July 17-19, 2015

## 1. Screen Time - Respondents

The next few questions are about "screen time" - that is, time spent using digital devices including televisions, video game consoles, computers and cell phone.
Would you say:

|  | Total | Gender |  | Age |  |  |  | 3 Point Party ID |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | $65+$ | Democrat |  | Independent | Republican |
| I spend too much time using those devices I don't spend too much time using those | 54\% | 54\% | 54\% | 63\% | 55\% | 49\% | 49\% | 53\% |  | 53\% | 55\% |
| devices | 36\% | 36\% | 37\% | 25\% | 31\% | 44\% | 44\% | 38\% |  | 34\% | 39\% |
| Not sure | 10\% | 10\% | 9\% | 11\% | 14\% | 7\% | 6\% | 9\% |  | 13\% | 6\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (998) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (483) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (515) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (179) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (271) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (375) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (173) \end{aligned}$ | $\begin{aligned} & \hline 100 \% \\ & (352) \end{aligned}$ |  | $\begin{aligned} & 100 \% \\ & (416) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (230) \end{aligned}$ |
|  |  |  | Race |  |  | ily Income |  |  |  | Region |  |
|  | Total | White | Black | Hispanic | Under 40 | 40-80 | 80+ | Northeast | Midwes | est South | West |
| I spend too much time using those devices I don't spend too much time using those | 54\% | 56\% | 42\% | 53\% | 54\% | 51\% | 62\% | 46\% | 60\% | \% 55\% | 52\% |
| devices | 36\% | 36\% | 41\% | 34\% | 34\% | 43\% | 32\% | 40\% | 31\% | \% 36\% | 39\% |
| Not sure | 10\% | 8\% | 17\% | 13\% | 12\% | 6\% | 6\% | 14\% | 9\% | \% 9\% | 8\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (998) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (755) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (110) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (133) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (395) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (263) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (193) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (160) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (213) \end{aligned}$ | $\begin{array}{ll} \% & 100 \% \\ 3) & (381) \end{array}$ | $\begin{aligned} & 100 \% \\ & (244) \end{aligned}$ |

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## 2. Screen Time - Children

Now, thinking about your children, would you say:
Asked of parents of children under 18

|  | Total | Gender |  | Age |  |  |  | 3 Point Party ID |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat |  | ent | Republican |
| They spend too much <br> time using those <br>  |  |  |  |  |  |  |  |  |  |  |  |
| They don't spend too much time using those |  |  |  |  |  |  |  |  |  |  | $\begin{aligned} & 45 \% \\ & 15 \% \end{aligned}$ |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (230) \end{aligned}$ | $\begin{gathered} 100 \% \\ (97) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (133) \end{aligned}$ | $\begin{gathered} 100 \% \\ (38) \end{gathered}$ | $\begin{aligned} & \hline 100 \% \\ & (126) \end{aligned}$ | $\begin{gathered} 100 \% \\ (61) \end{gathered}$ | $100 \%$ <br> (5) | $100 \%$ <br> (77) |  |  | $\begin{gathered} \hline 100 \% \\ (42) \end{gathered}$ |
|  |  |  | Race |  |  | ily Income |  |  |  |  |  |
|  | Total | White | Black | Hispanic | Under 40 | 40-80 | 80+ | Northeast | Midwest | South | West |
| They spend too much time using those |  |  |  |  |  |  |  |  |  |  |  |
| They don't spend too much time using those devices | 35\% | 34\% | 36\% | 35\% | 41\% | 38\% | 23\% | 41\% | 35\% | 29\% | 37\% |
| Not sure | 12\% | 13\% | 21\% | 3\% | 11\% | 5\% | 7\% | 8\% | 27\% | 9\% | 6\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (230) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (146) \end{aligned}$ | $\begin{gathered} 100 \% \\ (34) \end{gathered}$ | $100 \%$ <br> (50) | $100 \%$ <br> (98) | $\begin{gathered} 100 \% \\ (62) \end{gathered}$ | $\begin{gathered} 100 \% \\ (51) \end{gathered}$ | $\begin{gathered} 100 \% \\ (45) \end{gathered}$ | $\begin{gathered} 100 \% \\ (47) \end{gathered}$ | $\begin{gathered} 100 \% \\ (80) \end{gathered}$ | 100\% <br> (58) |

