

A Kaiser  
Family  
Foundation  
Report

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# kids & media

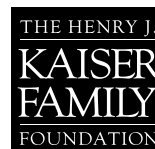
@ the new millennium

**Donald F. Roberts, Ph.D.,**  
Stanford University

**Ulla G. Foehr,**  
Henry J. Kaiser  
Family Foundation

**Victoria J. Rideout,**  
Henry J. Kaiser  
Family Foundation

**Mollyann Brodie, Ph.D.,**  
Henry J. Kaiser  
Family Foundation



**A Comprehensive  
National Analysis  
of Children's  
Media Use**

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# APPENDIX A

## METHODOLOGY

**Overview.** In order to paint a comprehensive picture of children's media environment and media use patterns, the Kaiser Family Foundation worked with Stanford University Professor Donald F. Roberts, Ph.D., and staff at Harris Interactive, Inc. (formerly Louis Harris and Associates), to design a national study of U.S. children ages 2 through 18 years. Harris Interactive collected all data, and the results were analyzed by Foundation staff and Professor Roberts.

The study is based on a nationally representative sample of 3,155 children ages 2-18, including oversamples of African American and Hispanic children. Data concerning media availability and media use the previous day were collected for all of these children. The media included in the study are television, computers, movies, videos, video games, books, magazines, newspapers, radio, CDs and tapes.

The sample includes 2,065 students in grades 3-12 (who completed self-administered written questionnaires in the classroom about their media use the previous day) and 1,090 children ages 2-7 (whose parents or caregivers participated in an in-home survey about the child's media use the previous day). In addition, seven day media-use diaries were collected for 621 of these children (487 completed by 3rd-12th graders and 134 completed by parents of 2-7 year-olds; see Appendix B for further details).

The findings in this report are based on the nationally representative sample, except where noted. The diaries were used primarily for verification, to examine media use patterns among individual children over the course of a week, and to collect additional information about media genres.

The margin of error for the combined sample of children 2-18 is +/- 3%; for the in-school sample of 3rd-12th graders it is +/- 3%; and for the in-home sample of 2-7 year-olds it is +/- 5%.

**The in-school survey.** A total of 2,065 students in grades 3-12 completed self-administered written questionnaires about their use of media the previous day. Interviews averaged forty minutes in length and were conducted between November 10, 1998 and April 20, 1999.

*Creating a school sample.* Harris Interactive, Inc. has developed a sampling process and survey methodology for surveying nationally representative samples of school students. All interviewing is conducted in the classroom.

The Harris national probability samples of schools and students is based on a highly stratified two-stage sampling design. This design employs features similar to the sample designs used in various national surveys of students and schools that are conducted by the National Center for Educational statistics. In the first stage, a sample of schools is selected from a list of all schools. In the second stage, a class is randomly selected to participate from within the chosen school.

The school sample is drawn from a list of approximately 80,000 public, private and parochial schools in the United States. It is selected to account for differences in grade enrollment, region and the size of the municipality where schools are located, and is designed to ensure that the sampling process adequately represents the full range of schools over the entire nation. A random selection of schools is drawn on the basis of the number of students in each cell proportionate to the number of students in the universe, creating a cross section of young people in a set of designated grades (in this study, grades 3 through 12). The sample design also permits oversampling by a variety of criteria (e.g. location, urbanity, grade level, school type, race/ethnicity). This study includes an

oversample of schools in areas with a high proportion of African American and Hispanic students.

Once schools were selected as part of the sample, a letter was sent to principals soliciting their participation. Harris Interactive then contacted the principals by telephone to request their participation in the survey.

A number of steps were included in the consent process in order to maximize participation of the schools. An alert letter contained a brief description of the survey process and some background information on the Harris organization. In addition, a letter from the Kaiser Family Foundation describing the importance and scope of this project was included. Schools were also offered a small incentive to participate. In addition, at a principal's request, calls were made to local boards or district offices to gain approval from appropriate officials. If necessary, copies of the introductory letters and other materials were mailed or sent via fax to the principal and/or other school officials.

If a particular school could not participate, it was replaced by a school with similar demographic characteristics in an effort to preserve the integrity of the primary selection. Another randomly drawn school was chosen within the same region, with similar grade enrollment and size of municipality, and in the same or the nearest zip code to the original school.

Schools were invited to participate in either the Basic or Deluxe version of the survey. The Basic version consisted of the questionnaire only, while the Deluxe version consisted of the in-class questionnaire and a seven-day diary to be completed by the student at home.

If the principal agreed to participate in either version of the survey, a random selection process was then used to select a partic-

ular class to complete the survey. The principal was then asked to alphabetize all classes for the grade assigned by the Harris firm. Using a random number selection grid, an interviewer identified an individual class. For junior and senior high school, where students attend different classes for each subject, only English classes were used to make the selection. Since all students in all grades must study English, this ensures a more representative sample of students by academic track and level of achievement.

*Interviewing the students.* In each class, a trained interviewer from Harris Interactive distributed questionnaires and provided instruction to the students. In addition to the questionnaire, students were also given a copy of the TV listings for their community for the previous day, on which they marked the shows they had watched that day. If the school had chosen to participate in the Deluxe version of the survey, the interviewer also distributed diary booklets. The survey instrument was anonymous; at no point was the student asked to provide his or her name. Students were given envelopes in which to seal their completed surveys before returning them to the interviewer.

Different reading abilities in younger and older school-aged children required the use of different versions of the questionnaire. Seventh through twelfth-graders responded to more questions than third- through sixth-graders.

*Cleaning the data.* All interviews were carefully edited and checked for completeness and accuracy. Surveys with significant errors or large proportions of missing data were removed; typically this represents less than 1% of the questionnaires that arrive in-house. However, as with all self-administered questionnaires, occasional

#### EXHIBIT 1

### Distribution of Sample of Children 8-18 (In School): Weighted, Unweighted, and Compared to National Census Data

	TOTAL SAMPLE		
	Weighted	Unweighted	National
<b>Base</b>	<b>2,065</b>	<b>2,065</b>	
	%	%	%
<b>Age</b>			
8-10 years	27	27	30
11-13 years	29	29	30
14-17 years	41	41	40
<b>Gender</b>			
Male	51	47	51
Female	49	53	49
<b>Race/Ethnicity</b>			
White/Other	72	69	72
Black	15	16	15

questions are sometimes left blank. Unless otherwise noted, findings for each question were based on the total number of potential respondents in the sample.

*Weighting the data.* As with all school-based surveys, a two-stage weighting process is used to ensure a representative sample of students. These weights are based on data from the National Center for Education Statistics and the U.S. Bureau of the Census, and they control the distribution of students by grade, region, size of place, gender and race/ethnicity.

Exhibit 1 provides a comparison of the demographic profile of the weighted and unweighted total sample.

*Potential sampling error.* The results for sample surveys are subject to sampling error – the potential difference between results obtained from the sample and those that would have been obtained had the entire population been questioned. The size of the potential sampling error varies with both the size of the sample and with the percentage giving a particular answer. For this study, the overall margin of sampling error for the in-school interview is +/- 3%. For smaller subgroups of the sample, the margin of error is larger.

In general, when clustered samples are compared to pure random samples that involve no clustering, it is found that the cluster samples exhibit somewhat greater sampling variation. The ratio of the variance shown by the cluster sample to the variance that would be expected from a pure random sample of the same size is known as the design effect, or DEFF<sup>1</sup>. The square root of DEFF is denoted by DEFT. The design effect is a measure of efficiency of a given sample design as compared to the benchmark of simple random sampling.

On the basis of empirical computation, the values of DEFF and DEFT for this school sample design have been determined as 2.79 and 1.67, respectively. Thus, statistical inferences using data from the school sample which employ standard statistical formulas for the variance and standard error of estimate are modified through multiplication by the factors of 2.79 and 1.67, respectively. Note that this is already accounted for in the calculation for margin of error for this sample.

**The in-home survey.** Proxy interviews were conducted with 1,090 parents or caregivers of children ages 2 through 7 years. Interviews averaged forty minutes in length and were conducted between January 5 and April 2, 1999. The sample is designed to

be a representative national sample of 2-7 year-olds, and included oversamples of African American and Hispanic children.

*Creating a sample.* The sample was drawn from a U.S. Census list of over 225,000 block groups in the continental United States. In an urban area, a segment can be one block or a group of blocks. In a rural area a segment is a geographical area of land with identifiable boundaries such as streams, rivers, roads, or civil boundaries. The sample is stratified by region, state, county, census tract and block group. A random selection of block groups is drawn based on the number of households within each block group. Oversamples were drawn from a list of block groups in the continental United States with a density of at least 20% African American residents and from a list of block groups with a density of at least 20% Hispanic residents. The sample consisted of 90 block groups or primary sample units (P.S.U.'s) in the cross-section and 30 P.S.U.'s in the oversample.

The study utilized an area probability sample. Area probability samples for a national survey are designed to give each housing unit or household in the country a known chance of being interviewed. The final stage in this type of sample is to list systematically all or a portion of the housing units in the specified block or area. This is usually performed by the interviewer in the field at the time of the survey. Using a map and specially designed listing sheets, the interviewer goes to a designated point in the area and begins to list housing units. The number of units to be listed and the definition of the proper respondent within each housing unit vary from study to study. These listed households then become the interviewer's assignment. In this type of sample, few or no substitutions are allowed, and numerous callbacks may be required to complete all of the assigned interviews.

Some area probability samples, such as the current study's sample, may require that a short screening interview be conducted to determine whether or not the household qualifies for the survey. In the current survey, a qualifying household has a child aged 2-7 years old and his/her parent or caregiver. Interviews are then completed only at those households found eligible for the survey.

*Interviewer training.* Interviewers were provided with a training videotape before beginning fieldwork. Interviewers also received an interviewing manual and a set of question-by-question instructions that could be used as aids during the interviewing process. The videotape and manuals covered the following topics: background and general overview of the project; sample procedures; securing

<sup>1</sup> See, for example, the discussion by L. Kish in Kotz, S. and Johnson, N.L. Encyclopedia of Statistical Sciences: Vol. 2, New York: John Wiley & Sons, 1982.

## EXHIBIT 2

## Distribution of the Sample of Young Children (In-Home)

Base	Total Sample		National %
	Weighted 1,090 %	Unweighted 1,090 %	
<b>Age</b>			
2-4 years	49	46	49
5-7 years	51	54	51
<b>Gender</b>			
Male	51	52	51
Female	48	47	49
<b>Race/Ethnicity</b>			
White/Other	68	58	69
Black	16	19	15
Hispanic	16	22	16

the interview (instructions, confidentiality, callbacks, preventing and fighting refusals); probing guidelines; question by question instructions; and administrative issues.

*Weighting the data.* The completed interviews were weighted to the latest population parameters of the Current Population Survey (CPS) on age, gender, race or ethnicity, and region. The weighting adjusted these key variables where necessary to their actual proportions in the population. An additional weight was applied to respondents from the oversamples P.S.U.'s. Exhibit 2 provides a comparison of the demographic profile of the weighted and unweighted total sample.

*Potential sampling error.* The overall margin of error for this sample of 2-7 year-olds is +/- 5%. For smaller subgroups of the sample, margins of error are larger. As in the case of the school sample, the in-home sample constitutes a cluster sample. As discussed above, when clustered samples are compared to pure random samples that involve no clustering, it is found that the cluster samples exhibit somewhat greater sampling variation. The ratio of the variance shown by the cluster sample to the variance that would be expected from a pure random sample of the same size is known as the design effect, or DEFF. The square root of DEFF is denoted by DEFT. The design effect is a measure of efficiency of a given sample design as compared to the benchmark of simple random sampling.

On the basis of empirical computation, the values of DEFF and DEFT for this in-home sample design have been determined as 1.96 and 1.40, respectively. Thus, statistical inferences using data from the in-home sample which employ stan-

dard statistical formulas for the variance and standard error of estimate are modified through multiplication by the factors of 1.96 and 1.40, respectively. Note that this is already accounted for in the calculation of the margin of error for this sample.

*Combined data.* For analysis of the data based on the entire sample of 2-18 year-olds, the 2,065 questionnaires from 3rd-12th graders and the 1,090 surveys of parents or caregivers of 2-7 year-olds were combined, and an additional weight was applied in order to ensure a representative sample. This weight was based on data from the U.S. Bureau of the Census and controls for the distribution of children by age.

Exhibit 3 provides a comparison of the demographic profile of the weighted and unweighted total sample.

*Potential sampling error.* Overall, the margin of error for results based on the total sample of children ages 2-18 is +/- 3%. On the basis of empirical computation, the values of DEFF and DEFT for the combined sample design have been determined as 2.56 and 1.60, respectively. Thus, statistical inferences using data from the combined sample which employ standard statistical formulas for the variance and standard error of estimate are modified through multiplication by the factors of 2.56 and 1.60, respectively. Note that this is already accounted for in the calculation of the margin of error for this study.

**Analysis.** Findings discussed in this report are analyzed using standard statistical tests of significance including analysis of variance and difference in population proportion tests. Standard levels of significance are applied at the  $p < .05$  level.

**EXHIBIT 3**

**Distribution of the Sample of Children 2–18 years**

<b>Base</b>	<b>Total Sample</b>		<b>National</b>
	<b>Weighted</b>	<b>Unweighted</b>	
	<b>3,155</b>	<b>3,155</b>	
	%	%	%
<b>Age</b>			
2–7 years	38	35	38
8–17 years	62	65	62
<b>Gender</b>			
Male	51	49	51
Female	49	51	49
<b>Race/Ethnicity</b>			
White/Other	71	66	71
Black	15	17	15
Hispanic	14	17	147

In all tables in this report, a system of superscripted letters is used to indicate statistically significant differences between proportions or means. Proportions or means that share any superscripted letter do not differ significantly. Hence, numbers with no superscripted letters in common differ reliably.

For example, according to the rules set out above, in the first set of numbers listed below (Exhibit 1), the first proportion (20%) differs significantly from 35% and 48%; 35% also differs from 48%. None of the numbers have superscripted letters in common.

In example 2, the first proportion (12%) differs significantly from the second (30%); the third proportion (17%) does not differ from either the first or the second proportion.

In the third example, the first proportion, 10% differs significantly from the second proportion (33%), but 10% and 14% do not differ significantly. The second proportion (33%) differs significantly from the third proportion (14%).

Example 1:	20% <sup>a</sup>	35% <sup>b</sup>	48% <sup>c</sup>
Example 2:	12% <sup>a</sup>	30% <sup>b</sup>	17% <sup>ab</sup>
Example 3:	10% <sup>a</sup>	33% <sup>b</sup>	14% <sup>a</sup>





## APPENDIX B

### THE MEDIA USE DIARY

**Introduction.** In addition to the two questionnaires, seven-day media use diaries were analyzed for a total of 621 children, including 487 that were completed by children in the 3rd through 12th grades, and 134 that were completed by parents of 2-7 year-olds. Data from the diaries were used primarily for verification, to examine media use patterns among individual children in the course of a week, and to collect additional information about media users.

To generate this sample of 621 diaries, all 3,155 schools and parents who participated in the survey were recruited to complete the week-long diary portion of the study. A small incentive was offered for completion of the diaries. 776 diaries were returned; 155 diaries were excluded from the analysis for a variety of reasons. First, some diaries were incomplete. Any diary missing responses to more than 52 of the possible 252 half-hour segments over the course of the week was excluded. This procedure eliminated 75 (11%) of the returned diaries. In addition, preliminary examination of the diary sample revealed that a disproportionate number of 14-18 year-olds who completed the diary came from the highest income category (i.e., those who attended schools or lived in homes with zip codes where the median income was greater than \$40,000 per year). In order to bring the income distribution into better balance, 80 cases from this category were randomly eliminated. The weighting procedures employed by Louis Harris & Associates for the larger samples were also applied to the sub-samples of diaries. It is important to note that the diaries represent a self-selected sample, and as such, are not necessarily representative of all children aged 2-18.

*Diary questions and administration.* The children or their parents were asked to record any media use that occurred in the seven-day

diary period. Media use was recorded in half-hour segments covering the time period from 6 a.m. to midnight.

Respondents who indicated spending time during any half-hour unit on a computer game, movie, television, or video game were also asked to write in the name of the game played or show watched. The title of the game or show was then assigned a genre category based on an extensive coding list.

If a child indicated using a medium during any half-hour time slot, he or she was asked to indicate where the activity took place: in their bedroom, another room in the house, a friend's home, school, at child care or an after school program, in a car or bus or train, or someplace else. Similarly, children who indicated media use were asked to indicate whether they were alone or with one or more of the following: mother or father, brother or sister, friend, sitter, grandparent, teacher, someone else. Finally, since much media use occurs in combination with other activities (e.g., people often watch television as they do household chores, or converse with friends as they listen to the radio, or read and watch television simultaneously) children were asked to indicate whether or not each act of media use occurred in combination with other activities. The list of possible additional activities included: nothing else, doing chores, doing homework, watching TV or videos, listening to music, eating a meal, playing, reading, talking to someone, using a computer or video game, or doing something else.

*Examples.* The following are reproductions of sample pages from the diary, including the instruction page; the first page of Day One of the diary, in which children recorded their media use in half-hour increments; and the final page of Day One of the diary, in which children recorded the date, day of the week, and what else they did that day.

# DIRECTIONS

PLEASE READ ALL OF THE INSTRUCTIONS CAREFULLY

**T**HIS DIARY will be a record of your activities for seven days, beginning today. In your diary booklet there are seven sections — one for each day. Each section contains an Activities Grid and a few end-of-day questions. Please fill in the Activities Grid throughout the day. At the end of each day, before you go to sleep, please answer the final questions and make sure that the Activities Grid is complete.

### ACTIVITIES GRID:

The Activities Grid is designed to help you keep track of the different kinds of media that you have used throughout the day. Each column is for a different half hour period during the day. There are four different questions:

### A. WHAT KIND OF MEDIA WERE YOU USING?

(CIRCLE ONE ANSWER ONLY)

- 1. Books
- 2. CDs or Tapes
- 3. Comic Books
- 4. Computers - Chat Room
- 5. Computers - Games\*
- 6. Computers - Websites
- 7. Computers - Other
- 8. Magazines
- 9. Movies\*
- 10. Newspapers
- 11. Radio - Music
- 12. Radio - Talk/News
- 13. Television\*
- 14. Video Games\*
- 15. Video Tapes

If you did not use any of these media during that half hour period, please check the "No Media" box and go to the next half hour column.

