

# APPENDIX C: Toplines

Background Information	52
Media In The Home	57
Cell Phone Use	61
Print Media Use	63
Television Viewing	65
Movies	69
Video Games	69
Music and Other Audio	71
Computer Use	73
Media Rules	77

Harris Interactive for the Kaiser Family Foundation.

N=2002 students ages 8–18.

Margin of sampling error: plus or minus 3.9 percentage points.

Field period: October 20, 2008 to May 7, 2009.

Notes: 08/09 data in bold. An asterisk (\*) indicates a value less than one-half percent (0.5%). A dash (-) represents a value of zero.

A tilde (~) indicates the question was not asked in that year. For questions referring to 'yesterday,' a portion of respondents completing the survey on Monday were asked to report on their Friday or Saturday activities. Percentages may not always add up to 100% due to rounding, the acceptance of multiple answers from respondents, and because the percent who offered no answer (NA) is not shown. Unless otherwise noted the base for each question is all respondents. In the questionnaire, response categories for time spent with media were: no time, 5 minutes, 15 minutes, 30 minutes, 45 minutes, 1 hour, 1½ hours, and continuing on in half-hour increments (respondents were asked to write in the amount if it was above the final response category). In the toplines, these responses have been collapsed into a smaller number of time categories, such as 5-30 minutes.

Trend Information:

- 2004 trends from the Kaiser Family Foundation's *Generation M: Media in the Lives of 8–18 Year-Olds* study conducted October 14, 2003 to March 19, 2004 of 2,032 students ages 8–18. Margin of sampling error is plus or minus 3.8 percentage points.
- 1999 trends from the Kaiser Family Foundation's *Kids & Media @ the New Millennium* study conducted November 10, 1998 to April 20, 1999 of 3,155 children ages 2–17. Data reported here are for 8–18 year-olds. Margin of sampling error is plus or minus 3 percentage points.

## BACKGROUND INFORMATION

1. Please write your age here: \_\_\_\_\_ years

	08/09	03/04	98/99
8–10	<b>24</b>	27	26
11–13	<b>31</b>	32	29
14–18	<b>45</b>	42	42

2. Are you a boy or a girl? (ONE ANSWER ONLY)

	08/09	03/04	98/99
Boy	<b>51</b>	51	51
Girl	<b>49</b>	49	49

3. What grade are you in? (ONE ANSWER ONLY)

	08/09	03/04	98/99
3rd grade	<b>9</b>	10	11
4th grade	<b>9</b>	10	10
5th grade	<b>10</b>	10	10
6th grade	<b>11</b>	10	10
7th grade	<b>10</b>	10	11
8th grade	<b>11</b>	10	9
9th grade	<b>11</b>	11	12
10th grade	<b>11</b>	10	9
11th grade	<b>10</b>	9	9
12th grade	<b>9</b>	8	9

4. Who are the adults you live with? If you live in more than one home, please answer about the home you spend the most time in. (MARK AS MANY ANSWERS AS YOU NEED) *Note: Results may not add up to 100% because multiple answers were allowed.*

	08/09	03/04	98/99
Mother	90	91	91
Father	66	64	69
Stepmother	3	3	3
Stepfather	9	9	10
Some other adults <sup>†</sup>	17	~	~
Parent's girlfriend or boyfriend	~	3	3 <sup>††</sup>
Sitter or Nanny	~	2	2
Grandparent(s)	~	12	9
Aunt or Uncle	~	7	3
Brother(s) or Sister(s)	~	5	3
Cousin(s)	~	1	*

<sup>†</sup> The category 'some other adults' was added in 08/09 to replace the individual responses listed below it.

<sup>††</sup> Parent's girlfriend and parent's boyfriend were asked separately in 98/99.

5. What is the highest level of school that your mother completed? (ONE ANSWER ONLY)

	08/09	03/04	98/99
Some high school or less	13	11	10
Finished high school	26	30	26
Some college or special school after high school	19	17	17
Finished college	27	26	29
School beyond college (like doctor, lawyer, professor, social worker, scientist)	9	7	8
No one fills the role of mother in my family.	1	2	1

6. What is the highest level of school that your father completed? (ONE ANSWER ONLY)

	08/09	03/04	98/99
Some high school or less	13	12	9
Finished high school	28	26	25
Some college or special school after high school	14	16	13
Finished college	26	25	27
School beyond college (like doctor, lawyer, professor, social worker, scientist)	8	8	9
No one fills the role of father in my family.	6	5	5

## 7. What grades do you usually get? (ONE ANSWER ONLY)

	08/09	03/04	98/99
Mostly A's	12	14	17
Mostly A's and B's	43	36	40
Mostly B's	7	7	7
Mostly B's and C's	22	23	19
Mostly C's	5	5	4
Mostly C's and D's	5	6	5
Mostly D's	*	1	1
Mostly D's and F's	1	3	1
My school does not use grades.	3	2	5

## 8. What is your race or ethnic background? (ONE ANSWER ONLY)

	08/09	03/04	98/99
White (not Hispanic)	53	55	61
Black or African-American (not Hispanic)	15	17	14
Hispanic/Latino – White	15	13	10
Hispanic/Latino – Black	4	3	2
Asian, Asian Indian, or Pacific Islander	4	8	6
Native American or Alaskan Native	1	1	3
Some other race	7	4	2
Hispanic (unspecified)	1	*	1

