

November 1999

Kids and Media at the New Millennium: A Comprehensive National Analysis of Children's Media Use

A Report of the Kaiser Family Foundation

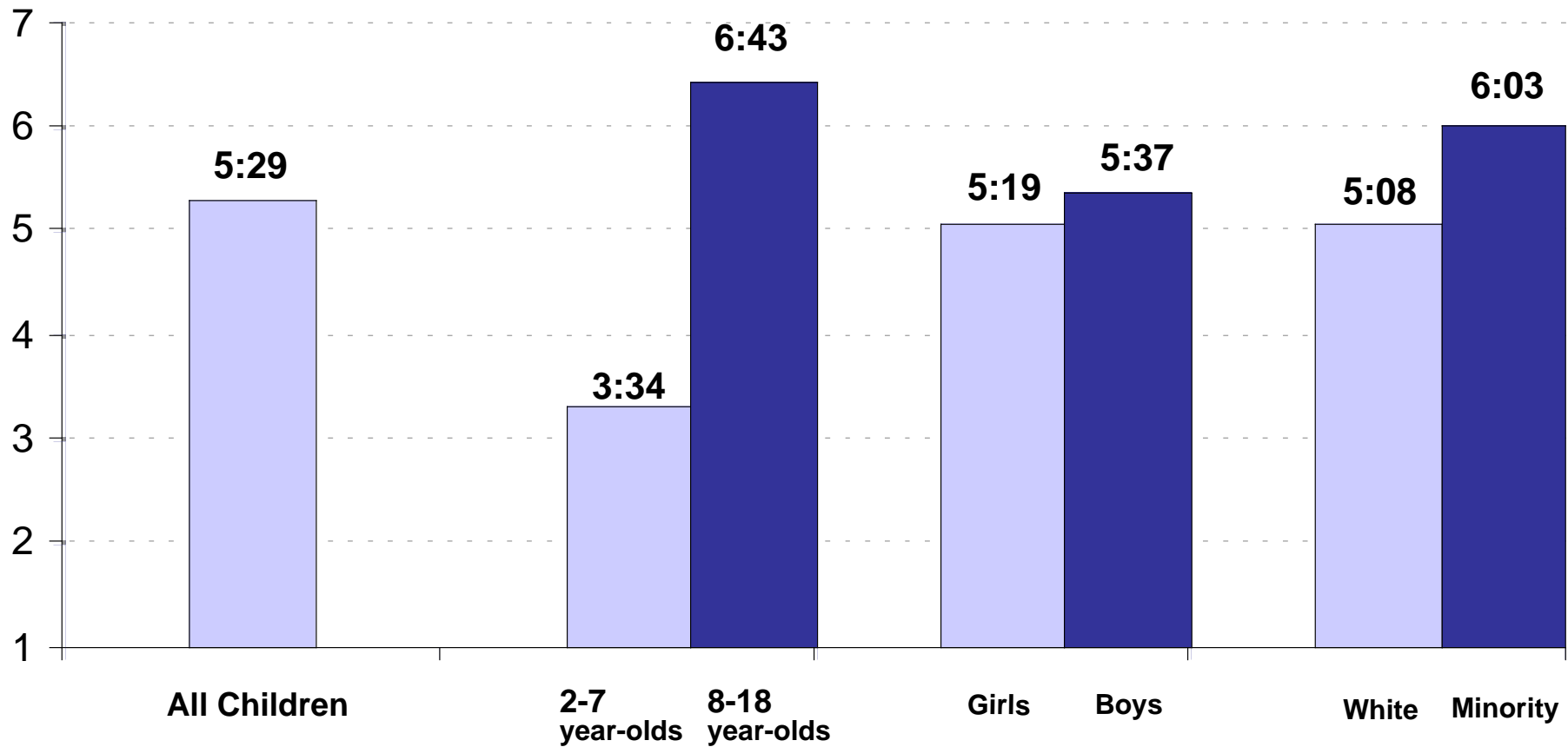
Chart Pack



Chart 1

Media Use

On a typical day, the total amount of time spent using media by...