If you did use any of these media during that half hour period, please circle the number that matches the one media activity that you were paying most attention to during most of that half hour period. If you played computer games or video games, or watched TV or went to a movie, please also write in the name of the game or show or movie. Then answer the next three questions about the media activity that you circled.

### B. WHERE WERE YOU? (CIRCLE ONE ANSWER ONLY)

- 1. My Bedroom
- 2. Another Room at Home
- 3. A Friend's Home
- 4. School
- 5. Child Care or Before/After School Program
- 6. Car or Bus or Train
- 7. Someplace Else

Please circle the number that matches the place where you were most of the time you were doing the activity. If you were someplace not listed, please circle "Someplace Else" and write in your answer.

### C. WHO WAS WITH YOU? (CIRCLE AS MANY ANSWERS AS YOU NEED)

- 1. I Was Mainly Alone
- 2. Mother or Father
- 3. Brother or Sister
- 4. Friend
- 5. Sitter
- 6. Grandparent
- 7. Teacher
- 8. Someone Else

Please circle the number or numbers that match the people who were with you most of the time when you were doing the activity. If you were alone for most of this time, please circle, "I Was Mainly Alone." If you were with someone not listed, please circle "Someone Else" and write in your answer.

### D. WHAT ELSE WERE YOU DOING? (CIRCLE AS MANY ANSWERS AS YOU NEED)

- 1. Nothing Else
- 2. Doing Chores
- 3. Doing Homework
- 4. Watching TV or Videos
- 5. Listening to Music
- 6. Eating a Meal
- 7. Playing
- 8. Reading
- 9. Talking to Someone
- 10. Using a Computer or Video Game
- 11. Something Else

Please circle the number or numbers that match the other things you were doing most of the time when you were reading a book, listening to music, playing a video game, watching TV, or using the computer. If you were *not* doing anything else for most of this time, please circle "Nothing Else." If you were doing something not listed, please circle, "Something Else" and write in your answer.

THANK YOU FOR YOUR HELP ON THIS IMPORTANT PROJECT!

REMEMBER: TODAY IS DAY ONE!

PLEASE RETURN THIS DIARY ON \_\_\_\_\_

# DAY ONE

## WHAT KIND OF MEDIA WERE YOU USING?

	CIRCLE ONLY ONE ANSWER					
	6:00 - 6:30 AM	6:30 - 7:00 AM	7:00 - 7:30 AM	7:30 - 8:00 AM	8:00 - 8:30 AM	8:30 - 9:00 AM
1. Books	1 2 3 4 5*	1 2 3 4 5*	1 2 3 4 5*	1 2 3 4 5*	1 2 3 4 5*	1 2 3 4 5*
2. CDs or Tapes	6 7 8 9* 10	6 7 8 9* 10	6 7 8 9* 10	6 7 8 9* 10	6 7 8 9* 10	6 7 8 9* 10
3. Comic Books	11 12 13* 14* 15	11 12 13* 14* 15	11 12 13* 14* 15	11 12 13* 14* 15	11 12 13* 14* 15	11 12 13* 14* 15
4. Computers-Chat Rooms						
5. Computers-Games*						
6. Computers-Websites						
7. Computers-Other						
8. Magazines						
* Please write in the name of the Game / Movie / Show						
	<input type="checkbox"/> No Media Go To Next Time Slot	<input type="checkbox"/> No Media Go To Next Time Slot	<input type="checkbox"/> No Media Go To Next Time Slot	<input type="checkbox"/> No Media Go To Next Time Slot	<input type="checkbox"/> No Media Go To Next Time Slot	<input type="checkbox"/> No Media Go To Next Time Slot

## WHERE WERE YOU?

	CIRCLE ONLY ONE ANSWER				
1. My Bedroom	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
2. Another Room in Home	7: _____	7: _____	7: _____	7: _____	7: _____
3. A Friend's Home					
4. School					
5. Child Care or Before / After School Program					
6. Car or Bus or Train					
7. Somewhere Else					

## WHO WAS WITH YOU?

	CIRCLE AS MANY AS YOU NEED				
1. I Was Mainly Alone	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
2. Mother or Father	8: _____	8: _____	8: _____	8: _____	8: _____
3. Brother or Sister					
4. Friend					
5. Sitter					
6. Grandparent					
7. Teacher					
8. Someone Else					

## WHAT ELSE WERE YOU DOING?

	CIRCLE AS MANY AS YOU NEED				
1. Nothing Else	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
2. Doing Chores	6 7 8 9 10	6 7 8 9 10	6 7 8 9 10	6 7 8 9 10	6 7 8 9 10
3. Doing Homework	11: _____	11: _____	11: _____	11: _____	11: _____
4. Watching TV or Videos					
5. Listening to Music or Video Game					
6. Eating a Meal					
7. Playing					
8. Reading					
9. Talking to Someone					
10. Using a Computer or Video Game					
11. Something Else					

# DAY ONE

CIRCLE ONLY ONE ANSWER

11:00 - 11:30 PM	11:30 - 12:00 AM
1 2 3 4 5*	1 2 3 4 5*
6 7 8 9* 10	6 7 8 9* 10
11 12 13* 14* 15	11 12 13* 14* 15
_____	_____
_____	_____
<input type="checkbox"/> No Media Go To Next Time Slot	<input type="checkbox"/> No Media Go To Next Time Slot

CIRCLE ONLY ONE ANSWER

1 2 3 4 5 6	1 2 3 4 5 6
7: _____	7: _____
_____	_____

CIRCLE AS MANY AS YOU NEED

1 2 3 4 5 6 7	1 2 3 4 5 6 7
8: _____	8: _____
_____	_____

CIRCLE AS MANY AS YOU NEED

1 2 3 4 5	1 2 3 4 5
6 7 8 9 10	6 7 8 9 10
11: _____	11: _____
_____	_____

**DAY OF THE WEEK**  
(CIRCLE ONE ANSWER ONLY)

SUNDAY ..... 1

MONDAY ..... 2

TUESDAY ..... 3

WEDNESDAY ..... 4

THURSDAY ..... 5

FRIDAY ..... 6

SATURDAY ..... 7

**TODAY'S DATE**  
(WRITE ANSWER BELOW)

\_\_\_\_\_ MONTH \_\_\_\_\_ DAY \_\_\_\_\_ YEAR

**Today, about how much total time did you spend doing the following activities?**

(CIRCLE ONE ANSWER NEXT TO EACH STATEMENT - A THROUGH F)

	NONE	30 MINUTES OR LESS	1 HOUR	2 HOURS	3 HOURS	4 HOURS OR MORE
A. Being in school	0	1	2	3	4	5
B. Working at a job	0	1	2	3	4	5
C. Doing chores	0	1	2	3	4	5
D. Doing homework	0	1	2	3	4	5
E. Participating in a sports team, hobby, or club	0	1	2	3	4	5
F. Being in Child Care or Before/After School Program	0	1	2	3	4	5

APPENDIX C  
TOPLINES



# TOPLINE RESULTS

## COMBINED DATA (IN-HOME & IN-SCHOOL QUESTIONNAIRES)

Two surveys were conducted as part of this study: an in-school survey of 3rd-12th graders, and an in-home survey of parents of children 2-7. The following topline compiles responses to the two surveys, and presents results for the combined base of 2-18 year-olds, except where a different base is specified. This combined data includes only those questions that were asked in some form or another of all respondents. Complete sets of the topline results for each individual survey are also included in this Appendix. For the 2-7 year-olds, questions were asked of the parent about the child; these questions are included in this combined data as though they were asked directly of the child – for example, "How old are you?" as opposed to "How old is [X]?". For the exact language used in the parent survey, please see the topline for the in-home questionnaire, later in this Appendix.

Harris Interactive, Inc. for the Kaiser Family Foundation

N= 3,155 children aged 2-18 (parents of children aged 2-7, and children aged 8-18)

Margin of error: plus or minus 3 percentage points

Field Period: November 10, 1998 – April 20, 1999

NOTE: An asterisk (\*) signals a value of less than one-half percent (0.5%). A dash (-) represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents.

**SECTIONS:**

Section I:	Background Information
Section II:	Media in the Home
Section III:	Print Media Use
Section IV:	Television Viewing
Section V:	Other Media Use
Section VI:	Computer Use

## I. Background Information

**BASE: ALL RESPONDENTS**

5/15. Please write your age here: \_\_\_\_\_ Years (Range 2-18)

2-4 years	19
5-7 years	20
8-10 years	17
11-13 years	18
14-18 years	26
Not asked	0
No answer	2
Don't know	0
Mean = 10	

**BASE: ALL RESPONDENTS**

10/15. Are you a boy or a girl? (CIRCLE ONE ANSWER ONLY)

Boy	51
Girl	49
Not asked	0
No answer	*
Don't know	0

**BASE: ALL RESPONDENTS**

25/15. Who are the adults you live with most of the time?

(CIRCLE AS MANY ANSWERS AS YOU NEED)

Mother/stepmother	94
Father/stepfather	77
Parent's girlfriend	*
Parent's boyfriend	1
Sitter/Nanny	2
Grandparent(s)	8
Aunt/Uncle	3
Cousins	*
Friends	*
Brother/sister	3
Godparent(s)	*
Some other adults (WRITE ANSWER BELOW): _____	1
Not asked	0
No answer	1
Don't know	0

**BASE: ALL RESPONDENTS**

30/1425 or 1428. What is the highest level of school that your mother completed?

Some high school	11
Finished high school	26
Some college or special school after high school	21
Finished college	25
School beyond college (like doctor, lawyer, professor, social worker, scientist)	10
No one fills the role of mother in my family	1
Not asked	1
No answer	5
Don't know	1

**BASE: ALL RESPONDENTS**

35/1425 or 1428. What is the highest level of school that your father completed?

Some high school	8
Finished high school	23
Some college or special school after high school	16
Finished college	23
School beyond college (like doctor, lawyer, professor, social worker, scientist)	11
No one fills the role of father in my family	3
Not asked	9
No answer	6
Don't know	1



**BASE: ALL RESPONDENTS**

40/15. How many brothers and sisters under the age of 18 do you live with most of the time?  
(WRITE THE NUMBER IN THE SPACE PROVIDED. DO NOT COUNT YOURSELF. IF "NONE" WRITE 0.)

_____ (Range 0-22)	
None	24
1	39
2	22
3	8
4	2
5	1
6	*
More than 6	1
Not Asked	0
No answer	3
Don't know	0
Mean = 1.34	

**BASE: CHILD IN SCHOOL**

45/137. What grades do you usually get? (CIRCLE ONE ANSWER ONLY)

Mostly A's	18
Mostly A's and B's	35
Mostly B's	7
Mostly B's and C's	17
Mostly C's	3
Mostly C's and D's	4
Mostly D's	1
Mostly D's and F's	1
My school does not use grades	13
Not asked	0
No answer	1
Don't know	*

**BASE: ALL RESPONDENTS**

What is your race or ethnic background?

White (not Hispanic)	63
Black or African American (not Hispanic)	15
Hispanic/Latino – White	9
Hispanic/Latino – Black	1
Asian, Asian Indian, or Pacific Islander	4
Native American or Alaskan Native	2
Hispanic (unspecified)	4
Some other race (WRITE ANSWER BELOW) _____	1
Not asked	0
No answer	*
Don't know	*

**BASE: CHILD IN SCHOOL**

55/122. Most days when you get home in the afternoon, who else is usually at home? (CIRCLE AS MANY ANSWERS AS YOU NEED)

No one – I am usually by myself	13
Mother	54
Father	20
Grandparent	9
Aunt/Uncle	4
Younger brother or sister	27
Older brother or sister	23
Sitter/Nanny	3
Friend	3
Cousins	1
Stepfather	1
Stepmother	*
Someone else (WRITE ANSWER BELOW) _____	1
Not asked	0
No answer	2
Don't know	*

## II. Media in the Home

BASE: ALL RESPONDENTS

105/205. How many of the following items are there in your home? (CIRCLE ONE ANSWER NEXT TO EACH ITEM - A THROUGH G)

(WRITE ANSWER BELOW)	0	1	2	3	4	5 or More	Not Asked	No Answer	Don't Know
A. TVs Mean = 2.9	*	11	28	28	20	12	0	1	0
B. VCRs Mean = 1.8	2	40	37	15	4	2	0	1	0
C. CD players Mean = 2.1	9	31	24	16	11	8	0	1	0
D. Tape players Mean = 2.6	5	22	24	21	13	13	0	1	*
E. Radios Mean = 3.1	1	13	22	21	20	22	0	1	0
F. Computers Mean = 1.0	30	48	15	4	1	1	0	1	0
G. Video game players that hook up to your TV Mean = 1.4	29	33	20	10	5	3	0	1	0

BASE: ALL RESPONDENTS

110/210. Do you have any of the following items in your bedroom, or not? (Include portables that you use mainly in your bedroom.) (CIRCLE ONE ANSWER NEXT TO EACH ITEM - A THROUGH G)

	Have	Do Not Have	Not Asked	No Answer	Don't Know
A. TV	53	45	1	1	0
B. VCR	29	66	3	3	0
C. CD player	51	37	10	1	0
D. Tape player	64	29	6	1	0
E. Radio	70	27	3	1	0
F. Computer	16	49	31	4	0
G. Video game player that hooks up to your TV	33	36	30	2	0

BASE: ALL RESPONDENTS

115/215. Do you have any of the following items in your bedroom, in another place in your home, or do you not have this item? (CIRCLE AS MANY ANSWERS AS YOU NEED NEXT TO EACH ITEM - A THROUGH D)

	Have in your Bedroom	Have in Another Place in Your Home	Do Not Have Item	Not Asked	No Answer	Don't Know
A. Cable or Satellite TV	24	62	24	*	1	1
B. Premium Channels, such as HBO or Showtime	11	38	51	*	2	3
C. Computer with CD-ROM drive	10	51	23	15	1	2
D. Internet Access	7	39	36	15	2	2

### III. Print Media Use

#### Magazines

**BASE: ALL RESPONDENTS**

210/310. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend looking at or reading any magazines? (CIRCLE ONE ANSWER ONLY)

None	48
5 minutes	10
15 minutes	16
30 minutes	13
45 minutes	5
1 hour	4
1½ hours	2
2 hours	1
2½ hours	*
3 hours	*
3½ hours	*
4 hours	*
4½ hours	0
5 hours	*
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	0
Not asked	0
No answer	*
Don't know	*

#### Newspapers

**BASE: ALL RESPONDENTS**

245/345. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend looking at or reading a newspaper? (CIRCLE ONE ANSWER ONLY)

None	18
5 minutes	12
15 minutes	11
30 minutes	5
45 minutes	1
1 hour	1
1½ hours	*
2 hours	*
2½ hours	*
3 hours	*
3½ hours	0
4 hours	0
4½ hours	0
5 hours	0
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	0
Not asked	51
No answer	*
Don't know	*

## Books

### BASE: ALL RESPONDENTS

260/360,365. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend reading a book that was for your own enjoyment (not a homework assignment)? (CIRCLE ONE ANSWER ONLY)

None	40
5 minutes	6
15 minutes	15
30 minutes	17
45 minutes	5
1 hour	7
1½ hours	2
2 hours	2
2½ hours	1
3 hours	1
3½ hours	*
4 hours	*
4½ hours	*
5 hours	*
5½ hours	0
6 hours	0
6½ hours	0
7 hours	*
7½ hours or more	0
Not asked	0
No answer	2
Don't know	1

## IV. Television Viewing

### Morning TV Viewing (7 AM - Noon)

#### BASE: ALL RESPONDENTS

305/405. Thinking only about yesterday/this past Friday/this past Saturday morning, please circle every TV show that you watched. Only circle one show in each time period. Only circle a show if you watched most of that show.

Morning TV grid	40
I did not watch TV yesterday/this past Friday/this past Saturday morning	47
Not asked	–
No answer	14
Don't know	–

**BASE: ALL RESPONDENTS**

310/410. Thinking only about yesterday/this past Friday/this past Saturday morning between 7AM and noon, about how much time did you spend watching TV? Do not include any time spent watching videos or shows that you taped. (CIRCLE ONE ANSWER ONLY)

None	33
5 minutes	2
15 minutes	6
30 minutes	12
45 minutes	3
1 hour	9
1½ hours	5
2 hours	5
2½ hours	2
3 hours	2
3½ hours	2
4 hours	1
4½ hours	*
5 hours	1
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	0
Not asked	14
No answer	1
Don't know	*

**BASE: WATCHED TV YESTERDAY MORNING**

325/425. Yesterday/this past Friday/this past Saturday morning when you were watching TV, were you mainly watching TV alone, or were you mainly watching TV with someone else? (CIRCLE ONE ANSWER ONLY)

Mainly watching alone	35
Mainly watching with someone else	62
Not asked	0
No answer	3
Don't know	*

**BASE: WATCHED TV WITH SOMEONE ELSE YESTERDAY MORNING**

330/425. With whom were you watching TV yesterday/this past Friday/this past Saturday morning? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I was mainly watching alone	0
My mother	34
My father	15
My brother or sister	63
A friend	8
A teacher	1
My class	3
Grandparents	3
Cousins	3
Aunt/Uncle	1
Someone else (WRITE ANSWER BELOW) _____	3
Not asked	0
No answer	1
Don't know	0

**Afternoon TV Viewing (Noon - 6:00PM)**

**BASE: ALL RESPONDENTS**

335/435. Thinking only about yesterday/this past Friday/this past Saturday afternoon, please circle every TV show that you watched. Only circle one show in each time period. Only circle a show if you watched most of that show.