9. How well does each of the following statements describe you? Is each statement a lot like you, somewhat like you, not much like you, or not at all like you? (ONE ANSWER NEXT TO EACH ITEM)

	A Lot Like Me	Somewhat Like Me	Not Much Like Me	Not at All Like Me
<b>A. I have a lot of friends</b>				
<b>08/09</b>	<b>57</b>	<b>35</b>	<b>6</b>	<b>1</b>
03/04	53	35	7	3
98/99	61	30	6	2
<b>B. I get along well with my parents</b>				
<b>08/09</b>	<b>50</b>	<b>38</b>	<b>7</b>	<b>2</b>
03/04	48	38	8	3
98/99	53	35	7	2
<b>C. I am often bored</b>				
<b>08/09</b>	<b>23</b>	<b>31</b>	<b>31</b>	<b>13</b>
03/04	22	30	30	15
98/99	16	30	35	15
<b>D. I often feel sad and unhappy</b>				
<b>08/09</b>	<b>6</b>	<b>19</b>	<b>40</b>	<b>32</b>
03/04	11	19	34	34
98/99	7	18	34	38
<b>E. I have been happy at school this year</b>				
<b>08/09</b>	<b>38</b>	<b>41</b>	<b>12</b>	<b>6</b>
03/04	33	42	16	8
98/99	40	39	13	6
<b>F. I get into trouble a lot</b>				
<b>08/09</b>	<b>6</b>	<b>17</b>	<b>33</b>	<b>42</b>
03/04	9	16	33	39
98/99	5	15	27	50

10. Thinking just about yesterday, how much time did you spend being physically active or exercising, such as playing sports, working out, dancing, running, or another activity? (ONE ANSWER ONLY)

	<b>08/09</b>	03/04
Average (among all)	<b>1:46</b>	1:25
Percent who did activity	<b>89</b>	82
Average among those who did activity	<b>1:58</b>	1:42
None	<b>10</b>	16
5 min – less than 30 min	<b>11</b>	10
30 min – 1 hour	<b>31</b>	33
More than 1 hour – 3 hours	<b>29</b>	29
More than 3 hours	<b>18</b>	9

11. Again, thinking only about yesterday, how much time did you spend talking on the telephone?  
(ONE ANSWER ONLY)

A. On a cell phone	<b>08/09</b>
Average (among all)	<b>:33</b>
Percent who did activity	<b>56</b>
Average among those who did activity	<b>:56</b>
None	<b>41</b>
5 min – less than 30 min	<b>29</b>
30 min – 1 hour	<b>15</b>
More than 1 hour – 3 hours	<b>8</b>
More than 3 hours	<b>4</b>
B. On a regular phone	<b>08/09</b>
Average (among all)	<b>:18</b>
Percent who did activity	<b>41</b>
Average among those who did activity	<b>:41</b>
None	<b>53</b>
5 min – less than 30 min	<b>26</b>
30 min – 1 hour	<b>9</b>
More than 1 hour – 3 hours	<b>4</b>
More than 3 hours	<b>2</b>
Total time spent talking on a phone [Q11A, B]	<b>08/09</b>
Average (among all)	<b>:51</b>
Percent who did activity	<b>73</b>
Average among those who did activity	<b>1:09</b>
None	<b>26</b>
5 min – less than 30 min	<b>36</b>
30 min – 1 hour	<b>17</b>
More than 1 hour – 3 hours	<b>12</b>
More than 3 hours	<b>8</b>

## MEDIA IN THE HOME

12. How many of the following items are there in your home? (ONE ANSWER NEXT TO EACH ITEM) Note: 98/99 numbers for 5 in household reflect households having 5 or more of a particular item.

	Average (Among all)	Percent With Any	0	1	2	3	4	5	6	7	8	9 or More
A. TVs												
08/09	3.8	99	*	5	15	26	28	12	6	3	1	2
03/04	3.5	99	*	7	18	27	24	14	5	3	1	1
98/99	3.1	99	*	6	23	29	26	15				
B. DVD or VCR players												
08/09	2.8	97	2	16	31	24	15	6	2	1	1	1
03/04	2.9	97	2	17	27	23	15	8	3	2	1	1
98/99 (VCRs only)	2.0	98	2	34	39	18	5	3				
C. Digital TV recorders such as TiVo or other DVR												
08/09	1.0	52	42	29	14	5	4	1	*	*	*	*
03/04	.6	34	62	20	8	3	2	1	*	*	-	*
Not asked in 98/99												
D. CD players												
08/09	2.2	87	12	27	24	17	10	3	2	1	1	2
03/04 (CD or tape player)	3.6	98	1	12	20	20	19	13	5	4	2	3
98/99 (CD or tape player)	2.6	95	5	21	26	21	15	11				
E. Radios												
08/09	2.5	94	5	26	26	19	12	5	3	1	1	1
03/04	3.3	97	2	13	21	23	18	13	4	2	1	2
98/99	3.4	98	2	7	18	20	23	30				
F. Computers												
08/09	2.0	93	6	36	30	15	7	3	1	*	*	*
03/04	1.5	86	13	48	24	8	4	1	1	*	*	*
98/99	1.1	73	25	49	17	5	1	2				
G. Video game players that hook up to a TV												
08/09	2.3	87	12	27	23	16	10	3	2	2	1	2
03/04	2.1	83	16	27	25	13	8	6	2	1	*	1
98/99	1.7	81	18	33	25	14	6	4				

