

The Media Family:

ELECTRONIC MEDIA IN THE LIVES OF
INFANTS, TODDLERS, PRESCHOOLERS
AND THEIR PARENTS

MAY 2006



Survey Topline Results

Interviews conducted by Princeton Survey Research Associates International

N=1,051 parents of children aged 6 months to 6 years
 Margin of error: Plus or minus 3 percentage points
 Interview dates: September 12 – November 21, 2005

Notes: Because percentages are rounded they may not total 100%. An asterisk (*) indicates a value of less than .5%. (Vol.) indicates that a response was volunteered by the respondent, and not offered as an explicit choice.

2003 Trend Information:

Trends are from the Kaiser Family Foundation survey conducted April 11-June 19, 2003 of 1,065 parents of children aged 6 months to 6 years. Margin of error: plus or minus 3 percentage points.

Hello, my name is _____ and I'm calling for Princeton Survey Research. We're conducting an important national opinion survey about what life is like for American families today. We're talking with parents of young children across the country to find out what is going on in their lives. Your cooperation is very important to the accuracy of our survey. For my next questions, I'd like you to think about your (youngest/oldest) child.

Q.1 Is this child a boy or a girl?

Boy	52
Girl	48
Refused	*

Q.2 And what is this child's current age?

Less than one year (6 months to 11 months)	9
One (12 months to 23 months)	14
Two	16
Three	14
Four	15
Five	16
Six	15
Refused	1

Q.3 Is (insert name) now in any kind of child care, day care, school or preschool outside the home, or not?

Yes	61
No	39
Don't know/refused	*

- Q.4 How much time did you personally spend with (him/her) yesterday?
 Q.5 [If Q.4 = less than "most of the day;" n=350] Was the amount of time you spent with your child yesterday typical for a (weekday/Saturday/Sunday), or not?
 Q.6 [If no to Q.5; n=74] For the next series of questions, I'd like you to think back to the last day you and your child followed your typical routine.

Time spent with child on yesterday/last typical day (Q.4-6):

All or almost all of the day	50
Most of the day	21
Only part of the day	28
No time at all	1
Don't know/refused	0

- Q.7 We're interested in what kinds of things (insert name) did... (yesterday/last typical day). As best you can recall, please tell me which, if any, of the following activities your child did (yesterday/on that day). If it's something your child is too young to do, just tell me and I'll move on to the next item. Did your child spend any time... (insert-read and randomize) (yesterday/on that day), or not?

		Yes	No	(Vol.) Child too young to do this	Dk/ref
a. Watching TV	2005:	75	23	2	*
	2003:	73	25	2	*
b. Watching a video or DVD, including while riding in the car ¹	2005:	32	64	3	*
	2003:	46	52	2	*
c. Listening to music, including while riding in the car	2005:	82	17	*	*
	2003:	79	20	1	*
d. Playing outside	2005:	74	22	3	1
	2003:	83	16	1	*
e. Reading or being read to	2005:	83	16	1	*
	2003:	79	20	1	*
f. Playing video games like X-Box or PlayStation, or V.Smile ²	2005:	8	71	20	*
	2003:	8	72	20	*
g. Playing handheld video games like Gameboy or Playstation Portable ³	2005:	5	75	20	*
	2003:	3	77	20	*
h. Playing computer games	2005:	12	69	18	1
	2003:	14	70	16	1
i. Using a computer for something other than games	2005:	6	74	19	1
	2003:	7	76	17	1
j. Reading an electronic book, like LeapPad	2005:	14	78	8	1

Question 7 summary	Current	2003
Total used any screen media	83	83
Total watched TV/DVD/video	80	81
Total used computer (for games or other purpose)	16	18
Total played video games (console or handheld)	11	9

¹ In 2005 phrase for this item in Q.7 and Q.8 'including while riding in the car' was added; ² In 2005 phrase for this item in Q.7 and Q.8 'V.Smile' was added;

³ In 2005 phrase for this item in Q.7 and Q.8 'Playstation Portable' was added

Q.8 We're interested in how much time your child spent doing these activities (yesterday/on that day). About how much time did your child spend... (insert items that apply in same order as Q.7) (yesterday/on that day)?

		Total who did this	Mean hours for children who did this	Did not do this	Mean hours among all children
a. Watching TV	2005:	75	1:19	25	0:59
	2003:	73	1:29	27	1:04
b. Watching a video or DVD, including while riding in the car	2005:	32	1:18	68	0:24
	2003:	46	1:25	54	0:38
c. Listening to music, including while riding in the car	2005:	82	0:58	18	0:48
	2003:	79	1:15	21	0:59
d. Playing outside	2005:	74	1:51	26	1:22
	2003:	83	2:27	17	2:01
e. Reading or being read to	2005:	83	0:48	17	0:40
	2003:	79	0:49	21	0:39
f. Playing video games like X-Box, PlayStation, or V.Smile	2005:	8	†	92	0:04
	2003:	8	†	92	0:03
g. Playing handheld video games like Gameboy or Playstation Portable	2005:	5	†	95	0:01
	2003:	3	†	97	0:01
h. Playing computer games	2005:	12	0:46	88	0:05
	2003:	14	0:54	86	0:07
i. Using a computer for something other than games	2005:	6	†	94	0:02
	2003:	7	†	93	0:02
j. Reading an electronic book, like LeapPad	2005:	14	0:42	86	0:05
<i>Question 8 summary</i>					
Total watched TV/DVD/videos	2005:	80	1:43	20	1:22
	2003:	81	2:07	19	1:42
Total played video games (console or handheld)	2005:	11	0:55	89	0:06
	2003:	8	1:01	91	0:04
Total used computer (for games or other purpose)	2005:	16	0:50	84	0:07
	2003:	17	0:59	82	0:09
Total screen use	2005:	83	1:57	17	1:36
	2003:	83	2:22	17	1:57

† Sample size too small to report

Q.9 When your child was watching TV, videos, or DVDs (yesterday/on that day), was a parent in the room watching along with the child... (read)?