Afternoon TV grid	45
I did not watch TV yesterday/this past Friday/this past Saturday afternoon	41
Not asked	-
No answer	13
Don't know	-

**BASE: ALL RESPONDENTS**

340/440. Thinking only about yesterday/this past Friday/this past Saturday afternoon between noon and 6 PM, about how much time did you spend watching TV? Do not include any time spent watching videos or shows that you taped. (CIRCLE ONE ANSWER ONLY)

None	23
5 minutes	1
15 minutes	2
30 minutes	10
45 minutes	3
1 hour	12
1½ hours	6
2 hours	8
2½ hours	4
3 hours	5
3½ hours	2
4 hours	1
4½ hours	*
5 hours	1
5½ hours	*
6 hours	1
6½ hours	0
7 hours	0
7½ hours or more	0
Not asked	20
No answer	2
Don't know	*

**BASE: WATCHED TV YESTERDAY AFTERNOON**

355/455. Yesterday/this past Friday/this past Saturday afternoon when you were watching TV, were you mainly watching TV alone, or were you mainly watching TV with someone else? (CIRCLE ONE ANSWER ONLY)

Mainly watching alone	35
Mainly watching with someone else	60
Not asked	0
No answer	5
Don't know	*

**BASE: WATCHED TV WITH SOMEONE ELSE YESTERDAY AFTERNOON**

360/455. With whom were you watching TV yesterday/this past Friday/this past Saturday afternoon? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I was mainly watching alone	0
My mother	32
My father	21
My brother or sister	65
A friend	14
A teacher	*
My class	*
Grandparent(s)	3
Cousins	2
Aunt/uncle	2
Someone else (WRITE ANSWER BELOW _____)	4
Not asked	0
No answer	2
Don't know	0

**Evening TV Viewing (6 PM - Midnight)****BASE: ALL RESPONDENTS**

365/465. Thinking only about yesterday/this past Friday/this past Saturday evening, please circle every TV show that you watched. Only circle one show in each time period. Only circle a show if you watched most of that show.

Evening TV grid	53
I did not watch TV yesterday/this past Friday/this past Saturday evening	35
Not asked	0
No answer	12
Don't know	0

**BASE: ALL RESPONDENTS**

370/470. Thinking only about yesterday/this past Friday/this past Saturday evening between 6 PM and midnight, about how much time did you spend watching TV? Do not include any time spent watching videos or shows that you taped. (CIRCLE ONE ANSWER ONLY)

None	18
5 minutes	1
15 minutes	2
30 minutes	8
45 minutes	3
1 hour	12
1½ hours	6
2 hours	9
2½ hours	5
3 hours	6
3½ hours	2
4 hours	3
4½ hours	2
5 hours	2
5½ hours	1
6 hours	1
6½ hours	0
7 hours	0
7½ hours or more	0
Not asked	19
No answer	1
Don't know	*

**BASE: WATCHED TV YESTERDAY EVENING**

385/485. Yesterday/this past Friday/this past Saturday evening when you were watching TV, were you mainly watching TV alone, or were you mainly watching TV with someone else? (CIRCLE ONE ANSWER ONLY)

Mainly watching alone	27
Mainly watching with someone else	70
Not asked	3
No answer	0
Don't know	0

**BASE: WATCHED TV WITH SOMEONE ELSE YESTERDAY EVENING**

390/485. With whom were you watching TV yesterday/this past Friday/this past Saturday evening? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I was mainly watching alone	0
My mother	52
My father	36
My brother or sister	60
A friend	11
A teacher	*
My class	*
Grandparent(s)	2
Cousins	2
Aunt/uncle	1
Someone else (WRITE ANSWER BELOW) _____	3
Not asked	0
No answer	1
Don't know	0

**General TV Use**

**BASE: ALL RESPONDENTS**

400/500. How often is a TV usually on in your home (even if no one is watching)? (CIRCLE ONE ANSWER ONLY)

Most of the time	42
Some of the time	36
A little bit of the time	18
Never	3
Not asked	*
No answer	*
Don't know	0

**BASE: ALL RESPONDENTS**

405/505. In your home, is the TV usually on during meals, or not? (CIRCLE ONE ANSWER ONLY)

Yes, the TV is usually on during meals	58
No, the TV is not usually on during meals	42
Not asked	*
No answer	*
Don't know	*

**BASE: ALL RESPONDENTS**

410/510. Does your family have any rules about watching television at your home? (CIRCLE ONE ANSWER ONLY)

Yes, my family has rules about watching television	50
No, my family does not have any rules about watching television	49
Not asked	*
No answer	1
Don't know	*

## V. Other Media Use

### Videos

505/605. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend watching videos? (CIRCLE ONE ANSWER NEXT TO EACH STATEMENT - A AND B)

**BASE: ALL RESPONDENTS**

A. Videos of TV shows taped earlier

None	78
5 minutes	1
15 minutes	2
30 minutes	3
45 minutes	1
1 hour	5
1½ hours	3
2 hours	1
2½ hours	*
3 hours	*
3½ hours	*
4 hours	*
4½ hours	*
5 hours	0
5½ hours	0
6 hours	0
6½ hours	*
7 hours	*
7½ hours or more	*
Not asked	0
No answer	5
Don't know	*



**BASE: ALL RESPONDENTS**

B. Other videos (such as movies)

None	61
5 minutes	1
15 minutes	2
30 minutes	6
45 minutes	3
1 hour	8
1½ hours	11
2 hours	3
2½ hours	*
3 hours	1
3½ hours	*
4 hours	*
4½ hours	*
5 hours	*
5½ hours	*
6 hours	*
6½ hours	0
7 hours	*
7½ hours or more	*
Not asked	0
No answer	3
Don't know	*

**Movies**

**BASE: ALL RESPONDENTS**

530/630. Thinking only about yesterday/this past Friday/this past Saturday, how many movies did you see in a movie theater?

None, I did not see any movies yesterday/this past Friday/this past Saturday	91
One movie/two hours	5
Two movies/ four hours	1
Three or more movies/six hours	1
Not asked	0
No answer	1
Don't know	*

**BASE: SAW MOVIES**

540/640. Thinking only about yesterday/this past Friday/this past Saturday, what types of movies did you see in a movie theater?  
(CIRCLE AS MANY ANSWERS AS YOU NEED)

Action	40
Comedy	36
Drama	17
Family or Children	24
Horror	23
Romance	15
Science Fiction	10
Something else (WRITE ANSWER BELOW) _____	2
Not asked	0
No answer	5
Don't know	0

## Video Games

### BASE: ALL RESPONDENTS

550/650. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend playing video games? Do not include time spent playing games on a computer. (CIRCLE ONE ANSWER ONLY)

None	68
5 minutes	2
15 minutes	5
30 minutes	8
45 minutes	3
1 hour	5
1½ hours	2
2 hours	2
2½ hours	2
3 hours	1
3½ hours	*
4 hours	1
4½ hours	*
5 hours	*
5½ hours	*
6 hours	*
6½ hours	*
7 hours	*
7½ hours or more	0
Not asked	0
No answer	1
Don't know	*

### BASE: PLAYED VIDEO GAMES

555/655. What are the types of video games that you played yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

Action or Combat (for example, Doom, Duke Nukem)	42
Adventure (for example, Bladerunner, Tomb Raider, Titanic)	36
Classic Games or Gambling or Puzzles & Logic (for example, Battle Chess 4000, Solitaire, Word Grid)	8
Reflex (for example, Pulse, Qwirks, Tetris)	6
Role Playing or Interactive Fiction or Fantasy (for example, Ultima VII, King's Quest VII)	15
Simulation or Strategic Planning (for example, X-Wing, Sim City, Transport Tycoon)	8
Sports or Competition (for example, NBA Live, PGA Golf, Need for Speed)	41
Something else (WRITE ANSWER BELOW) _____	2
Not asked	0
No answer	1
Don't know	*

## CDs and Tapes

### BASE: ALL RESPONDENTS

570/670. People often listen to CDs or tapes while they are doing other things (for example, eating, getting dressed, doing homework, walking or riding in a car or bus)

Thinking only about yesterday/this past Friday/this past Saturday, about how much total time did you spend listening to CDs or tapes? (CIRCLE ONE ANSWER ONLY)

None	39
5 minutes	4
15 minutes	10
30 minutes	12
45 minutes	6
1 hour	9
1½ hours	3
2 hours	5
2½ hours	2
3 hours	3
3½ hours	2
4 hours	1
4½ hours	*
5 hours	1
5½ hours	*
6 hours	*
6½ hours	*
7 hours	*
7½ hours or more	1
Not asked	0
No answer	1
Don't know	*

## Radio

### BASE: ALL RESPONDENTS

605A, 605B, 608/705A, 705B. People often listen to the radio while they are doing other things (for example, eating, getting dressed, doing homework, walking or riding in a car or bus)

Thinking only about yesterday/this past Friday/this past Saturday, about how much total time did you spend listening to the radio? This includes music, news, talk radio and other broadcasts. (CIRCLE ONE ANSWER ONLY)

None	32
5 minutes - ½ hour	36
More than ½ hour - 1 hour	16
More than 1 hour - 1½ hours	7
More than 1½ hours - 2 hours	4
More than 2 hours	6

## VI. Computer Use

### BASE: CHILD IN SCHOOL

705/805. Yesterday/this past Friday/this past Saturday, did you use a computer at school? (CIRCLE ONE ANSWER ONLY)

Yes, used a computer at school	26
No, did not use a computer at school	69
Not asked	0
No answer	4
Don't know	1

### BASE: CHILD IN SCHOOL

710/810. Yesterday/this past Friday/this past Saturday, did you use a computer outside of school? (CIRCLE ONE ANSWER ONLY)

Yes, used a computer outside of school	38
No, did not use a computer outside of school	58
Not asked	0
No answer	4
Don't know	*

### BASE: CHILD NOT IN SCHOOL

NA/812. Yesterday, did [X] use a computer, or not?

Yes, used a computer	17
No, did not use a computer	74
Not asked	0
No answer	9
Don't know	*

715/815. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend using the computer for the following activities? (CIRCLE ONE ANSWER NEXT TO EACH ITEM – A THROUGH G)

### BASE: USED A COMPUTER YESTERDAY (Q705/805=1 OR Q710/810=1)

A. School-related work

None	37
5 minutes	5
15 minutes	15
30 minutes	14
45 minutes	7
1 hour	6
1½ hours	3
2 hours	1
2½ hours	0
3 hours	*
3½ hours	0
4 hours	0
4½ hours	0
5 hours	0
5½ hours	0
6 hours	0
6½ hours	0
7 hours	*
7½ hours or more	0
Not asked	0
No answer	10
Don't know	1

**BASE: GRADES 3-12 AND USED A COMPUTER YESTERDAY**

**B. Job-related work**

None	79
5 minutes	3
15 minutes	3
30 minutes	2
45 minutes	1
1 hour	1
1½ hours	*
2 hours	*
2½ hours	0
3 hours	*
3½ hours	0
4 hours	*
4½ hours	0
5 hours	*
5½ hours	0
6 hours	0
6½ hour	0
7 hours	0
7½ hours or more	*
Not asked	0
No answer	12
Don't know	0

**BASE: USED A COMPUTER YESTERDAY**

**C. Games**

None	32
5 minutes	6
15 minutes	16
30 minutes	18
45 minutes	6
1 hour	8
1½ hours	3
2 hours	1
2½ hours	*
3 hours	1
3½ hours	0
4 hours	*
4½ hours	0
5 hours	0
5½ hours	0
6 hours	*
6½ hours	*
7 hours	*
7½ hours or more	*
Not asked	0
No answer	9
Don't know	*

**BASE: USED A COMPUTER YESTERDAY****D. Visiting chat rooms**

None	69
5 minutes	4
15 minutes	3
30 minutes	4
45 minutes	3
1 hour	3
1½ hours	1
2 hours	*
2½ hours	0
3 hours	*
3½ hours	0
4 hours	*
4½ hours	*
5 hours	0
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	0
Not asked	0
No answer	12
Don't know	*

**BASE: USED A COMPUTER YESTERDAY****E. Looking at Web sites**

None	57
5 minutes	6
15 minutes	10
30 minutes	7
45 minutes	4
1 hour	4
1½ hours	1
2 hours	*
2½ hours	*
3 hours	0
3½ hours	0
4 hours	0
4½ hours	0
5 hours	0
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	*
Not asked	0
No answer	11
Don't know	*

**BASE: USED A COMPUTER YESTERDAY**

F. E-mail

None	62
5 minutes	9
15 minutes	10
30 minutes	4
45 minutes	1
1 hour	2
1½ hours	*
2 hours	*
2½ hours	0
3 hours	*
3½ hours	0
4 hours	0
4½ hours	0
5 hours	0
5½ hours	0
6 hours	0
6½ hours	*
7 hours	0
7½ hours or more	0
Not asked	0
No answer	11
Don't know	*

**BASE: USED A COMPUTER YESTERDAY**

G. Something else

None	58
5 minutes	2
15 minutes	3
30 minutes	3
45 minutes	2
1 hour	3
1½ hours	1
2 hours	*
2½ hours	*
3 hours	*
3½ hours	-
4 hours	*
4½ hours	0
5 hours	*
5½ hours	0
6 hours	0
6½ hours	0
7 hours	*
7½ hours or more	*
Not asked	0
No answer	26
Don't know	*

## Computer Games

### BASE: USED A COMPUTER GAME YESTERDAY

725/825. What are the types of computer games that you played yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not play computer games yesterday/this past Friday/this past Saturday	0
Action or Combat (for example, Doom, Duke Nukem)	19
Adventure (for example, Bladerunner, Tomb Raider, Titanic)	13
Arts & Crafts (for example, Crayola Magic 3-D, MonsterMaker)	10
Classic Games or Gambling or Puzzles & Logic (for example, Battle Chess 4000, Solitaire, Word Grid)	23
Educational (for example, Oregon Trail, Math Blaster, Reader Rabbit)	28
Kids (for example, Disney's Animated Storybooks, The Playtoons Collection)	12
Popular Culture or Lifestyle (for example, The Simpsons VirtualSpringfield, Let's Talk About Me, McKenzie & Co.)	4
Reflex (for example, Pulse, Qwirks, Tetris)	5
Role Playing or Interactive Fiction or Fantasy (for example, Ultima VII, King's Quest VII)	7
Simulation or Strategic Planning (for example, X-Wing, Sim City, Transport Tycoon )	10
Sports or Competition (for example, NBA Live, PGA Golf, Need for Speed)	16
Something else (WRITE ANSWER BELOW) _____	1
Not asked	0
No answer	12
Don't know	*

## Chat Rooms

### BASE: VISITED CHAT ROOM YESTERDAY

735/835. What were the topics of the chat rooms that you visited yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not visit any chat rooms yesterday/this past Friday/this past Saturday	0
Entertainment (TV, movies, music, celebrities)	31
Family or Children	10
Gaming	15
Hobbies or Groups	15
News	5
Relationships or Lifestyles	27
Shopping	12
Sports	19
Something else (WRITE ANSWER BELOW) _____	2
Not asked	0
No answer	16
Don't know	0

### BASE: VISITED CHAT ROOM YESTERDAY

740/840. Yesterday/this past Friday/this past Saturday, were you mainly alone when you used the computer to visit chat rooms, or were you mainly with someone else? (CIRCLE ONE ANSWER ONLY)

I did not visit any chat rooms yesterday/this past Friday/this past Saturday	0
Mainly alone	59
Mainly with someone else	24
Not asked	0
No answer	16
Don't know	0



**BASE: VISITED CHAT ROOM WITH SOMEONE ELSE**

**BASE: VISITED CHAT ROOM WITH SOMEONE ELSE**

742/840. Who was with you when you visited chat rooms yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not visit any chat rooms yesterday/this past Friday/this past Saturday	0
I was mainly alone when I visited chat rooms yesterday/this past Friday/this past Saturday	0
My mother	15
My father	32
My brother or sister	62
A friend	1
A teacher	2
My class	1
Grandparents	0
Cousins	0
Aunt/uncle	0
Someone else (WRITE ANSWER BELOW)_____	0
Not asked	0
No answer	5
Don't know	0

**Web sites**

**BASE: LOOKED AT WEB SITE YESTERDAY**

745/845. What types of Web sites did you look at yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not look at any Web sites yesterday/this past Friday/this past Saturday	0
Entertainment (TV, movies, music, celebrities)	53
Family or Children	5
Gaming	23
News	9
Relationships or Lifestyles	8
Research or Information or Computer Support	15
Search Engines	16
Shopping	13
Sports	24
Something else (WRITE ANSWER BELOW)_____	3
Not asked	0
No answer	9
Don't know	*

**BASE: LOOKED AT WEB SITE YESTERDAY**

750/850. Yesterday/this past Friday/this past Saturday, were you mainly alone when you looked at Web sites, or were you mainly with someone else? (CIRCLE ONE ANSWER ONLY)

I did not look at any Web sites yesterday/this past Friday/this past Saturday	0
Mainly alone	59
Mainly with someone else	26
Not asked	0
No answer	0
Don't know	14

742/840. Who was with you when you visited chat rooms yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not visit any chat rooms yesterday/this past Friday/this past Saturday	0
I was mainly alone when I visited chat rooms yesterday/this past Friday/ this past Saturday	0
My mother	15
My father	32
My brother or sister	62
A friend	1
A teacher	2
My class	1
Grandparents	0
Cousins	0
Aunt/uncle	0
Someone else (WRITE ANSWER BELOW)_____	0
Not asked	0
No answer	5
Don't know	0

## TOPLINE RESULTS

### IN-HOME QUESTIONNAIRE (PARENTS OF CHILDREN AGED 2-7)

Harris Interactive, Inc. for the Kaiser Family Foundation

N= 1,090 parents or caregivers of children aged 2-7

Margin of error: plus or minus 5 percentage points

Field Period: January 5 – April 2, 1999

NOTE: An asterisk (\*) signals a value of less than one-half percent (0.5%). A dash (-) represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents.

1. Hello, I'm \_\_\_\_\_ from Louis Harris & Associates, the national survey research firm in New York. We are conducting a national survey about issues of importance to Americans. I'd like to speak with a (male/female) head of household, 18 years of age or older, who is at home now. Would that be you or someone else?

**BASE: NOT HEAD OF HOUSEHOLD**

2. We are conducting a national study about issues concerning parents and children. Do any children aged two through seven years old live in this household?