13. Do you have any of the following in your home? (ONE ANSWER NEXT TO EACH ITEM)

	Yes	No	Don't Know
<b>A. Internet access</b>			
<b>08/09</b>	<b>84</b>	<b>12</b>	<b>2</b>
03/04	74	19	4
98/99	47	46	4
<b>B. Cable or satellite TV</b>			
<b>08/09</b>	<b>84</b>	<b>11</b>	<b>4</b>
03/04	82	14	2
98/99	74	23	2
<b>C. Premium channels such as HBO or Showtime</b>			
<b>08/09</b>	<b>47</b>	<b>32</b>	<b>20</b>
03/04	55	34	8
98/99	45	47	5

14. What kind of Internet access do you have at home? (MARK AS MANY ANSWERS AS YOU NEED) *Note: Question wording changed slightly from 03/04. Results may not add up to 100% because multiple answers were allowed.*

	08/09	03/04
Dial-up telephone modem access	10	31
High-speed access (such as cable modem or DSL)	43	31
Wireless access	31	~
I don't have Internet access at home	11	6
I don't have a computer at home	~	11
Don't know	22	17

15. Can you see a TV screen when you are at your computer at home? In other words, if you are sitting at the computer, can you see a TV screen at the same time? (MARK AS MANY AS YOU NEED) *Note: Question wording changed slightly from 03/04. Results may not add up to 100% because multiple answers were allowed.*

BASE: GRADES 7–12

	08/09	03/04
Yes, I can see a TV because I have a portable laptop computer.	35	12
Yes, I can see a TV from a desktop home computer.	48	52
No, I cannot see a TV from any computer.	22	26
I do not have a computer at home.	5	~



16. Which of the following items are in your family's car? (MARK AS MANY AS YOU NEED) *Note: Results may not add up to 100% because multiple answers were allowed.*

Has at least one item	37
A built-in DVD player	21
A portable DVD player that you often use in the car	19
A built-in TV set that gets regular TV channels	4
None of these items are in my family's car	60
My family does not have a car	3

17. Do you have any of the following items in your bedroom, or not? (Include portables that you use mainly in your bedroom.) (MARK ONE ANSWER NEXT TO EACH ITEM)

	Have in Bedroom
A. TV	
<b>08/09</b>	71
03/04	68
98/99	65
B. Cable or satellite TV	
<b>08/09</b>	49
03/04	37
98/99	29
C. Premium channels such as HBO or Showtime	
<b>08/09</b>	24
03/04	20
98/99	15
D. DVD or VCR player	
<b>08/09</b>	57
03/04	54
98/99 (VCRs only)	36
E. Digital TV recorder, such as TiVo or other DVR	
<b>08/09</b>	13
03/04	10
Not asked in 98/99	~
F. CD player	
<b>08/09</b>	68
03/04 (CD or tape player)	86
98/99 (CD or tape player)	88
G. Radio	
<b>08/09</b>	75
03/04	84
98/99	86

## Question 17 continued

	Have in Bedroom
H. Computer	
<b>08/09</b>	<b>36</b>
03/04	31
98/99	21
I. Internet access	
<b>08/09</b>	<b>33</b>
03/04	20
98/99	10
J. Video game player that hooks up to a TV	
<b>08/09</b>	<b>50</b>
03/04	49
98/99	45

18. Which of the following items do you, personally, have? (MARK AS MANY ANSWERS AS YOU NEED) *Note: Results may not add up to 100% because multiple answers were allowed.*

	08/09	03/04
Cell phone	<b>66</b>	39
A laptop computer	<b>29</b>	12
A handheld videogame player (such as Nintendo DS or Sony PSP)	<b>59</b>	55
iPod or other MP3 player	<b>76</b>	18
Discman or Walkman	<b>16</b>	61
Pager	~	6
A personal digital assistant (such as a Palm Pilot or Handspring)	~	~
Any handheld device that connects to the Internet (a Blackberry, a cell phone with Internet connection, etc.)	~	13
None of these	<b>5</b>	12

**CELL PHONE USE**

19. How often, if ever, do you do each of the following activities on a cell phone: often, sometimes, rarely, or never? (MARK ONE ANSWER NEXT TO EACH ITEM) *Note: Data analysis indicates that this question was misunderstood by a large-enough proportion of respondents to make the results unreliable; therefore results are not being reported.*

- A. Text message
- B. Take pictures
- C. Take videos
- D. Listen to music
- E. Play games
- F. Connect to the Internet
- G. Go to social networking sites like MySpace or Facebook
- H. Watch TV shows
- I. Watch videos

20. Thinking only about yesterday, about how many text messages did you send? Your best guess is fine. If you did not send any text messages, please write “0”.

