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:

		Gender			Α	ge	3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
I spend too much time										
using those devices	54%	54%	54%	63%	55%	49%	49%	53%	53%	55%
I don't spend too much										
time using those										
devices	36%	36%	37%	25%	31%	44%	44%	38%	34%	39%
Not sure	10%	10%	9%	11%	14%	7%	6%	9%	13%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(483)	(515)	(179)	(271)	(375)	(173)	(352)	(416)	(230)

			Race		F	amily Income			Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
I spend too much time											
using those devices	54%	56%	42%	53%	54%	51%	62%	46%	60%	55%	52%
I don't spend too much											
time using those											
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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(755)	(110)	(133)	(395)	(263)	(193)	(160)	(213)	(381)	(244)

1

July 17 - 19, 2015



2. Screen Time - Children Now, thinking about your children, would you say: Asked of parents of children under 18

		Ge	nder	Age				3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	
They spend too much time using those devices They don't spend too much time using those	53%	60%	48%	22%	54%	67%	70%	57%	55%	40%	
devices	35%	28%	40%	70%	30%	26%	30%	38%	30%	45%	
Not sure	12%	12%	12%	8%	16%	7%	_	5%	15%	15%	
Totals (Unweighted N)	100% (230)	100% (97)	100% (133)	100% (38)	100% (126)	100% (61)	100% (5)	100% (77)	100% (111)	100% (42)	

			Race		F	amily Income)		Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
They spend too much time using those devices They don't spend too much time using those	53%	53%	42%	62%	48%	57%	70%	51%	38%	62%	57%
devices Not sure	35% 12%	34% 13%	36% 21%	35% 3%	41% 11%	38% 5%	23% 7%	41% 8%	35% 27%	29% 9%	37% 6%
Totals (Unweighted N)	100% (230)	100% (146)	100% (34)	100% (50)	100% (98)	100% (62)	100% (51)	100% (45)	100% (47)	100% (80)	100% (58)

July 17 - 19, 2015



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

		Ge	nder		Α	ge			3 Point Party ID	
	Total	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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(230)	(98)	(132)	(38)	(125)	(62)	(5)	(77)	(111)	(42)

			Race		F	amily Income			Regi	on	
	Total	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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(230)	(146)	(34)	(50)	(99)	(61)	(51)	(45)	(47)	(80)	(58)

July 17 - 19, 2015



4. More Screen TimeWho spends more time using digital devices, you or your children?

Asked of parents of children under 18

		Gender			А	ge	3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Me	43%	37%	48%	89%	45%	14%	77%	31%	47%	54%
My children	33%	42%	26%	6%	27%	59%	13%	37%	32%	30%
We spend about the										
same amount of time	20%	15%	23%	5%	23%	23%	10%	28%	16%	17%
Not sure	4%	6%	3%	_	5%	5%	_	4%	6%	_
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(231)	(98)	(133)	(38)	(126)	(62)	(5)	(77)	(111)	(43)

			Race		F	amily Income	•		Regi	on	
	Total	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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(231)	(147)	(34)	(50)	(99)	(62)	(51)	(45)	(48)	(80)	(58)

July 17 - 19, 2015



5. Cell Phone at TableHow often do you let your kids use their cell phones at the dinner table?

Asked of parents of children under 18

		Ge	nder		Α	ge			3 Point Party ID	
	Total	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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(231)	(98)	(133)	(38)	(126)	(62)	(5)	(77)	(111)	(43)

			Race		F	amily Income)		Regi	on	
	Total	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)

July 17 - 19, 2015



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

		Ge	nder		Α	ge			3 Point Party ID	
	Total	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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(230)	(98)	(132)	(38)	(126)	(61)	(5)	(77)	(110)	(43)

			Race		F	amily Income	;		Regi	on	
	Total	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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(230)	(146)	(34)	(50)	(99)	(61)	(51)	(45)	(48)	(80)	(57)