Yes, children in household  
No children in household

**BASE: REPORTED CHILDREN IN HOUSEHOLD**

3. When would be a good time to come back and speak to the head of household and their children/family?

\_\_\_\_\_  
Don't know  
Refused/No answer

**SECTIONS:**

Section I:	Screener
Section II:	Child Care
Section III:	Media in the Home
Section IV:	Personal Print Media Use
Section V:	Television Viewing
Section VI:	Other Media Use
Section VII:	Computer Use
Section VIII:	Conclusion
Section IX:	Factuals

# I. Screener

**BASE: ALL RESPONDENTS**

5. How many adults, 18 years or over, including yourself, live in your household?

MEAN = 2

**BASE: 1 OR MORE ADULTS IN HOUSEHOLD**

10. How many children under the age of 18 live in your household at least half-time for whom you are the parent or guardian?  
(IF NECESSARY: Include stepchildren)

MEAN = 2

**BASE: HAS CHILDREN (Q10 > 0)**

15. We would like to know some information about the people who live in your household, including you. Please tell me the age and sex of each person, beginning with the youngest, and each person's relationship to you. Please remember to include yourself.

Relationship Code (See Below)	Initials/Name	Sex	Age
A. /___/___/	_____		/___/___/ (Range: 0-99) (Less than 1 year =0) (Round fractional years down)
B. /___/___/	_____		/___/___/ (Range: 0-99) (Less than 1 year =0) (Round fractional years down)
C. /___/___/	_____		/___/___/ (Range: 0-99) (Less than 1 year =0) (Round fractional years down)

*(Continues as necessary)*

**RELATIONSHIP CATEGORIES:**

Respondent	Aunt/Uncle
Spouse/Partner	Great grandchild
Son/Daughter (including stepchildren)	Sister-/Brother-in-law
Son-in-law/Daughter-in-law	Friend
Grandchild	Boarder or roomer
Parent	Paid employee
Brother/Sister	Others (SPECIFY) _____
Nephew/Niece	Don't know
Cousin	Refused/No answer

**BASE: HAS MORE THAN ONE CHILD AGED 2-7 YEARS (Q.15)**

20. Now I would like to ask you the remaining questions about one of your children. (SELECT CHILD WITH MOST RECENT BIRTHDAY)  
How many years old is your child who is two years old or older and less than eight years old and most recently had a birthday?

MEAN = 4 years old

**BASE: HAS CHILD AGE 2-7 YEARS**

22. INTERVIEWER: Record selected child's letter from Q.15 \_\_\_\_\_

**BASE: HAS CHILD AGE 2-7 YEARS**

25. How would you rate your community as a place to live and work – excellent, pretty good, only fair, or poor?

Excellent	35
Pretty good	50
Only fair	13
Poor	3
Don't know	*
Refused/No answer	*

**BASE: HAS CHILD AGE 2-7 YEARS**

30. Do you speak any languages other than English in your home, or not? (IF YES: WHICH LANGUAGE(S))?

Spanish	14
French	1
Chinese	*
Russian	1
Other (Specify)_____	5
No, only English	80
Don't know	-
Refused/No answer	*

*If oversample map, ask Q.35; otherwise, skip to Q.55*

**OVERSAMPLE**

35. Do you identify yourself as Hispanic or Latino/Latina, or not?

Yes, of Hispanic/Latino/Latina origin	41
No, not of Hispanic origin	56
Don't know	-
Refused/No answer	3

**OVERSAMPLE**

40. Do you identify your child as Hispanic or Latino/Latina, or not?

Yes	41
No	57
Don't know	-
Refused/No answer	2

**OVERSAMPLE**

45. Do you consider yourself White, Black or African American, Asian, Native American or some other race?

White	20
Black/African American	53
Asian	-
Native American	1
Some other race	22
Don't know	-
Refused/No answer	4

**OVERSAMPLE**

50. Do you consider your child White, Black or African American, Asian, Native American or some other race?

White	19
Black/African American	56
Asian	-
Native American	-
Some other race	22
Don't know	-
Refused/No answer	4

*Oversample: ask Q.55 if child is Hispanic (Q40/1) or child is African American (Q50/2) - All others screenout (Q53).*

**BASE: SCREENOUT**

53. SCREENOUT: Thank you for your time. In order for us to properly represent the population of the U.S., we include people from a range of family characteristics (at this time, we have met our quota for people in your family characteristic). Thank you for your willingness to participate.

*Terminate*

**BASE: HAS CHILD AGED 2-7 YEARS (IF OVERSAMPLE: CHILD IS HISPANIC OR AFRICAN AMERICAN)**

55. We are conducting a national survey about children's and parents' activities, with a focus on gaining a better understanding of children's use of a variety of media, including books, radio, and television. We would like to speak with the parent/guardian who is most familiar with X's [X — name/initial of specified child] activities.

Would that be you or someone else?

Respondent  
Someone else  
Don't know  
Refused/No answer

**BASE: HAS CHILD AGED 2 - 7 YEARS AND CURRENT RESPONDENT QUALIFIES**

60. Is [X] at home now?

Yes, at home now  
No, not at home now  
Don't know  
Refused/No answer

**BASE: CURRENT RESPONDENT IS NOT PARENT / GUARDIAN MOST FAMILIAR WITH CHILD'S ACTIVITIES**

62. Is he/she available now?

Yes, available now  
No, not available now  
Don't know  
Refused/No answer

**BASE: HAS CHILD AGED 2 - 7**

65. Some of the questions will be about your household, while others will focus specifically on [X]'s activities. Please feel free to discuss these questions with him/her.

## II. Child Care

**BASE: ALL RESPONDENTS**

Does [X] attend elementary school, nursery school or preschool or is he/she not in school yet? (IF NECESSARY: Elementary school includes kindergarten)

Elementary school	(ASK Q110)	43
Nursery school	(SKIP TO Q115)	2
Preschool	(SKIP TO Q115)	20
Not in school yet	(SKIP TO Q115)	34
Don't know	(SKIP TO Q115)	*
Refused/No answer	(SKIP TO Q115)	*

**BASE: CHILD IN ELEMENTARY SCHOOL**

110. What grade is [X] in?

Kindergarten (Full-day)	16
Kindergarten (Half-day)	20
First grade	40
Second grade	19
Third grade	2
Other (specify) _____	1
Don't know	-
Refused/No answer	*

**BASE: ALL RESPONDENTS**

115. (Besides attending preschool/nursery school) During a typical week, is [X] in any type of non-parental child care or day care - - for example, a daycare program, a before or after school program, or with a sitter or a relative? (IF SITTER OR RELATIVE: Is this in your home or someone else's home?) MULTIPLE RECORD

Day care	10
Before or after school program	7
Relative in other (not child's) home	5
Non-relative in other (not child's) home (e.g. nanny share)	4
Relative in child's home	6
Non-relative (Sitter/au pair/nanny) in child's home	3
Other (not child's home, e.g., nanny share) _____	2
No, not in child care	64
Don't know	*
Refused/No answer	-2

**BASE: CHILD IN CHILD CARE (DAY CARE, PRESCHOOL OR NURSERY SCHOOL)**

120. During a typical week, how many hours is [X] in child care or nursery or preschool?

/ / / Hours Per Week (Range 1-99)	
1-10	17
11-20	15
More than 20	23
Don't know	*
Refused/No answer	15
MEAN = 22.05	

**BASE: CHILD IN ELEMENTARY SCHOOL (Q.105 / 1)**

122. Most days when [X] gets home in the afternoon, who else is usually at home? (MULTIPLE RECORD)

No one – child is usually alone	1
Mother	70
Father	15
Grandparent	9
Aunt/Uncle	3
Younger brother or sister	18
Older brother or sister	21
Sitter/Nanny	2
Friend	1
Someone else (SPECIFY) _____	2
Cousins	*
Stepfather	-
Stepmother	-
Don't know	-
Refused/No answer	7

**BASE: ALL RESPONDENTS**

125. Are you currently employed full-time, part-time, self-employed, retired, or are you not employed?

Employed full-time	34
Employed part-time	17
Self-employed	6
Retired	1
Not employed	19
Homemaker (vol.)	19
Disabled (vol.)	1
Worker's Compensation (vol.)	*
Student (vol.)	2
Don't know	-
Refused/No answer	1

**BASE: HAS SPOUSE / PARTNER LIVING IN HOUSEHOLD**

130. Is your husband/wife/partner employed full-time, part-time, self-employed, retired, or is he/she not employed?

Employed full-time	78
Employed part-time	5
Self-employed	7
Retired	*
Not employed	4
Homemaker (vol.)	2
Disabled (vol.)	2
Worker's Compensation (vol.)	*
Student (vol.)	1
Don't know	*
Refused/No answer	1

**BASE: ALL RESPONDENTS**

135. How well does each of the following statements describe [X]? (READ EACH STATEMENT) Is that statement a lot like him/her, somewhat like him/her, not much like him/her, or not at all like him/her?

	A Lot Like Him/Her	Somewhat Like Him/Her	Not Much Like Him/Her	Not At All Like Him/Her	Don't Know	Refused/No answer
ROTATE — START AT "X"						
A. My child has trouble getting along well with other children	3	6	15	75	*	*
B. My child is cooperative and well-behaved	55	40	4	1	*	*
C. My child is usually active and interested in his/her surroundings	87	12	1	1	-	*
D. My child is often sad and unhappy	1	2	14	82	*	*

*If child in Elementary School (Q.105/4) Ask Q.137, others skip to Q.205***BASE: CHILD IN ELEMENTARY SCHOOL**

137. What grades does [X] usually get?

Mostly A's	20
Mostly A's and B's	17
Mostly B's	5
Mostly B's and C's	8
Mostly C's	1
Mostly C's and D's	1
Mostly D's	-
Mostly D's and F's	-
Child's school/class does not use grades	46
Don't know	1
Refused/No answer	1



### III. Media in the Home

**BASE: ALL RESPONDENTS**

205. How many of the following items are there in your home? (READ EACH ITEM)

ROTATE — START AT "X" (Specify)	0	1	2	3	4	5 or More	Don't Know	Refused/ No answer
A. TVs MEAN = 2.5	*	18	37	28	11	6	-	*
B. VCR MEAN = 1.6	4	49	35	9	2	1	-	*
C. CD players MEAN = 1.4	17	47	22	9	3	2	-	*
D. Tape players MEAN = 1.8	9	38	26	16	7	3	-	1
E. Radio MEAN = 2.6	1	21	29	22	15	11	-	1
F. Computers MEAN = 0.9	37	46	13	1	1	1	-	1
G. Video game players that hook up to your TV MEAN = 0.8	47	34	13	3	1	1	-	1

**BASE: ALL RESPONDENTS**

210. Does [X] have the following items in his/her bedroom, or not? (Include portables that [X] uses mainly in his/her bedroom). (READ EACH ITEM)

ROTATE — START AT "X"	Yes	No	Don't Know	Refused/ No answer	Not Asked
A. TV	32	67	-	*	*
B. VCR	16	79	-	*	4
C. CD player	14	69	-	*	17
D. Tape player	36	53	-	1	10
E. Radio	42	55	-	1	2
F. Computer	6	55	-	1	38
G. Video game player that hooks up to your TV	13	39	-	*	48

Ask Q.212 If child in Day Care Program — All others skip to Q215.

**BASE: CHILD IN DAY CARE, BEFORE OR AFTER SCHOOL PROGRAM**

Does [X]'s child care have the following items, or not? (READ EACH ITEM) (IF CHILD IN MORE THAN ONE CHILD CARE SETTING, PROBE: At the child care where he/she spends most of his/her time).

ROTATE — START AT "X"	Yes	No	Don't Know	Refused/ No answer
A. TV	55	15	1	29
B. VCR	52	17	2	30
C. CD player	22	33	15	30
D. Tape player	46	17	8	30
E. Radio	45	18	7	30
F. Computer	31	33	7	30
G. Video game player that hooks up to a TV	10	51	9	30

**BASE: ALL RESPONDENTS**

215. Does [X] have any of the following items in his/her bedroom, do you have them in another place in your home, or do you not have this item? (READ EACH ITEM) (MULTIPLE RECORD)

ROTATE — START AT “X”	Child’s Bedroom	Another Place In Home	Do Not Have Item	Don’t Know	Refused/ No answer	Not Asked
A. Cable or Satellite TV	14	65	26	-	1	*
B. Premium Channels such as HBO or Showtime	5	37	57	*	2	*
C. Computer with CD ROM drive	3	50	9	*	1	38
D. Internet Access	2	39	20	*	1	38

## IV. Personal Print Media Use

**BASE: ALL RESPONDENTS**

302. Thinking only about yesterday, did you or another adult spend any time reading magazines, newspapers, or books to (X), or not?

Yes	74
No	25
Don’t know	*
Refused/No answer	*

### Magazines

**BASE: ALL RESPONDENTS**

310. Thinking only about yesterday, about how much time did [X] spend looking at or reading any magazines — either alone or with someone else? (IF NECESSARY: This includes having someone else read to him/her.)

None	53
5 minutes	5
15 minutes	13
30 minutes	17
45 minutes	3
1 hour	5
1½ hrs	2
2 hours	1
2½ hours	*
3 hours	*
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Not answered	1
Don’t know	1

## Newspapers

**BASE: ALL RESPONDENTS**

338. Yesterday, did [X] look at or read a newspaper, either alone or with someone else, or not?

Yes, looked at/read a newspaper	13
No, did not look at/read a newspaper	85
Don't know	1
Refused/No answer	1

**BASE: CHILD LOOKED AT NEWSPAPER**

Which sections of the newspaper did [X] look at or read yesterday?

National news	15
Local news	24
Entertainment (movies, television)	11
Comics	55
Horoscope or advice columns	2
Sports	18
Fashion	8
Youth or teen section	5
Something else: (Specify) _____	15
Don't know	1
Refused/No answer	3

**BASE: ALL RESPONDENTS**

345. Thinking only about yesterday, about how much time did [X] spend looking at or reading a newspaper - either alone or with someone else? (IF NECESSARY: this includes having someone else read to him/her).

None	-
5 minutes	5
15 minutes	5
30 minutes	1
45 minutes	*
1 hour	*
1½ hours	*
2 hours	*
2½ hours	-
3 hours	*
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	*
Refused/No answer	*
Not asked	87

## Books

Ask Q355 *If child in Elementary School (Q105/1);—All others skip to Q365*

### BASE: CHILD IN ELEMENTARY SCHOOL

355. Thinking only about yesterday, about how much time did [X] spend reading books for a school or homework assignment?

(NOTE: This is only time spent reading books for homework — NOT total time spent on homework.)

None	38
5 minutes	3
15 minutes	18
30 minutes	25
45 minutes	5
1 hour	5
1½ hours	2
2 hours	1
2½ hours	*
3 hours	*
3½ hours	-
4 hours	-
4½ hours	-
5 hours	*
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	1
Refused/No answer	1

### BASE: CHILD IN ELEMENTARY SCHOOL

360. Thinking only about yesterday, about how much time did [X] spend reading a book that was for his/her own enjoyment - either alone or with someone else (IF NECESSARY: Not a homework assignment) (This includes having someone else read to him/her) (SHOW CARD #5)

None	28
5 minutes	6
15 minutes	26
30 minutes	25
45 minutes	3
1 hour	8
1½ hours	1
2 hours	1
2½ hours	*
3 hours	*
3½ hours	*
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	1
Refused/No answer	1

**BASE: CHILD NOT IN SCHOOL**

365. Thinking only about yesterday, about how much time did [X] spend looking at or reading a book - either alone or with someone else?  
(IF NECESSARY: This includes having someone else read to him/her).

None	15
5 minutes	5
15 minutes	21
30 minutes	26
45 minutes	6
1 hour	11
1½ hours	4
2 hours	3
2½ hours	1
3 hours	1
3½ hours	-
4 hours	*
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	2
Refused/No answer	5

## V. Television Viewing

### Morning TV Viewing (7 AM - Noon)

**BASE: ALL RESPONDENTS**

405. Thinking only about yesterday morning, please circle every TV show that [X] watched. Only circle one show in each time period.  
Only circle a show if [X] watched most of that show.

Morning TV grid	55
Child did not watch TV yesterday morning	38
Don't know	-
Refused/No answer	7

**BASE: ALL RESPONDENTS**

410. Thinking only about yesterday morning between 7 AM and noon, about how much time did [X] spend watching TV? Do not include any time spent watching videos or shows that were taped.

None	-
5 minutes	*
15 minutes	4
30 minutes	17
45 minutes	3
1 hour	14
1½ hours	8
2 hours	9
2½ hours	3
3 hours	3
3½ hours	1
4 hours	1
4½ hours	*
5 hours	*
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	1
Refused/No answer	1
Not asked	38

**BASE: WATCHED TV YESTERDAY MORNING**

425. Yesterday morning when [X] was watching TV, was [X] mainly watching TV alone, or was [X] mainly watching TV with someone else? (If "someone else": Who was [X] mainly watching TV with?)

Alone	29
With mother	30
With father	8
With brother or sister	41
With a friend	2
With a teacher	-
With class	*
With someone else (Specify) _____	4
Grandparents	2
Cousin(s)	1
Aunt/uncle	*
Don't know	*
Refused/No answer	1

**BASE: ALL RESPONDENTS**

428. Yesterday morning, other than the times that [X] spent watching TV him/her self, was [X] ever doing something else in the room while you were watching TV, or not?

Yes, child in room	24
No, child not in room	24
Parent did not watch TV yesterday morning (vol.)	49
Don't know	1
Refused/No answer	3

**BASE: ALL RESPONDENTS**

430. Thinking about yesterday morning, about how much time did [X] spend doing something else in the same room with you while you were watching TV?

5 minutes	2
15 minutes	5
30 minutes	6
45 minutes	2
1 hour	5
1 1/2 hours	*
2 hours	2
2 1/2 hours	*
3 hours	1
3 1/2 hours	-
4 hours	-
4 1/2 hours	-
5 hours or more	-
5 1/2 hours	-
6 hours	-
6 1/2 hours	-
7 hours	-
7 1/2 hours or more	-
Don't know	*
Refused/No answer	*
Not asked	76

**Afternoon TV Viewing (Noon - 6:00 PM)**

**BASE: ALL RESPONDENTS**

435. Thinking only about yesterday afternoon, please circle every TV show that [X] watched. Only circle one show in each time period. Only circle a show if [X] watched most of that show.