	08/09
Average (among all)	57
Percent who did activity	46
Average among those who did activity	118
None	50
1–10	11
11–25	6
26–50	8
51–100	8
101+	13

21. Thinking only about yesterday, about how much time did you spend texting on a cell phone? (ONE ANSWER ONLY)

BASE: GRADES 7–12

	08/09
Average (among all)	1:35
Percent who did activity	61
Average among those who did activity	2:33
None	38
5 min – less than 30 min	16
30 min – 1 hour	13
More than 1 hour – 3 hours	12
More than 3 hours – 5 hours	8
More than 5 hours	12

22. Do your parents have any rules about...? (MARK ONE ANSWER NEXT TO EACH ITEM)

BASE: GRADES 7-12

	Yes	No
A. How many text messages you can send	14	84
B. How much you can talk on a cell phone	27	71

23. In general, how often do your parents make sure you follow the rules they have about using a cell phone?  
(ONE ANSWER ONLY)

BASE: GRADES 7-12

Most of the time	19
Some of the time	16
A little of the time	13
Never	7
My parents don't have rules about cell phone use	44

## PRINT MEDIA USE

## Magazines

24. Thinking only about yesterday, about how much time did you spend looking at or reading any magazines? Please do not include time spent reading magazines online. (ONE ANSWER ONLY) *Note: Previous surveys did not ask respondents to exclude time spent reading magazines online.*

	08/09	03/04	98/99
Average (among all)	:09	:14	:15
Percent who did activity	35	47	55
Average among those who did activity	:26	:29	:27
None	65	51	45
5 min – less than 30 min	21	27	32
30 min – 1 hour	11	19	20
More than 1 hour	2	2	3

## Newspapers

25. Thinking only about yesterday, about how much time did you spend looking at or reading a newspaper? Please do not include time spent reading newspapers online. (ONE ANSWER ONLY) *Note: Previous surveys did not ask respondents to exclude time spent reading newspapers online.*

	08/09	03/04	98/99
Average (among all)	:03	:06	:07
Percent who did activity	23	34	42
Average among those who did activity	:14	:17	:17
None	77	65	58
5 min – less than 30 min	19	27	32
30 min – 1 hour	3	7	10
More than 1 hour	*	*	*

## Books

26. Thinking only about yesterday, about how much time did you spend reading a book that was for your own enjoyment (not a homework assignment)? (ONE ANSWER ONLY)

	08/09	03/04	98/99
Average (among all)	:25	:23	:21
Percent who did activity	47	46	46
Average among those who did activity	:54	:50	:46
None	52	53	53
5 min – less than 30 min	16	16	17
30 min – 1 hour	22	24	22
More than 1 hour	9	7	8

**SUMMARY TABLE: TOTAL TIME SPENT READING [Q24, 25, 26]**

	08/09	03/04	98/99
Average (among all)	:38	:43	:43
Percent who did activity	66	73	80
Average among those who did activity	:57	:58	:54
None	34	26	20
5 min – less than 30 min	24	27	30
30 min – 1 hour	26	28	29
More than 1 hour – 3 hours	12	15	19
More than 3 hours – 5 hours	3	3	2
More than 5 hours	1	1	1

27. When you read books, magazines, or newspapers, how often do you do any of the following activities at the same time: use a computer, watch TV, play video games, text message, or listen to music? (ONE ANSWER ONLY)

*Note: 03/04 question didn't include text messaging or video games in question wording.*

BASE: GRADES 7-12

	08/09	03/04
Most of the time	27	28
Some of the time	26	30
A little of the time	24	26
Never	23	16

## TELEVISION VIEWING

## Morning TV Viewing (7:00 a.m. – Noon)

28. Thinking only about yesterday morning, from 7:00 a.m. until noon, did you watch TV on a TV set? (ONE ANSWER ONLY) *Note: 03/04 survey question did not include the phrase “on a TV set.”*

	08/09	03/04
Yes	44	43
No	56	57

IF YOU WATCHED TV, PLEASE GO TO THE ATTACHED MORNING TV GRID. PLEASE CIRCLE EVERY TV SHOW THAT YOU WATCHED YESTERDAY MORNING. ONLY CIRCLE ONE SHOW IN EACH TIME PERIOD. ONLY CIRCLE A SHOW IF YOU WATCHED MOST OF THAT SHOW.

29. Thinking only about yesterday morning between 7:00 a.m. and noon, about how much time did you spend watching TV on a TV set? Do not include any time spent watching videotapes, DVDs or shows that you recorded earlier or ordered from On Demand. (ONE ANSWER ONLY) *Note: 03/04 survey question did not include the phrase “on a TV set” and did not ask respondents to exclude time spent watching “On Demand.”* See question 34 regarding On Demand and other viewing.

## BASE: WATCHED TV YESTERDAY MORNING

	08/09	03/04	98/99
Average among those who did activity	1:08	1:16	1:08
None	1	3	0
5 min – less than 30 min	31	23	25
30 min – 1 hour	40	40	45
More than 1 hour	28	33	31

## Afternoon TV Viewing (Noon – 6:00 p.m.)

30. Thinking only about yesterday afternoon, from noon until 6:00 p.m., did you watch TV on a TV set? (ONE ANSWER ONLY) *Note: 03/04 survey question did not include the phrase “on a TV set.”*

	08/09	03/04
Yes	56	59
No	43	40

IF YOU WATCHED TV, PLEASE GO TO THE ATTACHED AFTERNOON TV GRID. PLEASE CIRCLE EVERY TV SHOW THAT YOU WATCHED YESTERDAY AFTERNOON. ONLY CIRCLE ONE SHOW IN EACH TIME PERIOD. ONLY CIRCLE A SHOW IF YOU WATCHED MOST OF THAT SHOW.

31. Thinking only about yesterday afternoon between noon and 6:00 p.m., about how much time did you spend watching TV on a TV set? Do not include any time spent watching videotapes, DVDs or shows that you recorded earlier or ordered from On Demand. (ONE ANSWER ONLY) *Note: 03/04 survey question did not include the phrase “on a TV set” and did not ask respondents to exclude time spent watching “On Demand.”* See question 34 regarding On Demand and other viewing.