Based on those who watched any TV, DVDs or videos (n=835)

All of the time	40
Most of the time	28
About half the time	19
Less than half the time, or	7
None of the time?	6
Don't know/refused	1

Q.10 When your child was playing video games (yesterday/on that day), was a parent in the room playing video games with the child... (read)?

Based on those who played any video games (n=105)

All of the time	26
Most of the time	12
About half the time	12
Less than half the time, or	18
None of the time?	31
Don't know/refused	1

Q.11 When your child was using a computer (yesterday/on that day), was a parent in the room helping the child use the computer... (read)?

Based on those who used the computer (n=172)

All of the time	38
Most of the time	12
About half the time	11
Less than half the time, or	12
None of the time?	25
Don't know/refused	3

Q.12 Next, I'd like to know if your child ate any meals while watching TV, videos, or DVDs (yesterday/on that day). (First/next,) did your child eat (read, insert items in order) while watching TV or videos, or not?

	Yes	No	Child didn't watch TV or videos	Dk/ref
a. Breakfast	17	63	20	1
b. Lunch	10	69	20	1
c. Dinner	15	65	20	*
d. Any snacks	40	39	20	1
Ate any meals while watching TV or videos	30	49	20	1
Ate any meals or snacks while watching TV or videos	53	27	20	1

Q.13 We're also interested in how much time you personally spent doing some of these activities (yesterday/on that day). During the time you spent at home (that is, not including time at work or other activities outside the home), about how much time did you spend... (read and randomize items) (yesterday/on that day)?

	Total who did this	Mean hours for those who did this	Did not do this	Mean hours for all
a. Watching your own shows on TV	68	1:36	32	1:06
b. Using a computer	46	1:31	55	0:41
c. Playing video games	6	†	94	0:04
Total screen use for parents	83	2:13	17	1:51

† Sample size too small to report

Q.14 When you were watching your own shows on TV, how much of that time was (insert name) in the room with you? Was (he/she) in the room...?

All of the time	13
Most of the time	7
About half the time	10
Less than half the time, or	11
None of the time?	26
Didn't watch own show on TV	32
Don't know/refused	*

Q.15 Now I have a few questions about the electronic items in your household, including any that are in your bedroom or a child's bedroom. In answering, please don't count anything that is put away in storage or isn't hooked up. How many televisions, if any, do you have in your household?

	Current	2003
None	1	1
One	15	14
Two	31	36
Three	29	29
Four	16	13
Five	5	5
Six or more	2	3
Don't know/refused	*	0
Mean TVs in household	2.70	2.65

Q.16 Do you have cable or satellite TV, or not?

	Current		2003	
Total households with television	99		99	
Have cable/satellite	80		78	
Do not have cable/satellite	19		21	
Don't know/refused	0		0	
No TV in household	1		1	

Q.17 Do any of the TVs in your home have TiVo, or some other type of digital video recorder?

Total households with television		99
Yes, TiVo or other type of digital video recorder	20	
Don't have TiVo or other type of digital video recorder	77	
Don't know/refused	1	
No TV in household		1

Q.18 (Do any of your TVs/does your TV) have surround sound, or not?

Total households with television		99
Yes, have surround sound	40	
Don't have surround sound	58	
Don't know/refused	1	
No TV in household		1

Q.19 How big is the largest TV in your household? (Read if necessary)

Total households with television		99
<20 inches	9	
20-29 inches	35	
30-39 inches	27	
40-49 inches	7	
50-59 inches	10	
60 inches or more	5	
(Vol.) Large screen, don't know specific size	4	
Don't know/refused	2	
No TV in household		1

Q.20 Do you have any... (insert--read in order) in your household, or not?

Q.21 How many?

a. Portable DVD players

Yes, have any		33
One	23	
Two	6	
Three	2	
Four	1	
Five	0	
Six or more	*	
No, don't have any		67
Don't know/refused		*
Mean number in household		0.46

b. VCRs or DVD players hooked up to a TV

Yes, have any	93	
One	31	
Two	33	
Three	16	
Four	9	
Five	2	
Six or more	2	
No, don't have any	6	
Don't know/refused	0	
No TV in household	1	
Mean number in household	2.03	

a/b. Combination portable DVD players or VCR/DVD players hooked up to a TV

Yes, have any	94	
One	22	
Two	33	
Three	18	
Four	11	
Five	5	
Six or more	5	
No, don't have any	5	
Don't know/refused	*	
No TV in household	1	
Mean number in household	2.61	

c. Video game players like X-Box or Playstation

	Current		2003	
Yes, have any	50		51	
One	36		34	
Two	8		10	
Three	4		3	
Four	1		1	
Five	*		*	
Six or more	*		*	
No, don't have any	49		49	
Don't know/refused	1		*	
No TV in household	1		1	
Mean number in household	0.71		0.75	

d. Handheld video game players like Gameboy or Playstation Portable

	Current		2003	
Yes, have any	28		32	
One	15		19	
Two	9		10	
Three	3		2	
Four	*		1	
Five	*		*	
Six or more	*		*	
No, don't have any	72		49	
Don't know/refused	*		*	
Mean number in household	0.46		0.51	

Q.22 Do you have a television or DVD player in your car?

Yes	18
No	82
Don't know/refused	0

Q.23 When someone is at home in your household, how often is the TV on, even if no one is actually watching it... (Read)?

