

APPENDIX 3

TABLES ON HOUSEHOLD MEDIA ENVIRONMENT

APPENDIX 3.1

In-Home-Media — Percentage of 8- to 18-Year-Olds Whose Homes Have...

	2004 Total	1999 Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
One or more...										
TV	99%	99%	98%	100%	99%	99%	100%	99%	98%	99%
VCR/DVD	97%	98	94	99	98	97	97	99	95	95
DVR	34%	NA	29 ^a	40 ^b	29 ^a	33	34	30 ^a	39 ^{ab}	40 ^b
Radio	97%	98	94	98	99	97	98	99	96	97
CD/tape	98%	95	95	99	100	98	99	100	96	97
Video game player	83%	81	84	84	81	88 ^a	78 ^b	82	87	82
Computer	86% [‡]	73	83	89	86	86	87	90 ^a	78 ^b	80 ^b
Cable/satellite TV	82% [‡]	74	76 ^a	86 ^b	82 ^{ab}	84	80	83	83	78
Premium channels	55% [‡]	45	51	59	53	56	55	56	65	55
Internet	74% [‡]	47	63 ^a	78 ^b	80 ^b	75	74	80 ^a	61 ^b	67 ^b
Instant messaging	60%	NA	42 ^a	63 ^b	70 ^b	59	61	63 ^a	47 ^b	55 ^{ab}
Three or more...										
TV	73%	70	67	76	74	73	73	73	81	72
VCR/DVD	53% [‡]	26	42 ^a	57 ^b	58 ^b	53	54	57 ^a	50 ^{ab}	44 ^b
DVR	6%	NA	6	6	5	6	6	4	10	7
Radio	63% [‡]	73	46 ^a	68 ^b	71 ^b	61	65	70 ^a	51 ^b	58 ^b
CD/tape ¹	66%		54	69	73	64	69	71 ^a	60 ^b	61 ^b
Video game player	31% [‡]	24	30	35	28	39 ^a	24 ^b	31	34	32
Computer	15% [‡]	8	10 ^a	14 ^{ab}	20 ^b	16	14	15	9	11
Mean										
TV	3.5% [‡]	3.1								
VCR/DVD	2.9% [‡]	2.0								
DVR	0.6%									
Radio	3.3%	3.4								
CD/tape ¹	3.6%									
Video game player	2.1% [‡]	1.7								
Computer	1.5% [‡]	1.1								

In-Home-Media — Percentage of 8- to 18-Year-Olds Whose Homes Have... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
One or more...						
TV	99%	99%	99%	100%	99%	99%
VCR/DVD	97%	98	98	96	97	98
DVR	33% ^{ab}	26 ^a	38 ^b	33 ^{ab}	29 ^a	42 ^b
Radio	98%	98	97	98	97	98
CD/tape	99%	99	98	98	98	99
Video game player	85%	79	83	86	80	86
Computer	82% ^a	84 ^{ab}	91 ^b	78 ^a	86 ^a	93 ^b
Cable/satellite TV	80%	84	83	82	82	82
Premium channels	55%	58	57	58	54	55
Internet	68% ^a	74 ^{ab}	82 ^b	66 ^a	72 ^a	84 ^b
Instant messaging	56% ^a	59 ^{ab}	67 ^b	52 ^a	56 ^a	71 ^b
Three or more...						
TV	74%	68	75	76 ^{ab}	69 ^a	77 ^b
VCR/DVD	50%	55	56	50	51	59
DVR	5%	4	6	8 ^{ab}	3 ^a	8 ^b
Radio	59%	67	66	58 ^a	59 ^a	72 ^b
CD/tape ¹	63%	65	72	64 ^{ab}	62 ^a	74 ^b
Video game player	31%	29	32	34	27	35
Computer	8% ^a	9 ^a	22 ^b	9 ^a	13 ^a	20 ^b

¹ Differences in question format preclude comparisons of means and proportion with 3 or more CD/tape players.
 Note: See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