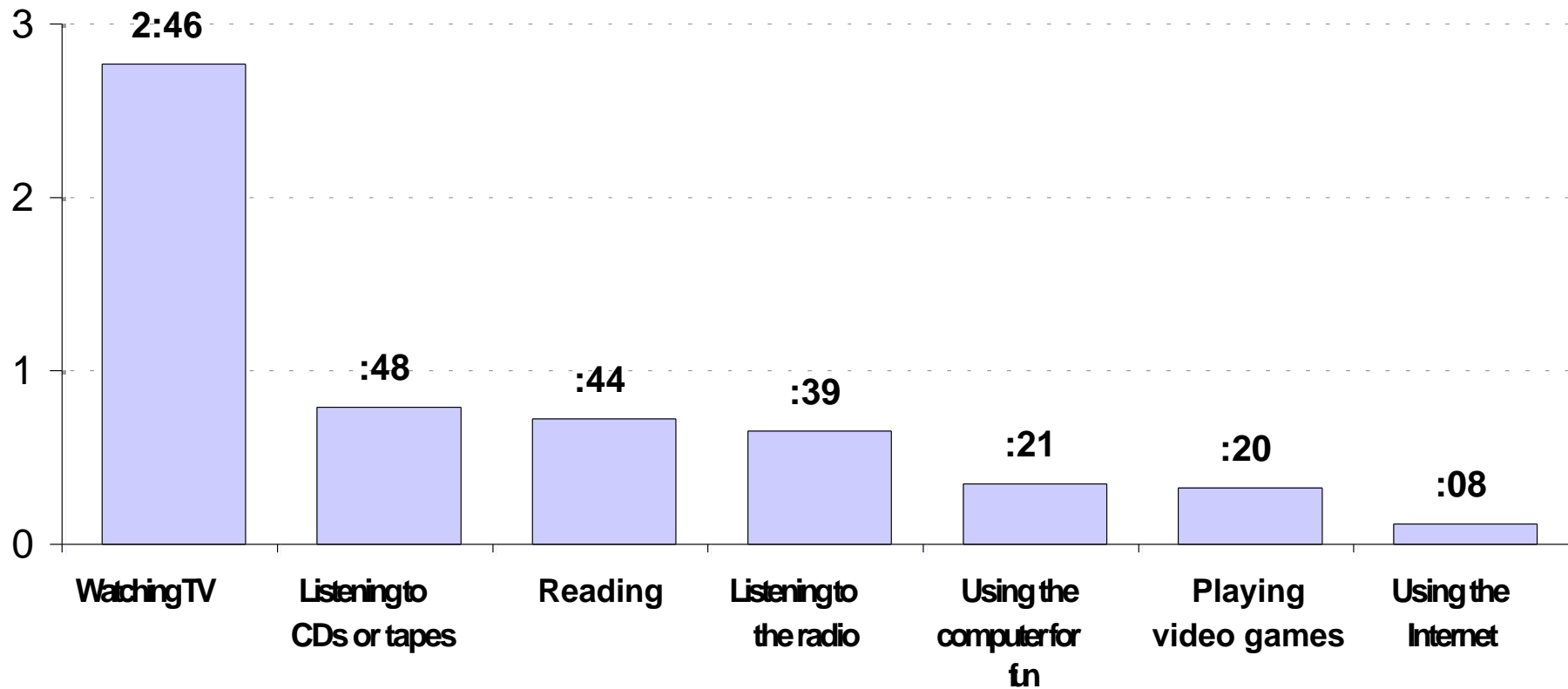
* Times are presented in hours: minutes.

Source: Kids & Media at the New Millennium, Kaiser Family Foundation, November 1999

Chart 2

Media Use

In a typical day, the average amount of time children spend...



* Times are presented in hours: minutes. Numbers cannot be summed to calculate children's total media use time because they may have used more than one medium at a time. Reading includes amount of time children are read to.

Source: Kids & Media at the New Millennium, Kaiser Family Foundation, November 1999

Chart 3

Media in the Bedroom

Percent of 2-7 year-olds who have the following media in their bedrooms...