	Current	2003
Always	13	14
Most of the time	19	23
About half of the time	21	29
Less than half of the time	20	17
Hardly ever	17	13
Never	7	4
No TV in household	1	1
Don't know/refused	1	0

Q.24 How often is the TV on when your family is eating meals? (Read)

	Current	2003
Always	16	18
Most of the time	14	17
About half of the time	13	15
Less than half of the time	12	9
Hardly ever	18	15
Never	26	26
No TV in household	1	1
Don't know/refused	*	*

Q.25 Do you have any computers in your household, or not? This would include laptops as well as desktop computers. [If yes] How many?

	Current	2003
None	22	27
One	49	48
Two	21	17
Three	5	5
Four	2	2
Five	*	1
Six or more	1	1
Don't know/refused	*	0
Mean computers in household	1.20	1.12

Q.26 Do you have Internet access on... (your home computer/any of your home computers), or not? [If yes] Do you have high-speed Internet access such as a cable or DSL hook-up, or is your Internet access through a dial-up telephone modem?

	Current		2003	
Total have Internet access	69		63	
Have high-speed Internet access	42		20	
Have dial-up Internet access	26		42	
Don't know what kind of access/ref	1		1	
Have computer but no Internet access	9		11	
No computer in household	22		27	

READ: For my next questions, I'd like you to think again about... (insert name) the child we talked about earlier.

Q.27 We'd like to know how often, if ever, your child does each of the following things. [If child younger than three, read: Again, if it's something your child is too young to do, just tell me and I'll move on to the next item.]

How often does your child... (insert items in order)? Every day, several times a week, several times a month, less often, or has your child never done this?

		Every day	Several times a week	Several times a month	Less often	Never	(Vol.) Too young	(Vol.) Not allowed	Dk/ref
a. Watch television	2005:	66	19	3	6	4	3	*	*
	2003:	63	20	3	5	5	3	0	*
b. Listen to music	2005:	70	19	3	4	3	*	*	*
	2003:	66	23	2	6	2	1	0	*
c. Play video games like X-Box, Playstation, or V.Smile	2005:	3	10	7	8	47	23	1	1
	2003:	3	10	5	9	51	21	*	*
d. Play handheld video games like Gameboy or Playstation Portable	2005:	2	6	3	7	58	23	1	1
	2003:	2	5	4	6	63	20	*	0
e. Read a book alone or with someone else	2005:	69	21	3	2	2	2	0	*
	2003:	65	26	3	1	2	3	0	*
f. Watch videos or DVDs	2005:	24	41	15	7	10	4	0	1
	2003:	25	37	18	9	9	3	0	*
g. Use a computer	2005:	8	19	9	6	36	21	*	1
h. Go online	2005:	2	5	3	4	60	25	*	1

Question 27 summary: Percent of children who use each medium daily:

	Current	2003
Total any screen media	69	69
Total watches TV/DVDs/videos	68	68
Total play video games	4	4
Total use a computer	8	7

Question 8/Question 27 summary: Percent of children who have ever...

	Current	2003
Watched TV	94	93
Watched DVDs or videos	87	89
Listened to music	97	97
Read or been read to	97	96
Played console video games	29	28
Played handheld video games	18	17
Used a computer	43	48

- Q.28 Which types of television shows does your child watch most often... (read answer categories)?
- Q.29 When your child is watching shows designed specifically for children (his/her) age, which type of show does your child watch most often... (read answer categories)?

Based on parents of children who watch television at least several times a month (n=917)

Watches mostly shows specifically for kids around (his/her) age		83
Mostly educational shows	24	
Mostly entertainment shows	10	
Both types of shows equally	48	
Don't know/refused	1	
Watches mostly shows for all ages, including adults		2
Watches shows for kids and shows for all ages about equally		13
Don't know/refused		2

- Q.30 Please tell me if you have any rules for (insert name) about each of the following. (First,) do you have any rules about... (insert, read and rotate)?
- Q.31 How often are the rules for (insert item in same order as Q.30) enforced in your household? Are they enforced all of the time, most of the time, only sometimes, or hardly ever?

Based on parents of children who ever watch TV (n=978 in 2005 and 2003)

		Rules are enforced...							
		Yes, rules	All	Most	Some-times	Hardly ever	Dk/ref	No rules	Dk/ref
a. What your child can or can't watch on TV	2005:	85	63	18	3	1	1	14	1
	2003:	90						9	1
b. How much time your child can spend watching TV	2005:	60	31	25	3	1	*	39	1
	2003:	69						30	1

- Q.32 Please tell me if you have any rules for (insert name) about each of the following. (First,) do you have any rules about... (insert, read and rotate)?
- Q.33 How often are the rules for (insert item in same order as Q.32) enforced in your household? Are they enforced all of the time, most of the time, only sometimes, or hardly ever?

Based on parents of children who ever use a computer (n=471 in 2005 and 526 in 2003)

		Rules are enforced...							
		Yes, rules	All	Most	Some-times	Hardly ever	Dk/ref	No rules	Dk/ref
a. What your child can or can't do on the computer	2005:	74	68	4	1	1	*	23	2
	2003:	79						19	3
b. How much time your child can spend on the computer	2005:	49	38	8	1	1	*	48	2
	2003:	61						36	3

- Q.34 Please tell me if you have any rules for (insert name) about each of the following. (First,) do you have any rules about... (insert, read and rotate)?
- Q.35 How often are the rules for (insert item in same order as Q.34) enforced in your household? Are they enforced all of the time, most of the time, only sometimes, or hardly ever?

Based on parents of children who ever play video games (n=331 in 2005 and 316 in 2003)

		Rules are enforced...					No rules		Dk/ref	
		Yes, rules	All	Most	Some-times	Hardly ever				
a.	What video games your child can or can't play	2005:	79	67	8	2	1	*	21	1
		2003:	87						12	*
b.	How much time your child can spend playing video games	2005:	62	44	14	2	1	*	36	2
		2003:	76						23	1

- Q.36 Is there a TV in (insert name)'s bedroom – even it doesn't get any channels and is used only for videos or video games, or is there no TV in his/her bedroom?