APPENDIX 3.2

**Bedroom and Portable Media —
Percentage of 8- to 18-Year-Olds Whose Bedrooms Contain...**

	2004 Total	1999 Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
TV	68%	65%	69%	68%	68%	72% ^a	64% ^b	65% ^a	82% ^b	74% ^{ab}
VCR/DVD	54% [‡]	36	47	56	56	59 ^a	49 ^b	54	62	57
DVR	10%	NA	8	13	9	11	9	7 ^a	17 ^b	12 ^{ab}
Radio	84%	86	74 ^a	85 ^b	91 ^b	82	86	87	79	84
CD/tape	86%	88	75 ^a	89 ^b	92 ^b	84	88	89	82	81
Video game player	49%	45	52 ^a	52 ^a	41 ^b	63 ^a	33 ^b	46 ^a	61 ^b	54 ^{ab}
Computer	31% [‡]	21	23 ^a	31 ^{ab}	37 ^b	35 ^a	26 ^b	28	28	37
Cable/satellite TV	37%	29	32	38	40	40	34	36 ^a	47 ^b	34 ^a
Premium channels	20% [‡]	15	16	21	20	20	19	18 ^a	31 ^b	21 ^{ab}
Internet	20% [‡]	10	10 ^a	21 ^b	27 ^c	24 ^a	17 ^b	18	16	26
Instant messaging	18%	NA	9 ^a	17 ^b	26 ^c	20	15	16	14	20
Telephone	40%	NA	31 ^a	39 ^a	50 ^b	39	42	37	46	40

Percentage of 8- to 18-Year-Olds With Their Own...

Discman/Walkman	61%	NA	35% ^a	65% ^b	77% ^c	61%	61%	65% ^a	51% ^b	55% ^{ab}
Handheld video game	55%	NA	66 ^a	60 ^a	41 ^b	63 ^a	48 ^b	59	54	49
Cell phone	39%	NA	21 ^a	36 ^b	56 ^c	35	42	36	43	36
MP3 player	18%	NA	12 ^a	20 ^b	20 ^b	21 ^a	14 ^b	17	15	18
Handheld Internet device	13%	NA	7 ^a	15 ^b	17 ^b	13	14	13	14	15
Laptop	12%	NA	13	11	15	14	11	10	13	16
Personal digital assistant	11%	NA	9 ^a	14 ^b	8 ^a	11	11	11	12	10
Pager	6%	NA	6	6	5	8 ^a	4 ^b	4	10	7

Percentage of 8- to 18-Year-Olds Whose Bedrooms Contain... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
TV	73%	65%	66%	76% ^a	64% ^b	68% ^b
VCR/DVD	60% ^a	52 ^{ab}	50 ^b	60	51	54
DVR	8%	7	12	13	7	13
Radio	84%	89	83	82	82	86
CD/tape	87%	88	86	85	85	89
Videogame Player	55% ^a	43 ^b	45 ^b	52	48	48
Computer	28%	27	34	27	30	35
Cable/Satellite TV	41%	38	35	42	35	37
Premium Channels	19%	21	21	24	19	18
Internet	21%	16	23	18	18	26
Instant Messenger	18%	15	20	18	18	26
Telephone	40%	40	42	42	40	40

Percentage of 8- to 18-Year-Olds With Their Own... (continued)

Discman/Walkman	54% ^a	72% ^b	65% ^b	51% ^a	58% ^a	72% ^b
Handheld video game	53% ^{ab}	48 ^a	60 ^b	50 ^a	53 ^a	63 ^b
Cell phone	37%	41	41	39	37	41
MP3 player	16%	15	21	16 ^{ab}	15 ^a	23 ^b
Handheld Internet device	12%	14	14	9	12	18
Laptop	9% ^a	10 ^{ab}	16 ^b	13	12	12
Personal digital assistant	6% ^a	9 ^a	16 ^b	12	9	14
Pager	5%	4	6	9	5	5

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

APPENDIX 3.3

TV Rules and TV Orientation — Percentage of 8- to 18-Year-Olds Who Say They Have...

	Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
TV rules-general									
Any rules about TV	46%	55% ^a	51% ^a	31% ^b	45%	46%	44%	43%	52%
No rules about TV	53%	42 ^a	48 ^a	69 ^b	53	53	55	55	47
Rules about TV that are enforced most of the time	20%	26 ^a	22 ^a	13 ^b	20	20	19	20	22
Rules about TV that are enforced some, little or never	23%	29 ^a	26 ^a	15 ^b	23	23	23	20	28
TV rules-specific¹									
Rules about homework or chores before TV	36%	NA	46 ^a	28 ^b	39	34	35	34	42
Rules about how much TV can watch	14%	NA	18 ^a	10 ^b	15	12	13	8	19
Rules about when can watch TV	14%	NA	17	10	15	12	13	14	15
Rules about which shows can watch	13%	NA	18 ^a	8 ^b	14	12	13	7	15
Parental oversight¹									
Parents usually know what I'm watching	40%	NA	45	36	40	40	43	35	39
Parents use V-Chip	6%	NA	9 ^a	3 ^b	5	6	6	6	5
TV orientation									
TV on most of the time even if no one is watching	51%	52	51	49	48	53	50	59	47
TV usually on during meals	63%	62	62	66	63	64	59 ^a	74 ^b	65 ^{ab}
No TV rules	53%	42 ^a	48 ^a	69 ^b	53	53	55	55	47
High TV orientation (all 3 of above)	25%	18 ^a	23 ^a	33 ^b	24	25	24	29	22

TV Rules and TV Orientation — Percentage of 8- to 18-Year-Olds Who Say They Have... (continued)

	High school or less	Some college	College +	< \$35K	\$35K- \$50K	> \$50K
TV rules-general						
Any rules about TV	40%	45%	48%	47%	47%	42%
No rules about TV	59%	55	51	52	51	57
Rules about TV that are enforced most of the time	17%	21	21	20	23	16
Rules about TV that are enforced some, little or never	20%	21	25	23	23	24
TV rules-specific¹						
Rules about homework or chores before TV	33%	39	37	38	40	31
Rules about how much TV can watch	9%	15	16	11	17	12
Rules about when can watch TV	8% ^a	11 ^{ab}	18 ^b	12	15	13
Rules about which shows can watch	10%	12	14	14	13	12
Parental oversight¹						
Parents usually know what I'm watching	31% ^a	44 ^{ab}	44 ^b	43 ^{ab}	45 ^a	32 ^b
Parents use V-Chip	6%	6	5	10	4	6
TV orientation						
TV on most of the time even if no one is watching	56%	46	49	55	49	50
TV usually on during meals	70% ^a	67 ^a	56 ^b	71 ^a	65 ^a	56 ^b
No TV rules	59%	55	51	52	51	57
High TV orientation (all 3 of above)	31% ^a	26 ^{ab}	20 ^b	28	23	25

¹ 7th- to 12th-graders only.

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

APPENDIX 3.4

Media Rules Other Than TV — Percentage of 8- to 18-Year-Olds Who Say They Have...

	Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
Video game rules¹									
Rules about which video games kids can play	21%	32% ^a	25% ^a	5% ^b	20%	22%	23%	22%	21%
Rules about how long kids can play video games	24%	34 ^a	27 ^a	11 ^b	26	22	23	22	27
Parents check parental warning or rating on video games	17%	26 ^a	20 ^a	6 ^b	16	18	19	13	16
Kids have played video games they know their parents don't want them playing	12%	12 ^{ab}	15 ^a	8 ^b	16 ^a	8 ^b	14	12	10
Music rules²									
Parents have rules about what kind of music kids can listen to	16%	NA	22 ^a	11 ^b	18	15	16	17	16
Parents check parental warning or rating on music	14%	NA	19 ^a	10 ^b	15	13	17	10	14
Kids have listened to music they know their parents don't want them listening to	20%	NA	21	18	19	20	21	19	12
Computer rules³									
Rules about how long kids can use the computer	28%	35 ^a	32 ^a	19 ^b	26	32	30	25	25
Rules about what kids can do on the computer	32%	44 ^a	34 ^a	18 ^b	35	28	33	31	31
Parents usually know which Web sites kids are going to	30%	39 ^a	33 ^a	18 ^b	27	33	34	24	24
Parental filters on computer ⁴	25%	NA	29	21	24	26	27	26	17