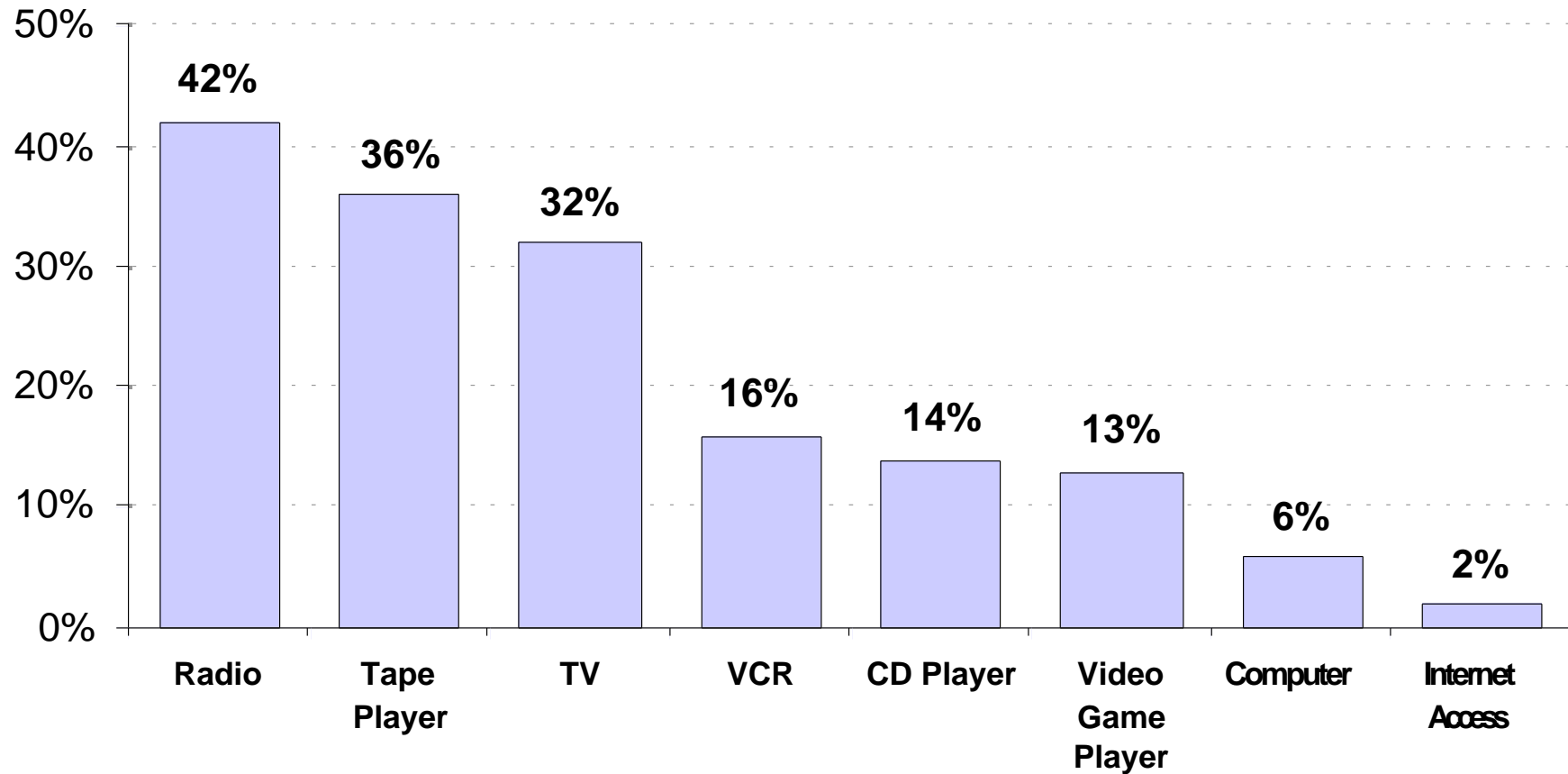


Chart 4

Media in the Home

Percent of children who live in homes with...