	Current	2003
Yes	33	36
No	66	63
No TV in household	1	1
Don't know/refused	0	0

- Q.37 Next, I'd like to know about (insert name)'s bedroom arrangements. Does he/she have his/her own bedroom, does he/she share a bedroom with a brother or sister, or does he/she share a bedroom with a parent?

Based on those whose child has TV in his/her bedroom (n=315)

Own room	54
Shares room with brother/sister	31
Shares room with parent	15
(Vol.) Other	1
Don't know/refused	*

Combination table based on all parents

TV in child's bedroom	33	
Own room	18	
Shares room with brother/sister	10	
Shares room with parent	5	
(Vol.) Other	*	
Don't know/refused	*	
No TV in child's room	66	
No TV in household	1	

Q.38 Does the TV in your child's room... (Read)?

Based on all parents

	Current	2003
Get some cable or satellite channels	17	15
Get only regular channels	7	9
Is it just used for watching videos or playing games	8	11
(Vol.) TV not currently used/not currently working	*	1
No TV in child's room	66	63
No TV in household	1	1
Don't know/refused	*	0

Q.39 Of the time your child spends watching TV on a typical day, how much of that time is spent watching in his/her bedroom? (Read)

Based on those whose child has TV in his/her bedroom (n=315)

All of the time	4
Most of the time	8
About half of the time	21
Less than half of the time, or	48
None of the time	18
Don't know/refused	1

Q.40 Please tell me if any of the following are reasons why your child has a TV in (his/her) bedroom. (First,) (read and randomize)... is this a reason why your child has a TV in (his/her) bedroom, or not?

Based on those whose child has TV in his/her bedroom (n=315)

	Yes	No	Dk/ref
a. It helps him/her fall asleep	30	70	*
b. It keeps him/her occupied in their room so you can do other things around the house	39	61	0
c. It frees up the other TVs so you and other family members can watch your own shows	55	45	*
d. It stops fights between brothers and sisters	23	75	1
e. To get him/her to agree to sleep in his/her own room	19	81	*
f. As a reward for good behavior	26	74	*
g. All of his/her friends have TVs in their rooms	8	85	7
h. You had an extra TV set and didn't want to throw it out	22	78	*

Q.41 How often do you put (insert name) to bed with the TV on? (Read)

Based on those whose child has TV in his/her bedroom (n=315)

All of the time	14
Most of the time	13
About half of the time	10
Less than half of the time, or	22
None of the time	40
Don't know/refused	*

Combination table based on all parents

All of the time	5
Most of the time	4
About half of the time	3
Less than half of the time, or	7
None of the time	13
Don't know/refused	*
No TV in child's room	66
No TV in household	1

Q.42 Please tell me whether or not your child has any of the following items in their bedroom. (First,) what about... (insert-read items in order)?

		Yes	No	Dk/ref	No TV in room	No TV in household	None of this item in household
a. A VCR or DVD player	2005:	23	8	0	66	1	1
	2003:	27	8	0	63	1	1
b. A video game player like X-box or Playstation or V.Smile	2005:	10	12	0	66	1	11
	2003:	10	12	0	63	1	14
c. A computer	2005:	5	73	0	n/a	n/a	22
	2003:	7	67	0	n/a	n/a	27

Q.43 Does the computer in your child's bedroom have Internet access, or not?

	Current	2003
Yes	2	3
No	2	2
No computer in child's room	73	67
No computer in household	22	27
No Internet access in household	1	2
Don't know/refused	0	0

Q.44 Please tell me if (insert name) has ever done each of the following things. (First/next)... (insert-read items in order). Read as necessary: has your child ever done this, or not?

		Yes	No	Dk/ref	Doesn't watch TV
a.	Turn on the TV by themselves	2005: 74	19	0	7
		2003: 77	15	*	8
b.	Change the channels with a TV remote	2005: 58	35	*	7
		2003: 62	29	*	8
c.	Ask to watch a particular TV show or channel	2005: 64	29	*	7
		2003: 67	24	*	8
		Yes	No	Dk/ref	Doesn't watch videos/DVDs
d.	Ask to watch a particular video or DVD	2005: 67	20	*	13
		2003: 71	18	0	12
e.	Put in a video or DVD by themselves	2005: 46	41	0	13
		2003: 50	39	0	12
		Yes	No	Dk/ref	Doesn't use computer
f.	Use a computer without sitting on a parent's lap	2005: 28	15	*	57
		2003: 33	14	1	52
g.	Turn on a computer by themselves	2005: 19	24	1	57
		2003: 23	24	2	52
h.	Use a mouse to point and click	2005: 38	5	*	57
		2003: 40	7	1	52
i.	Put a CD-ROM into the computer	2005: 20	22	1	57
		2003: 23	23	1	52
j.	Look at websites for kids	2005: 18	24	1	57
		2003: 20	26	2	52
		Yes	No	Dk/ref	Doesn't visit websites
k.	Ask to go to a particular website	2005: 13	6	0	81
		2003: 12	8	0	80
l.	Go to a particular website on their own	2005: 5	13	0	81
		2003: 4	16	*	80
		Yes	No	Dk/ref	
m.	Gone to a movie in a movie theater	2005: 57	43	*	

Q.45 What is (insert name)'s favorite website?

Based on those whose children have looked at websites for kids (n=202)

Disney	24
Nickelodeon/Nick Jr.	24
PBS Kids	10
Sesame Street	5
Cartoon Network	4
Noggin	4
Barbie	4
Thomas the Train/Tank	4
Neopets	1
Other	9
Don't know/refused	10

Q.46 On another subject, does your child know how to read, or not?