**BASE: WATCHED TV YESTERDAY AFTERNOON**

	08/09	03/04	98/99
Average among those who did activity	1:32	1:44	1:43
None	1	2	0
5 min – less than 30 min	14	8	7
30 min – 1 hour	40	37	38
More than 1 hour – 3 hours	33	41	45
More than 3 hours	11	11	11

**Evening TV Viewing (6:00 p.m. – Midnight)**

32. Thinking only about yesterday evening, from 6:00 p.m. until midnight, did you watch TV on a TV set? (ONE ANSWER ONLY) *Note: 03/04 survey question did not include the phrase “on a TV set.”*

	08/09	03/04
Yes	64	68
No	35	31

IF YOU WATCHED TV, PLEASE GO TO THE ATTACHED EVENING TV GRID. PLEASE CIRCLE EVERY TV SHOW THAT YOU WATCHED YESTERDAY EVENING. ONLY CIRCLE ONE SHOW IN EACH TIME PERIOD. ONLY CIRCLE A SHOW IF YOU WATCHED MOST OF THAT SHOW.

33. Thinking only about yesterday evening between 6:00 p.m. and midnight, about how much time did you spend watching TV on a TV set? Do not include any time spent watching videotapes, DVDs or shows that you recorded earlier or ordered from On Demand. (ONE ANSWER ONLY) *Note: 03/04 survey question did not include the phrase “on a TV set” and did not ask respondents to exclude time spent watching “On Demand.”* See question 34 regarding On Demand and other viewing.

**BASE: WATCHED TV YESTERDAY EVENING**

	08/09	03/04	98/99
Average among those who did activity	1:59	2:12	2:10
None	*	1	0
5 min – less than 30 min	10	5	6
30 min – 1 hour	32	31	30
More than 1 hour – 3 hours	39	42	43
More than 3 hours	18	22	22

**SUMMARY TABLE: TOTAL TIME SPENT WATCHING LIVE TV ON A TV SET [Q29, 31, 33]**

	08/09	03/04	98/99
Average (among all)	2:39	3:04	3:05
Percent who did activity	79	81	85
Average among those who did activity	3:21	3:48	3:39
None	21	19	15
5 min – less than 30 min	5	3	3
30 min – 1 hour	14	11	12
More than 1 hour – 3 hours	27	28	29
More than 3 hours – 5 hours	16	18	18
More than 5 hours	17	20	22

Note: “Live” TV refers to programming watched as it is broadcast, rather than recorded or downloaded.



## TV/Movie Viewing on Other Platforms

34. Thinking only about yesterday, about how much time did you spend watching TV shows or movies on any of the following? (MARK ONE ANSWER NEXT TO EACH ITEM)

	Average (Among all)	Percent Who Did Activity	Average Among Those Who Did Activity	None	5 Min – Less than 30 Min	30 Min – 1 Hr	More than 1 Hr
A. A cell phone 08/09	:15	22	1:08	75	9	9	4
B. An iPod or other MP3 player 08/09	:16	29	:54	67	11	14	4
C. "On Demand" 08/09	:12	18	1:04	77	4	10	4
D. The Internet 08/09	:24	38	1:01	58	12	18	7
E. TiVo, DVR, or videotape you had recorded earlier 08/09	:09	16	:56	80	4	10	3
03/04	:14	21	1:06	75	5	10	6
98/99 (VCRs only)	:14	23	:58	71	4	13	6
F. DVD on a computer 08/09	:06	11	:51	82	3	6	2
G. DVD on a DVD player 08/09	:26	29	1:26	67	5	13	12
Total DVD [Q34F, G] 08/09	:32	34	1:32	63	5	13	16
03/04 (video or DVD)	:32	39	1:21	58	6	18	15
98/99 (video or DVD)	:28	35	1:16	61	4	16	15
<b>TOTAL TV ON OTHER PLATFORMS [Q34A–G] 08/09</b>	<b>1:50</b>	<b>69</b>	<b>2:36</b>	<b>30</b>	<b>10</b>	<b>15</b>	<b>44</b>

## General TV Use

35. When you watch TV, how often do you do any of the following activities at the same time: use a computer, read, play video games, text message or listen to music? (ONE ANSWER ONLY) *Note: 03/04 question didn't include text messaging or video games.*

BASE: GRADES 7–12

	08/09	03/04
Most of the time	39	24
Some of the time	29	29
A little of the time	19	28
Never	12	19

36. How often, if ever, do you do each of the following activities while you are watching TV? (MARK ONE ANSWER NEXT TO EACH ITEM)

BASE: GRADES 7-12

	Often	Sometimes	Rarely	Never
A. Look up information online about what you are watching (such as going to the show's website or reading a blog)	6	13	18	60
B. Text someone about what you are watching	17	30	15	36
C. Instant Message someone about what you are watching	8	14	17	57
D. Text, go online, or make a call to vote in a poll or contest about the show you are watching (like voting for American Idol)	7	8	11	71

**Trend:** When you watch TV, how often do you go online on your computer to do something related to what you are watching (such as vote in a poll or check background sports statistics)? (ONE ANSWER ONLY) Note: Question not asked in 98/99.