## 3. Family Rules

Does your family have specific rules about how many hours of screen time your children can have each day?
Asked of parents of children under 18

|  | Total | Gender |  | Age |  |  |  | 3 Point Party ID |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Yes | 45\% | 37\% | 51\% | 56\% | 38\% | 48\% | 80\% | 54\% | 41\% | 38\% |
| No | 46\% | 49\% | 43\% | 33\% | 50\% | 47\% | 20\% | 42\% | 43\% | 62\% |
| Not sure | 9\% | 14\% | 6\% | 11\% | 12\% | 5\% | - | 3\% | 16\% | - |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (230) \end{aligned}$ | $\begin{gathered} 100 \% \\ (98) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (132) \end{aligned}$ | $\begin{gathered} 100 \% \\ (38) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (125) \end{aligned}$ | $\begin{gathered} 100 \% \\ (62) \end{gathered}$ | $\begin{gathered} 100 \% \\ (5) \end{gathered}$ | $\begin{gathered} 100 \% \\ (77) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (111) \end{aligned}$ | $\begin{gathered} 100 \% \\ (42) \end{gathered}$ |


|  | Total | Race |  |  | Family Income |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | White | Black | Hispanic | Under 40 | 40-80 | 80+ | Northeast | Midwest | South | West |
| Yes | 45\% | 35\% | 41\% | 74\% | 45\% | 46\% | 46\% | 39\% | 37\% | 47\% | 52\% |
| No | 46\% | 55\% | 43\% | 24\% | 45\% | 51\% | 52\% | 50\% | 42\% | 47\% | 45\% |
| Not sure | 9\% | 10\% | 16\% | 3\% | 10\% | 3\% | 2\% | 11\% | 21\% | 6\% | 3\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (230) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (146) \end{aligned}$ | $\begin{gathered} 100 \% \\ (34) \end{gathered}$ | $\begin{gathered} 100 \% \\ (50) \end{gathered}$ | 100\% <br> (99) | $\begin{gathered} 100 \% \\ (61) \end{gathered}$ | $\begin{gathered} 100 \% \\ (51) \end{gathered}$ | $100 \%$ <br> (45) | $100 \%$ <br> (47) | $\begin{gathered} 100 \% \\ (80) \end{gathered}$ | 100\% <br> (58) |

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4. More Screen Time

Who spends more time using digital devices, you or your children?
Asked of parents of children under 18


|  | Total | Race |  |  | Family Income |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | White | Black | Hispanic | Under 40 | 40-80 | 80+ | Northeast | Midwest | South | West |
| Me | 43\% | 51\% | 26\% | 34\% | 50\% | 40\% | 33\% | 30\% | 51\% | 38\% | 56\% |
| My children | 33\% | 29\% | 37\% | 41\% | 24\% | 34\% | 49\% | 36\% | 19\% | 39\% | 33\% |
| We spend about the same amount of time | 20\% | 16\% | 32\% | 22\% | 22\% | 22\% | 16\% | 31\% | 21\% | 20\% | 9\% |
| Not sure | 4\% | 4\% | 5\% | 4\% | 4\% | 4\% | 2\% | 3\% | 10\% | 3\% | 2\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (231) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (147) \end{aligned}$ | $\begin{gathered} 100 \% \\ (34) \end{gathered}$ | $\begin{gathered} \hline 100 \% \\ (50) \end{gathered}$ | $\begin{gathered} \hline 100 \% \\ (99) \end{gathered}$ | $\begin{gathered} 100 \% \\ (62) \end{gathered}$ | $\begin{gathered} 100 \% \\ (51) \end{gathered}$ | $\begin{gathered} 100 \% \\ (45) \end{gathered}$ | $\begin{gathered} 100 \% \\ (48) \end{gathered}$ | $\begin{gathered} 100 \% \\ (80) \end{gathered}$ | $\begin{gathered} 100 \% \\ (58) \end{gathered}$ |

## 5. Cell Phone at Table

How often do you let your kids use their cell phones at the dinner table?
Asked of parents of children under 18

|  | Total | Gender |  | Age |  |  |  | 3 Point Party ID |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Always | 5\% | 6\% | 5\% | - | 6\% | 8\% | - | 10\% | 3\% | 4\% |
| Sometimes | 10\% | 10\% | 10\% | 3\% | 10\% | 14\% | - | 14\% | 8\% | 7\% |
| Rarely | 11\% | 13\% | 10\% | 12\% | 11\% | 11\% | - | 18\% | 6\% | 12\% |
| Never | 43\% | 40\% | 45\% | 43\% | 40\% | 45\% | 60\% | 33\% | 45\% | 56\% |
| My kids don't have cell phones | 26\% | 23\% | 28\% | 39\% | 26\% | 18\% | 40\% | 22\% | 30\% | 20\% |
| Not sure | 6\% | 10\% | 3\% | 3\% | 7\% | 5\% | - | 3\% | 9\% | 1\% |
| Totals <br> (Unweighted N) | $\begin{aligned} & 100 \% \\ & (231) \end{aligned}$ | $\begin{gathered} 100 \% \\ (98) \end{gathered}$ | $\begin{aligned} & \hline 100 \% \\ & (133) \end{aligned}$ | $\begin{gathered} 100 \% \\ (38) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (126) \end{aligned}$ | $\begin{gathered} 100 \% \\ (62) \end{gathered}$ | $100 \%$ <br> (5) | $\begin{gathered} 100 \% \\ (77) \end{gathered}$ | $\begin{aligned} & \hline 100 \% \\ & (111) \end{aligned}$ | $\begin{gathered} \hline 100 \% \\ (43) \end{gathered}$ |