Based on children ages 2-6

	Current	2003
Yes	33	32
No	66	68
Don't know/refused	1	*
	(n=805)	(n=823)

Q.47 Can (insert name) write (his/her) first name – even if some of the letters are written backwards, or not?

Based on children ages 2-6 (n=805)

Yes	61
No	39
Don't know/refused	0

Q.48 How many letters of the alphabet does (insert name) recognize? Does (he/she) recognize... (read)?

Based on children ages 2-6 (n=805)

All the letters of the alphabet,	46
Most	16
Some, or	27
None of the letters of the alphabet?	11
Don't know/refused	1

Q.49 How high can (insert name) count? Can (he/she) count... (read)?

Based on children ages 2-6 (n=805)

Up to 5,	7
Up to 10,	21
Up to 20,	30
Up to 50,	10
Up to 100,	28
Or (he/she) can not count?	4
Don't know/refused	2

Q.50 In general, do you think... (insert–read and rotate) mostly helps or mostly hurts children’s learning – or doesn’t have much effect either way?

		Mostly helps	Mostly hurts	Not much effect	Dk/ref
a. Watching TV	2005:	38	31	22	10
	2003:	43	27	21	9
b. Using a computer	2005:	69	8	15	9
	2003:	72	5	12	11
c. Playing video games	2005:	17	49	22	12
	2003:	22	40	27	12

Q.51 Next, I’m going to read you some statements, and I’d like you to tell me how well each statement describes your child. (First/next,) (read and randomize items)... ? (Read for first item, then as necessary) Would you say this is a lot like your child, somewhat like, not much like, or not at all like your child?

	A lot like	Somewhat like	Not much like	Not at all like	Dk/ref
a. He/she has a very strong temper and loses it easily	14	23	23	39	1
b. He/she is obedient	49	38	6	4	2
c. He/she bullies or is mean to others	3	9	17	71	1
d. He/she gets along easily with other children	81	14	2	2	1
e. He/she fidgets and squirms a lot	26	22	20	32	1
f. He/she has difficulty doing fun things quietly	15	18	20	46	1
g. He/she is easily distracted	19	26	26	28	*

Q.52 Have you ever noticed your child... (read and rotate), or not?

		Yes	No	Dk/ref	Child doesn't watch TV
a. Imitating aggressive behavior from a TV show like hitting or kicking	2005:	23	69	1	7
	2003:	33	57	1	8
b. Imitating positive behavior from a TV show like sharing or helping	2005:	66	25	2	7
	2003:	71	19	2	8

Q.53 Which one of these have you seen your child do more often? (Imitate positive behavior) or (imitate aggressive behavior) from a TV show? [Note: items in parentheses were rotated]

	Current	2003
Child imitates positive behavior more often	56	58
Child imitates aggressive behavior more often	9	12
(Vol.) Both equally	3	3
Child doesn't imitate behavior from TV	25	18
Child doesn't watch TV	7	8
Don't know/refused	*	1

Q.54 Different children react to TV in different ways. Which would you say is the best description of (insert name)?

TV calms him/her down	53
TV gets him/her excited	17
(Vol.) Both equally	9
(Vol.) Depends on his/her mood or time of day	3
(Vol.) Depends on what they're watching	8
Don't know/refused	10

Q.55 Has your child's pediatrician ever talked to you about your child's media use?

Yes	15
No	84
Don't know/refused	1

READ TO ALL PARENTS: I have just a few more questions about your child...

Q.56 Thinking about all the children under age 18 who live with you, is (insert name) the youngest child, the oldest child, or a middle child?

Only child	30
Youngest	51
Oldest	11
Middle	8
Don't know/refused	1

DEMOGRAPHICS (ASK ALL PARENTS):

D1. Parent sex

Male (father)	19
Female (mother)	81

D2. Now I have a few questions so that we can describe the parents who took part in our survey. Are you now employed full-time, part-time, are you retired, or are you not employed for pay?

Full-time	45
Part-time	16
Retired	2
Not employed	28
Homemaker	7
Student	1
Disabled	1
Refused	*

D3. Are you married, living as married, divorced, separated, widowed, or have you never been married?

Married	69
Living as married	8
Divorced	5
Separated	4
Widowed	1
Never married/single	13
Refused	*

D4. Is your husband/wife or partner now employed full-time, part-time, retired, or not employed for pay?

Based on those who are married or living as married (n=837)

Full-time	88
Part-time	5
Retired	1
Not employed	5
Homemaker	*
Student	*
Disabled	*
Refused	*

D5. What is the last grade or class that you completed in school? (Do not read)

None, or grade 1-8	4
High school incomplete (grades 9-11)	9
High school graduate (grade 12 or GED certificate)	28
Business, technical, or vocational school after high school	3
Some college, no 4-year degree	28
College graduate B.S., B.A., or other 4-year degree)	20
Post-graduate training or professional schooling after college (e.g., toward a master's degree or Ph.D.; law or medical school)	8
Don't know	0
Refused	*

D6. What is the last grade or class your (husband/wife/partner) completed in school? (Do not read)

Based on those who are married or living as married (n=837)

None, or grade 1-8	5
High school incomplete (grades 9-11)	8
High school graduate (grade 12 or GED certificate)	29
Business, technical, or vocational school after high school	2
Some college, no 4-year degree	21
College graduate B.S., B.A., or other 4-year degree)	23
Post-graduate training or professional schooling after college (e.g., toward a master's degree or Ph.D.; law or medical school)	11
Don't know	1
Refused	*

D7. What is your age?

