



Generation **M**: Media in the Lives of 8–18 Year-olds



INTERNET



MOVIES



MAGAZINES



MUSIC



TV



VIDEO GAMES

Howard Stern

The WB

Teen People

Gameboys

Madden Football

Eminem

Lemony Snicket

The O.C.

Yahooligans

Grand Theft Auto

Britney Spears

MP3

TiVo

AOL Instant Messenger

Extreme Makeover

Harry Potter

Desperate Housewives

Nickelodeon

Chat room

HBO

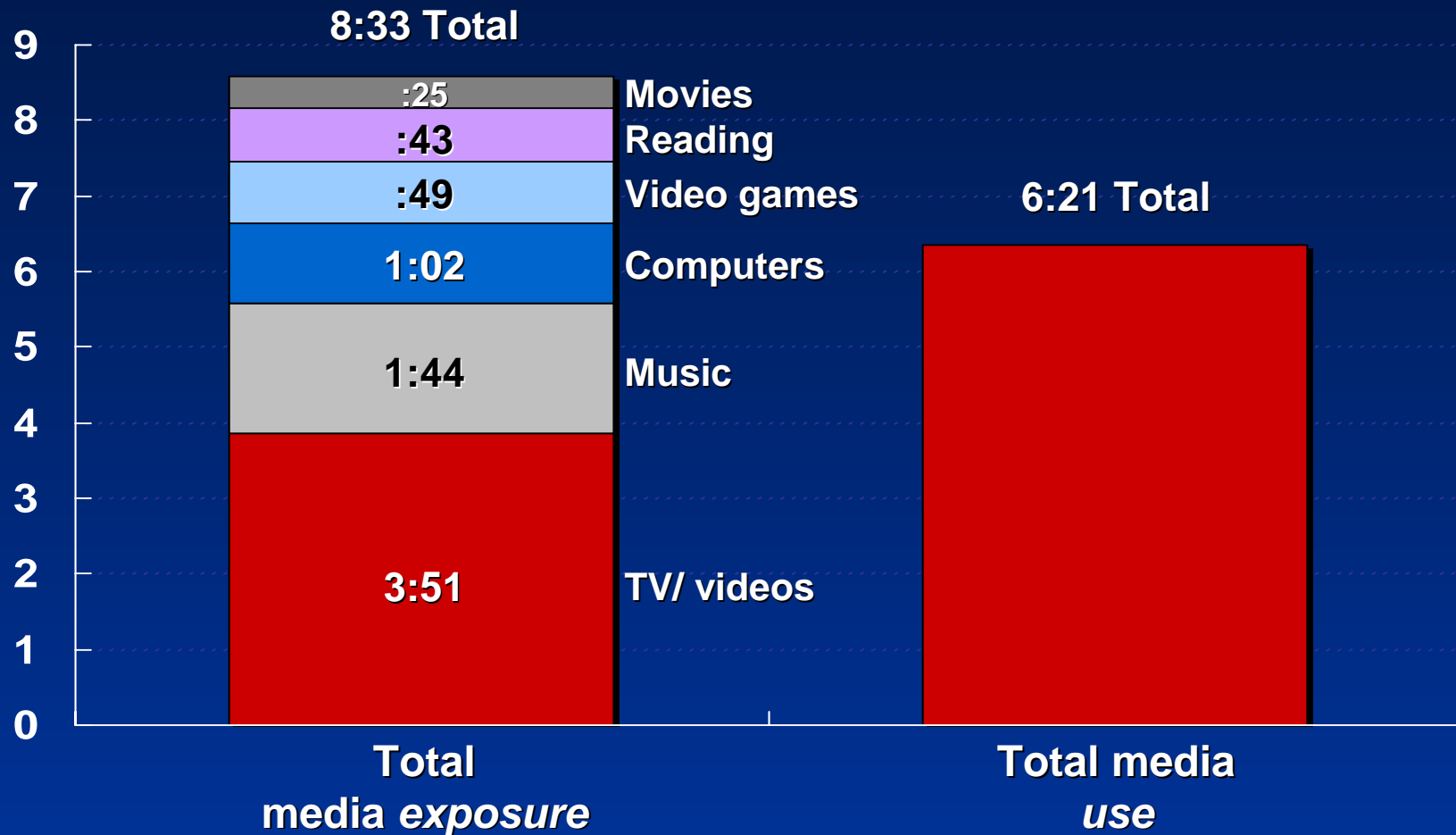
Time Spent With Media

Average amount of time spent with each medium per day, among 8-18 year-olds:



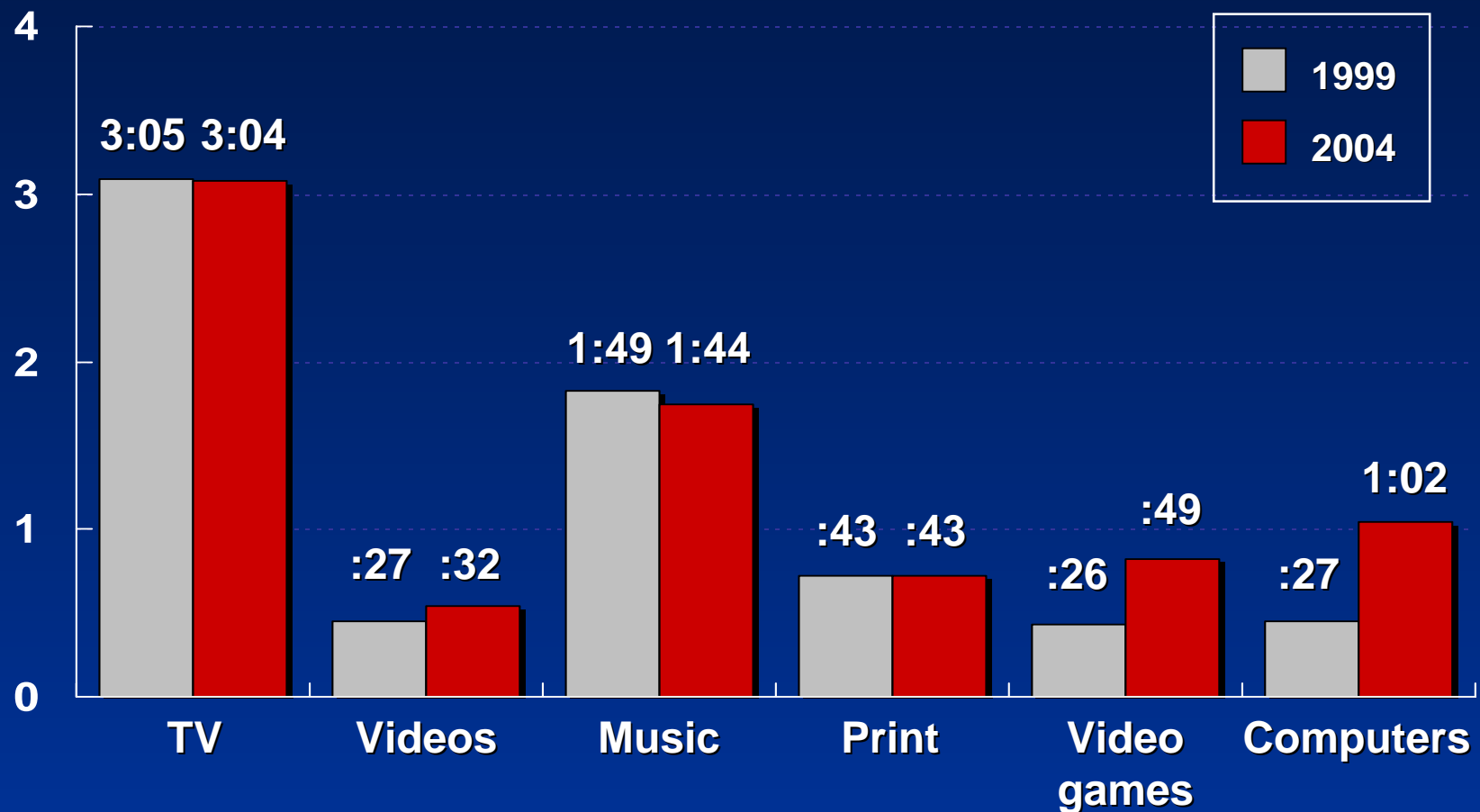
Time Spent With Media

Average amount of time spent with each medium per day, among 8-18 year-olds:



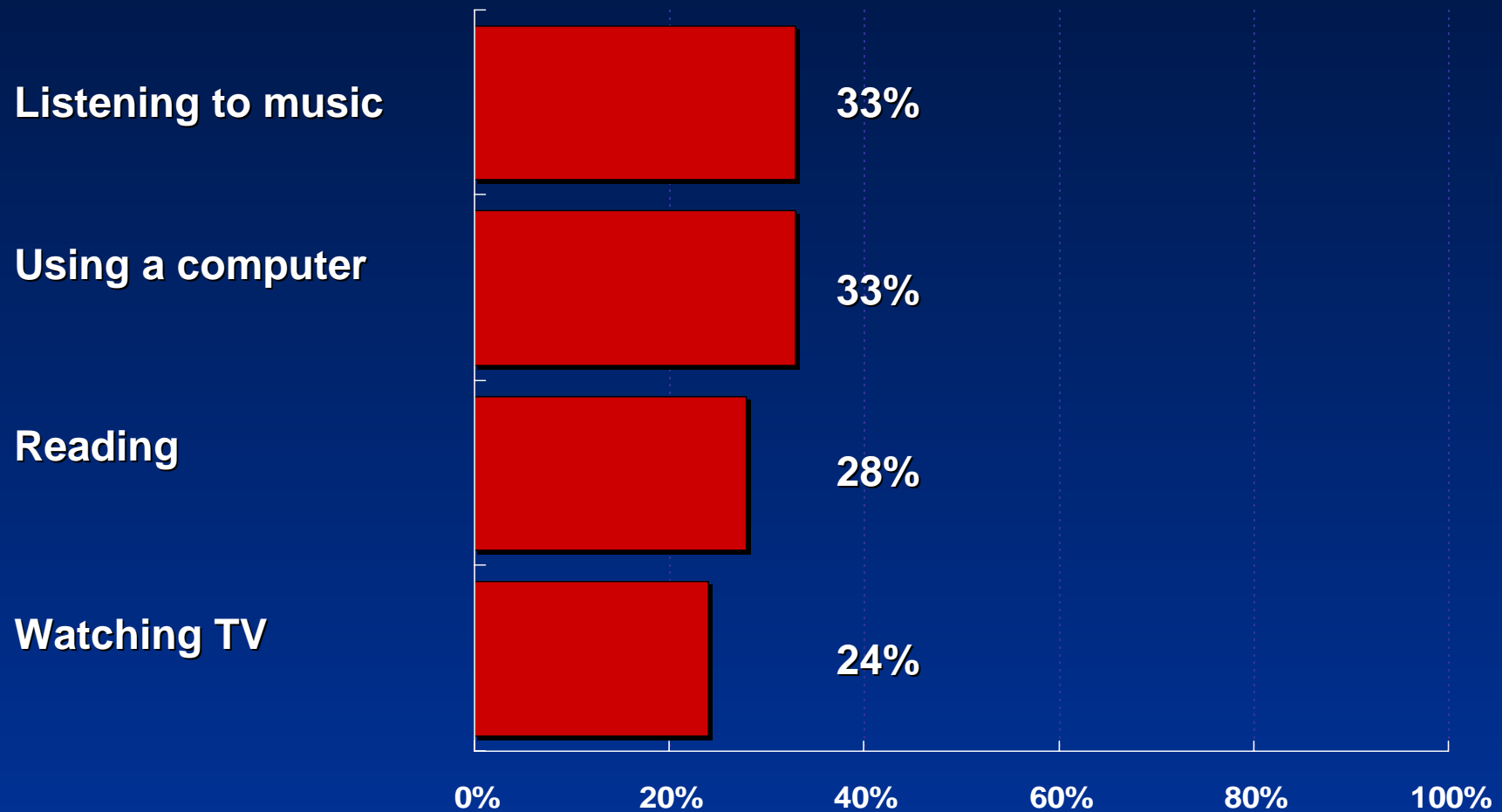
Changes Over Time

Changes in the average amount of time spent with each medium per day, among 8-18 year-olds:



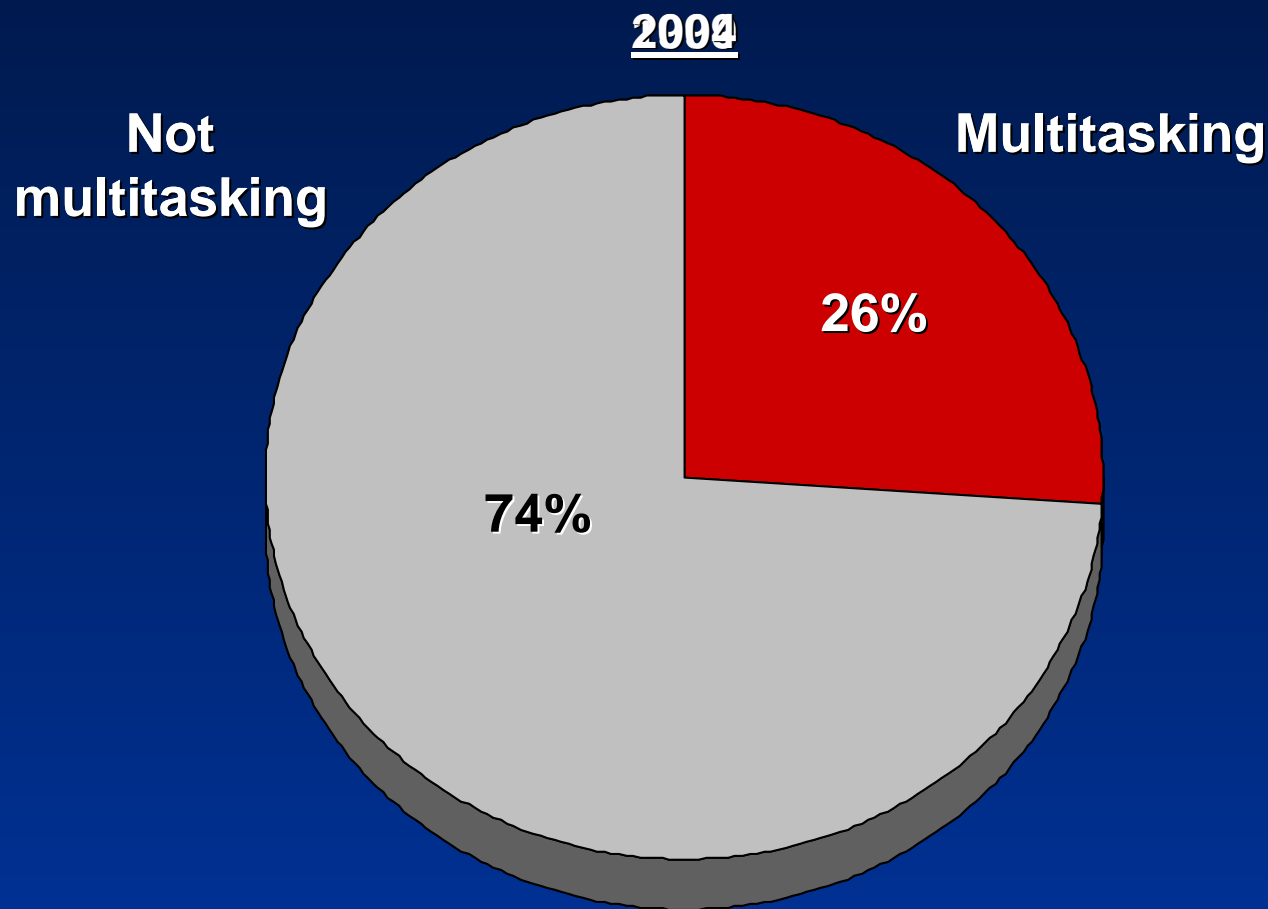
Media Multitasking

Percent of 8-18 year-olds who say they are using another media “most” of the time while:



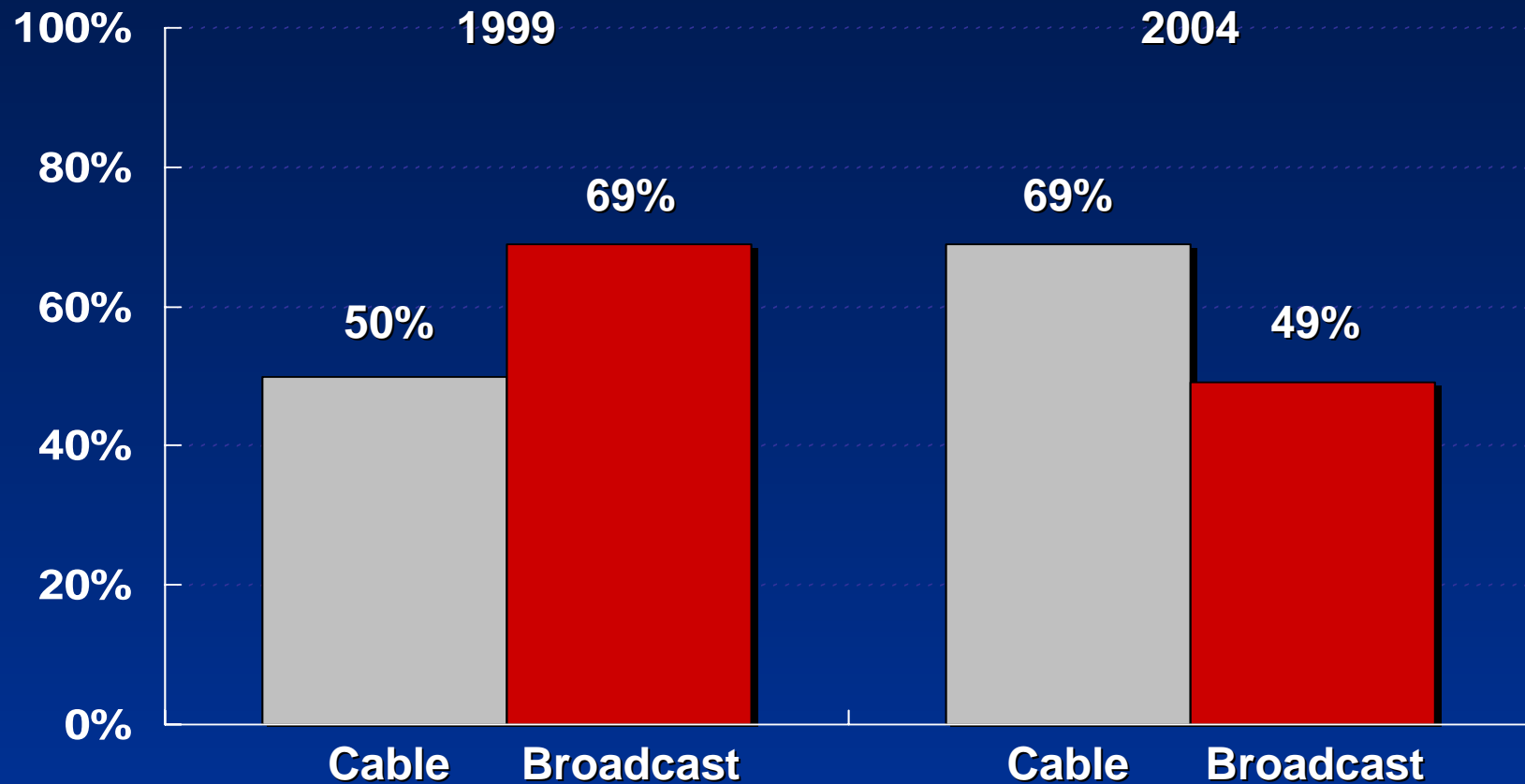
Media Multitasking

Proportion of total media time spent using more than one medium at a time, among 8-18 year-olds:



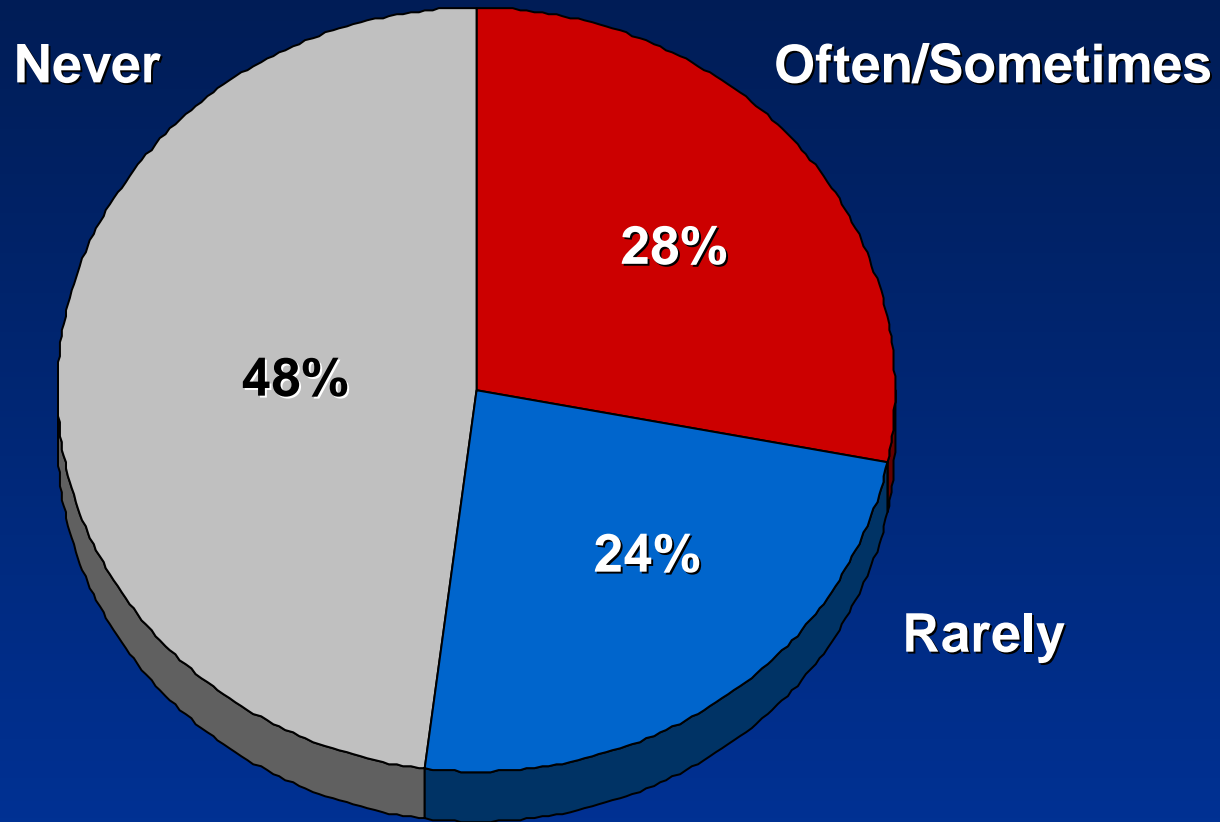
Trends in Media Use

Cable vs. Broadcast – In a typical day, proportion of 8-18 year-olds who watch:



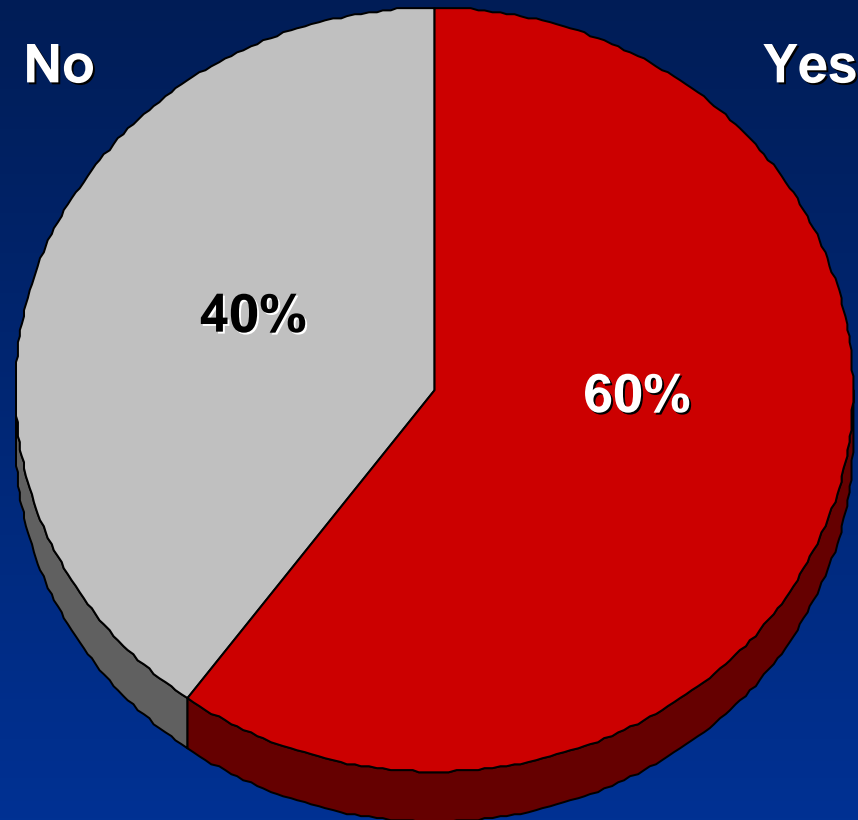
Trends in Media Use

Online Integration – Percent of 8-18 year-olds who go online while watching TV, to do something related to the show:



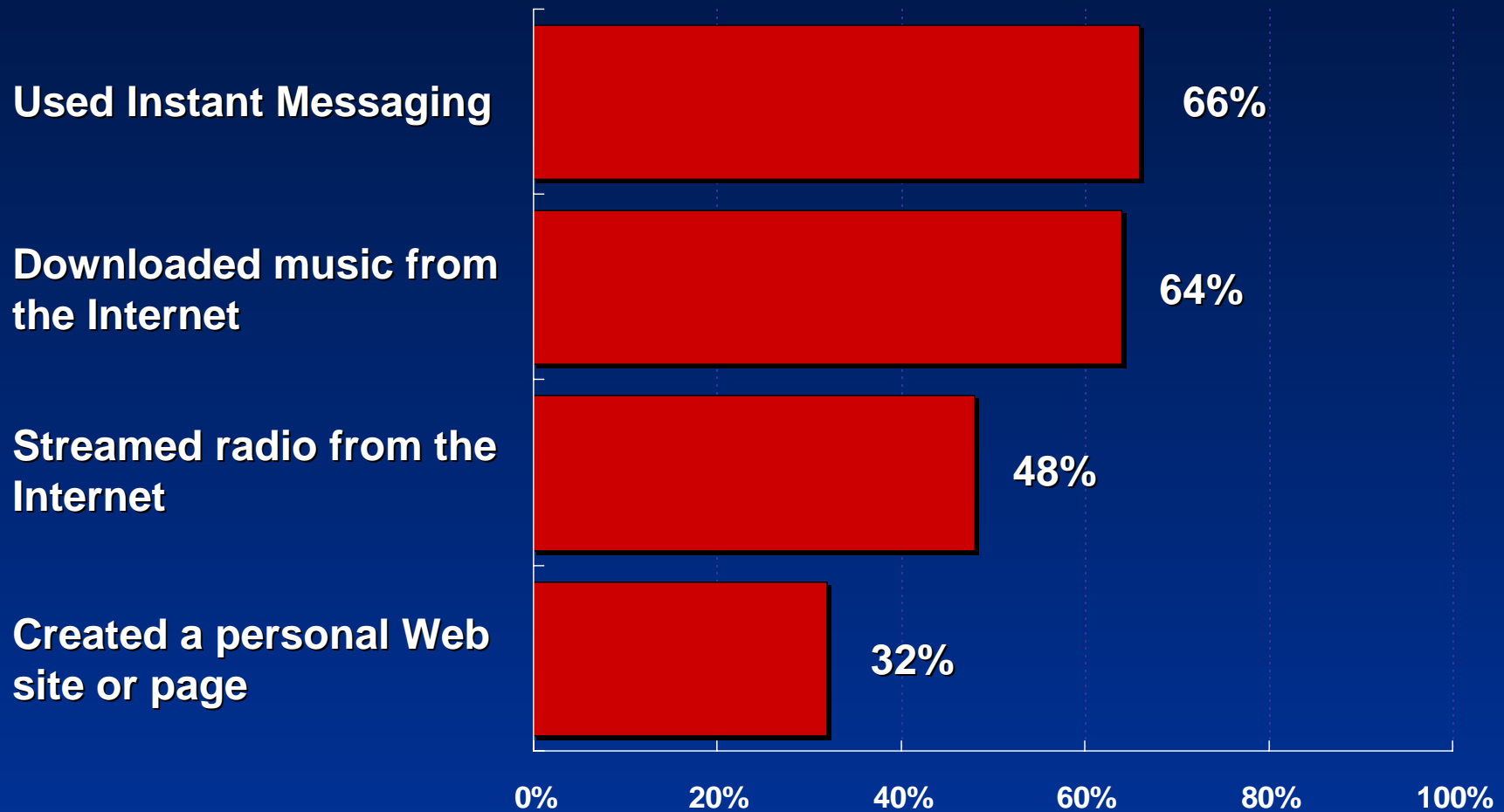
Trends in Media Use

Online Integration – Percent of 8-18 year-olds with a home computer who can see a TV from the keyboard:



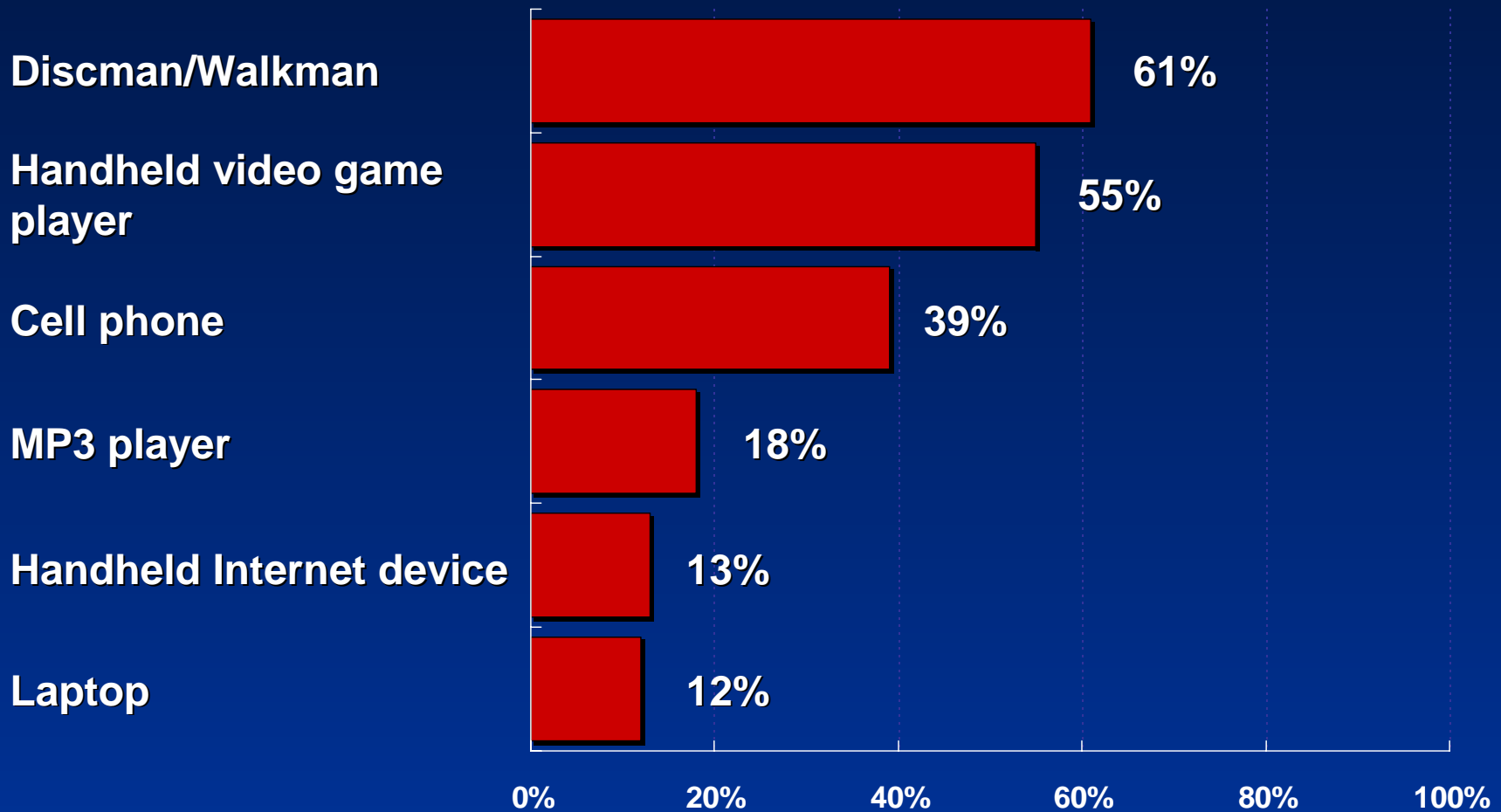
Trends in Media Use

New Media Activities – Percent of 8-18 year-olds who have ever:



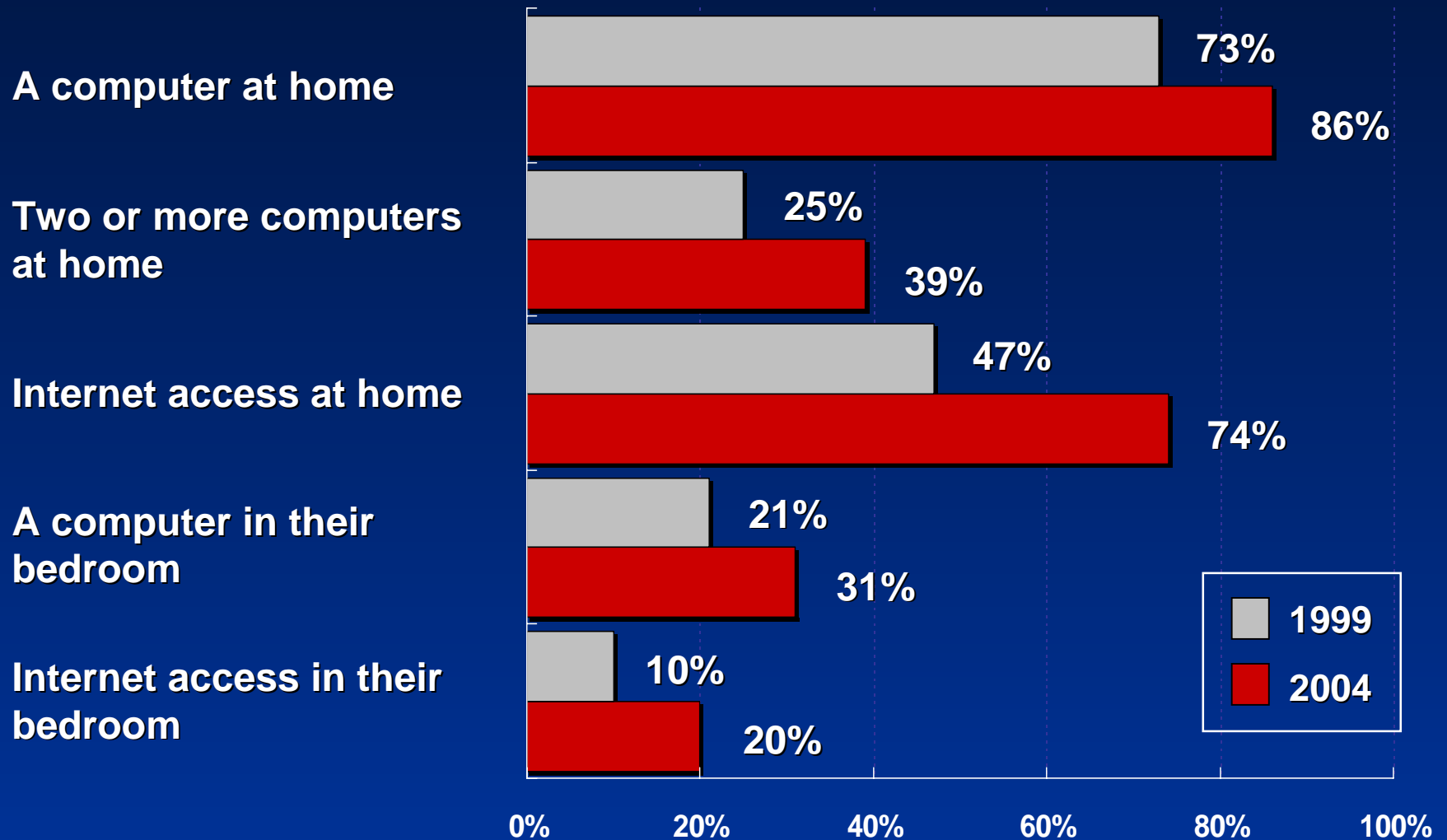
Portable Media

Percent of all 8-18 year-olds who own their own:



Computers and the Internet

Change in percent of 8-18 year-olds who have:



Internet Access

Percent of 8-18 year-olds who have Internet access at home:

RACE

White

Hispanic

Black

PARENT EDUCATION

College degree or more

Some college

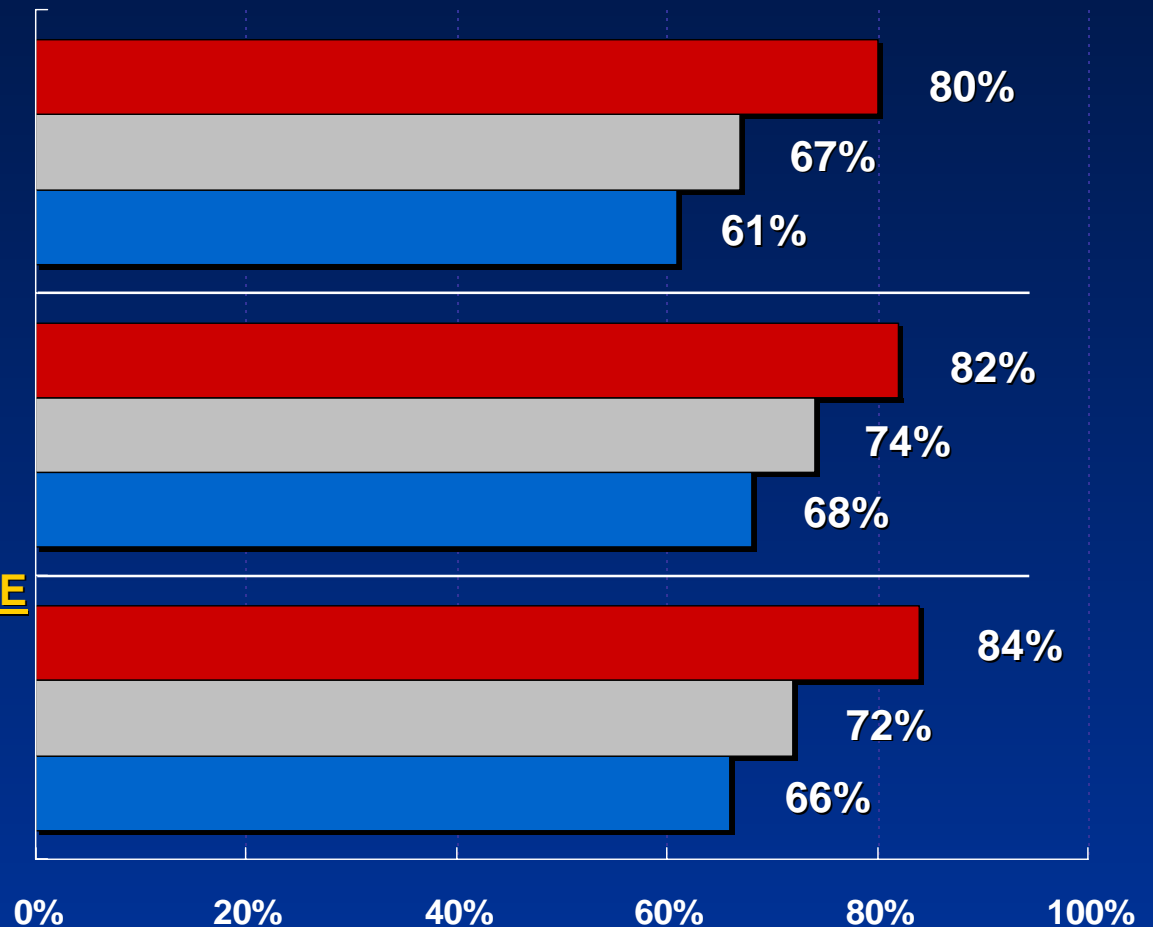
High school or less

MEDIAN COMMUNITY INCOME

More than \$50,000

\$35,000 - \$50,000

Less than \$35,000

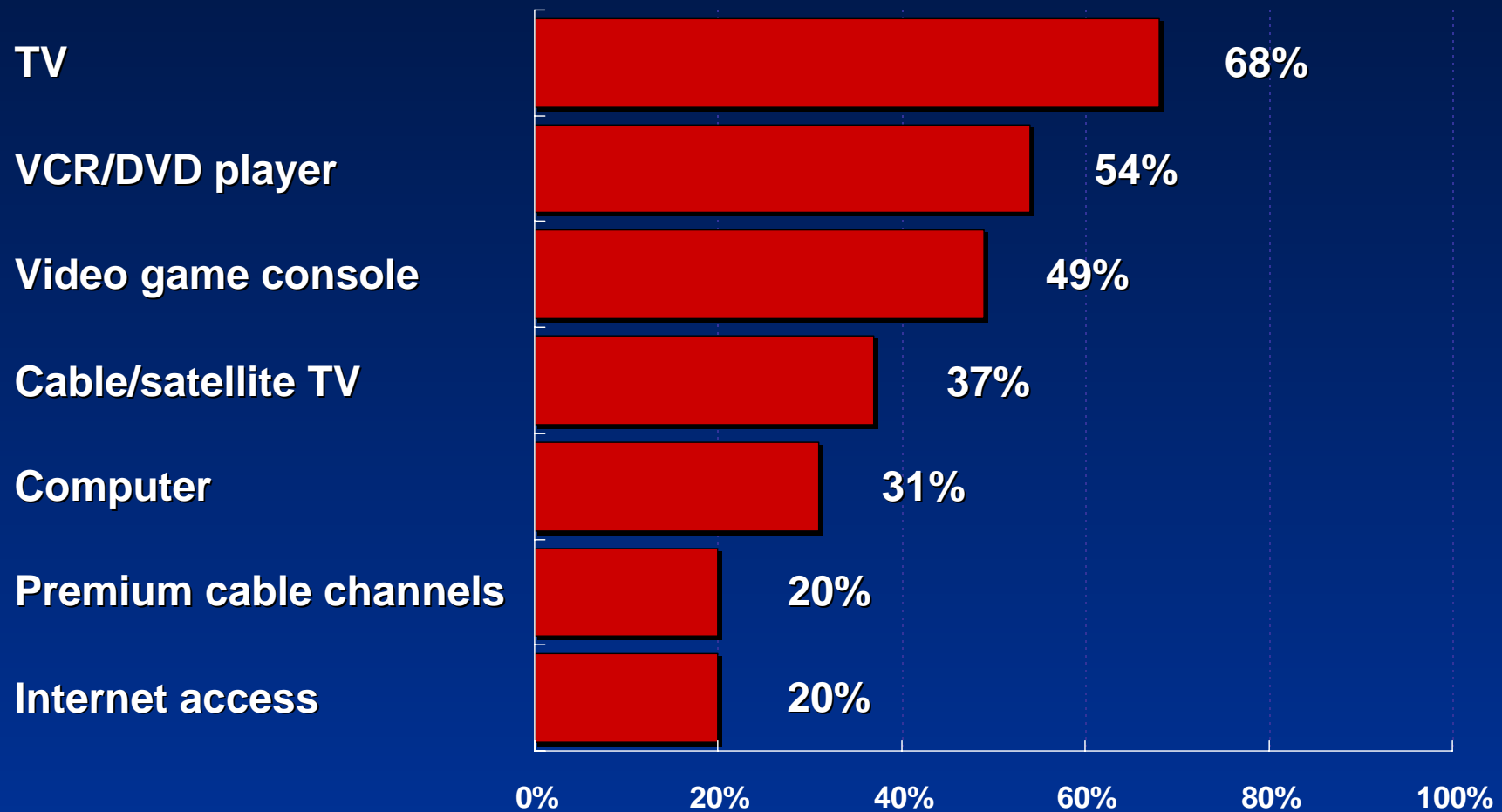


Media Use

The Role of Parents

Media in the Bedroom

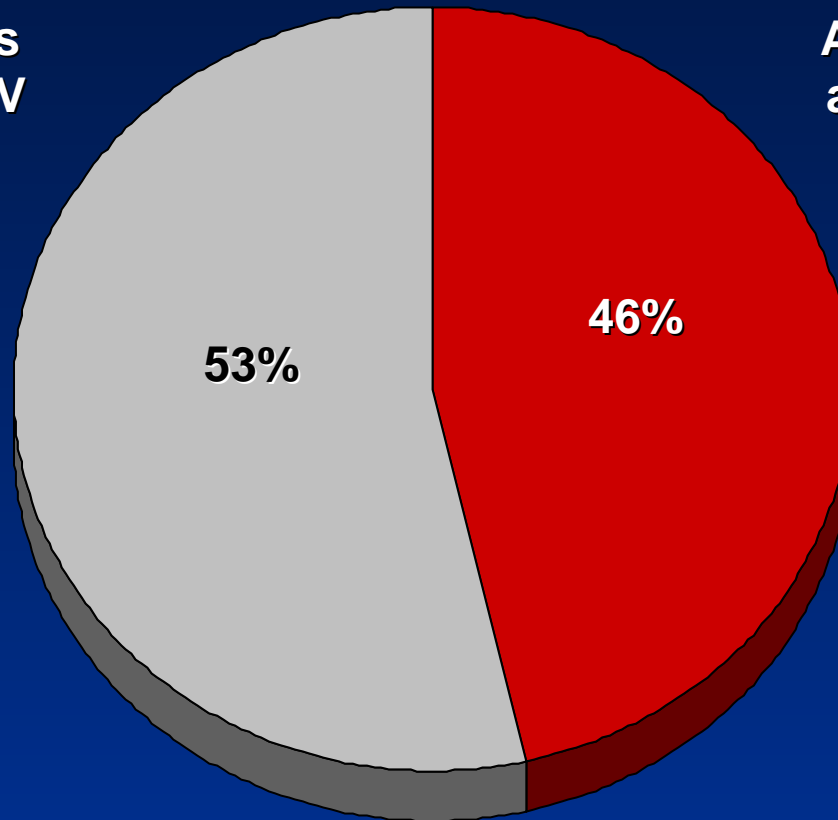
Percent of 8-18 year-olds with each medium in their bedroom:



TV Rules

Percent of all 8-18 year-olds who say they have:

No rules
about TV

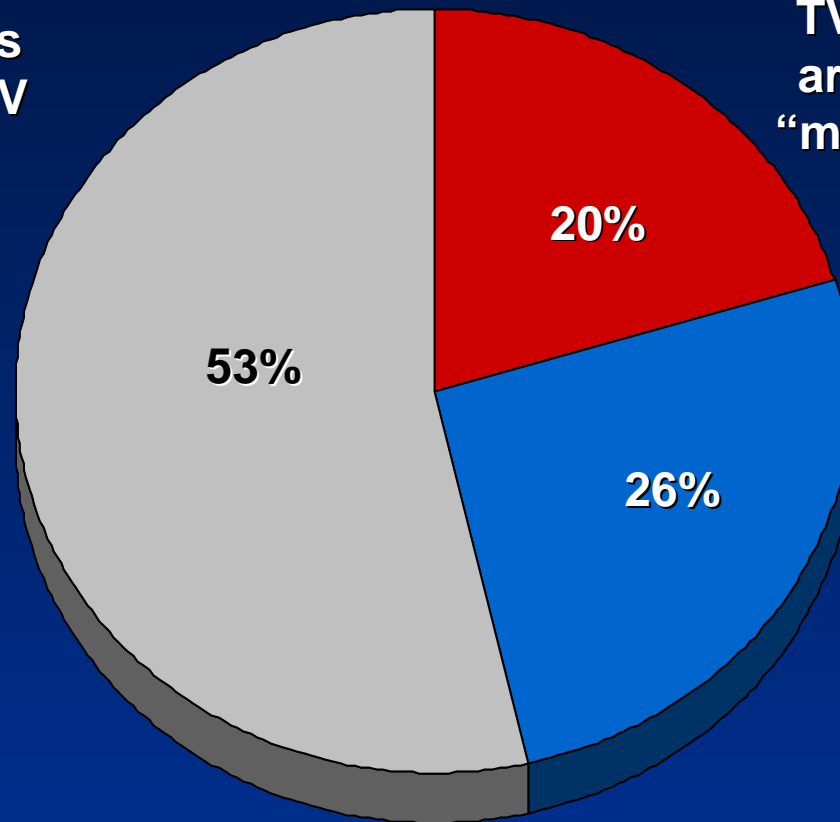


Any rules
about TV

TV Rules

Percent of all 8-18 year-olds who say they have:

No rules
about TV

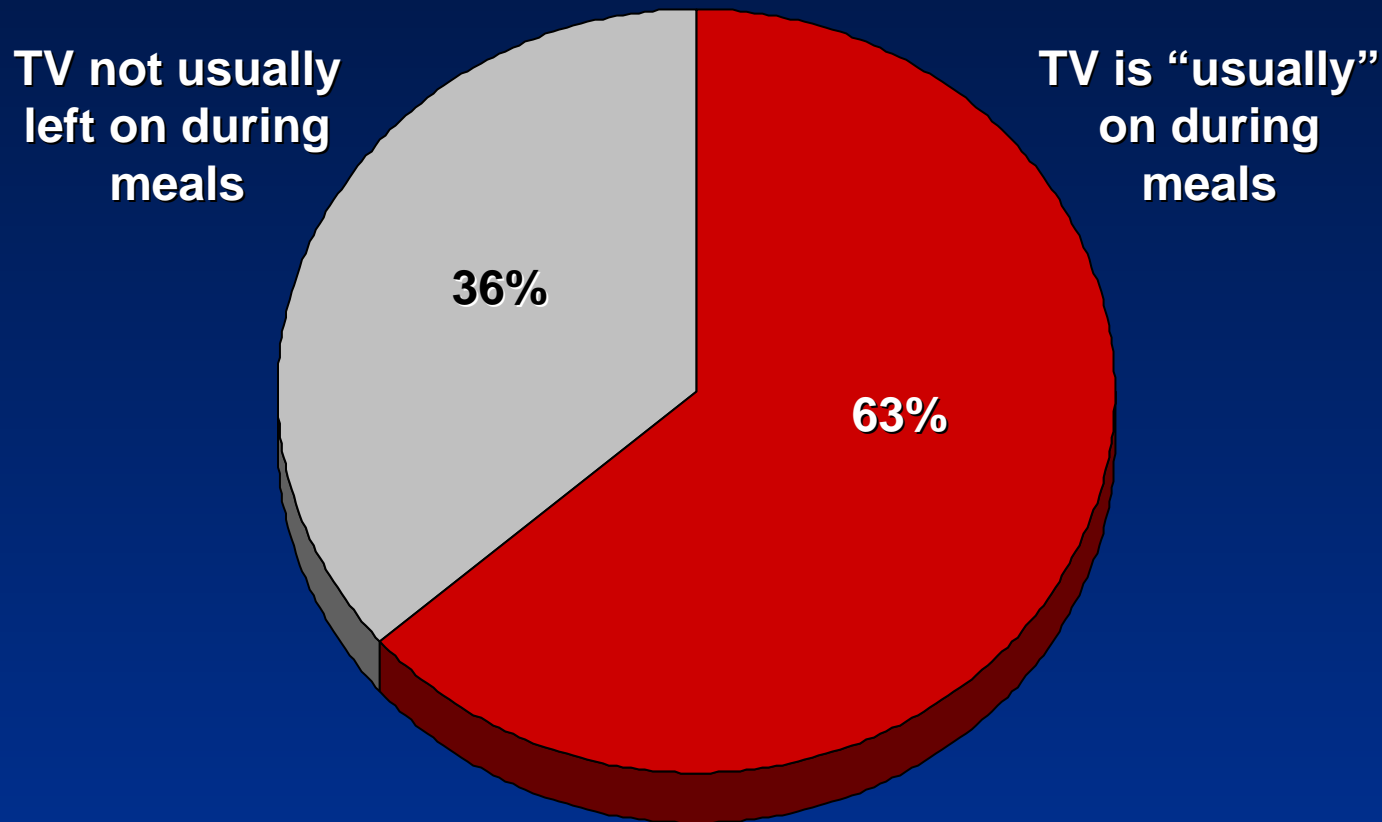


TV rules that
are enforced
"most" of time

TV rules that
are enforced
some, a little
or never

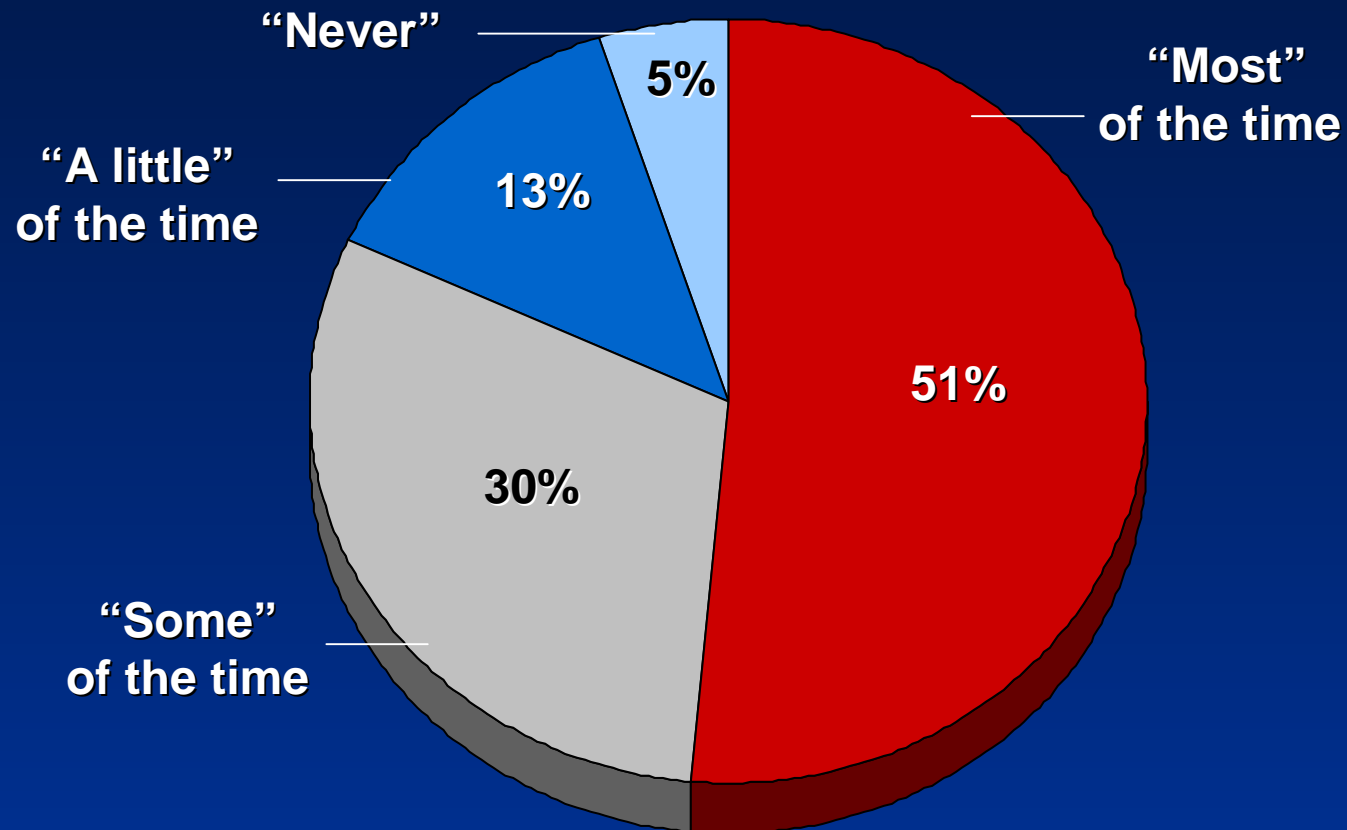
Household Media Environment

Percent of 8-18 year-olds living in homes where:



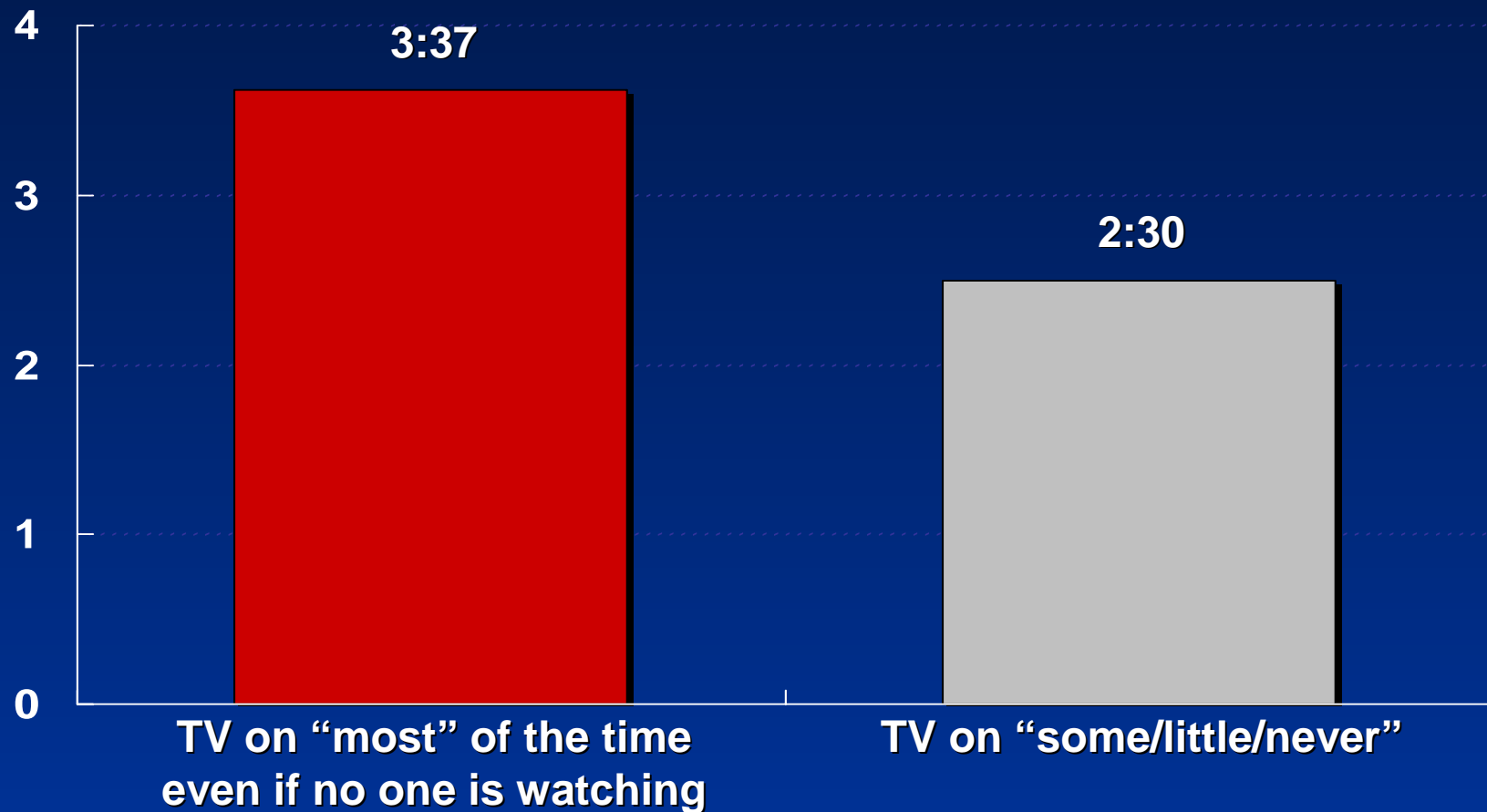
Household Media Environment

Percent of 8-18 year-olds living in homes where TV is on even if no one is watching:



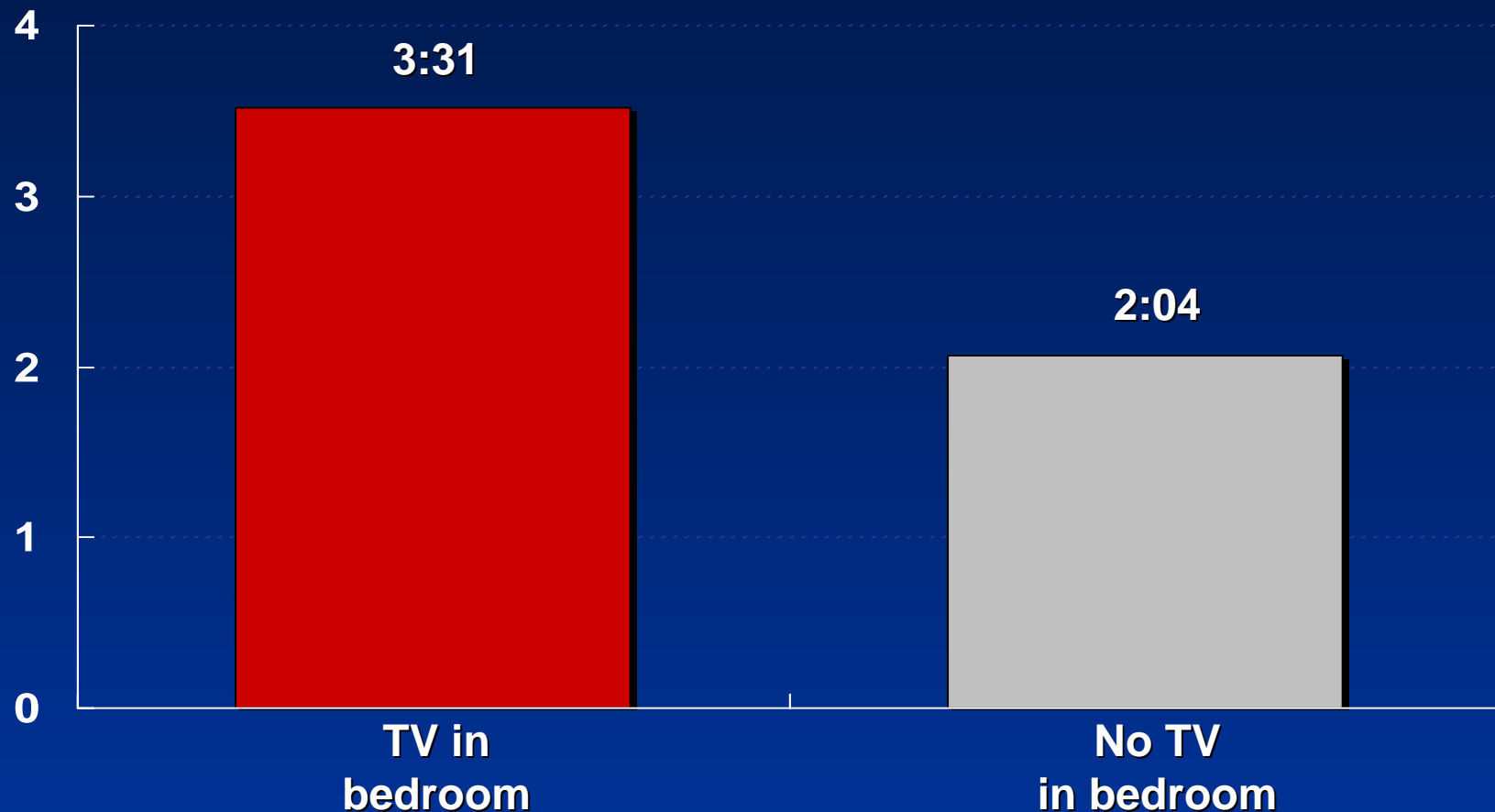
Household Media Environment

Average amount of time 8-18 year-olds spend watching TV per day, by household environment:



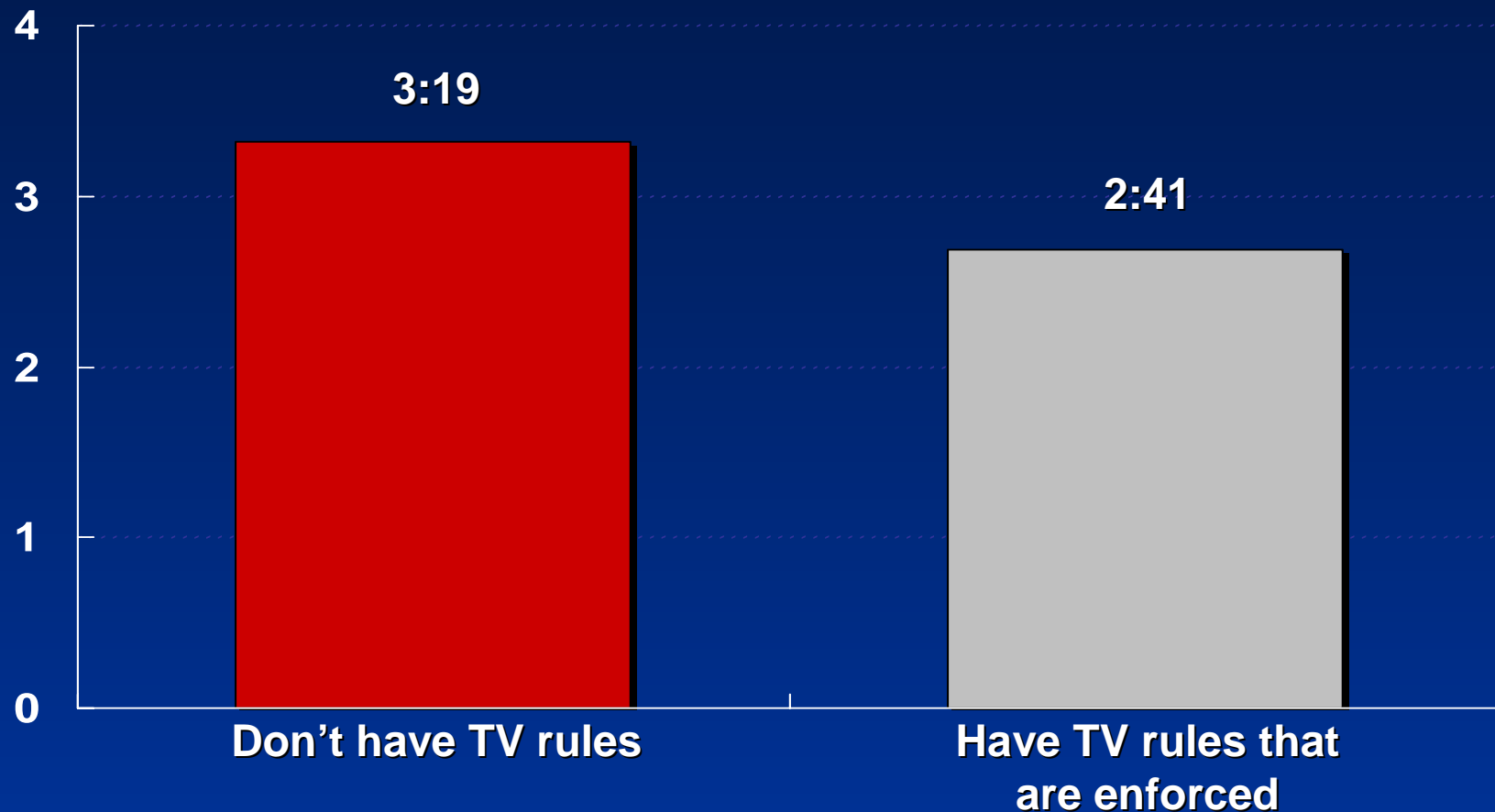
Impact of Bedroom Media

Average amount of time 8-18 year-olds spend watching TV per day, by bedroom media:



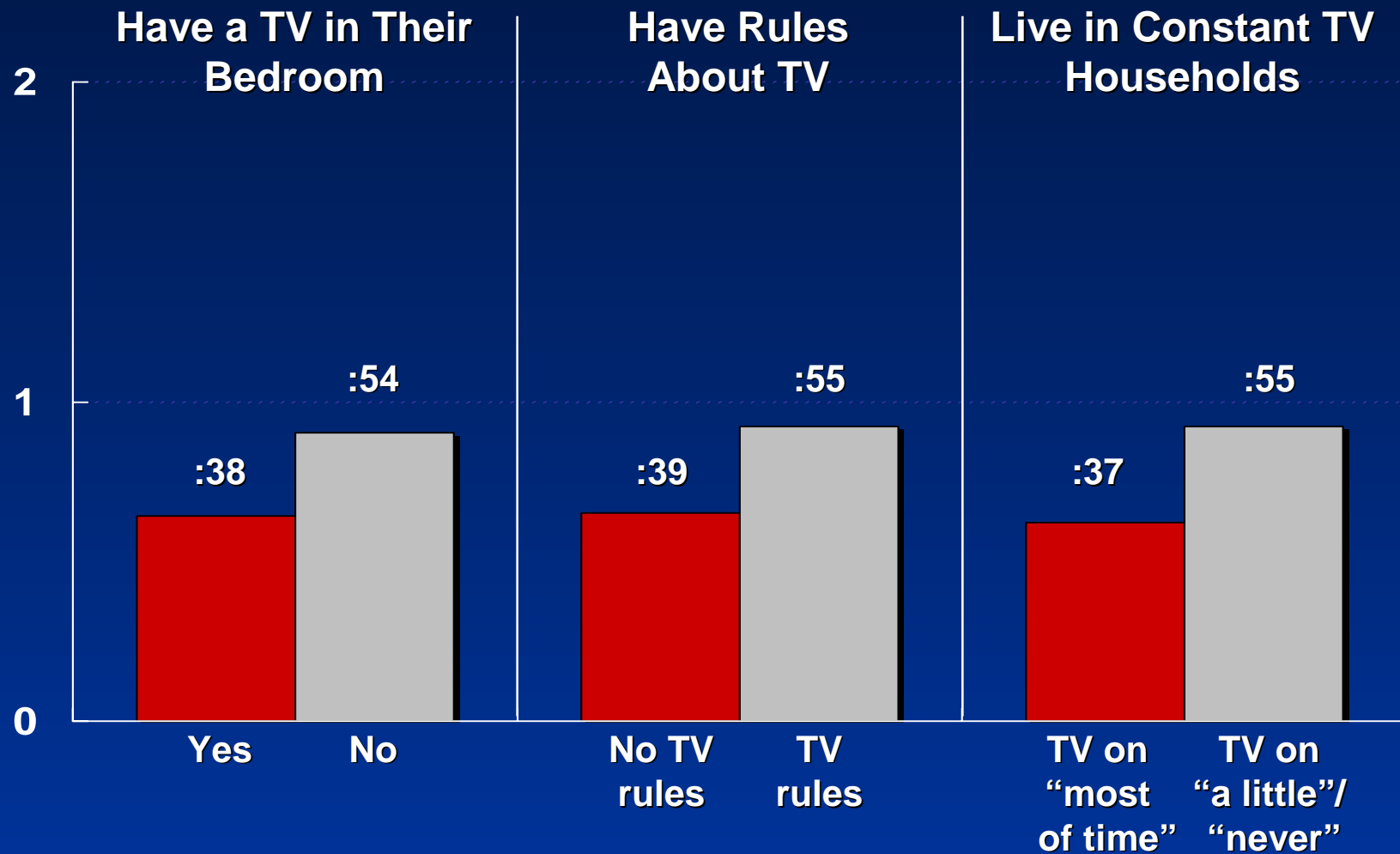
Impact of Rules

Average amount of time 8-18 year-olds spend watching TV per day, by TV rules:



Media Use and Reading

Average amount of time spent reading per day by 8-18 year-olds who:





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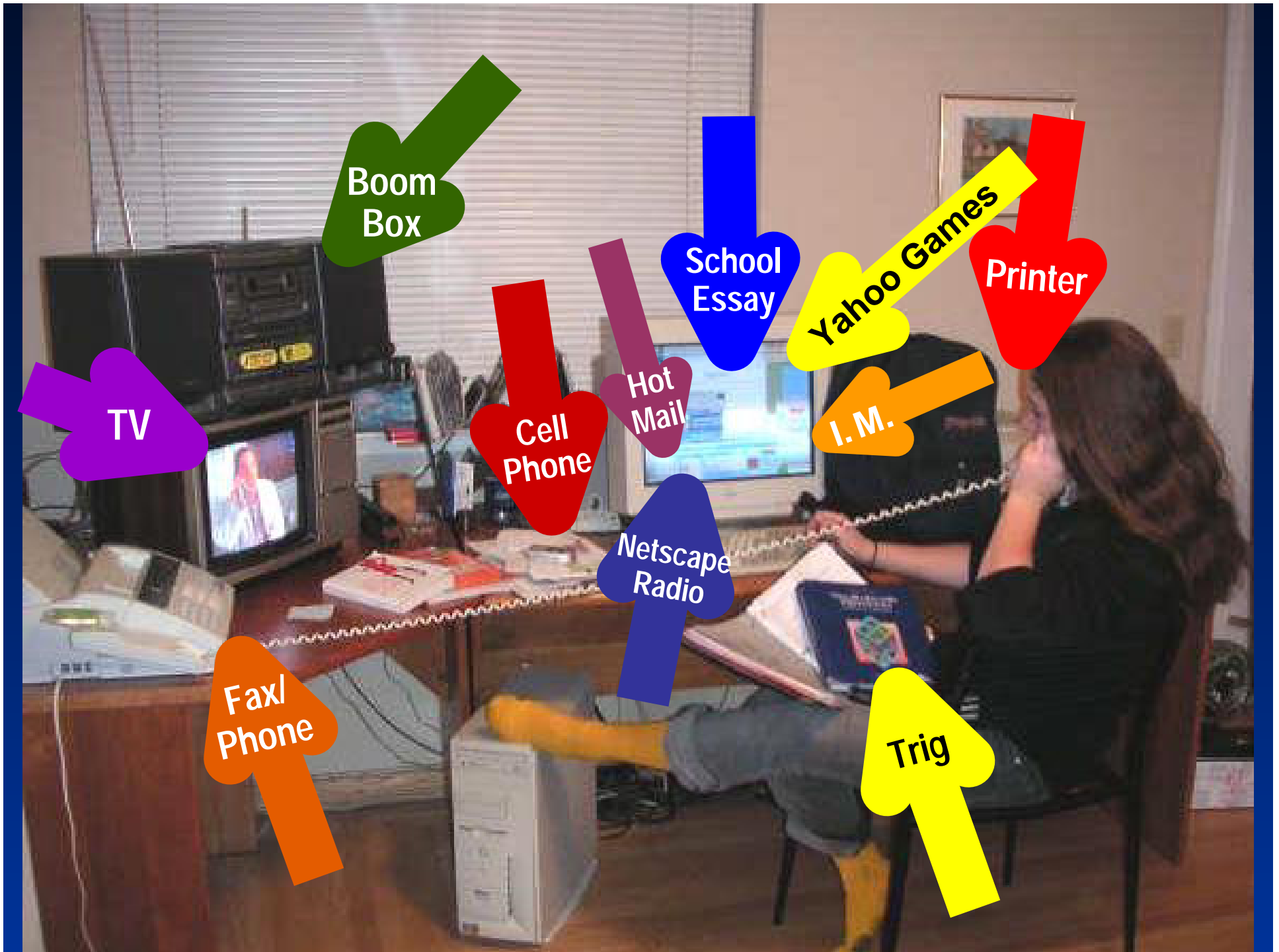
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Boom
Box

School
Essay

Yahoo Games

Printer

TV

Cell
Phone

Hot
Mail

I.M.

Netscape
Radio

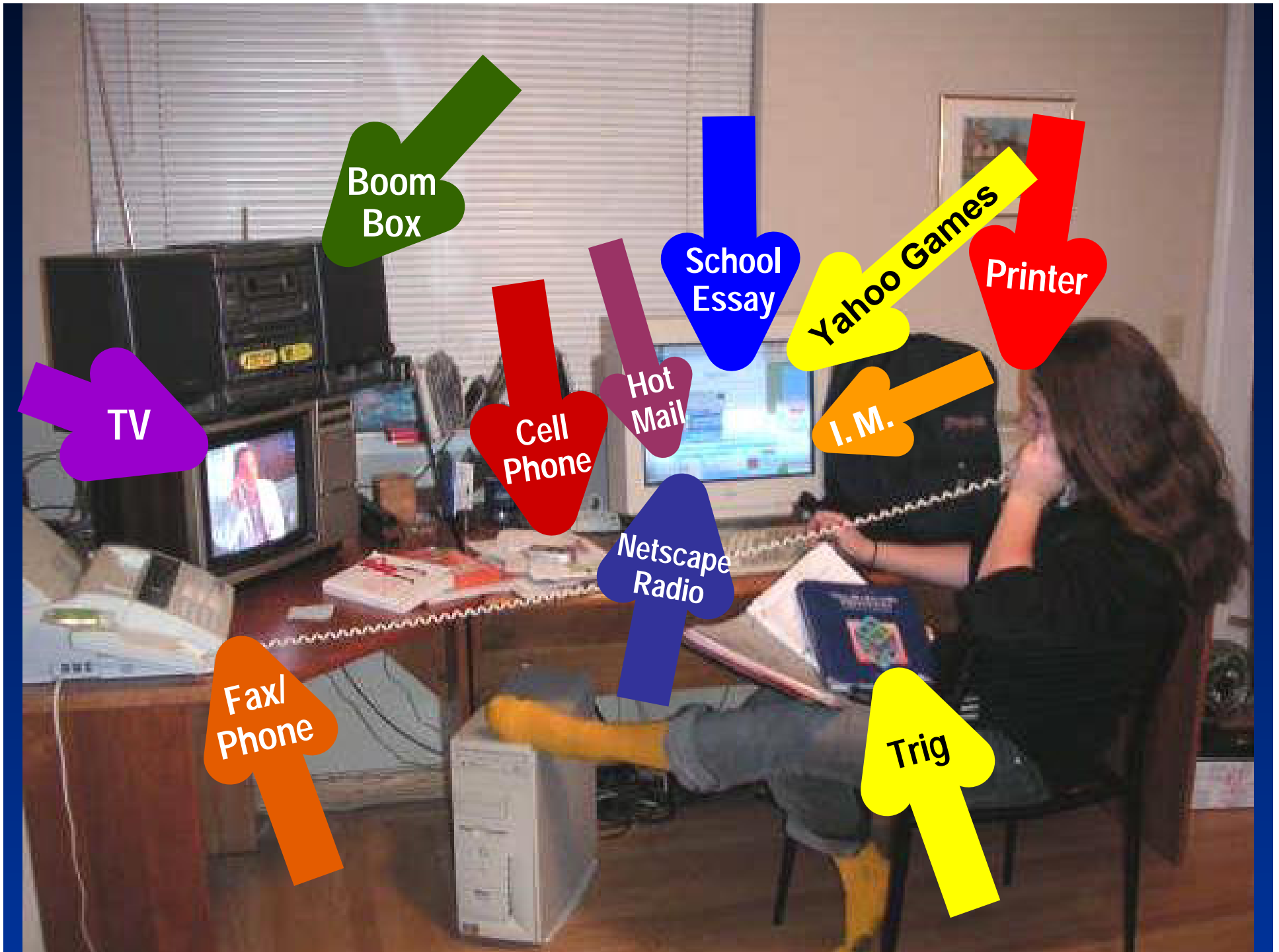
Fax/
Phone

Trig

THE HENRY J.

KAISER
FAMILY

FOUNDATION



Boom
Box

School
Essay

Yahoo Games

Printer

TV

Cell
Phone

Hot
Mail

I. M.

Netscape
Radio

Fax/
Phone

Trig





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