|  | Total | Race |  |  | Family Income |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | White | Black | Hispanic | Under 40 | 40-80 | 80+ | Northeast | Midwest | South | West |
| Always | 5\% | 3\% | 7\% | 10\% | 9\% | 3\% | 4\% | 7\% | 1\% | 8\% | 4\% |
| Sometimes | 10\% | 9\% | 8\% | 13\% | 8\% | 8\% | 17\% | 13\% | 2\% | 9\% | 14\% |
| Rarely | 11\% | 7\% | 17\% | 17\% | 8\% | 18\% | 7\% | 11\% | 9\% | 8\% | 18\% |
| Never | 43\% | 42\% | 46\% | 43\% | 43\% | 45\% | 46\% | 43\% | 45\% | 41\% | 42\% |
| My kids don't have cell phones | 26\% | 32\% | 15\% | 15\% | 29\% | 22\% | 25\% | 16\% | 34\% | 31\% | 20\% |
| Not sure | 6\% | 7\% | 7\% | 3\% | 3\% | 4\% | 2\% | 11\% | 8\% | 3\% | 3\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| (Unweighted N) | (231) | (147) | (34) | (50) | (99) | (62) | (51) | (45) | (48) | (80) | (58) |

## 6. Cell Phone at Sleep

How often do you let your kids sleep next to their cell phone?
Asked of parents of children under 18

|  | Total | Gender |  | Age |  |  |  | 3 Point Party ID |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican |
| Always | 18\% | 16\% | 19\% | 4\% | 15\% | 30\% | 13\% | 28\% | 14\% | 9\% |
| Sometimes | 12\% | 10\% | 13\% | 9\% | 13\% | 12\% | - | 22\% | 5\% | 17\% |
| Rarely | 7\% | 6\% | 8\% | 13\% | 7\% | 3\% | 7\% | 5\% | 8\% | 6\% |
| Never | 30\% | 33\% | 27\% | 29\% | 27\% | 34\% | 40\% | 22\% | 30\% | 44\% |
| My kids don't have cell phones | 31\% | 31\% | 30\% | 41\% | 33\% | 20\% | 40\% | 24\% | 37\% | 23\% |
| Not sure | 3\% | 3\% | 3\% | 3\% | 4\% | 1\% | - | 1\% | 5\% | 1\% |
| Totals <br> (Unweighted N) | $\begin{aligned} & 100 \% \\ & (230) \end{aligned}$ | $\begin{gathered} 100 \% \\ (98) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (132) \end{aligned}$ | $\begin{gathered} 100 \% \\ (38) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (126) \end{aligned}$ | $\begin{gathered} 100 \% \\ (61) \end{gathered}$ | $100 \%$ <br> (5) | $\begin{gathered} 100 \% \\ (77) \end{gathered}$ | $\begin{aligned} & 100 \% \\ & (110) \end{aligned}$ | $\begin{gathered} 100 \% \\ (43) \end{gathered}$ |


|  | Total | Race |  |  | Family Income |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | White | Black | Hispanic | Under 40 | 40-80 | 80+ | Northeast | Midwest | South | West |
| Always | 18\% | 16\% | 21\% | 19\% | 14\% | 22\% | 20\% | 29\% | 5\% | 23\% | 11\% |
| Sometimes | 12\% | 9\% | 18\% | 17\% | 13\% | 8\% | 11\% | 11\% | 21\% | 7\% | 12\% |
| Rarely | 7\% | 9\% | - | 5\% | 8\% | 9\% | 5\% | 5\% | 4\% | 7\% | 12\% |
| Never | 30\% | 23\% | 43\% | 39\% | 33\% | 27\% | 35\% | 27\% | 26\% | 27\% | 39\% |
| My kids don't have cell phones | 31\% | 39\% | 15\% | 16\% | 31\% | 28\% | 29\% | 25\% | 39\% | 34\% | 23\% |
| Not sure | 3\% | 3\% | 2\% | 3\% | 1\% | 6\% | - | 3\% | 5\% | 2\% | 3\% |
| Totals (Unweighted N) | $\begin{aligned} & 100 \% \\ & (230) \end{aligned}$ | $\begin{aligned} & \hline 100 \% \\ & (146) \end{aligned}$ | $\begin{gathered} 100 \% \\ (34) \end{gathered}$ | 100\% <br> (50) | $100 \%$ <br> (99) | $\begin{gathered} 100 \% \\ (61) \end{gathered}$ | 100\% <br> (51) | $100 \%$ <br> (45) | $100 \%$ <br> (48) | $\begin{gathered} 100 \% \\ (80) \end{gathered}$ | $\begin{gathered} 100 \% \\ (57) \end{gathered}$ |