Under 30	35
30-39	42
40-49	17
50 and older	4
Refused	1

D8. Last year, in 2004, what was your total household income from all sources, before taxes? Just stop me when I get to the right category. (Read)

Less than \$10,000	5
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	13
\$30,000 to under \$50,000	21
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	11
\$100,000 or more	12
Don't know	6
Refused	5

- D9. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?
- D10. What is your race? Are you White, Black, Asian, or some other race? If respondent says Hispanic or Latino ask: Do you consider yourself a White Hispanic/Latino or a Black Hispanic/Latino?

White, non Hispanic	59	
Total non-White	40	
Black or African American	14	
Hispanic	19	
Asian	3	
Other or mixed race	4	
Undesignated	1	

- D11. Is any language other than English spoken in your household?

Yes	29	
Spanish	22	
Other language	7	
No	70	
Don't know/refused	1	

End interview: That completes the interview. Thank you very much for your time and cooperation.

APPENDIX B: FOCUS GROUP DISCUSSION GUIDE

FAMILY AND KIDS' TV VIEWING (10 minutes)

I'd like to start out by talking about television for a little bit...

1. How many people here watch TV pretty much every day? (Show of hands)
 - What kinds of shows do you watch? What are some of your favorites?
2. How much of the time is the TV usually on in your household?
 - How many TVs are there in your house? What kind of TV do you have? Cable? TiVo?
3. Is the TV usually on while your family is eating meals? Doing other things?

Next, I'd like to talk a little bit about your kids' use of TV. You probably noticed that one thing you all have in common is that you're the parents of young children. Specifically, we asked you here today because you have kids between the ages of (one and three / four and six). Many of you have larger families that also include older and younger children, but for the purposes of tonight's discussion, I'd like you to think mostly about your kids between the ages of (one and three / four and six).

4. What are some of your child's favorite TV shows?
5. WRITE DOWN: How much time in a typical day do your kids spend watching TV?
 - a. Show of hands: How many people wrote down an amount of time that was one hour or less?
One to two hours? Two hours or more?
 - b. Now, thinking about how you came up with that number, what did you include?
(PROBE IF NECESSARY: Did you include time that they were playing, but the TV was on in the background? Did you include time that you were watching TV and the child was doing something else in the room? TV in the car? TV at day care?)
6. When you're watching your own shows on TV, are your kids usually in the room, or not? When they are in the room, how do kids react? (PROBE IF NECESSARY: Do they pay attention? Do parents think it is going over kids' heads? When the TV is on in the background, does it distract them from other things they're doing?)

DESCRIBING KIDS' PATTERN OF TV/VIDEO VIEWING (20 minutes)

1. Describe to me the scene in your household when your child is watching TV. What else is going on? (PROBE IF NECESSARY: What are you doing? What are your other kids doing? What else is child doing in addition to watching TV?)
2. In general, what are some reasons that you might sit your child down in front of the TV?
3. Where do your kids usually watch TV?
 - a. Show of hands – how many of you have a TV in your child's bedroom?
 - b. How did you decide to put a TV in your kid's bedroom?
 - c. Show of hands – how many people have ever put their kids to sleep with the TV on?
Describe the situation when this happens.
4. How does your child react when the TV is on? (PROBE IF NECESSARY: Does TV tend to calm your kids down, or pump them up?)

Videos and DVDs...

5. How many people have videos or DVDs for their kids? (Show of hands)
6. What are some of your kids' favorite videos?
7. We talked a lot about TV. How does watching videos differ from watching TV for your kids?
(PROBE IF NECESSARY: Do your reasons for sitting kids down with a video differ from your reasons for sitting them in front of a TV show? Do they react differently to videos than to TV shows? Do you think videos are more educational than TV?)

IMPACT OF TELEVISION AND VIDEO (15 minutes)

1. When it comes to TV and videos, how do you decide what to let your kids watch? (LISTEN for recommendations of other parents, packaging, TV ratings.)
2. Do you find it easy or difficult to decide what's appropriate for your kids?
3. How often do your kids see things on TV or in videos that you think are inappropriate? Describe the situation when this happens.
4. Do you have any rules or guidelines about what your kids can watch or how much time they can spend watching TV? (PROBE: How do you come up with these rules? How easy or difficult are they to enforce? Do you and your spouse ever disagree on the rules?)
5. What are some of the positive impacts that watching TV and videos has on kids?
 - a. PROBE on education/learning: How do you know your kids are learning? Give some specific examples of things your kids have learned from TV and videos.
 - b. What are some of the negative impacts that watching TV and videos has on kids?
 - c. Have you ever noticed your children imitating behavior from TV or video? (Positive or negative? Give specific examples)

TV ADVERTISING (10 minutes)

1. How many TV ads do you think your kids see in a typical day?
2. What kinds of ads do your kids see? What do you think about these ads?
3. How do these ads affect your kids?

COMPUTERS (20 minutes)

1. Show of hands: How many of you have a computer at home? How many of your kids have ever used a computer? At what age did they start?
2. What kinds of things do your kids do on the computer? (For those who don't use computers: What kinds of things do you think kids in this age range can do on computers?)
3. Do your kids mostly use the computer alone, or with help? PROBE: What can they do on their own? What do you help them with?
4. What are some of your kids' favorite computer games?

5. Do your kids ever ask to visit specific websites? What kinds of sites do they like?
 - a. How do you decide what websites are appropriate for your kids?
 - b. Have your kids ever seen anything on the Internet that you thought was inappropriate? Describe.
 - c. Have you ever visited any sites with your kids that are sponsored by commercial products?
6. What are some of the positive impacts of computers?
 - a. PROBE: Give specific examples of things kids have learned.
 - b. PROBE: Do you feel it's necessary for your kids to learn computers early to be successful later in life?
7. What are some of the negative aspects of using computers for kids at this age?
8. Do your feelings about your kids' use of computers differ from those about TV and videos? If so, how? (PROBE: Do you have rules about how much time your kid can spend on the computer or what they can do? Do these rules differ from your rules about TV?)