	Often	Sometimes	Rarely	Never
03/04	10	18	24	48

37. How often is a TV usually on in your home (even if no one is watching)? (ONE ANSWER ONLY)

	08/09	03/04	98/99
Most of the time	45	51	46
Some of the time	34	30	38
A little of the time	15	13	13
Never	4	5	2

38. In your home, is the TV usually on during meals, or not? (ONE ANSWER ONLY)

	08/09	03/04	98/99
Yes, the TV is usually on during meals.	64	63	65
No, the TV is not usually on during meals.	34	36	35

## MOVIES

39. Thinking only about yesterday, how many movies did you see in a movie theater? (ONE ANSWER ONLY)

	08/09	03/04	98/99
Average (among all)	:25	:25	:18
Percent who did activity	12	13	10
Average among those who did activity	3:16	3:06	2:57
None, I did not see any movies yesterday.	87	86	88
One movie	7	8	7
Two movies	2	3	2
Three or more movies	3	2	2

## VIDEO GAMES

40. Thinking only about yesterday, about how much time did you spend playing video games on each of the following devices? (MARK ONE ANSWER NEXT TO EACH ITEM)

	Average (Among all)	Percent Who Did Activity	Average Among Those Who Did Activity					
				None	5 Min – Less than 30 Min	30 Min – 1 Hr	More than 1 Hr – 3 Hrs	More than 3 Hrs
A. A video game player hooked up to a TV (such as Xbox or Wii)								
08/09	:36	39	1:30	59	7	17	10	5
03/04	:32	41	1:16	58	10	18	10	3
B. A cell phone								
08/09	:17	26	:58	67	14	7	4	1
C. A handheld player such as a Nintendo DS, Sony PSP or an iPod								
08/09	:21	35	1:00	63	12	14	6	2
TOTAL HANDHELD VIDEO GAME USE [Q40B, C]								
08/09	:38	47	1:17	51	17	16	9	5
03/04 †	:17	35	:50	64	14	14	4	*
TOTAL VIDEO GAME USE [Q40 A–C]								
08/09	1:13	60	1:59	38	13	19	16	13
03/04	:49	52	1:34	47	12	13	15	7
98/99 ††	:26	38	1:05	59	9	19	9	2

† 03/04 survey asked about time spent playing video games on handheld players such as a Gameboy, cell phone, or PDA.

†† Question asked differently in 98/99 – did not specify or separate out video game player, handheld or cell phone.

41. Which of the following video game players do you have at home? (MARK AS MANY ANSWERS AS YOU NEED)  
*Note: Results may not add up to 100% because multiple answers were allowed.*

GameCube	23
PlayStation	58
Wii	36
Xbox	36
Other video game player	42
I don't have any video game players at home	10

42. Which of the following games have you ever played? (MARK AS MANY ANSWERS AS YOU NEED) *Note: Results may not add up to 100% because multiple answers were allowed.*

	08/09	03/04
Dance Dance Revolution	45	~
Grand Theft Auto	56	65
Guitar Hero or Rock Band	71	~
Halo	47	~
Madden NFL	47	49
Pokemon	34	~
Super Mario	65	~
Wii Play or Wii Sports	64	~
None of these	4	~

43. When you play video games, how often do you do any of the following activities at the same time: use a computer, watch TV, read, text message, or listen to music? (ONE ANSWER ONLY) *Note: Question about multitasking video games was not asked in 03/04.*

BASE: GRADES 7-12

Most of the time	22
Some of the time	26
A little of the time	21
Never	28

**MUSIC AND OTHER AUDIO**

People often listen to music while they are doing other things (for example, eating, getting dressed, doing homework, walking or riding in a car or bus).

44. Thinking only about yesterday, how much time did you spend listening to music on each of the following? (MARK ONE ANSWER NEXT TO EACH ITEM)

	Average (Among all)	Percent Who Did Activity	Average Among Those Who Did Activity	None	5 Min – Less than 30 Min	30 Min – 1 Hr	More than 1 Hr – 3 Hrs	More than 3 Hrs
A. A radio	:32	55	:56	42	23	23	6	4
B. A CD	:17	35	:46	60	15	15	3	2
C. A cell phone	:17	29	:55	64	16	8	2	3
D. An iPod or other MP3 player	:41	48	1:21	48	13	21	8	6
E. A computer (for example, through iTunes or Internet radio)	:32	43	1:10	50	13	18	8	4

45. When you listen to music, how often do you do any of the following activities at the same time: use a computer, watch TV, read, play video games or text message? (ONE ANSWER ONLY) *Note: 03/04 question did not include text messaging or video games.*

BASE: GRADES 7–12

	08/09	03/04
Most of the time	43	33
Some of the time	30	30
A little of the time	14	25
Never	10	12

46. Thinking only about yesterday, about how much time did you spend listening to something other than music on the radio (such as a talk show or the news)? (MARK ONE ANSWER NEXT TO EACH ITEM)

BASE: GRADES 7–12

	Average (Among 7th–12th Graders)	Percent Who Did Activity	Average Among Those Who Did Activity	None	5 Min – Less than 30 Min	30 Min – 1 Hr	More than 1 Hr – 3 Hrs	More than 3 Hrs
A. On a regular radio 08/09	:09	33	:28	64	21	10	1	1
B. On the internet 08/09	:10	25	:39	71	10	13	1	*

**SUMMARY TABLE: TOTAL AUDIO**

	Average (Among all)	Percent Who Did Activity	Average Among Those Who Did Activity	None	5 Min – Less than 30 Min	30 Min – 1 Hr	More than 1 Hr – 3 Hrs	More than 3 Hrs
<b>TOTAL AUDIO</b>								
<b>08/09</b>	<b>2:31</b>	<b>85</b>	<b>2:53</b>	<b>13</b>	<b>14</b>	<b>18</b>	<b>26</b>	<b>27</b>
03/04	1:44	85	2:01	14	14	27	29	16
98/99	1:48	86	2:06	14	11	25	31	19

Note: See Appendix B for a summary of key changes in question wording and structure over time.