Afternoon TV grid	41
Child did not watch TV yesterday afternoon	52
Don't know	-
Refused/No answer	7

**BASE: ALL RESPONDENTS**

440. Thinking only about yesterday afternoon between noon and 6 PM, about how much time did [X] spend watching TV? Do not include any time spent watching videos or shows that were taped

None	-
5 minutes	*
15 minutes	1
30 minutes	11
45 minutes	1
1 hour	16
1 1/2 hours	6
2 hours	6
2 1/2 hours	2
3 hours	2
3 1/2 hours	*
4 hours	*
4 1/2 hours	*
5 hours	*
5 1/2 hours	*
6 hours	*
6 1/2 hours	-
7 hours	-
7 1/2 hours or more	-
Don't know	1
Refused/No answer	2
Not asked	52

**BASE: WATCHED TV YESTERDAY AFTERNOON**

455. Yesterday afternoon when [X] was watching TV, was [X] mainly watching TV alone, or was [X] mainly watching TV with someone else? (If "someone else": Who was [X] watching TV with?)

Alone	24
With mother	26
With father	11
With brother or sister	44
With a friend	6
With a teacher	-
With class	-
With someone else (Specify) _____	4
Grandparents	3
Cousins	*
Aunt/uncle	1
Don't know	*
Refused/No answer	2

**BASE: ALL RESPONDENTS**

458. Yesterday afternoon, other than the time that [X] spent watching TV him/her self, was [X] ever doing something else in the room while you were watching TV, or not?

Yes, child in room	25
No, child not in room	21
Parent did not watch TV yesterday afternoon	50
Don't know	2
Refused/No answer	3

**BASE: ALL RESPONDENTS**

460. Thinking about yesterday afternoon, about how much time did [X] spend doing something else in the same room with you while you were watching TV?

5 minutes	2
15 minutes	3
30 minutes	7
45 minutes	1
1 hour	7
1½ hours	1
2 hours	2
2½ hours	*
3 hours	*
3½ hours	*
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	*
Refused/No answer	*
Not asked	75

**Evening TV Viewing (after 6:00 PM - Midnight)****BASE: ALL RESPONDENTS**

465. Thinking only about yesterday evening, please circle every TV show that [X] watched. Only circle one show in each time period. Only circle a show if [X] watched most of that show.

Evening TV grid	43
Child did not watch TV yesterday evening	50
Don't know	-



**BASE: ALL RESPONDENTS**

470. Thinking only about yesterday evening between 6 PM and midnight, about how much time did [X] spend watching TV? Do not include any time spent watching videos or shows that were taped.

None	-
5 minutes	*
15 minutes	1
30 minutes	9
45 minutes	2
1 hour	16
1½ hours	6
2 hours	6
2½ hours	2
3 hours	3
3½ hours	*
4 hours	1
4½ hours	*
5 hours	*
5½ hours	-
6 hours	*
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	1
Refused/No answer	1
Not asked	50

**BASE: WATCHED TV YESTERDAY EVENING**

485 Yesterday evening when [X] was watching TV, was [X] mainly watching TV alone, or was [X] mainly watching TV with someone else? (If "someone else": Who was [X] mainly watching TV with?)

Alone	10
With mother	54
With father	32
With brother or sister	50
With a friend	3
With a teacher	-
With class	*
With someone else (Specify) _____	4
Grandparents	2
Cousins	1
Aunt/uncle	1
Don't know	-
Refused/No answer	2

**BASE: ALL RESPONDENTS**

488. Yesterday evening, other than the times that [X] spent watching TV him/her self, was [X] ever doing something else in the room while you were watching TV, or not?

Yes, child in room	35
No, child not in room	29
Parent did not watch TV yesterday evening (vol.)	32
Don't know	1
Refused/No answer	2

**BASE: ALL RESPONDENTS**

490. Thinking about yesterday evening, about how much time did [X] spend doing something else in the same room with you while you were watching TV?

5 minutes	1
15 minutes	7
30 minutes	8
45 minutes	2
1 hour	7
1½ hours	3
2 hours	3
2½ hours	1
3 hours	1
3½ hours	*
4 hours	*
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	*
7½ hours or more	-
Don't know	*
Refused/No answer	1
Not asked	65

**General TV Use****BASE: ALL RESPONDENTS**

How often is a TV usually on in your home — even if no one is watching — most of the time, some of the time, a little bit of the time, or never?

Most of the time	35
Some of the time	33
A little bit of the time	26
Never	5
Don't know	-
Refused/No answer	-
Not asked	*

**BASE: ALL RESPONDENTS**

505. In your home, is the TV usually on during meals, or not? (IF NECESSARY: This includes TV or video)

Yes, the TV is usually on during meals	47
No, the TV is not usually on during meals	53
Don't know	*
Refused/No answer	-
Not asked	*

**BASE: ALL RESPONDENTS**

510. Does your family have any rules about watching television at your home?

Yes, family has rules	71
No, family does not have rules	29
Don't know	*
Refused/No answer	*
Not asked	*

## VI. Other Media Use

### Videos

605. Thinking only about yesterday, about how much time did [X] spend watching the following types of videos? (READ EACH ITEM.)  
(IF NECESSARY: Either at home or someplace else)

**BASE: ALL RESPONDENTS**

A. Videos of TV shows taped earlier

None	90
5 minutes	*
15 minutes	*
30 minutes	1
45 minutes	1
1 hour	2
1½ hrs	1
2 hours	*
2½ hours	-
3 hours	*
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	*
Refused/No answer	5

**BASE: ALL RESPONDENTS**

B. Other videos such as movies

None	61
5 minutes	1
15 minutes	1
30 minutes	8
45 minutes	3
1 hour	8
1½ hrs	14
2 hours	1
2½ hours	*
3 hours	*
3½ hours	-
4 hours	*
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	*
7½ hours or more	*
Don't know	*
Refused/No answer	1

**BASE: WATCHED VIDEOS YESTERDAY**

610. What types of videos (not including TV shows that were taped) did [X] watch yesterday?

Action	5
Comedy	7
Drama	1
Family or Children	85
Fitness	*
Horror	1
Romance	-
Science Fiction	1
Something else (Specify) _____	4
Don't know	-
Refused/No answer	2

**BASE: WATCHED OTHER VIDEOS YESTERDAY (Q. 605 > NONE)**

615. Yesterday, did [X] mainly watch videos (not including shows that were taped) alone or with someone else? (If "someone else": Who did [X] mainly watch videos with?).

Alone	19
With mother	31
With father	13
With brother or sister	45
With a friend	6
With a teacher	1
With class	2
With someone else (Specify) _____	4
Grandparent(s)	2
Cousins	1
Aunt/uncle	1
Don't know	-
Refused/No answer	1

**Movies****BASE: ALL RESPONDENTS**

630. Thinking only about yesterday, how many movies did [X] see in a movie theater?

None	99
One movie	1
Two movies	*
Three or more movies	-
Don't know	-
Refused/No answer	*

**BASE: WATCHED MOVIE IN THEATER YESTERDAY**

640. Thinking only about yesterday, what type(s) of movies did [X] see in a movie theater?

Action	11
Comedy	18
Drama	-
Family or Children	56
Horror	-
Romance	-
Science Fiction	-
Something else (Specify) _____	-
Don't know	-
Refused/No answer	16

**BASE: WATCHED MOVIES IN THE THEATER YESTERDAY**

645. With whom did [X] go to the movies yesterday?

Alone	-
With mother	53
With father	23
With brother or sister	34
With a friend	19
With a teacher	-
With class	-
With someone else (Specify) _____	2
Grandparent(s)	12
Cousins	-
Aunt/uncle	-
Don't know	-
Refused/No answer	16

**Video Games**

**BASE: ALL RESPONDENTS**

650. Thinking only about yesterday, about how much time did [X] spend playing video games? Do not include time spent playing games on a computer.

None	83
5 minutes	1
15 minutes	3
30 minutes	6
45 minutes	1
1 hour	3
1½ hours	1
2 hours	1
2½ hours	*
3 hours	*
3½ hours	-
4 hours	*
4½ hours	-
5 hours	*
5½ hours	-
6 hours	-
6½ hours	-
7 hours	*
7½ hours or more	-
Don't know	*
Refused/No answer	*

**BASE: PLAYED VIDEO GAMES YESTERDAY (Q. 650 > NONE)**

655. What are the types of video games that [X] played yesterday

Action or Combat (for example, Doom, Duke Nukem)	28
Adventure (for example, Bladerunner, Tomb Raider, Titanic)	36
Classic Games or Gambling or Puzzles & Logic (for example, Battle Chess 4000, Solitaire, Word Grid)	7
Reflex (for example, Pulse, Qwirks, Tetris)	9
Role Playing or Interactive Fiction or Fantasy (for example, Ultima VII, King's Quest VII)	6
Simulation or Strategic Planning (for example, X-Wing, Sim City, Transport Tycoon )	3
Sports or Competition (for example, NBA Live, PGA Golf, Need for Speed)	27
Something else (Specify) _____	8
Don't know	1
Refused/No answer	1

**BASE: PLAYED VIDEO GAMES YESTERDAY (Q.650>NONE)**

665. Yesterday, was [X] mainly playing video games alone, or was [X] mainly playing video games with someone else? (IF “someone else”: Who did [X] play video games with

Alone	22
With mother	10
With father	15
With brother or sister	38
With a friend	16
With a teacher	1
With class	-
With someone else (Specify) _____	1
Grandparent(s)	*
Cousins	4
Aunt/uncle	*
Don't know	1
Refused/No answer	2

**CDs and Tapes****BASE: ALL RESPONDENTS**

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

Thinking only about yesterday, about how much total time did [X] spend listening to CDs or tapes? Please include time he/she spent on his/her own, with others, or with you while you were listening to CDs or tapes.

None	61
5 minutes	1
15 minutes	8
30 minutes	11
45 minutes	3
1 hour	8
1½ hours	2
2 hours	2
2½ hours	1
3 hours	1
3½ hours	*
4 hours	*
4½ hours	-
5 hours	*
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	*
Don't know	*
Refused/No answer	*

**BASE: LISTENED TO CDS OR TAPES (Q.670>NONE)**

680. About how much of that time did [X] spend listening to CDs or tapes specifically designed for children?

None	52
5 minutes	3
15 minutes	15
30 minutes	15
45 minutes	3
1 hour	6
1½ hours	1
2 hours	3
2½ hours	-
3 hours	*
3½ hours	*
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	-
Refused/No answer	1

**BASE: LISTENED TO CDS OR TAPES YESTERDAY (Q. 670>NONE)**

685. What types of CDs and tapes did [X] listen to yesterday?

Alternative Rock	8
Books on Tape	2
Children's Songs/Nursery Rhymes/Stories	39
Classic Rock	7
Classical	9
Comedy	*
Country & Western	9
Gospel or Christian Music	10
Hard Rock or Metal	1
Jazz or Blues	5
Latin or Salsa	5
Rap or Hip Hop	7
Rave or Techno Rock	*
Reggae	3
Rhythm & Blues or Soul	6
Ska or Punk	1
Soft Rock	8
Top 40 Rock	9
Something else (Write answer below) _____	5
Don't know	*
Refused/No answer	2

## Radio

### BASE: ALL RESPONDENTS

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

Thinking only about yesterday, about how much time did [X] spend listening to the following types of radio broadcasts either on his/her own, with other people, or with you while you were listening to the radio?

#### A. Music

None	45
5 minutes	4
15 minutes	14
30 minutes	20
45 minutes	3
1 hour	6
1½ hours	5
2 hours	1
2½ hours	1
3 hours	*
3½ hours	-
4 hours	*
4½ hours	-
5 hours	*
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	1
Refused/No answer	1

### BASE: ALL RESPONDENTS

#### B. News

None	78
5 minutes	8
15 minutes	3
30 minutes	1
45 minutes	*
1 hour	1
1½ hours	*
2 hours	-
2½ hours	-
3 hours	-
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	1
Refused/No answer	8



**BASE: ALL RESPONDENTS**

## C. Talk Radio

None	84
5 minutes	3
15 minutes	2
30 minutes	1
45 minutes	*
1 hour	*
1½ hours	*
2 hours	*
2½ hours	-
3 hours	-
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	*
Refused/No answer	8

**BASE: ALL RESPONDENTS**

## D. Other Broadcasts

None	87
5 minutes	3
15 minutes	*
30 minutes	*
45 minutes	-
1 hour	*
1½ hours	*
2 hours	-
2½ hours	-
3 hours	-
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	*
Refused/No answer	9

**BASE: LISTENED TO THE RADIO (Q.705A-D>NONE)**

708. About how much of that time did [X] spend listening to radio shows specifically designed for children?

None	88
5 minutes	1
15 minutes	4
30 minutes	3
45 minutes	1
1 hour	1
1½ hours	1
2 hours	-
2½ hours	*
3 hours	-
3½ hours	*
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	*
Refused/No answer	2

**BASE: LISTENED TO MUSIC RADIO YESTERDAY (Q. 705A>NONE)**

710. What types of music did [X] listen to yesterday on the radio? (MULTIPLE RECORD)

Alternative Rock	8
Children's songs/Nursery Rhymes	4
Classic Rock	10
Classical	3
Country & Western	20
Gospel or Christian Music	7
Hard Rock or Metal	2
Jazz or Blues	6
Latin or Salsa	6
Rap or Hip Hop	8
Rave or Techno Rock	*
Reggae	2
Rhythm & Blues or Soul	11
Ska or Punk	1
Soft Rock	18
Top 40 Rock	15
Something else (Specify) _____	4
Don't know	1
Refused/No answer	3

## VII. Computer Use

**BASE: CHILD IN ELEMENTARY SCHOOL**

805. Yesterday, did [X] use a computer at school, or not? (IF NECESSARY: Either alone or with someone else?)

Yes, used a computer at school	29
No, did not use a computer at school	63
Don't know	6
Refused/No answer	3

**BASE: CHILD IN ELEMENTARY SCHOOL**

810. Yesterday, did [X] use a computer outside of school, or not? (IF NECESSARY: Either alone or with someone else?)

Yes, used a computer outside of school	26
No, did not use a computer outside of school	69
Don't know	*
Refused/No answer	4

**BASE: CHILD NOT IN ELEMENTARY SCHOOL**

812. Yesterday, did [X] use a computer, or not? (IF NECESSARY: Either alone or with someone else?)

Yes, used a computer	17
No, did not use a computer	74
Don't know	*
Refused/No answer	9

815. Yesterday, about how much time did [X] spend using the computer for the following activities?

**BASE: USED A COMPUTER AND IN SCHOOL**

A. School-related work

None	36
5 minutes	1
15 minutes	16
30 minutes	21
45 minutes	3
1 hour	5
1½ hours	*
2 hours	-
2½ hours	-
3 hours	-
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	5
Refused/No answer	11

**BASE: USED A COMPUTER**

## C. Games

None	30
5 minutes	6
15 minutes	13
30 minutes	23
45 minutes	6
1 hour	8
1½ hours	2
2 hours	-
2½ hours	-
3 hours	*
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	2
Refused/No answer	9

**BASE: USED A COMPUTER**

## D. Visiting chat rooms

None	82
5 minutes	2
15 minutes	*
30 minutes	*
45 minutes	-
1 hour	-
1½ hours	-
2 hours	-
2½ hours	-
3 hours	-
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	1
Refused/No answer	15

**BASE: USED A COMPUTER**

## E. Looking at Web sites

None	81
5 minutes	2
15 minutes	1
30 minutes	1
45 minutes	-
1 hour	*
1½ hours	*
2 hours	-
2½ hours	-
3 hours	-
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	1
Refused/No answer	14

**BASE: USED A COMPUTER**

## F. E-mail

None	81
5 minutes	3
15 minutes	2
30 minutes	-
45 minutes	-
1 hour	-
1½ hours	-
2 hours	-
2½ hours	-
3 hours	-
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	1
Refused/No answer	13

**BASE: USED A COMPUTER**

## G. Something else

None	72
5 minutes	2
15 minutes	1
30 minutes	3
45 minutes	2
1 hour	2
1½ hours	-
2 hours	-
2½ hours	-
3 hours	-
3½ hours	-
4 hours	-
4½ hours	-
5 hours	-
5½ hours	-
6 hours	-
6½ hours	-
7 hours	-
7½ hours or more	-
Don't know	1
Refused/No answer	16

**Computer Games****BASE: PLAYED COMPUTER GAMES YESTERDAY**

## 825. What are the types of computer games that [X] played yesterday

Action or Combat (for example, Doom, Duke Nukem)	4
Adventure (for example, Bladerunner, Tomb Raider, Titanic)	5
Arts & Crafts (for example, Crayola Magic 3-D, MonsterMaker)	12
Classic Games or Gambling or Puzzles & Logic (for example, Battle Chess 4000, Solitaire, Word Grid)	9
Educational (for example, Oregon Trail, Math Blaster, Reader Rabbit)	53
Kids (for example, The Playtoons Collection, Disney's Animated Storybooks)	29
Popular Culture or Lifestyle (for example, The Simpsons Virtual Springfield, Let's Talk About Me, McKenzie & Co.)	1
Reflex (for example, Pulse, Qwirks, Tetris)	1
Role Playing or Interactive Fiction or Fantasy (for example, Ultima VII, King's Quest VII)	1
Simulation or Strategic Planning (for example, X-Wing, Sim City, Transport Tycoon)	1
Sports or Competition (for example, NBA Live, PGA Golf, Need for Speed)	3
Something else (Specify) _____	2
Don't know	1
Refused/No answer	2

**BASE: PLAYED COMPUTER GAMES YESTERDAY**

830. Yesterday, did [X] mainly play these computer games alone, did he/she mainly play with someone else in the room, or did he/she mainly play with someone else online? (MULTIPLE RECORD - DO NOT READ LIST) (IF "someone else in the room", ASK: Who did [X] play computer games with?)

