note: Includes any video game (handheld or console player) or computer game (computer or online). See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (†) used to denote statistical significance in this table.

## APPENDIX 4.10

## Summary Table — Use of Individual Media by All 8- to 18-Year-Olds

	Percent who used	Average time	Average time for users	Percent who used for...		
				>1 hour	>3 hours	>5 hours
<b>TV</b>						
2004	81% <sup>a</sup>	3:04	3:48	66%	38%	20%
1999	85% <sup>b</sup>	3:05	3:39	69	40	22
<b>Magazines</b>						
2004	47% <sup>a</sup>	0:14	0:29	2	1	0 <sup>a</sup>
1999	55% <sup>b</sup>	0:15	0:27	3	1	1 <sup>b</sup>
<b>Newspapers</b>						
2004	34% <sup>a</sup>	0:06	0:17	*	*	0
1999	42% <sup>b</sup>	0:07	0:17	0	0	0
<b>Books</b>						
2004	46%	0:23	0:50	7	2	1 <sup>a</sup>
1999	46%	0:21	0:46	8	1	0 <sup>b</sup>
<b>Total print</b>						
2004	73% <sup>a</sup>	0:43	0:58	19	4	1
1999	80% <sup>b</sup>	0:43	0:54	21	3	1
<b>Prerecorded TV<sup>1</sup></b>						
2004	21%	0:14	1:06	6	1	1 <sup>a</sup>
1999	23%	0:14	0:58	5	1	0 <sup>b</sup>
<b>Videos/DVDs<sup>2</sup></b>						
2004	39%	0:32	1:21	15	2	1 <sup>a</sup>
1999	35%	0:27	1:16	15	1	0 <sup>b</sup>
<b>Total videos/DVDs, VCR/DVR</b>						
2004	42%	0:47	1:39	19	4 <sup>a</sup>	1
1999	46%	0:42	1:31	26	2 <sup>b</sup>	1
<b>Movies</b>						
2004	13%	0:25	3:06	13 <sup>a</sup>	5 <sup>a</sup>	2
1999	10%	0:18	2:57	7 <sup>b</sup>	2 <sup>b</sup>	2
<b>Video games, console player</b>						
2004	41%	0:32	1:16	13	3	1
<b>Video games, handheld</b>						
2004	35%	0:17	0:50	6	1	*
<b>Total video games<sup>3</sup></b>						
2004	52% <sup>a</sup>	0:49 <sup>a</sup>	1:34 <sup>a</sup>	22 <sup>a</sup>	7 <sup>a</sup>	2
1999	38% <sup>b</sup>	0:26 <sup>b</sup>	1:05 <sup>b</sup>	10 <sup>b</sup>	2 <sup>b</sup>	1
<b>Radio<sup>4</sup></b>						
2004	74%	0:55 <sup>a</sup>	1:14 <sup>a</sup>	21	7 <sup>a</sup>	3 <sup>a</sup>
1999	76%	0:46 <sup>b</sup>	1:01 <sup>b</sup>	23	4 <sup>b</sup>	1 <sup>b</sup>
<b>CDs/tapes/MP3s<sup>5</sup></b>						
2004	68%	0:49	1:12 <sup>a</sup>	18 <sup>a</sup>	6	2
1999	72%	1:02	1:25 <sup>b</sup>	25 <sup>b</sup>	8	2
<b>Total music<sup>6</sup></b>						
2004	85%	1:44	2:01	44%	16%	8%
1999	86%	1:48	2:06	50	19	7

<sup>1</sup> 1999 survey asked about videos of TV shows taped earlier; 2004 survey included reference to DVRs as well.

<sup>2</sup> 1999 survey asked about other "videos"; 2004 survey asked about videotapes or DVDs.

<sup>3</sup> 1999 survey asked one question about video games, not specifying console player vs. handheld.

<sup>4</sup> Question asked differently in 1999.

<sup>5</sup> 1999 survey asked about CDs or tapes; 2004 survey included reference to MP3s.

<sup>6</sup> "Music" is used as shorthand, because 1999 data revealed that most radio/tape/CD listening was music.

Note: For purposes of this table, superscripted letters (a, b, c) are used to designate statistically significant changes over time. If data do not appear for 1999, the question was not asked. Average times for users includes only those respondents who engaged in that specific activity the prior day; for example, only those who used instant messaging or E-mail.