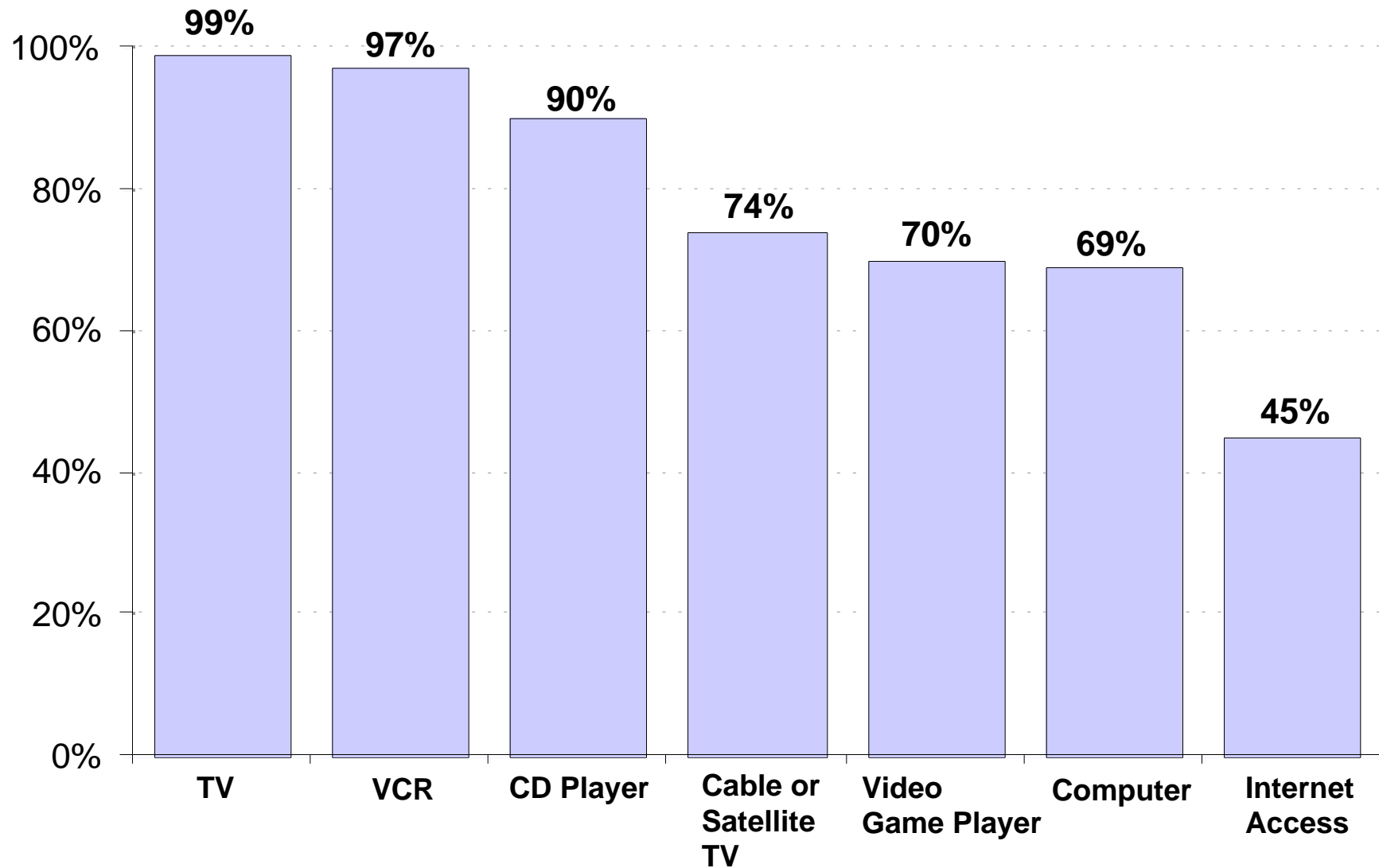