**COMPUTER USE**

47. Did you use a computer yesterday? *Note: 03/04 survey separated out whether respondent had used a computer at home, school, or someplace else; 98/99 survey asked about school or someplace else.*

	08/09	03/04	98/99
Yes	70	62	51
No	29	33	41
Don't know	1	~	~
Never used a computer	~	2	~

IF YOU USED A COMPUTER YESTERDAY, ANSWER THE NEXT QUESTION. IF YOU DID NOT USE A COMPUTER YESTERDAY, GO TO QUESTION 50.

48. Thinking only about yesterday, did you go online or use the Internet at the following places? (MARK ONE ANSWER NEXT TO EACH ITEM)

BASE: ALL RESPONDENTS

	Yes
A. At home	
<b>08/09</b>	<b>57</b>
03/04	45
B. At school	
<b>08/09</b>	<b>20</b>
03/04	19
C. Somewhere else	
<b>08/09</b>	<b>14</b>
03/04	15

49. You already told us about some things you do on a computer such as listening to music and watching DVDs. Now we would like to ask you about other things you do on the computer. Thinking only about yesterday, about how much time did you spend using the computer for the following activities? (MARK ONE ANSWER NEXT TO EACH ITEM) *Note: Question asked differently in previous waves; different in wording, structure and categories. See Appendix B for a summary of key changes in question wording and structure over time.*

	Average (Among all)	Percent Who Did Activity	Average Among Those Who Did Activity	None	5 Min – Less than 30 Min	30 Min – 1 Hr	More than 1 Hr – 3 Hrs	More than 3 Hrs
A. Doing school work								
<b>08/09</b>	<b>:16</b>	<b>33</b>	<b>:49</b>	<b>65</b>	<b>12</b>	<b>18</b>	<b>2</b>	<b>1</b>
03/04 <sup>†</sup>	:14	32	:45	65	11	15	5	*
98/99	:11	35	:32	65	12	15	3	*
B. Playing games								
<b>08/09</b>	<b>:17</b>	<b>35</b>	<b>:47</b>	<b>63</b>	<b>16</b>	<b>15</b>	<b>2</b>	<b>1</b>
03/04 <sup>††</sup>	:19	35	:50	60	13	15	7	1
98/99	:12	32	:35	63	13	17	2	0
C. Instant Messaging								
<b>08/09</b>	<b>:11</b>	<b>22</b>	<b>:50</b>	<b>75</b>	<b>9</b>	<b>11</b>	<b>2</b>	<b>1</b>
03/04	:17	26	1:02	70	9	10	5	1
D. Emailing								
<b>08/09</b>	<b>:05</b>	<b>26</b>	<b>:20</b>	<b>72</b>	<b>19</b>	<b>7</b>	<b>*</b>	<b>*</b>
03/04	:05	25	:18	71	19	6	*	0
98/99	:04	18	:19	76	13	5	*	0
E. Reading magazines or newspapers online								
<b>08/09</b>	<b>:02</b>	<b>10</b>	<b>:21</b>	<b>88</b>	<b>7</b>	<b>3</b>	<b>*</b>	<b>*</b>
F. Doing graphics (Powerpoint, photo editing, web design)								
<b>08/09</b>	<b>:04</b>	<b>14</b>	<b>:31</b>	<b>83</b>	<b>6</b>	<b>7</b>	<b>*</b>	<b>*</b>
03/04 <sup>†††</sup>	:04	12	:27	84	7	4	1	0
G. Going to social networking sites like MySpace or Facebook								
<b>08/09</b>	<b>:22</b>	<b>40</b>	<b>:54</b>	<b>57</b>	<b>14</b>	<b>21</b>	<b>4</b>	<b>2</b>
H. Going to websites to watch or upload videos (such as YouTube or Google Video)								
<b>08/09</b>	<b>:15</b>	<b>39</b>	<b>:36</b>	<b>58</b>	<b>16</b>	<b>21</b>	<b>2</b>	<b>*</b>
I. Going to any other type of website (such as Yahoo, mtv.com or Wikipedia) for anything besides schoolwork								
<b>08/09</b>	<b>:11</b>	<b>34</b>	<b>:30</b>	<b>63</b>	<b>19</b>	<b>13</b>	<b>1</b>	<b>*</b>
J. Doing something else on the computer (do <u>not</u> include listening to music or watching DVDs or TV shows)								
<b>08/09</b>	<b>:02</b>	<b>3</b>	<b>1:12</b>	<b>96</b>	<b>1</b>	<b>1</b>	<b>*</b>	<b>*</b>

Symbol notes on next page.



**Symbol Descriptions for Question 49**

- † 03/04 survey asked separately about time spent doing school work online and offline. Those figures have been combined here.
- †† 03/04 survey asked separately about time spent playing games online and offline. Those figures have been combined here.
- ††† 03/04 survey asked about doing graphics “on a computer, but not on the Internet.”

