

APPENDIX 5
TABLES ON OVERALL MEDIA TIME

APPENDIX 5.1

Total Media Exposure, Media Use and Media Budget Among 8- to 18-Year-Olds

	2004 Total	1999 ¹ Total	8- to 10- year-olds	11- to 14- year-olds	15- to 18- year-olds	Boys	Girls	White	Black	Hispanic
Medium:										
TV	3:04	3:05	3:17	3:16	2:36	3:04	3:04	2:45 ^a	4:05 ^b	3:23 ^b
Prerecorded TV	0:14	0:14	0:19 ^a	0:15 ^{ab}	0:10 ^b	0:13	0:16	0:11 ^a	0:26 ^b	0:17 ^c
Videos/DVDs	0:32	0:27	0:34	0:31	0:33	0:32	0:33	0:34	0:34	0:28
Movies	0:25	0:18	0:31	0:23	0:21	0:29	0:20	0:17 ^a	0:48 ^b	0:29 ^c
Video games	0:49 [‡]	0:26	1:05 ^a	0:52 ^a	0:33 ^b	1:12 ^a	0:25 ^b	0:46 ^a	1:04 ^b	0:53 ^{ab}
Print media	0:43	0:43	0:44	0:41	0:45	0:40	0:45	0:42	0:38	0:47
Radio	0:55 [‡]	0:46	0:29 ^a	0:57 ^b	1:15 ^c	0:45 ^a	1:06 ^b	0:54	0:55	0:54
CDs/tapes/MP3s	0:49 [‡]	1:02	0:30 ^a	0:45 ^b	1:09 ^c	0:44 ^a	0:54 ^b	0:47	0:47	0:47
Computers	1:02 [‡]	0:27	0:37 ^a	1:02 ^b	1:22 ^c	0:60 ^a	1:04 ^b	1:02	0:52	0:54
Total media exposure²	8:33[‡]	7:29	8:05	8:41	8:44	8:38	8:27	7:58^a	10:10^b	8:52^a
Total media use³	6:21	6:19	5:52	6:33	6:31	6:21	6:19	6:15	6:30	6:30
Proportion of media time spent using more than one medium simultaneously⁴										
	26% [‡]	16%	27%	25%	25%	26%	25%	21%	36%	27%
Media budget (proportion of media time devoted to):										
TV	35%	40	39 ^a	38 ^a	28 ^b	35	35	33	40	39
Other screen media	13%	11	16	12	11	13	13	12	15	13
Video games	9%	6	12 ^a	9 ^{ab}	6 ^b	13 ^a	5 ^b	9	10	8
Reading	11%	12	12	10	10	10	11	11	8	11
Audio media	22%	26	14 ^a	20 ^a	30 ^b	19	25	23	18	19
Computers	11% [‡]	6	7 ^a	11 ^{ab}	15 ^b	11	12	12	8	9

Total Media Exposure, Media Use and Media Budget Among 8- to 18-Year-Olds (continued)

	High school or less	Some college	College +	< \$35K	\$35K-\$50K	> \$50K
Medium:						
TV	3:12	2:48	3:03	3:16	2:55	3:08
Prerecorded TV	0:13	0:11	0:16	0:14	0:15	0:14
Videos/DVDs	0:31	0:31	0:35	0:36	0:34	0:27
Movies	0:26 ^{ab}	0:17 ^a	0:26 ^b	0:30	0:25	0:20
Video games	0:52 ^a	0:36 ^b	0:53 ^a	0:44	0:50	0:53
Print media	0:32 ^a	0:43 ^b	0:50 ^b	0:36	0:45	0:44
Radio	0:58 ^{ab}	1:10 ^a	0:50 ^b	1:00	0:55	0:51
CDs/tapes/MP3s	0:50	0:50	0:50	0:50	0:49	0:47
Computers	0:55 ^a	0:57 ^{ab}	1:12 ^b	0:55	0:58	1:11
Total media exposure²	8:30^{ab}	8:02^a	8:55^b	8:40	8:28	8:34
Total media use³	5:54	6:26	6:42	5:02	6:25	6:44
Proportion of media time spent using more than one medium simultaneously⁴						
	31%	20%	25%	42% ^a	24% ^{ab}	22% ^b
Media budget (proportion of media time devoted to):						
TV	38%	33	33	35	34	37
Other screen media	13%	12	13	14	13	11
Video games	9%	7	9	8	9	9
Reading	8%	12	12	9	12	10
Audio media	23%	26	21	23	22	20
Computers	10%	11	13	10	10	14

¹ 1999 data are not always directly comparable to 2004 data: see questionnaire for differences.

² Media use refers to the actual amount of time spent with media, ignoring instances of simultaneous media use (e.g., reading while listening to music). Media exposure refers to the total amount of media content encountered, adding in both components of simultaneous media exposure. Thus, the young person who simultaneously listens to music and reads for one hour is credited with one hour of media use and two hours of media exposure.

³ Because Total Media Use numbers are computed at the aggregate level, differences among demographic sub-groups have not been tested for statistical significance.

⁴ Computed from media use diaries.

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.