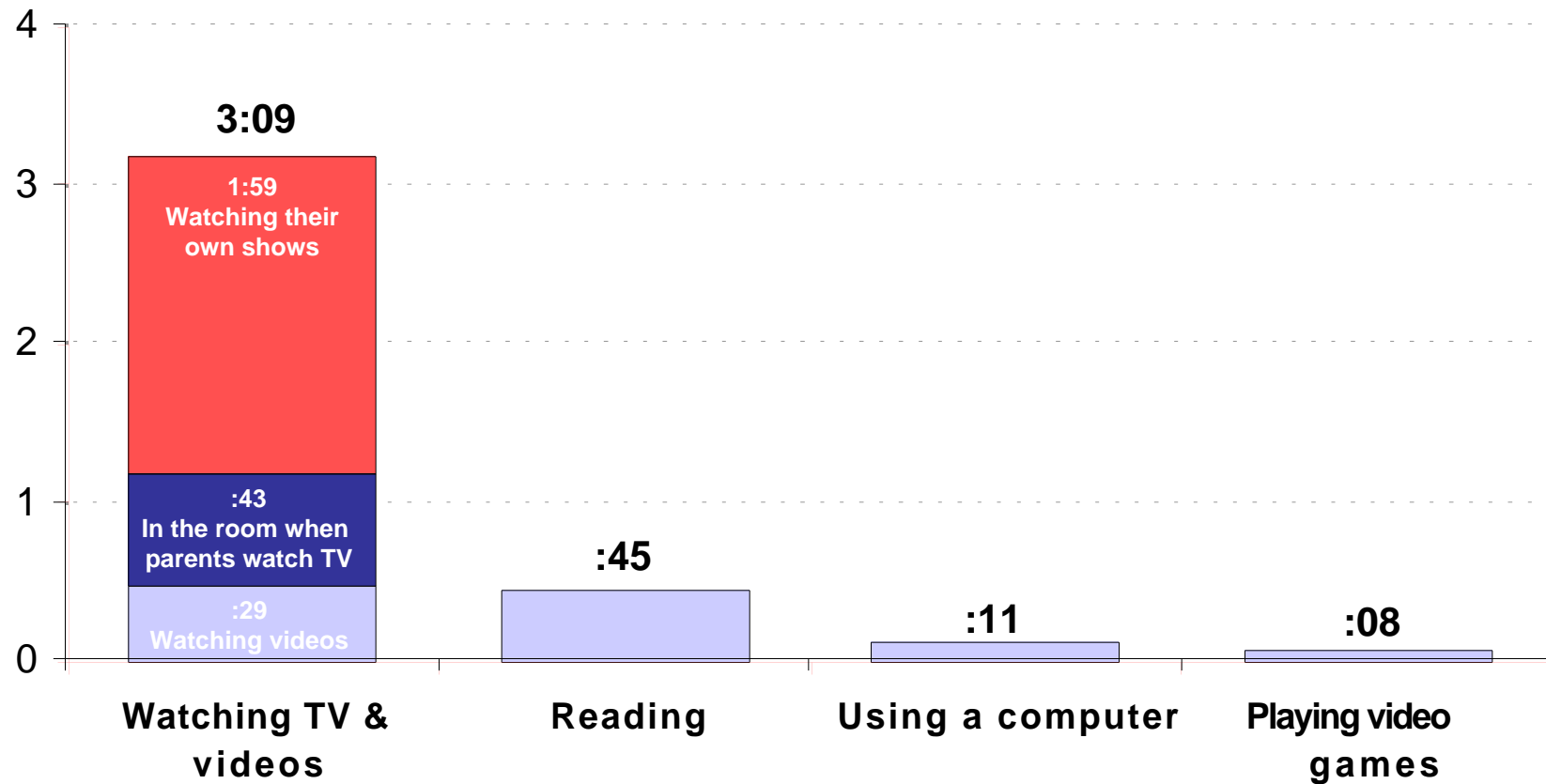