Media Rules Other Than TV — Percentage of 8- to 18-Year-Olds Who Say They Have... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
Video game rules¹						
Rules about which video games kids can play	17%	18%	25%	19%	22%	20%
Rules about how long kids can play video games	22%	19	26	24	24	24
Parents check parental warning or rating on video games	11% ^a	17 ^{ab}	21 ^b	14	18	18
Kids have played video games they know their parents don't want them playing	8%	15	13	12	11	13
Music rules²						
Parents have rules about what kind of music kids can listen to	14%	18	17	18	16	15
Parents check parental warning or rating on music	10% ^a	19 ^b	15 ^b	14	17	12
Kids have listened to music they know their parents don't want them listening to	15%	20	21	21	22	16
Computer rules³						
Rules about how long kids can use the computer	23% ^a	27 ^{ab}	32 ^b	30	29	27
Rules about what kids can do on the computer	26%	31	35	33	32	31
Parents usually know which Web sites kids are going to	23% ^a	30 ^{ab}	34 ^b	28	31	30
Parental filters on computer ⁴	24%	26	25	27	25	24

¹ Of 8- to 18-year-olds who have a video game player.

² Of all 7th- to 12th-graders.

³ Of 8- to 18-year-olds who have a computer.

⁴ Of all 7th- to 12th-graders who have a computer.

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

APPENDIX 3.5

Media Rules — Percentage of 7th- to 12th-Graders Who Say They Have...

	Total	11- to 14- year-olds	15- to 18- year-olds	White	Black	Hispanic
TV rules-general						
No rules about TV	59%	48% ^a	69% ^b	60%	61%	54%
Rules about TV that are enforced most of the time	17%	21	13	16	15	22
Rules about TV that are enforced some, little or never	20%	25 ^a	15 ^b	20	18	21
TV rules-specific						
Rules about homework or chores before TV	36%	46 ^a	28 ^b	35	34	42
Rules about how much TV can watch	14%	18 ^a	10 ^b	13	8	19
Rules about when can watch TV	14%	17	10	13	14	15
Rules about which shows can watch	13%	18 ^a	8 ^b	13	7	15
Parental Oversight of TV						
Parents usually know what I'm watching	40%	45	36	43	35	39
Parents use V-Chip	6%	9 ^a	3 ^b	6	6	5
Video game rules¹						
Rules about which video games can play	12%	19 ^a	5 ^b	14	8	10
Rules about how long can play video games	17%	24 ^a	11 ^b	16	13	17
Parents check parental warnings or rating on video games	10%	14 ^a	6 ^b	13 ^a	4 ^b	2 ^b
Have played video games they know their parents don't want them to	12%	15	8	15	6	8
Music rules						
Parents have rules about what kind of music can listen to	16%	22 ^a	11 ^b	16	17	16
Parents check parental warning or rating on music	14%	19 ^a	10 ^b	17	10	14
Have listened to music they know their parents don't want them to	20%	21	18	21	19	12
Computer rules²						
Rules about how long can use the computer	23%	27	19	23	23	16
Rules about what can do on the computer	23%	28 ^a	18 ^b	24	20	20
Parents usually know which Web sites I'm going to	22%	26	18	26	19	10

¹ Among those with a video game player.² Among those with a computer at home.

Note: Results for 11- to 14-year-olds in this table do not directly match those in Appendix 3.4 because not all 11 year-olds are in 7th grade. See Appendix 2.1 for a full description of the system of super-scripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

APPENDIX 3.5 (CONTINUED)