VIDEO GAMES (15 minutes)

Next, we're going to talk about video games...

1. Show of hands: Do you have a video game console in your house? (If necessary: Like a Playstation or Xbox?) What about handheld video games? Who plays these games in your house?
2. Have your kids ever played video games? At what age did they start playing video games? PROBE IF NECESSARY: How did that come about?
3. What type of video games do they play? (Or, if not many in room have played video games: What kinds of video games exist for kids in this age range?)

OLDER GROUP ONLY: What are some of the positive and negative impacts that video games have on kids in this age range (whether your own kids play video games or not)?

4. What are some of the positive impacts of video games for kids in this age group?
 - a. PROBE on education/learning: How do you know your kids are learning? Give some specific examples of things your kids have learned from video games.
5. What are some of the negative impacts of video games?
 - a. PROBE: Give specific examples

WRAP-UP (10 minutes)

1. Thinking about all of the different types of children's media we've talked about tonight – TV, videos, computers, and video games – how important is it that kids use these products? PROBE: What would happen if they didn't use them?
2. Do all of these different media make your job as a parent easier or harder?
3. Any last thoughts you'd like to share?

APPENDIX C: TABLES ON DEMOGRAPHIC DIFFERENCES IN MEDIA USE AND ENVIRONMENT

Media use among children 6 and under, by family income

	<\$20K	\$20-\$50K	\$50-\$75K	\$75K or more
N=	138	335	191	275
TYPICAL DAY ACTIVITIES				
Watched TV	80‡	76‡	75	68
Mean hours for kids who did	1:34†‡	1:21	1:14	1:11
Mean hours for all kids	1:15†‡	1:01‡	0:55	0:48
Watched videos/DVDs	32	28	38^	37^
Mean hours for kids who did	1:25	1:18	1:18	1:09
Mean hours for all kids	0:26	0:21	0:29	0:25
Listened to music	79	82	86	87
Mean hours for kids who did	0:58	1:01	1:00	0:57
Mean hours for all kids	0:45	0:50	0:52	0:49
Played outside	73	73	72	84*^†
Mean hours for kids who did	1:44	1:55	1:59	1:53
Mean hours for all kids	1:16	1:23	1:25	1:35*
Read or read to	71	81*	91*^	92*^
Mean hours for kids who did	0:57	0:47	0:46	0:50
Mean hours for all kids	0:40	0:38	0:42	0:46^
Electronic book	11	14	20*	14
Mean hours for kids who did				
Mean hours for all kids	0:03	0:05	0:08*	0:06
ANY video games	14	13	11	9
Mean hours for kids who did				
Mean hours for all kids	0:07	0:06	0:06	0:04
ANY computer	11	16	16	19*
Mean hours for kids who did				
Mean hours for all kids	0:04	0:08	0:08	0:08
ANY screen activity	86	82	81	80
Mean hours for kids who did	2:10	1:59	2:01	1:48
Mean hours for all kids	1:52‡	1:37	1:38	1:27
EVER DO ACTIVITIES				
Play console video games	34‡	32‡	31	24
Use a computer for any activity	30	42*	48*	54*^
DO ACTIVITIES DAILY				
Watch TV	67	68	68	61
Watch video or DVD	32^‡	21	29	21
Listen to music	65	69	75	75*
Read or read to	60	69	78*^	76*
Play console video games	6	5 ‡	2	2
Play handheld video games	4	1	1	1
Use a computer for any activity	9	6	10	8
Watch TV, DVD, or video daily	70	70	70	63
Play any type of video games daily	8†	5	2	3
ITEMS IN BEDROOM				
TV	38†	42†‡	31‡	21
VCR or DVD player	23	33*†‡	23	16
Video game player	14‡	14‡	9	6
Computer	4	6	6	4
MEDIA RULES				
Rules about TV content (among TV watchers)	81	85	89	88
Rules about TV time (among TV watchers)	55	62	59	65
PARENT ACTIVITIES				
Watched TV	68	72	68	66
Mean hours for parents who did	1:51^‡	1:30	1:36	1:30
Mean hours for all parents	1:16‡	1:05	1:05	0:59
Used computer	27	41*	59*^	61*^
Mean hours for parents who did		1:29	1:43‡	1:17
Mean hours for all parents	0:27	0:36	1:00*^	0:47*
Played video games	9	7	4	4
Mean hours for parents who did				
Mean hours for all parents	0:05	0:05	0:04	0:02
TV ON IN HOUSEHOLD				
Always	19‡	13	14	9
Always + most of the time	43^‡	32	34	26

* Significantly higher than <\$20K; ^ Significantly higher than \$20-\$50K; † Significantly higher than \$50-\$75K; ‡ Significantly higher than \$75K or more.