Mainly alone	35
Mainly with someone online	-
Mother (in room)	22
Father (in room)	11
Brother or sister (in room)	16
Friend (in room)	9
Teacher (in room)	9
Class (in room)	8
With someone else (Specify) _____	3
Grandparent(s)	-
Cousins	-
Aunt/uncle	-
Don't know	-
Refused/No answer	3

**Chat Rooms**

**BASE: VISITED CHAT ROOMS YESTERDAY**

835. What were the topics of the chat rooms that [X] visited yesterday?

Entertainment (TV, movies, music celebrities)	4
Family/children	-
Gaming	21
Hobbies or Groups	-
News	-
Relationships or Lifestyles	-
Shopping	-
Sports	4
Something else (Specify) _____	-
Don't know	-
Refused/No answer	79

**BASE: VISITED CHAT ROOMS YESTERDAY**

840. Yesterday, was [X] mainly alone when he/she used the computer to visit chat rooms or was he/she mainly with someone else? (IF "someone else", ASK: Who did [X] visit these chat rooms with?)

Alone	17
With mother	-
With father	-
With brother or sister	-
With a friend	-
With a teacher	-
With class	4
With someone else (Specify) _____	-
Grandparent(s)	-
Cousins	-
Aunt/uncle	-
Don't know	-
Refused/No answer	79

## Web sites

### BASE: LOOKED AT WEB SITE YESTERDAY (Q815E/1-18)

845. What types of Web sites did [X] look at yesterday?

Entertainment (TV, movies, music, celebrities)	21
Family/children	17
Gaming	7
News	-
Relationships or Lifestyles	-
Research or Information or Computer Support	-
Search Engines	-
Shopping	-
Sports	26
Something else (Specify) _____	-
Don't know	-
Refused/No answer	40

### BASE: VISITED WEB SITES YESTERDAY

850. Yesterday, was [X] mainly alone when he/she looked at Web sites, or was he/she mainly with someone else? (If "someone else": who did [X] visit these Web sites with?)

Alone	8
With mother	41
With father	9
With brother or sister	7
With a friend	-
With a teacher	-
With class	3
With someone else (Specify) _____	3
Grandparent(s)	-
Cousins	-
Aunt/uncle	-
Don't know	-
Refused/No answer	40

## VIII. Factuals

F. Now I'd like to ask a few final questions.

### BASE: CROSS SECTION

1410. Do you identify yourself as Hispanic or Latino/Latina, or not?

Yes, of Hispanic/Latino/Latina origin	12
No, not of Hispanic origin	86
Don't know	-
Refused/No answer	3

### BASE: CROSS SECTION

1412. Do you identify your child as Hispanic or Latino/Latina, or not?

Yes, of Hispanic/Latino/Latina origin	13
No, not of Hispanic origin	84
Don't know	-
Refused/No answer	3



**BASE: CROSS SECTION**

1415. Do you consider yourself White, Black or African American, Asian, Native American, or some other race?

White	81
Black or African American	11
Asian or Pacific Islander	1
Native American or Alaskan native	*
Some other race (SPECIFY) _____	6
Don't know	-
Refused/No answer	2

**BASE: CROSS SECTION**

1418. Do you consider your child White, Black or African American, Asian, Native American, or some other race?

White	79
Black or African American	12
Asian or Pacific Islander	2
Native American or Alaskan native	*
Some other race (SPECIFY) _____	6
Don't know	-
Refused/No answer	1

**BASE: ALL RESPONDENTS**

1420. Which of the following income categories best describes your total 1997 household income?

\$7,500 or less	6
\$7,501 to \$15,000	11
\$15,001 to \$25,000	13
\$25,001 to \$35,000	12
\$35,001 to \$50,000	14
\$50,001 to \$75,000	16
\$75,001 to \$100,000	9
\$100,001 or over	9
Don't know	2
Refused/No answer	7

**BASE: ALL RESPONDENTS**

1422. Are you presently married, divorced, separated, widowed, or never married?

Married	72
Divorced	8
Separated	4
Widowed	1
Never married	10
Living together as a couple (vol.)	4
Don't know	-
Refused/No answer	1

**BASE: ALL RESPONDENTS**

1425. What is the highest level of school you have completed or the highest degree you have received? (PROBE: IF RESPONDENT SAYS JUST "HIGH SCHOOL": What was the highest grade you completed?)

Less than high school (grades 1-11, grade 12 but no diploma)	12
High school graduate or equivalent (e.g. GED).	27
Trade or technical school beyond high school	5
Some college	16
Two-year Associate's Degree	7
Four/five-year Bachelor's Degree (e.g. BA, BS)	20
Some college after BA or BS but without degree	4
Professional degree in medicine, law or dentistry (MD, DDS, DVM, LLB, JD)	2
Master's Degree or Doctorate (e.g. MA, MS, MEng, MSW, MBA, PhD, EdD)	6
Don't know	-
Refused/No answer	*

**BASE: HAS SPOUSE/PARTNER (Q.1422/1 OR 6)**

1428. What is the highest level of school your spouse/partner has completed or the highest degree he/she has received? (PROBE: IF RESPONDENT SAYS JUST "HIGH SCHOOL": What was the highest grade he/she completed?)

Less than high school (grades 1-11, grade 12 but no diploma)	8
High school graduate or equivalent (e.g. GED).	25
Trade or technical school beyond high school	6
Some college	13
Two-year Associate's Degree	6
Four/five-year Bachelor's Degree (e.g. BA, BS)	22
Some college after BA or BS but without degree	4
Professional degree in medicine, law or dentistry (MD, DDS, DVM, LLB, JD)	3
Master's Degree or Doctorate (e.g. MA, MS, MEng, MSW, MBA, PhD, EdD)	11
Don't know	*
Refused/No answer	*

**BASE: CHILD AGED 4 THROUGH 7**

1500. Thank you very much for your cooperation. The information you have provided will help increase the public's understanding of children's everyday activities. We would also like to learn about the types of media activities that children prefer. We have designed a quick and simple card game for young children to help us understand their preferences. Would I be able to show this game to [X]?

Continue	87
Refused/No answer	13

**BASE: CHILD AGED 4 THROUGH 7 - CANNOT SHOW CARD GAME**

1505. You will be with [X] the entire time. If at any time [X] does not want to continue, we will stop playing the game. This is not a test and there are no right or wrong answers. Would I be able to show the game to [X]?

Yes	15
No	85

**BASE: PARENTS CONSENT AND CHILD AGED 4 THROUGH 7**

1510. (ASK CHILD) I have a game to play with you. Look at these cards. See this? (SHOW PICTURE OF DOG.) What's this? That's right, it's a dog! (PUT DOG PICTURE AWAY). See this? (SHOW FIRST PICTURE). What's this? (That's right, it's a \_\_\_\_\_!) (REPEAT WITH 4 OTHER PICTURES AND HAVE CHILD LABEL ALL PICTURES, AND/OR PROVIDE CORRECT LABEL). (ARRAY ALL PICTURE CARDS IN FRONT OF CHILD.) Now look at all of these things. (LABEL PICTURES AGAIN e.g. See there's a book, a TV, a radio/tape player, a computer, and a video game). Can you show me the one thing that you like to use the most? Which one is your favorite? Thank you for playing this game with me!

Book	14
TV	29
Radio/tape player	8
Computer	23
Video game	23
Don't know	1
Refused/No answer	2

That completes the interview. Thank you very much for your cooperation.

**BASE: ALL RESPONDENTS**

Race/Ethnicity of Child	
White (non-Hispanic)	65
Black or African American (non-Hispanic)	16
Hispanic - White	8
Hispanic ñ Black	*
Asian or Pacific Islander	1
Native American or Alaskan native	*
Some other race (SPECIFY) _____	2
Hispanic (Unspecified)	8
Don't know	*

**BASE: ALL RESPONDENTS**

## Age of Child

2 years	16
3 years	17
4 years	16
5 years	17
6 years	17
7 years	17
Mean	5

**BASE: ALL RESPONDENTS**

## Gender of Child

Male	51
Female	48
Refused/No answer	1

**BASE: ALL RESPONDENTS**

## Family Composition

Mother/Stepmother	96
Father/Stepfather	75
Grandparent(s)	5
Brother/sister	4
Aunt/Uncle	3
Sitter/Nanny	*
Friends	*
Cousins	*
Some other adults	2
Refused/No answer	2



## TOPLINE RESULTS

### IN-SCHOOL QUESTIONNAIRE (CHILDREN AGED 8-18)

Harris Interactive, Inc. for the Kaiser Family Foundation

N= 2,065 children aged 8-18

Margin of error: plus or minus 3 percentage points

Field Period: November 10, 1998 – April 20, 1999

NOTE: An asterisk (\*) signals a value of less than one-half percent (0.5%). A dash (-) represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents.

**SECTIONS :**

Section I:	Background Information
Section II:	Media in the Home
Section III:	Print Media Use
Section IV:	Television Viewing
Section V:	Other Media Use
Section VI:	Computer Use

## I. Background Information

BASE: ALL RESPONDENTS

5. Please write your age here: \_\_\_\_\_ Years (Range 8-18)

8-10	27
11-13	29
14-18	41
No answer	3
Don't know	0

BASE: ALL RESPONDENTS

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

Boy	51
Girl	49
No answer	0
Don't know	0

**BASE: ALL RESPONDENTS**

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

3rd grade	11
4th grade	11
5th grade	10
6th grade	10
7th grade	10
8th grade	9
9th grade	11
10th grade	9
11th grade	9
12th grade	9
No answer	*
Don't know	0

**BASE: ALL RESPONDENTS**

25. Who are the adults you live with most of the time? (CIRCLE AS MANY ANSWERS AS YOU NEED)

Mother	91
Father	68
Stepmother	3
Stepfather	11
Parent's girlfriend	1
Parent's boyfriend	2
Sitter/Nanny	2
Grandparent(s)	10
Aunt/Uncle	3
Cousins	*
Friends	*
Brother/sister	3
Godparent(s)	*
Some other adults (WRITE ANSWER BELOW): _____	1
No answer	*
Don't know	0

**BASE: ALL RESPONDENTS**

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

Some high school	10
Finished high school	26
Some college or special school after high school	17
Finished college	29
School beyond college (like doctor, lawyer, professor, social worker, scientist)	8
No one fills the role of mother in my family	1
No answer	8
Don't know	1

**BASE: ALL RESPONDENTS**

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

Some high school	9
Finished high school	25
Some college or special school after high school	13
Finished college	27
School beyond college (like doctor, lawyer, professor, social worker, scientist)	9
No one fills the role of mother in my family	5
No answer	10
Don't know	2

**BASE: ALL RESPONDENTS**

40. How many brothers and sisters under the age of 18 do you live with most of the time? (WRITE THE NUMBER IN THE SPACE PROVIDED. DO NOT COUNT YOURSELF. IF "NONE" WRITE 0.)

None	23
1	37
2	23
3	8
4	2
5	2
6	1
More than 6	1
No answer	4
Don't know	0

**BASE: ALL RESPONDENTS**

45. What grades do you usually get? (CIRCLE ONE ANSWER ONLY)

Mostly A's	17
Mostly A's and B's	40
Mostly B's	7
Mostly B's and C's	19
Mostly C's	3
Mostly C's and D's	5
Mostly D's	1
Mostly D's and F's	1
My school does not use grades	5
No answer	2
Don't know	0

**BASE: ALL RESPONDENTS**

50. What is your race or ethnic background? (CIRCLE ONE ANSWER ONLY)

White (not Hispanic)	61
Black or African American (not Hispanic)	15
Hispanic/Latino – White	10
Hispanic/Latino – Black	2
Asian, Asian Indian, or Pacific Islander	6
Native American or Alaskan Native	3
Hispanic (unspecified)	2
Some other race (WRITE ANSWER BELOW) _____	1
No answer	*
Don't know	*

**BASE: ALL RESPONDENTS**

55. Most days when you get home in the afternoon, who else is usually at home? (CIRCLE AS MANY ANSWERS AS YOU NEED)

No one – I am usually by myself	6
Mother	50
Father	21
Grandparent	9
Aunt/Uncle	5
Younger brother or sister	30
Older brother or sister	24
Sitter/Nanny	3
Friend	3
Cousins	1
Stepfather	1
Stepmother	*
Someone else (WRITE ANSWER BELOW) _____	1
No answer	*
Don't know	*

**BASE: ALL RESPONDENTS**

60. 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? (CIRCLE ONE ANSWER NEXT TO EACH QUESTION - A THROUGH F)

	A Lot Like Me	Some what Like Me	Not Much Like Me	Not At All Like Me	No Answer	Don't Know
A. I have a lot of friends	61	30	6	2	1	0
B. I get along well with my parents	53	35	7	2	2	0
C. I am often bored	17	30	35	15	3	0
D. I often feel sad and unhappy	7	18	34	38	3	0
E. I have been happy at school this year	39	38	13	6	3	0
F. I get into trouble a lot	5	16	27	49	3	0

## II. Media in the Home

**BASE: ALL RESPONDENTS**

105. How many of the following items are there in your home? (CIRCLE ONE ANSWER NEXT TO EACH ITEM - A THROUGH G)

	0	1	2	3	4	5 or More	No Answer	Don't Know (WRITE ANSWER BELOW)
A. TVs	*	6	23	28	26	15	1	0
B. VCRs	2	34	38	18	5	3	1	0
C. CD players	5	21	25	21	15	11	1	0
D. Tape players	2	13	23	25	17	19	1	*
E. Radios	2	7	18	20	22	29	1	0
F. Computers	26	48	17	5	1	2	1	0
G. Video game players that hook up to your TV	17	32	25	14	7	4	1	0

**BASE: ALL RESPONDENTS**

110. Do you have any of the following items in your bedroom, or not? (Include portables that you use mainly in your bedroom.) (CIRCLE ONE ANSWER NEXT TO EACH ITEM - A THROUGH G)

	Have	Do Not Have	Not Asked	No Answer	Don't Know
A. TV	65	32	1	1	0
B. VCR	36	57	2	4	0
C. CD player	75	17	6	2	0
D. Tape player	81	14	3	2	0
E. Radio	86	9	3	1	0
F. Computer	21	46	27	6	0
G. Video game player that hooks up to your TV	45	33	18	3	0



**BASE: ALL RESPONDENTS**

115. Do you have any of the following items in your bedroom, in another place in your home, or do you not have this item ? (CIRCLE AS MANY ANSWERS AS YOU NEED NEXT TO EACH ITEM - A THROUGH D)

	Have in your Bedroom	Have in Another Place in Your Home	Do Not Have Item	No Answer	Don't Know
A. Cable or Satellite TV	30	60	23	1	2
B. Premium Channels, such as HBO or Showtime	15	38	47	2	5
C. Computer with CD-ROM drive	15	52	32	2	3
D. Internet Access	10	40	46	2	4

### III. Print Media Use

#### Magazines

**BASE: ALL RESPONDENTS**

210. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend looking at or reading any magazines? (CIRCLE ONE ANSWER ONLY)

None	45
5 minutes	13
15 minutes	18
30 minutes	11
45 minutes	6
1 hour	4
1½ hours	2
*****2 hours or more (WRITE ANSWER BELOW)	
2 hours	1
2½ hours	*
3 hours	*
3½ hours	*
4 hours	*
4½ hours	0
5 hours	*
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	0
No answer	*
Don't know	0

**BASE: GRADES 7 – 12 AND READ MAGAZINES YESTERDAY**

215. What types of magazines did you look at or read yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED).

I did not look at or read any magazines yesterday/this past Friday/this past Saturday	0
Entertainment or Popular Culture (for example, Rolling Stone, People, Entertainment Weekly)	21
General Interest (for example, Vanity Fair, New Yorker, Atlantic Monthly)	2
Health (for example, Shape, Health, Men's Health)	5
Hobby or Travel (for example, PCWorld, Popular Mechanics, Travel & Leisure)	20
Home (for example, Better Homes & Gardens, Gourmet, Metropolitan Home)	4
Men's (for example, Esquire, GQ)	2
News (for example, Newsweek, Time)	7
Science or Nature (for example, Discovery, National Geographic)	7
Sports (for example, Baseball Digest, Sports Illustrated)	26
Teen (for example Teen People, Seventeen, YM)	38
Women's (for example, Cosmopolitan, Glamour, Vogue)	10
Something else (WRITE ANSWER BELOW) _____	1
No answer	4
Don't know	0

**BASE: GRADES 7 – 12 AND READ MAGAZINES YESTERDAY**

220. Were any of the magazines that you looked at or read yesterday/this past Friday/this past Saturday targeted toward a specific cultural or ethnic group, for example, Ebony, Jet, Latina, People en Espanol? (CIRCLE ONE ANSWER ONLY)

Yes, I read magazines targeted toward a specific ethnic group	9
No, I did not read any magazines targeted toward a specific ethnic group	89
No answer	2
Don't know	0

**BASE: GRADES 7 – 12**

225. What are the types of magazines to which you personally subscribe (that is, magazines that are mailed directly to you at your home)? Do not include magazines that someone else in your family subscribes to. (CIRCLE AS MANY ANSWERS AS YOU NEED)

I do not have any magazine subscriptions	34
Entertainment or Popular Culture (for example, Rolling Stone, People, Entertainment Weekly)	11
General Interest (for example, Vanity Fair, New Yorker, Atlantic Monthly)	1
Health (for example, Shape, Health, Men's Health)	3
Hobby or Travel (for example, PCWorld, Popular Mechanics, Travel & Leisure)	14
Home (for example, Better Homes & Gardens, Gourmet, Metropolitan Home)	3
Men's (for example, Esquire, GQ)	1
News (for example, Newsweek, Time)	3
Science or Nature (for example, Discovery, National Geographic)	6
Sports (for example, Baseball Digest, Sports Illustrated)	18
Teen (for example Teen People, Seventeen, YM)	32
Women's (for example, Cosmopolitan, Glamour, Vogue)	5
Religious	*
Something else (WRITE ANSWER BELOW) _____	1
No answer	1
Don't know	0

**BASE: GRADES 7 – 12 AND SUBSCRIBES TO MAGAZINES**

230. Are any of the magazines to which you subscribe targeted toward a specific cultural or ethnic group, for example, Ebony, Jet, Latina, People en Espanol? (CIRCLE ONE ANSWER ONLY)

Yes, I subscribe to magazines targeted toward a specific ethnic group	8
No, I do not subscribe to any magazines targeted toward a specific ethnic group	89
No answer	3
Don't know	0