## APPENDIX 4.10 (CONTINUED)

Summary Table — Use of Individual Media by All 8- to 18-Year-Olds (continued)

	Percent who used	Average time	Average time for users	Percent who used for...		
				>1 hour	>3 hours	>5 hours
<b>Computer games</b>						
2004	27%	0:09	0:32	1	*	*
<b>Internet games</b>						
2004	24%	0:09	0:38	2	0	0
<b>Total computer games<sup>7</sup></b>						
2004	35% <sup>a</sup>	0:19 <sup>a</sup>	0:50 <sup>a</sup>	8 <sup>a</sup>	1 <sup>a</sup>	*
1999	32%	0:12 <sup>b</sup>	0:35 <sup>b</sup>	2 <sup>b</sup>	0 <sup>b</sup>	*
<b>Web sites</b>						
2004	34% <sup>a</sup>	0:14 <sup>a</sup>	0:39 <sup>a</sup>	3 <sup>a</sup>	1 <sup>a</sup>	*
1999	22% <sup>b</sup>	0:07 <sup>b</sup>	0:30 <sup>b</sup>	1 <sup>b</sup>	0 <sup>b</sup>	0
<b>Instant messaging</b>						
2004	26%	0:17	1:02	6	1	1
<b>Chat</b>						
2004	10%	0:04	0:35	1	0	0
1999	13%	0:05	0:36	1	*	0
<b>E-mail</b>						
2004	25% <sup>a</sup>	0:05	0:18	*	0	0
1999	18% <sup>b</sup>	0:04	0:19	*	0	0
<b>Graphics programs</b>						
2004	12%	0:04	0:27	1	0	0
<b>Total recreational computer<sup>8</sup></b>						
2004	54% <sup>a</sup>	1:02 <sup>a</sup>	1:53 <sup>a</sup>	28 <sup>a</sup>	10 <sup>a</sup>	3 <sup>a</sup>
1999	47% <sup>b</sup>	0:27 <sup>b</sup>	0:58 <sup>b</sup>	15 <sup>b</sup>	2 <sup>b</sup>	0 <sup>b</sup>
<b>Total recreational Internet<sup>9</sup></b>						
2004	47% <sup>a</sup>	0:48 <sup>a</sup>	1:41 <sup>a</sup>	22 <sup>a</sup>	7 <sup>a</sup>	2 <sup>a</sup>
1999	24% <sup>b</sup>	0:11 <sup>b</sup>	0:46 <sup>b</sup>	5 <sup>b</sup>	0 <sup>b</sup>	0 <sup>b</sup>

<sup>7</sup> 1999 survey did not separate online and offline computer games.

<sup>8</sup> 2004 survey includes more activities than 1999, which was limited to games, Web sites, chat and E-mail. Computer "users" are those respondents who spent some time using a computer for recreational purposes.

<sup>9</sup> 2004 survey includes more Internet activities than 1999, which was limited to Web sites, chat and E-mail. "Users" are those respondents who spent some time going online for recreational purposes.

Note: For purposes of this table, superscripted letters (a, b, c,) are used to designate statistically significant changes over time. If data do not appear for 1999, the question was not asked. Average times for users includes only those respondents who engaged in that specific activity the prior day; for example, only those who used instant messaging or E-mail.