Chart 5

Media Use

On a typical day, the amount of time 2-7 year-olds spend...

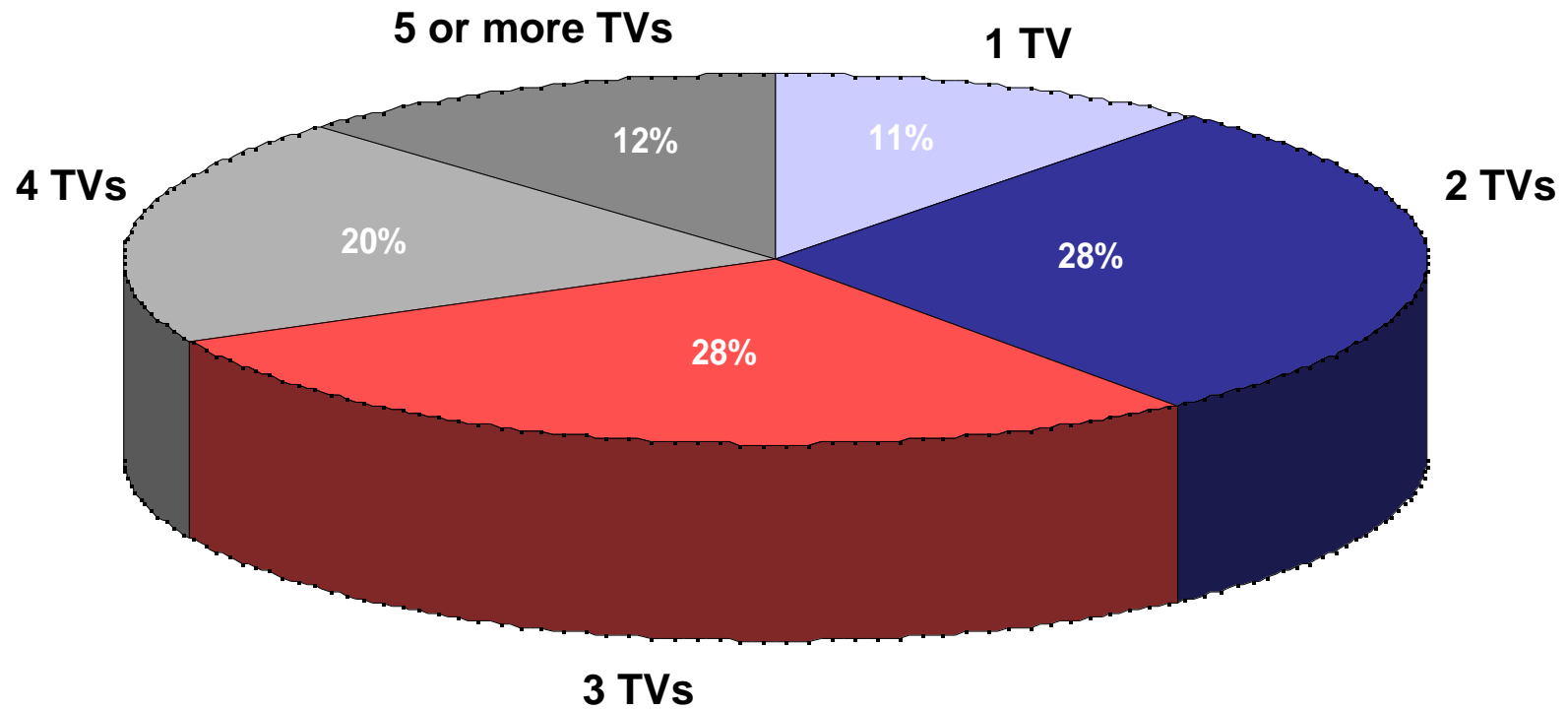


* Times are presented in hours: minutes. Numbers cannot be summed to calculate children's total media use time because they may have used more than one media at a time. Reading time includes amount of time children are read to.

Chart 6

Media in the Home

Percent of children who live in homes with...



* "No answer" responses not shown.

Source: Kids & Media at the New Millennium, Kaiser Family Foundation, November 1999

Chart 7

Media Use in the Home

Percent of children who live in homes where...