Media use among children 6 and under, by household education

	H.S. or less	Some college	College grad
N=	304	280	453
TYPICAL DAY ACTIVITIES			
Watched TV	80†	77†	67
Mean hours for kids who did	1:24†	1:21	1:13
Mean hours for all kids	1:07†	1:01†	0:49
Watched videos/DVDs	31	33	34
Mean hours for kids who did	1:30^†	1:14	1:10
Mean hours for all kids	0:26	0:24	0:24
Listened to music	77	85*	87*
Mean hours for kids who did			
Mean hours for all kids	0:42	0:51	0:51
Played outside	69	79*	78*
Mean hours for kids who did	1:47	1:59	1:47
Mean hours for all kids	1:13	1:33*	1:24
Read or read to	72	89*	91*
Mean hours for kids who did	0:43	0:52*	0:50*
Mean hours for all kids	0:31	0:46*	0:45*
Electronic book	12	17	13
Mean hours for kids who did			
Mean hours for all kids	0:05	0:06	0:04
ANY video games	15†	13†	6
Mean hours for kids who did			
Mean hours for all kids	0:07†	0:06	0:03
ANY computer	15	17	17
Mean hours for kids who did			
Mean hours for all kids	0:07	0:07	0:07
ANY screen activity	86†	84†	77
Mean hours for kids who did	2:06†	1:59	1:48
Mean hours for all kids	1:48†	1:40†	1:24
EVER DO ACTIVITIES			
Play console video games	33†	33†	22
Use a computer for any activity	32	47*	52*
DO ACTIVITIES DAILY			
Watch TV	70†	68†	59
Watch video or DVD	25	26	21
Listen to music	63	73*	74*
Read or read to	59	71*	78*
Play console video games	5†	4†	1
Play handheld video games	4^†	1	1
Use a computer for any activity	9	8	6
Watch TV, DVD, or video daily	71†	70†	62
Play any type of video games daily	6†	4†	1
ITEMS IN BEDROOM			
TV	45†	39†	16
VCR or DVD player	30†	29†	13
Video game player	15†	13†	3
Computer	5	6	4
MEDIA RULES			
Rules about TV content (among TV watchers)	80	88*	88*
Rules about TV time (among TV watchers)	52	60	70*^
PARENT ACTIVITIES			
Watched TV	69	74†	62
Mean hours for parents who did	1:44	1:31	1:32
Mean hours for all parents	1:12†	1:08†	0:57
Used computer	26	50*	61*^
Mean hours for parents who did	1:51†	1:32	1:21
Mean hours for all parents	0:30	0:46*	0:49*
Played video games	6	7	4
Mean hours for parents who did			
Mean hours for all parents	0:04	0:05	0:03
TV ON IN HOUSEHOLD			
Always	18†	16†	7
Always + most of the time	40†	34†	24

* Significantly higher than High school or less; ^ Significantly higher than Some college; † Significantly higher than College graduates.

Media use among children 6 and under, by race

	White	Black	Hispanic	Non-white
N=	708	112	176	335
TYPICAL DAY ACTIVITIES				
Watched TV	73	78	77	78
Mean hours for kids who did	1:13	1:40‡^	1:18	1:28‡
Mean hours for all kids	0:53	1:18‡^	1:00	1:08‡
Watched videos/DVDs	35	22	29	29
Mean hours for kids who did				
Mean hours for all kids	0:26	0:20	0:22	0:22
Listened to music	84^	83	76	80
Mean hours for kids who did	0:57	1:05	0:56	0:58
Mean hours for all kids	0:48	0:54	0:43	0:46
Played outside	78^†	70	68	70
Mean hours for kids who did	1:59^†	1:42	1:34	1:38
Mean hours for all kids	1:32*^†	1:11	1:04	1:09
Read or read to	87^†	83^	66	76
Mean hours for kids who did	0:50^	0:48^	0:37	0:45
Mean hours for all kids	0:44^†	0:39^	0:24	0:34
Electronic book	13	15	13	15
Mean hours for kids who did				
Mean hours for all kids	0:05	0:06	0:03	0:06
ANY video games	10	16	10	13
Mean hours for kids who did				
Mean hours for all kids	0:04	0:12‡^	0:04	0:07
ANY computer	19^†	19^	6	12
Mean hours for kids who did				
Mean hours for all kids	0:08^	0:09^	0:03	0:07
ANY screen activity	83	85	82	83
Mean hours for kids who did	1:51	2:19‡^	1:49	2:06‡
Mean hours for all kids	1:31	1:58‡^	1:29	1:44
EVER DO ACTIVITIES				
Play console video games	28	39‡^	25	31
Use a computer for any activity	50^†	42^	23	34
DO ACTIVITIES DAILY				
Watch TV	66	68	63	65
Watch video or DVD	26^†	22	18	20
Listen to music	73^†	65	61	65
Read or read to	75*^†	66^	50	60
Play console video games	3	5	4	4
Play handheld video games	1	3	2	2
Use a computer for any activity	8^	7	4	7
Watch TV, DVD, or video daily	68	68	66	67
Play any type of video games daily	3	5	5	5
ITEMS IN BEDROOM				
TV	27	54‡^	39‡	41‡
VCR or DVD player	22	35‡^	22	25
Video game player	9	20‡^	9	12
Computer	3	6	8‡	8‡
MEDIA RULES				
Rules about TV content (among TV watchers)	89^†	82	78	70
Rules about TV time (among TV watchers)	60	61	60	62
PARENT ACTIVITIES				
Watched TV	67	74	69	69
Mean hours for parents who did	1:27	2:03‡^	1:36	1:49‡
Mean hours for all parents	0:58	1:30‡^	1:07	1:16‡
Used computer	53*^†	39^	20	33
Mean hours for parents who did				
Mean hours for all parents	0:44^	0:46^	0:21	0:36
Played video games	5	6	6	6
Mean hours for parents who did				
Mean hours for all parents	0:04	0:02	0:02	0:03
TV ON IN HOUSEHOLD				
Always	12	23‡^	9	15
Always + most of the time	31	50‡^	26	34

* Significantly higher than African Americans; ^ Significantly higher than Hispanics; † Significantly higher than Non-Whites; ‡ Significantly higher than Whites.



Additional copies of this publication (#7500) are available on the Kaiser Family Foundation's website at www.kff.org.

The Kaiser Family Foundation is a non-profit, private operating foundation dedicated to providing information and analysis on health care issues to policymakers, the media, the health care community, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

The Henry J. Kaiser Family Foundation: 2400 Sand Hill Road, Menlo Park, CA 94025
Phone: 650.854.9400 Fax: 650.854.4800
Washington Office: 1330 G Street N.W., Washington, DC 20005
Phone: 202.347.5270 Fax: 202.347.5274

www.kff.org