Media Rules — Percentage of 7th- to 12th-Graders Who Say They Have... (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
TV rules-general						
No rules about TV	66%	57%	57%	56%	55%	67%
Rules about TV that are enforced most of the time	14%	20	17	17	21	12
Rules about TV that are enforced some, little or never	15%	20	22	20	21	18
TV rules-specific						
Rules about homework or chores before TV	33%	39	37	38	40	31
Rules about how much TV can watch	9%	15	16	11	17	12
Rules about when can watch TV	8% ^a	11 ^{ab}	18 ^b	12	15	13
Rules about which shows can watch	10%	12	14	14	13	12
Parental Oversight of TV						
Parents usually know what I'm watching	31% ^a	44 ^{ab}	44 ^b	43 ^{ab}	45 ^a	32 ^b
Parents use V-Chip	6%	6	5	10	4	6
Video game rules¹						
Rules about which video games can play	9%	10	17	14	13	10
Rules about how long can play video games	14%	14	20	19	17	16
Parents check parental warnings or rating on video games	5%	10	14	9	11	10
Have played video games they know their parents don't want them to	7%	14	13	15	8	13
Music rules						
Parents have rules about what kind of music can listen to	14%	18	17	18	16	15
Parents check parental warning or rating on music	10% ^a	19 ^b	15 ^b	14	17	12
Have listened to music they know their parents don't want them to	15%	20	21	21	22	16
Computer rules²						
Rules about how long can use the computer	19%	23	26	27	21	22
Rules about what can do on the computer	16%	23	26	24	22	22
Parents usually know which Web sites I'm going to	17%	24	23	25	22	19

¹ Among those with a video game player.

² Among those with a computer at home.

Note: Results for 11- to 14-year-olds in this table do not directly match those in Appendix 3.4 because not all 11 year-olds are in 7th grade. See Appendix 2.1 for a full description of the system of super-scripted letters (a,b,c) and double daggers (‡) used to denote statistical significance in this table.

APPENDIX 3.6

Media Rules Summary — Proportion of 7th- to 12th-Graders With Rules About Media Content or Time

	Total	11- to 14-year-olds	15- to 18-year-olds	Boys	Girls	White	Black	Hispanic
Rules about TV content or time	22%	30% ^a	15% ^b	23%	20%	22%	13%	28%
Rules about computer content or time ¹	35%	43 ^a	29 ^b	38	32	37	36	32
Rules about video game content or time ²	24%	35 ^a	14 ^b	28	19	25	18	24

Media Rules Summary — Proportion of 7th- to 12th-Graders With Rules About Media Content or Time (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
Rules about TV content or time	15%	24%	24%	22%	24%	18%
Rules about computer content or time ¹	27%	37	38	40	33	35
Rules about video game content or time ²	21%	19	28	28	21	23

¹ Among those with a computer at home.

² Among those with a video game player.

Note: In all of the above categories, respondents indicated at least one of two items: that their parents have 1) rules about content (which shows, video games, computer activities) OR 2) rules about how long they can spend using the medium. See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (§) used to denote statistical significance in this table.

APPENDIX 3.7

Media Rules and TV Orientation by Bedroom and Personal Media

	TV	Video game player	Computer ¹	VCR/DVD	Handheld video game	Telephone	Cell phone
A. Proportion of 7th- to 12th-graders with/without rules who have each medium in their bedroom:							
TV							
Rules about TV content or time	42% ^b	34%	33%	38% ^b	45%	37%	34% ^b
All others	73% ^a	49	38	61 ^a	48	49	54 ^a
Computer							
Rules about computer content or time	57% ^b	42	35 ^b	51 ^b	52	37 ^b	37 ^b
All others	74% ^a	50	47 ^a	63 ^a	49	57 ^a	61 ^a
Video games							
Rules about video game content or time	56% ^b	49	35	45 ^b	61	42	38 ^b
All others	79% ^a	58	40	70 ^a	51	53	59 ^a
B. Proportion of 8- to 18-year-olds who have bedroom/personal media, by TV orientation of the home:							
High TV orientation	85% ^a	59 ^a	36	69 ^a	57	50 ^a	46 ^a
All others	63% ^b	45 ^b	34	49 ^b	55	37 ^b	36 ^b

¹ Includes desktop computer in bedroom or personal laptop.

Note: In all of the above categories, respondents indicated at least one of two items: that their parents have 1) rules about content (which shows, video games, computer activities) OR 2) rules about how long they can spend using the medium. See Appendix 2.1 for a full description of the system of superscripted letters (a,b,c) and double daggers (§) used to denote statistical significance in this table.