## Newspapers

**BASE: GRADES 7 - 12**

240. Thinking only about yesterday/this past Friday/this past Saturday, which sections of the newspaper did you look at or read? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not read the newspaper yesterday/this past Friday/this past Saturday	49
National news	15
Local news	21
Entertainment (movies, television)	17
Comics	20
Horoscope or advice columns	14
Sports	27
Fashion	4
Youth or teen section	5
Something else (WRITE ANSWER BELOW) _____	*
No answer	*
Don't know	0

**BASE: ALL RESPONDENTS**

245. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend looking at or reading a newspaper? (CIRCLE ONE ANSWER ONLY)

None	29
Not asked	28
5 minutes	17
15 minutes	14
30 minutes	7
45 minutes	2
1 hour	1
1½ hours	*
*****2 hours or more (WRITE ANSWER BELOW)	*
2 hours	*
2½ hours	*
3 hours	*
3½ hours	0
4 hours	0
4½ hours	0
5 hours	0
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	0
No answer	*
Don't know	0

## Books

### BASE: GRADES 7 – 12

255. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend reading books for a homework assignment? (CIRCLE ONE ANSWER ONLY)

None	46
5 minutes	6
15 minutes	14
30 minutes	13
45 minutes	6
1 hour	6
1½ hours	3
2 hours	2
2½ hours	1
*****3 hours or more (WRITE ANSWER BELOW)	
3 hours	1
3½ hours	*
4 hours	1
4½ hours	*
5 hours	*
5½ hours	0
6 hours	*
6½ hours	0
7 hours	0
7½ hours or more	0
No answer	*
Don't know	0

### BASE: ALL RESPONDENTS

260. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend reading a book that was for your own enjoyment (not a homework assignment)? (CIRCLE ONE ANSWER ONLY)

None	53
5 minutes	7
15 minutes	10
30 minutes	11
45 minutes	6
1 hour	5
1½ hours	2
2 hours	3
2½ hours	1
*****3 hours or more (WRITE ANSWER BELOW)	
3 hours	1
3½ hours	*
4 hours	*
4½ hours	*
5 hours	*
5½ hours	0
6 hours	0
6½ hours	0
7 hours	*
7½ hours or more	0
No answer	1
Don't know	0

**BASE: GRADES 7 - 12 AND SPENT TIME READING FOR ENJOYMENT**

270. Yesterday/this past Friday/this past Saturday, what types of books were you reading for your own enjoyment? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not read any books for enjoyment yesterday/this past Friday/this past Saturday o	
Adventure	22
Arts & Music or Hobbies	9
History or Current Events	11
Humor	12
Literature	9
Mystery or Thriller	25
Romance	12
Science Fiction or Fantasy	11
Science or Nature	4
Self Help	4
Sports	11
Religious	1
Something else (WRITE ANSWER BELOW) _____	2
No answer	8
Don't know	0

## IV. Television Viewing

### Morning TV Viewing (7 AM - Noon)

**BASE: ALL RESPONDENTS**

305. Thinking only about yesterday/this past Friday/this past Saturday morning, please circle every TV show that you watched. Only circle one show in each time period. Only circle a show if you watched most of that show.

Morning TV grid	30
I did not watch TV yesterday/this past Friday/this past Saturday morning	53
No answer	17
Don't know	-

**BASE: ALL RESPONDENTS**

310. Thinking only about yesterday/this past Friday/this past Saturday morning between 7AM and noon, about how much time did you spend watching TV? Do not include any time spent watching videos or shows that you taped. (CIRCLE ONE ANSWER ONLY).

None	54
5 minutes	3
15 minutes	7
30 minutes	9
45 minutes	4
1 hour	6
1 1/2 hours	4
2 hours	3
2 1/2 hours	1
3 hours	2
3 1/2 hours	2
*****4 hours or more (WRITE ANSWER BELOW)	
4 hours	1
4 1/2 hours	*
5 hours	1
5 1/2 hours	0
6 hours	0
6 1/2 hours	0
7 hours	0
7 1/2 hours or more	0
No answer	1
Don't know	0

**BASE: GRADES 7 – 12 AND WATCHED TV YESTERDAY MORNING**

322. Yesterday/this past Friday/this past Saturday morning when you were watching TV, were you mainly doing something else while the TV was on, or were you mainly just watching TV? (CIRCLE ONE ANSWER ONLY)

I was mainly doing something else	55
I was mainly just watching TV	41
No answer	3
Don't know	0

**BASE: WATCHED TV YESTERDAY MORNING**

325. Yesterday/this past Friday/this past Saturday morning when you were watching TV, were you mainly watching TV alone, or were you mainly watching TV with someone else? (CIRCLE ONE ANSWER ONLY)

Mainly watching alone	39
Mainly watching with someone else	56
No answer	5
Don't know	0

**BASE: WATCHED TV YESTERDAY MORNING WITH SOMEONE ELSE**

330. With whom were you watching TV yesterday/this past Friday/this past Saturday morning? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I was mainly watching alone	0
My mother	25
My father	19
My brother or sister	68
A friend	13
A teacher	2
My class	6
Grandparents	4
Cousin(s)	3
Aunt/Uncle	2
Someone else (WRITE ANSWER BELOW) _____	1
No answer	1
Don't know	0

**Afternoon TV Viewing (Noon - 6:00PM)****BASE: ALL RESPONDENTS**

335. Thinking only about yesterday/this past Friday/this past Saturday afternoon, please circle every TV show that you watched. Only circle one show in each time period. Only circle a show if you watched most of that show.

Afternoon TV grid	48
I did not watch TV yesterday/this past Friday/this past Saturday afternoon	35
No answer	17
Don't know	-

**BASE: ALL RESPONDENTS**

340. Thinking only about yesterday/this past Friday/this past Saturday afternoon between noon and 6 PM, about how much time did you spend watching TV? Do not include any time spent watching videos or shows that you taped. (CIRCLE ONE ANSWER ONLY)

None	36
5 minutes	1
15 minutes	3
30 minutes	9
45 minutes	4
1 hour	10
1½ hours	6
2 hours	9
2½ hours	5
3 hours	7
3½ hours	3
*****4 hours or more (WRITE ANSWER BELOW)	
4 hours	2
4½ hours	*
5 hours	1
5½ hours	*
6 hours	1
6½ hours	0
7 hours	0
7½ hours or more	0
No answer	2
Don't know	*

**BASE: GRADES 7 - 12 AND WATCHED TV YESTERDAY AFTERNOON**

352. Yesterday/this past Friday/this past Saturday afternoon when you were watching TV, were you mainly doing something else while the TV was on, or were you mainly just watching TV? (CIRCLE ONE ANSWER ONLY)

I was mainly doing something else	39
I was mainly just watching TV	58
No answer	3
Don't know	0

**BASE: WATCHED TV YESTERDAY AFTERNOON**

355. Yesterday/this past Friday/this past Saturday afternoon when you were watching TV, were you mainly watching TV alone, or were you mainly watching TV with someone else? (CIRCLE ONE ANSWER ONLY)

Mainly watching alone	40
Mainly watching with someone else	54
No answer	6
Don't know	0

**BASE: WATCHED TV YESTERDAY AFTERNOON WITH SOMEONE ELSE**

360. With whom were you watching TV yesterday/this past Friday/this past Saturday afternoon? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I was mainly watching alone	0
My mother	30
My father	24
My brother or sister	69
A friend	18
A teacher	*
My class	*
Grandparent(s)	3
Cousins	3
Aunt/uncle	2
Someone else (WRITE ANSWER BELOW) _____	2
No answer	3
Don't know	0

### Evening TV Viewing (6 PM - Midnight)

**BASE: ALL RESPONDENTS**

365. Thinking only about yesterday/this past Friday/this past Saturday evening, please circle every TV show that you watched. Only circle one show in each time period. Only circle a show if you watched most of that show.

Evening TV grid	59
I did not watch TV yesterday/this past Friday/this past Saturday evening	26
No answer	14
Don't know	-

**BASE: ALL RESPONDENTS**

370. Thinking only about yesterday/this past Friday/this past Saturday evening between 6 PM and midnight, about how much time did you spend watching TV? Do not include any time spent watching videos or shows that you taped. (CIRCLE ONE ANSWER ONLY)

None	28
5 minutes	1
15 minutes	3
30 minutes	7
45 minutes	4
1 hour	10
1 1/2 hours	6
2 hours	10
2 1/2 hours	6
3 hours	8
3 1/2 hours	3
4 hours	4
4 1/2 hours	3
5 hours	3
5 1/2 hours	2
*****6 hours or more (WRITE ANSWER BELOW)	
6 hours	2
6 1/2 hours	0
7 hours	0
7 1/2 hours or more	0
No answer	1
Don't know	0

**BASE: GRADES 7 - 12 AND WATCHED TV YESTERDAY EVENING**

382. Yesterday/this past Friday/this past Saturday evening when you were watching TV, were you mainly doing something else while the TV was on, or were you mainly just watching TV? (CIRCLE ONE ANSWER ONLY)

I was mainly doing something else	36
I was mainly just watching TV	63
No answer	1
Don't know	0

**BASE: WATCHED TV YESTERDAY EVENING**

385. Yesterday/this past Friday/this past Saturday evening when you were watching TV, were you mainly watching TV alone, or were you mainly watching TV with someone else? (CIRCLE ONE ANSWER ONLY)

Mainly watching alone	34
Mainly watching with someone else	62
No answer	4
Don't know	0



**BASE: WATCHED TV YESTERDAY EVENING WITH SOMEONE ELSE**

390. With whom were you watching TV yesterday/this past Friday/this past Saturday evening? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I was mainly watching alone	0
My mother	46
My father	35
My brother or sister	63
A friend	15
A teacher	*
My class	*
Grandparent(s)	2
Cousins	2
Aunt/uncle	1
Someone else (WRITE ANSWER BELOW) _____	2
No answer	1
Don't know	0

**Late Night TV Viewing (Midnight - 7:00 AM)**

**BASE: GRADES 7 - 12**

395. Thinking only about last/this past Friday/this past Saturday night, please circle every TV show that you watched between midnight last/that night and 7 AM this/Saturday/Sunday morning. Only circle one show in each time period. Only circle a show if you watched most of that show.

Late night TV grid	8
I did not watch late night TV yesterday/this past Friday/this past Saturday	-
No answer	92
Don't know	-

**Yesterday/this past Friday/this past Saturday's TV Viewing**

**BASE: WATCHED TV**

397. Which of the following sentences best describes how you watched TV yesterday/this past Friday/this past Saturday? (CIRCLE ONE ANSWER ONLY)

I did not watch TV yesterday/this past Friday/this past Saturday	0
I mainly watched one program or channel at a time	48
I mainly switched back and forth between a couple of channels at once	28
I mainly channel surfed	9
No answer	15
Don't know	0

**General TV Use**

**BASE: ALL RESPONDENTS**

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

Most of the time	47
Some of the time	37
A little bit of the time	13
Never	2
No answer	1
Don't know	0

**BASE: ALL RESPONDENTS**

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

Yes, the TV is usually on during meals	65
No, the TV is not usually on during meals	34
No answer	1
Don't know	0

**BASE: ALL RESPONDENTS**

410. Does your family have any rules about watching television at your home? (CIRCLE ONE ANSWER ONLY)

Yes, my family has rules about watching television	38
No, my family does not have any rules about watching television	61
No answer	1
Don't know	0

**BASE: ALL RESPONDENTS**

420. How often is each of the following statements true for you -- most of the time, some of the time, a little of the time, or never? (CIRCLE ONE ANSWER NEXT TO EACH STATEMENT -- A THROUGH C)

	Most of the Time	Some of the Time	A Little of the Time	Never	No Answer	Don't Know
A. When I watch TV, I am entertained	54	36	6	2	2	0
B. When I watch TV, I am just killing time	16	35	28	17	5	0
C. When I watch TV, I learn interesting things	20	41	27	8	4	0

## V. Other Media Use

### Videos

505. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend watching videos? (CIRCLE ONE ANSWER NEXT TO EACH STATEMENT - A AND B)

**BASE: ALL RESPONDENTS**

A. Videos of TV shows taped earlier

None	70
5 minutes	2
15 minutes	3
30 minutes	5
45 minutes	2
1 hour	8
1½ hours	4
*****1 ½ hours or more (WRITE ANSWER BELOW)	
2 hours	1
2½ hours	*
3 hours	*
3½ hours	*
4 hours	*
4½ hours	*
5 hours	0
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	0
No answer	6
Don't know	*

**BASE: ALL RESPONDENTS**

**B. Other videos (such as movies)**

None	60
5 minutes	1
15 minutes	3
30 minutes	5
45 minutes	3
1 hour	8
1½ hours	9
*****1½ hours or more (WRITE ANSWER BELOW)	4
2 hours	4
2½ hours	1
3 hours	1
3½ hours	*
4 hours	1
4½ hours	*
5 hours	*
5½ hours	*
6 hours	*
6½ hours	0
7 hours	*
7½ hours or more	*
No answer	4
Don't know	*

**BASE: GRADES 7 - 12 AND WATCHED OTHER VIDEOS**

510. Yesterday/this past Friday/this past Saturday, what types of videos (not including TV shows that were taped) did you watch?  
(CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not watch any videos yesterday/this past Friday/this past Saturday	0
Action	43
Comedy	46
Drama	17
Family or Children	11
Fitness	1
Horror	17
Romance	8
Science Fiction	6
Music videos	4
Something else (WRITE ANSWER BELOW) _____	2
No answer	6
Don't know	0

**BASE: GRADES 7 - 12 AND WATCHED OTHER VIDEOS**

515. Yesterday/this past Friday/this past Saturday, did you mainly watch videos (not including TV shows that were taped) alone or with someone else? (CIRCLE ONE ANSWER ONLY)

I did not watch videos yesterday/this past Friday/this past Saturday	0
Mainly watched alone	27
Mainly watched with someone else	66
No answer	6
Don't know	0

**BASE: GRADES 7 – 12 AND WATCHED OTHER VIDEOS WITH SOMEONE ELSE**

520. With whom did you watch videos yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not watch videos yesterday/this past Friday/this past Saturday	0
I mainly watched alone	0
My mother	28
My father	24
My brother or sister	57
A friend	36
A teacher	2
My class	4
Grandparents	3
Cousins	2
Aunt/uncle	*
Someone else (WRITE ANSWER BELOW) _____	3
No answer	1
Don't know	0

**Movies****BASE: ALL RESPONDENTS**

530. Thinking only about yesterday/this past Friday/this past Saturday, how many movies did you see in a movie theater?

None, I did not see any movies yesterday/this past Friday/this past Saturday	87
One movie	7
Two movies	1
Three or more movies	2
No answer	2
Don't know	0

**BASE: SAW MOVIES**

540. Thinking only about yesterday/this past Friday/this past Saturday, what types of movies did you see in a movie theater? (CIRCLE AS MANY ANSWERS AS YOU NEED)

Action	42
Comedy	38
Drama	18
Family or Children	22
Horror	25
Romance	16
Science Fiction	11
Something else (WRITE ANSWER BELOW) _____	2
No answer	4
Don't know	0

**BASE: GRADES 7 – 12 AND SAW MOVIES**

545. Yesterday/this past Friday/this past Saturday, did you go to the movies alone or with someone else? (CIRCLE ONE ANSWER ONLY)

Alone	15
Someone else	74
No answer	11
Don't know	0

**BASE: GRADES 7 - 12 AND SAW MOVIES WITH SOMEONE ELSE**

547. With whom did you go to the movies yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I went alone	0
My mother	9
My father	7
My brother or sister	23
A friend	71
A teacher	0
My class	5
Grandparents	0
Cousins	5
Aunt/uncle	4
Someone else (WRITE ANSWER BELOW) _____	3
No answer	2
Don't know	0

**Video Games**

BASE: ALL RESPONDENTS

550. Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend playing video games? Do not include time spent playing games on a computer. (CIRCLE ONE ANSWER ONLY)

None	58
5 minutes	3
15 minutes	6
30 minutes	9
45 minutes	5
1 hour	6
1½ hours	3
2 hours	3
2½ hours	3
*****3 hours or more (WRITE ANSWER BELOW)	
3 hours	1
3½ hours	*
4 hours	1
4½ hours	*
5 hours	*
5½ hours	*
6 hours	*
6½ hours	*
7 hours	0
7½ hours or more	0
No answer	2
Don't know	*

**BASE: PLAYED VIDEO GAMES**

555. What are the types of video games that you played yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

Action or Combat (for example, Doom, Duke Nukem)	46
Adventure (for example, Bladerunner, Tomb Raider, Titanic)	36
Classic Games or Gambling or Puzzles & Logic (for example, Battle Chess 4000, Solitaire, Word Grid)	8
Reflex (for example, Pulse, Qwirks, Tetris)	5
Role Playing or Interactive Fiction or Fantasy (for example, Ultima VII, King's Quest VII)	17
Simulation or Strategic Planning (for example, X-Wing, Sim City, Transport Tycoon)	9
Sports or Competition (for example, NBA Live, PGA Golf, Need for Speed)	45
Something else (WRITE ANSWER BELOW) _____	1
No answer	2
Don't know	0

**BASE: GRADES 7 – 12 AND PLAYED VIDEO GAMES**

565. Yesterday/this past Friday/this past Saturday, were you mainly playing video games alone, or were you mainly playing video games with someone else? (CIRCLE ONE ANSWER ONLY)

Mainly alone	55
Mainly with someone else	37
No answer	7
Don't know	0

**BASE: GRADES 7 – 12 AND PLAYED VIDEO GAMES WITH SOMEONE**

568. With whom were you playing video games yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I mainly played video games alone	0
My mother	2
My father	5
My brother or sister	59
A friend	51
A teacher	0
My class	0
Grandparents	0
Cousins	5
Aunt/uncle	*
Someone else (WRITE ANSWER BELOW) _____	1
No answer	1
Don't know	0

**CDs and Tapes****BASE: ALL RESPONDENTS**

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

Thinking only about yesterday/this past Friday/this past Saturday, about how much total time did you spend listening to CDs or tapes? (CIRCLE ONE ANSWER ONLY)

None	26
5 minutes	6
15 minutes	11
30 minutes	13
45 minutes	7
1 hour	10
1 1/2 hours	4
2 hours	7
2 1/2 hours	3
3 hours	4
3 1/2 hours	3
*****4 hours or more (WRITE ANSWER BELOW)	
4 hours	1
4 1/2 hours	*
5 hours	1
5 1/2 hours	*
6 hours	1
6 1/2 hours	*
7 hours	*
7 1/2 hours or more	2
No answer	2
Don't know	*