## APPENDIX 4.11

## Internet Access and Use – Percentage of 8- to 18-Year-Olds Who...

	Have ever used a computer	Have ever gone online	Have a computer at home		Have Internet at home		Used a computer yesterday		Used Internet yesterday	
	2004	2004	2004	1999	2004	1999	2004	1999	2004	1999
<b>Overall</b>	98%	96%	86% <sup>†</sup>	73%	74% <sup>†</sup>	47%	62% <sup>†</sup>	51%	61% <sup>†</sup>	24%
<b>Race</b>										
White	99%	96	90 <sup>a†</sup>	82 <sup>a</sup>	80 <sup>a†</sup>	57 <sup>a</sup>	65 <sup>†</sup>	55 <sup>a</sup>	62 <sup>†</sup>	28
Black	95%	92	78 <sup>b†</sup>	61 <sup>b</sup>	61 <sup>b†</sup>	34 <sup>b</sup>	55	53 <sup>a</sup>	57 <sup>†</sup>	20
Hispanic	97%	95	80 <sup>b†</sup>	55 <sup>b</sup>	67 <sup>b†</sup>	28 <sup>b</sup>	56 <sup>†</sup>	35 <sup>b</sup>	57 <sup>†</sup>	20
<b>Parent education</b>										
High school or less	98%	94	82 <sup>a†</sup>	55 <sup>a</sup>	68 <sup>a†</sup>	29 <sup>a</sup>	58 <sup>a†</sup>	39 <sup>a</sup>	57 <sup>a†</sup>	17 <sup>a</sup>
Some college	98%	97	84 <sup>ab†</sup>	73 <sup>b</sup>	74 <sup>ab†</sup>	41 <sup>b</sup>	57 <sup>a</sup>	51 <sup>b</sup>	52 <sup>a†</sup>	23 <sup>ab</sup>
College +	98%	96	91 <sup>b†</sup>	85 <sup>c</sup>	82 <sup>b†</sup>	63 <sup>c</sup>	70 <sup>b†</sup>	59 <sup>b</sup>	69 <sup>b†</sup>	31 <sup>b</sup>
<b>Median income<sup>1</sup></b>										
< \$35K	98%	96	78 <sup>a</sup>	52 <sup>a</sup>	66 <sup>a</sup>	24 <sup>a</sup>	56 <sup>a</sup>	38 <sup>a</sup>	54 <sup>a</sup>	19 <sup>a</sup>
\$35K–\$50K	98%	94	86 <sup>b</sup>	72 <sup>b</sup>	72 <sup>a</sup>	47 <sup>b</sup>	59 <sup>a</sup>	48 <sup>b</sup>	57 <sup>a</sup>	24 <sup>ab</sup>
> \$50K	98%	97	93 <sup>c</sup>	86 <sup>c</sup>	84 <sup>b</sup>	62 <sup>c</sup>	70 <sup>b</sup>	62 <sup>c</sup>	71 <sup>b</sup>	27 <sup>b</sup>

## Internet Access and Use – Percentage of 8- to 18-Year-Olds Who... (continued)

	Average time spent on a computer	Used computer at school yesterday		Went online from school yesterday	Went online from home yesterday	Went online from someplace else yesterday	Go online most often from home	Go online most often from school/someplace else
	2004	2004	1999	2004	2004	2004	2004	2004
<b>Overall</b>	1:02	27%	26%	20%	48%	16%	65%	23%
<b>Race</b>								
White	1:02	27%	25 <sup>a</sup>	17	51 <sup>a</sup>	14 <sup>a</sup>	69 <sup>a</sup>	22 <sup>a</sup>
Black	0:52	30%	39 <sup>b</sup>	24	37 <sup>b</sup>	24 <sup>b</sup>	43 <sup>b</sup>	34 <sup>b</sup>
Hispanic	0:54	32%	21 <sup>a</sup>	23	40 <sup>b</sup>	13 <sup>a</sup>	58 <sup>c</sup>	30 <sup>ab</sup>
<b>Parent education</b>								
High school or less	0:55a	27%	24	19 <sup>a</sup>	41 <sup>a</sup>	17	54 <sup>a</sup>	30 <sup>a</sup>
Some college	0:57ab	23%	23	14 <sup>ab</sup>	43 <sup>a</sup>	12	65 <sup>ab</sup>	27 <sup>a</sup>
College +	1:11b	30%	28	22 <sup>b</sup>	56 <sup>b</sup>	17	74 <sup>b</sup>	15 <sup>b</sup>
<b>Median income<sup>1</sup></b>								
< \$35K	0:55	29%	26 <sup>ab</sup>	19	39 <sup>a</sup>	20	50 <sup>a</sup>	35 <sup>a</sup>
\$35K–\$50K	0:58	26%	21 <sup>a</sup>	19	44 <sup>a</sup>	15	67 <sup>b</sup>	25 <sup>b</sup>
> \$50K	1:11	28%	32 <sup>b</sup>	21	58 <sup>b</sup>	13	74 <sup>b</sup>	12 <sup>c</sup>

<sup>1</sup> No direct income comparison between 2004 and 1999 because of the change in income distribution. 1999 categories were < \$25K, \$25K–\$40K, > \$40K.

Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (†) used to denote statistical significance in this table.