

### KIDS & MEDIA

Note: All data originates from the Kaiser Family Foundation study, *Kids & Media @ The New Millennium, November 1999*, unless otherwise noted.<sup>1</sup>

#### Amount of time children spend using media each day, on average:<sup>2</sup>

All kids 2-18	5:29
2-7 year-olds	3:34
8 and older	6:43

#### Amount of time kids spend each day, on average:<sup>3</sup>

Watching TV	2:46
Listening to music	1:27
Reading for fun	:44
Watching videos	:39
Using a computer for fun	:21
Playing video games	:20
Online	:08

#### Percent of kids who spend more than an hour a day:

Watching TV	64%
Reading for fun	20%
Listening to CDs or tapes	19%
Listening to the radio	17%
Using a computer for fun	9%
Playing video games	8%
Online	3%
Playing computer games	2%

#### Amount of time kids spend each week, on average:<sup>4</sup>

Watching TV	19:19
Listening to music	10:04
Reading for fun	5:15
Using a computer for fun	2:29
Playing video games	2:17

#### In a typical day, the percent of kids who watch TV for:

One hour or less	36%
One to three hours	31%
Three to five hours	16%
More than five hours	17%

#### The average American child grows up in a home with:

3 TVs  
 3 Tape players, 3 radios and 2 CD players  
 2 VCRs  
 1 Video game player  
 1 Computer

#### Percent of kids with the following media in their bedroom:

Age	2-7	8-18
TV	32%	65%
Cable/satellite TV	14%	30%
Premium channels	5%	15%
VCR	16%	36%
Video game player	13%	45%
Computer	6%	21%
Internet access	2%	10%
Radio	42%	86%
Tape player	36%	81%
CD player	14%	75%

#### Percent of kids who have a computer in the home, by age and income:

2-7 year-olds	62%
8 and older	73%
Lower income <sup>5</sup>	49%
Upper income	81%

#### Percent of parents with Internet access at home, over time:<sup>6</sup>

1998:	38%
1999:	50%
2001:	69%

#### Percent of kids who use a computer in a typical day:

All kids 2-18	42%
2-7 year-olds	26%
8 and older	51%

**Percent of school-aged children who use a computer in a typical day, by income:<sup>5</sup>**

In school:

Lower income	32%
Upper income	30%

Out of school:

Lower income	23%
Upper income	48%

**The TV in the home, over time:**

Percent of homes with more than one TV:

1970:	35% <sup>7</sup>
1999:	88%

Percent of homes with 3 or more TV sets:

1970:	6% <sup>7</sup>
1999:	60%

Percent of 6<sup>th</sup> graders with a TV in their bedroom:

1970:	6% <sup>8</sup>
1999:	77%

**Parental oversight of kids' TV use:**

Percent of kids...

With no rules about TV:	49%
In homes where TV is on most of the time:	42%
In homes where TV is usually on during meals:	58%

Percent of time parents watch TV with their kids:<sup>9</sup>

2-7 year-olds:	19%
8-18 year-olds:	5%

<sup>1</sup> The study was conducted from November 1998 through April 1999, and included a nationally representative sample of more than 3,000 children ages 2-18. More than 2,000 students in grades 3-12 completed self-administered written questionnaires in the classroom concerning their media use the previous day; more than 1,000 in-home interviews were conducted with parents or caregivers of 2-7 year-olds; and more than 600 week-long media use diaries were collected for children participating in the study.

<sup>2</sup> Time is presented in hours:minutes.

<sup>3</sup> Times can't be summed, due to use of more than one medium at a time.

<sup>4</sup> Week-long averages are based on mean times with each medium, separating out weekday and weekend reports. Times can't be summed due to use of more than one medium at a time.

<sup>5</sup> Income categories are based on the median income of the zip code in which the child lives (for 2-7 year-olds) or goes to school (for 8-18 year-olds), and represents the following ranges: "low income" is less than \$25,000, and "high income" is \$40,000 or more.

<sup>6</sup> The Kaiser Family Foundation, *Parents and the V-Chip 2001*, July 2001. A nationally representative, random sample survey of 800 parents of children ages 2-17, conducted in May and June 2001.

<sup>7</sup> Nielsen Media Research. (1998). 1998 report on television. New York: Author, p. 15.

<sup>8</sup> Lyle, J., & Hoffman, H. (1972). Children's use of television and other media. In E.A. Rubinstein, G.A. Comstock, & J.P. Murray (Eds.). *Television and social behavior* (Vol. 4, pp. 129-256). Washington, DC: U.S. Government Printing Office, p. 140.

<sup>9</sup> Based on media-use diaries.