**BASE: GRADES 7 - 12 AND LISTENED TO CDS AND TAPES**

585. What types of CDs and tapes did you listen to yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

Alternative Rock	42
Books on Tape	*
Children's	1
Classic Rock	12
Classical	3
Comedy	4
Country & Western	14
Gospel or Christian Music	8
Hard Rock or Metal	19
Jazz or Blues	5
Latin or Salsa	2
Rap or Hip-Hop	53
Rave or Techno Rock	6
Reggae	4
Rhythm & Blues or Soul	13
Ska or Punk	7
Soft Rock	10
Top 40 Rock	9
Something else (WRITE ANSWER BELOW) _____	*
No answer	0
Don't know	0

**Radio**

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

Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend listening to the following types of radio broadcasts? (CIRCLE ONE ANSWER NEXT TO EACH ITEM)

**BASE: GRADES 7 - 12**

A. Music

None	15
5 minutes	8
15 minutes	14
30 minutes	20
45 minutes	9
1 hour	14
1½ hours	7
*****1½ hours or more (WRITE ANSWER BELOW)	
2 hours	4
2½ hours	1
3 hours	2
3½ hours	*
4 hours	*
4½ hours	*
5 hours	1
5½ hours	0
6 hours	*
6½ hours	0
7 hours	*
7½ hours or more	1
No answer	2
Don't know	*

**BASE: GRADES 7 - 12****B. News**

None	55
5 minutes	14
15 minutes	9
30 minutes	4
45 minutes	1
1 hour	1
1½ hours	*
*****1½ hours or more (WRITE ANSWER BELOW)	
2 hours	0
2½ hours	0
3 hours	*
3½ hours	0
4 hours	0
4½ hours	0
5 hours	0
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	0
No answer	16
Don't know	0

**BASE: GRADES 7 - 12****C. Talk Radio**

None	62
5 minutes	9
15 minutes	7
30 minutes	4
45 minutes	1
1 hour	1
1½ hours	*
*****1½ hours or more (WRITE ANSWER BELOW)	
2 hours	*
2½ hours	0
3 hours	0
3½ hours	0
4 hours	0
4½ hours	0
5 hours	0
5½ hours	0
6 hours	*
6½ hours	0
7 hours	0
7½ hours or more	0
No answer	15
Don't know	0



**BASE: GRADES 7 - 12****D. Other Broadcasts**

None	71
5 minutes	5
15 minutes	3
30 minutes	2
45 minutes	1
1 hour	1
1½ hours	*
*****1½ hours or more (WRITE ANSWER BELOW)	
2 hours	70
2½ hours	0
3 hours	0
3½ hours	0
4 hours	0
4½ hours	0
5 hours	*
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	*
No answer	17
Don't know	0

**BASE: GRADES 3 - 6**

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

Thinking only about yesterday/this past Friday/this past Saturday, about how much total time did you spend listening to the radio?  
This includes music, news, talk radio and other broadcasts. (CIRCLE ONE ANSWER ONLY)

None	41
5 minutes	10
15 minutes	14
30 minutes	14
45 minutes	7
1 hour	4
1½ hours	2
2 hours	2
2½ hours	1
3 hours	2
3½ hours	1
*****4 hours or more (WRITE ANSWER BELOW)	
4 hours	1
4½ hours	*
5 hours	*
5½ hours	0
6 hours	*
6½ hours	-
7 hours	*
7½ hours or more	*
No answer	2
Don't know	0

**BASE: GRADES 7 – 12 AND LISTENED TO MUSIC**

610. Yesterday/this past Friday/this past Saturday, what types of music did you listen to on the radio? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not listen to music on the radio yesterday/this past Friday/this past Saturday	0
Alternative Rock	42
Children's	1
Classic Rock	11
Classical	2
Country & Western	16
Gospel or Christian Music	5
Hard Rock or Metal	15
Jazz or Blues	3
Latin or Salsa	3
Rap or Hip Hop	44
Rave or Techno Rock	4
Reggae	2
Rhythm & Blues or Soul	12
Ska or Punk	6
Soft Rock	11
Top 40 Rock	11
Something else (WRITE ANSWER BELOW) _____	*
No answer	6
Don't know	*

## VI. Computer Use

**BASE: ALL RESPONDENTS**

702. How often is each of the following statements true for you -- most of the time, some of the time, a little of the time, or never? (CIRCLE ONE ANSWER NEXT TO EACH STATEMENT)

	Most of the Time	Some of the Time	A Little of the Time	Never	No Answer	Don't Know
A. When I use a computer, I am entertained	50	27	10	9	4	*
B. When I use a computer, I am just killing time	10	23	27	35	6	*
C. When I use a computer, I learn interesting things	26	34	20	14	6	*

**BASE: ALL RESPONDENTS**

705. Yesterday/this past Friday/this past Saturday, did you use a computer at school? (CIRCLE ONE ANSWER ONLY)

Yes, used a computer at school	26
No, did not use a computer at school	70
No answer	4
Don't know	0

**BASE: ALL RESPONDENTS**

710. Yesterday/this past Friday/this past Saturday, did you use a computer outside of school? (CIRCLE ONE ANSWER ONLY)

Yes, used a computer outside of school	41
No, did not use a computer outside of school	55
No answer	4
Don't know	0

Thinking only about yesterday/this past Friday/this past Saturday, about how much time did you spend using the computer for the following activities? (CIRCLE ONE ANSWER NEXT TO EACH ITEM)

**BASE: USED A COMPUTER YESTERDAY**

A. School-related work

None	38
5 minutes	6
15 minutes	14
30 minutes	13
45 minutes	7
1 hour	6
1½ hours	4
*****1 ½ hours or more (WRITE ANSWER BELOW)	
2 hours	1
2½ hours	0
3 hours	*
3½ hours	0
4 hours	0
4½ hours	0
5 hours	0
5½ hours	0
6 hours	0
6½ hours	0
7 hours	*
7½ hours or more	0
No answer	10
Don't know	0

**BASE: USED A COMPUTER YESTERDAY**

B. Job-related work

None	79
5 minutes	3
15 minutes	3
30 minutes	2
45 minutes	1
1 hour	1
1½ hours	*
*****1 ½ hours or more (WRITE ANSWER BELOW)	
2 hours	*
2½ hours	0
3 hours	*
3½ hours	0
4 hours	0
4½ hours	0
5 hours	*
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	*
No answer	12
Don't know	0

**BASE: USED A COMPUTER YESTERDAY**

## C. Games

None	33
5 minutes	6
15 minutes	16
30 minutes	17
45 minutes	6
1 hour	8
1½ hours	3
*****1 ½ hours or more (WRITE ANSWER BELOW)	
2 hours	1
2½ hours	*
3 hours	1
3½ hours	0
4 hours	*
4½ hours	0
5 hours	0
5½ hours	0
6 hours	*
6½ hours	*
7 hours	*
7½ hours or more	*
No answer	0
Don't know	0

**BASE: USED A COMPUTER YESTERDAY**

## D. Visiting chat rooms

None	65
5 minutes	5
15 minutes	4
30 minutes	5
45 minutes	4
1 hour	3
1½ hours	1
*****1 ½ hours or more (WRITE ANSWER BELOW)	
2 hours	1
2½ hours	0
3 hours	*
3½ hours	0
4 hours	*
4½ hours	*
5 hours	0
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	0
No answer	11
Don't know	0

## E. Looking at Web sites

None	49
5 minutes	7
15 minutes	13
30 minutes	9
45 minutes	5
1 hour	5
1½ hours	1
*****1½ hours or more (WRITE ANSWER BELOW)	
2 hours	1
2½ hours	*
3 hours	0
3½ hours	0
4 hours	0
4½ hours	0
5 hours	0
5½ hours	0
6 hours	0
6½ hours	0
7 hours	0
7½ hours or more	*
No answer	10
Don't know	0

## BASE: USED A COMPUTER YESTERDAY

## F. E-mail

None	56
5 minutes	11
15 minutes	12
30 minutes	6
45 minutes	2
1 hour	2
1½ hours	*
*****1½ hours or more (WRITE ANSWER BELOW)	
2 hours	*
2½ hours	0
3 hours	*
3½ hours	0
4 hours	0
4½ hours	0
5 hours	0
5½ hours	0
6 hours	0
6½ hours	*
7 hours	0
7½ hours or more	0
No answer	11
Don't know	0

**BASE: USED A COMPUTER YESTERDAY**

## G. Something else

None	54
5 minutes	2
15 minutes	3
30 minutes	3
45 minutes	2
1 hour	3
1½ hours	2
*****1½ hours or more (WRITE ANSWER BELOW)	
2 hours	*
2½ hours	*
3 hours	*
3½ hours	0
4 hours	*
4½ hours	0
5 hours	*
5½ hours	0
6 hours	0
6½ hours	0
7 hours	*
7½ hours or more	*
No answer	30
Don't know	0

**Computer Games****BASE: USED A COMPUTER GAME YESTERDAY**

725. What are the types of computer games that you played yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not play computer games yesterday/this past Friday/this past Saturday	0
Action or Combat (for example, Doom, Duke Nukem)	23
Adventure (for example, Bladerunner, Tomb Raider, Titanic)	16
Arts & Crafts (for example, Crayola Magic 3-D, MonsterMaker)	10
Classic Games or Gambling or Puzzles & Logic (for example, Battle Chess 4000, Solitaire, Word Grid)	28
Educational (for example, Oregon Trail, Math Blaster, Reader Rabbit)	19
Kids (for example, Disney's Animated Storybooks, The Playtoons Collection)	6
Popular Culture or Lifestyle (for example, The Simpsons Virtual Springfield, Let's Talk About Me, McKenzie & Co.)	5
Reflex (for example, Pulse, Qwirks, Tetris)	7
Role Playing or Interactive Fiction or Fantasy (for example, Ultima VII, King's Quest VII)	8
Simulation or Strategic Planning (for example, X-Wing, Sim City, Transport Tycoon )	13
Sports or Competition (for example, NBA Live, PGA Golf, Need for Speed)	21
Something else (WRITE ANSWER BELOW) _____	1
No answer	16
Don't know	0

**BASE: GRADES 7 - 12 AND USED A COMPUTER GAME YESTERDAY**

730. Yesterday/this past Friday/this past Saturday, did you mainly play these computer games alone, did you mainly play with someone else in the room, or did you mainly play with someone else online? (CIRCLE ONE ANSWER ONLY)

I did not play computer games yesterday/this past Friday/this past Saturday	0
Mainly alone	64
Mainly with someone else in the room	16
Mainly with someone else online	5
No answer	15
Don't know	0

**BASE: GRADES 7-12 AND USED A COMPUTER GAME WITH SOMEONE ELSE IN ROOM**

732. With whom did you play computer games yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not play computer games yesterday/this past Friday/this past Saturday	0
I mainly played computer games alone	0
I mainly played with someone else online	0
My mother	9
My father	12
My brother or sister	28
A friend	58
A teacher	4
My class	2
Grandparents	0
Cousins	5
Aunt/uncle	0
Someone else (WRITE ANSWER BELOW) _____	0
No answer	10
Don't know	0

**Chat Rooms**

**BASE: VISITED CHAT ROOM YESTERDAY**

735. What were the topics of the chat rooms that you visited yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not visit any chat rooms yesterday/this past Friday/this past Saturday	0
Entertainment (TV, movies, music, celebrities)	32
Family or Children	10
Gaming	10
Hobbies or Groups	16
News	5
Relationships or Lifestyles	28
Shopping	12
Sports	20
Something else (WRITE ANSWER BELOW) _____	2
No answer	0
Don't know	0

**BASE: VISITED CHAT ROOM YESTERDAY**

740. Yesterday/this past Friday/this past Saturday, were you mainly alone when you used the computer to visit chat rooms, or were you mainly with someone else? (CIRCLE ONE ANSWER ONLY)

I did not visit any chat rooms yesterday/this past Friday/this past Saturday	0
Mainly alone	61
Mainly with someone else	25
No answer	14
Don't know	0

**BASE: VISITED CHAT ROOM WITH SOMEONE ELSE**

742. Who was with you when you visited chat rooms yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not visit any chat rooms yesterday/this past Friday/this past Saturday	0
I was mainly alone when I visited chat rooms yesterday/this past Friday/this past Saturday	0
My mother	15
My father	32
My brother or sister	62
A friend	1
A teacher	2
My class	0
Grandparents	0
Cousins	0
Aunt/uncle	0
Someone else (WRITE ANSWER BELOW) _____	0
No answer	5
Don't know	0

## Web sites

### BASE: LOOKED AT WEB SITE YESTERDAY

745. What types of Web sites did you look at yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not look at any Web sites yesterday/this past Friday/this past Saturday	0
Entertainment (TV, movies, music, celebrities)	54
Family or Children	5
Gaming	24
News	9
Relationships or Lifestyles	8
Research or Information or Computer Support	15
Search Engines	16
Shopping	14
Sports	24
Something else (WRITE ANSWER BELOW) _____	3
No answer	8
Don't know	*

### BASE: LOOKED AT WEB SITE YESTERDAY

750. Yesterday/this past Friday/this past Saturday, were you mainly alone when you looked at Web sites, or were you mainly with someone else? (CIRCLE ONE ANSWER ONLY)

I did not look at any Web sites yesterday/this past Friday/this past Saturday	0
Mainly alone	61
Mainly with someone else	26
No answer	14
Don't know	0

### BASE: LOOKED AT WEB SITE WITH SOMEONE ELSE

751. Who was with you when you looked at Web sites yesterday/this past Friday/this past Saturday? (CIRCLE AS MANY ANSWERS AS YOU NEED)

I did not look at any Web sites yesterday/this past Friday/this past Saturday	0
I was mainly alone when I looked at Web sites yesterday/this past Friday/this past Saturday	0
My mother	16
My father	8
My brother or sister	30
A friend	57
A teacher	6
My class	11
Someone else (WRITE ANSWER BELOW) _____	0
No answer	4
Don't know	0
Grandparents	1
Cousins	1
Aunt/uncle	1

### BASE: ALL RESPONDENTS

755. If you were going to a desert island (OK, a desert island with electricity) and you could only take one of the following things, what would you choose? (CIRCLE ONE ANSWER ONLY)

Nothing	3
Books or magazines	8
CDs or tapes and a player	18
Computer with Internet access	33
Radio	6
TV	13
Video games	13
Videos and a VCR	3
Something else	*
No answer	3
Don't know	0



## APPENDIX D

### MEDIA GENRES

In each of the survey instruments, including the in-school and in-home surveys and the diaries, children or their parents were asked about the specific genres of each media the child used. This content information was obtained in several different ways.

For the in-school surveys, children themselves categorized the genres for all media used except television, choosing from a list of genres provided in the questionnaire. For television content, children were provided with TV listings for their community for the previous day (or weekend day), and were asked to circle each show they watched that day (children were allowed to circle only one show per time slot, and were instructed to circle a show only if they had watched "most" of the program). All programs

the children marked were then classified into one of 19 categories or genres.

For the in-home surveys, parents were asked to categorize the media their children used (except for television), choosing from a list of genres provided by the interviewers. Parents were also given a listing of TV programs in their area the previous day, and asked to circle the shows their child watched.

For the diaries, the children or their parents were asked to write in the name of any computer game, movie, television program, or video game they indicated using over the seven-day diary period. These titles were then assigned a genre category based on an extensive coding list.

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#### GENRES RELATED TO EACH MEDIUM ARE PRESENTED BELOW.

##### Television

- Children's Educational
- Children's Entertainment
- Comedy
- Documentary
- Drama
- Entertainment/Variety
- Foreign Language (Spanish)
- Foreign Language (non-Spanish)
- Game Shows
- Infomercials
- Movies
- Music Videos
- News
- News magazines
- Reality programs
- Soap Operas
- Sports
- Talk Shows
- Other
- Sports

##### Movies

- Action
- Comedy
- Drama
- Family or Children
- Horror
- Romance
- Science Fiction

##### Videos

- Action
- Comedy
- Drama
- Family or Children
- Fitness
- Horror
- Music Videos
- Romance
- Science Fiction

**Video Games**

Action or Combat  
 Adventure  
 Classic Games/Gambling/Puzzles & logic  
 Reflex  
 Role Playing/Interactive Fiction/Fantasy  
 Simulation/Strategic Strategic Planning  
 Sports or Competition

**Books**

Adventure  
 Arts & Music/Hobbies  
 History/Current Events  
 Humor  
 Literature  
 Mystery/Thriller  
 Religious  
 Romance  
 Science Fiction/Fantasy  
 Science/Nature  
 Self Help  
 Sports

**Magazines**

Entertainment/Popular Culture  
 General Interest  
 Health  
 Hobby/Travel  
 Home  
 Men's  
 News  
 Science/Nature  
 Sports  
 Teen  
 Women's

**Newspaper**

Comics  
 Entertainment  
 Fashion  
 Horoscope or advice columns  
 Local news  
 National news  
 Sports  
 Youth or teens

**Computer Games**

Action or Combat  
 Adventure  
 Arts & Crafts  
 Classic/Gambling/Puzzles & logic  
 Educational  
 Kids  
 Popular Culture/Lifestyles  
 Reflex  
 Role Playing/Interactive Fiction/Fantasy  
 Simulation or Strategic Planning  
 Sports or Competition

**Internet Chat Rooms**

Entertainment  
 Family/Children  
 Gaming  
 Hobbies or Groups  
 News  
 Relationships/Lifestyles  
 Shopping  
 Sports

**Internet Web sites**

Entertainment  
 Family/Children  
 Gaming  
 News  
 Relationships/Lifestyles  
 Research/Information/Computer Support  
 Search Engines  
 Shopping

**Music**

Alternative Rock  
 Children's songs/Nursery Rhymes  
 Classic Rock  
 Classical  
 Country & Western  
 Gospel or Christian  
 Hard Rock or Metal  
 Jazz or Blues  
 Latin or Salsa  
 Rap or Hip-Hop  
 Rave or Techno Rock  
 Reggae  
 Rhythm & Blues or Soul  
 Ska or Punk  
 Soft Rock  
 Top-40 Rock