**SUMMARY TABLE: TOTAL COMPUTER [Q49 B–J]**

	Average (Among all)	Percent Who Did Activity	Average Among Those Who Did Activity	None	5 Min – Less than 30 Min	30 Min – 1 Hr	More than 1 Hr – 3 Hrs	More than 3 Hrs
<b>08/09</b>	<b>1:29</b>	<b>64</b>	<b>2:17</b>	<b>34</b>	<b>10</b>	<b>15</b>	<b>24</b>	<b>15</b>
03/04	1:02	54	1:53	45	11	15	18	10
98/99	:27	47	:58	53	16	16	13	2

Note: Does not include time spent using a computer for school work. 08/09 results exclude time spent listening to music or watching TV/DVDs on a computer; those activities were not specifically excluded in previous years. For 08/09, time spent in those activities is discussed in the Music and TV sections of this survey.

**SUMMARY TABLE: TOTAL GLOBAL COMPUTER [Q49 B–J, 34 D&F, 44 E]**

	Average (Among all)	Percent Who Did Activity	Average Among Those Who Did Activity	None	5 Min – Less than 30 Min	30 Min – 1 Hr	More than 1 Hr – 3 Hrs	More than 3 Hrs
<b>08/09</b>	<b>2:32</b>	<b>70</b>	<b>3:35</b>	<b>30</b>	<b>8</b>	<b>12</b>	<b>23</b>	<b>27</b>

Note: Includes time spent listening to music or watching TV/DVDs on a computer. These figures cannot be summed with other results to estimate total media exposure, because time spent listening to music or watching TV/DVDs on a computer are already counted elsewhere. Does not include time spent using a computer for schoolwork.

50. When you use a computer how often do you do any of the following activities at the same time: watch TV, read, play video games, text message, or listen to music? (ONE ANSWER ONLY) *Note: 03/04 survey question did not include text messaging or video games, and the base was 7th–12th graders who had ever used a computer.*

BASE: GRADES 7–12

	08/09	03/04
Most of the time	40	33
Some of the time	26	29
A little of the time	17	23
Never	13	14

51. When you do your homework, how often do you do any of the following activities at the same time: use a computer, watch TV, read, play video games, text message, or listen to music? (ONE ANSWER ONLY) *Note: Activities referenced in 03/04 survey were “talking on the phone, Instant Message, watch TV, listen to music, or surf the Web for fun.”*

	08/09	03/04
Most of the time	31	30
Some of the time	25	31
A little of the time	22	19
Never	19	18

52. Which of the following have you ever done? (MARK AS MANY ANSWERS AS YOU NEED) *Note: Results may not add up to 100% because multiple answers were allowed.*

BASE: VARIABLE

	08/09
Downloaded music from the Internet	62
Used Instant Messaging	53
Got information on the Internet about a health issue that affects you or someone you know <sup>†</sup>	55
Listened to the radio through the Internet	28
Visited MySpace or Facebook	60
Created a profile for yourself on MySpace or Facebook	51
Visited some other social networking site besides MySpace or Facebook <sup>†</sup>	47
Created a profile on some other social networking site besides MySpace or Facebook <sup>†</sup>	33
Created your own character or pet online	36
Watched a TV show on the Internet from a <u>computer</u>	48
Watched a TV show on a <u>cell phone</u> or <u>iPod</u> or other MP3 player	30
<u>Read</u> a blog <sup>†</sup>	49
<u>Written</u> a blog <sup>†</sup>	28
<u>Watched</u> a video on a site like YouTube or Google Video	81
<u>Posted</u> a video to a site like YouTube or Google Video <sup>†</sup>	25
None of these	8

<sup>†</sup> BASE: GRADES 7–12

## MEDIA RULES

53. Do your parents have any rules about...? (MARK ONE ANSWER NEXT TO EACH ITEM) *Note: In 03/04 survey, questions about rules were interspersed throughout the questionnaire, rather than being grouped together at the end.*

	Yes
A. What you're allowed to watch on TV	
<b>08/09</b>	<b>46</b>
03/04 (7th–12th grade only; 08/09 7th–12th grade only = 35%)	13
B. Which video games you're allowed to play	
<b>08/09</b>	<b>30</b>
03/04	21
C. What music you're allowed to listen to	
<b>08/09</b>	<b>26</b>
03/04 (7th–12th grade only; 08/09 7th–12th grade only = 16%)	16
D. What you're allowed to do on the computer	
<b>08/09</b>	<b>52</b>
03/04 (Base: ever used a computer, 98% of kids)	32
E. Whether or not you can have a profile on a social networking site like MySpace and Facebook	
<b>08/09</b>	<b>34</b>
F. How much <u>time</u> you can spend watching TV	
<b>08/09</b>	<b>28</b>
03/04 (7th–12th grade only; 08/09 7th–12th grade only = 19%)	14
G. How much <u>time</u> you can spend playing video games	
<b>08/09</b>	<b>30</b>
03/04	24
H. How much <u>time</u> you can spend listening to music	
<b>08/09</b>	<b>10</b>
I. How much <u>time</u> you can spend on the computer	
<b>08/09</b>	<b>36</b>
03/04 (Base: ever used a computer, 98% of kids)	28

54. In general, how often do your parents make sure you follow the rules they have about using media, such as TV, computers, video games, and music? (ONE ANSWER ONLY)

Most of the time	27
Some of the time	24
A little of the time	16
Never	7
My parents don't have rules about using media	16

THE END

THANK YOU FOR YOUR TIME AND EFFORT!