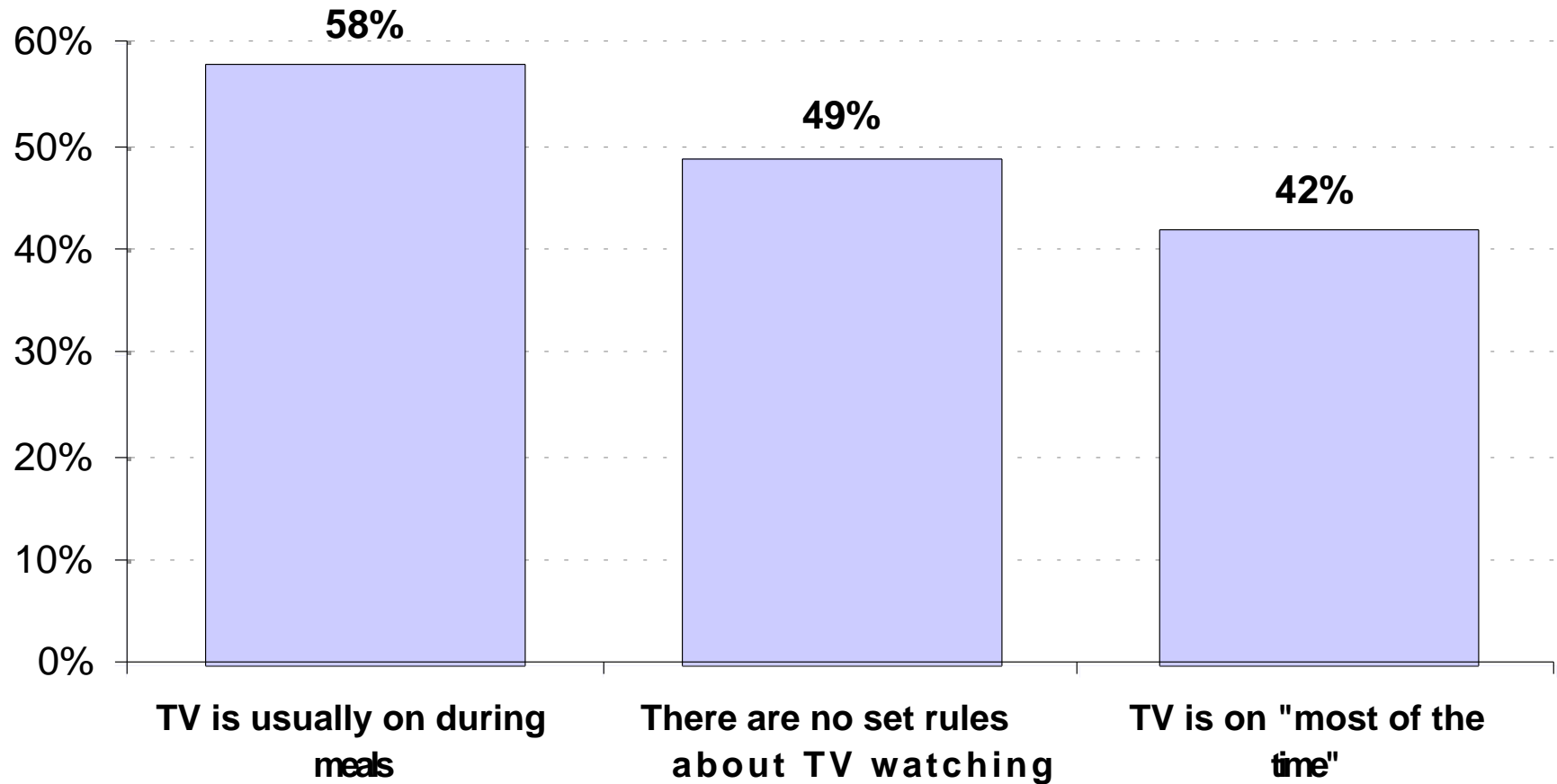


Chart 8

Daily TV Viewing

On a typical day, the percent of children who watch TV for...

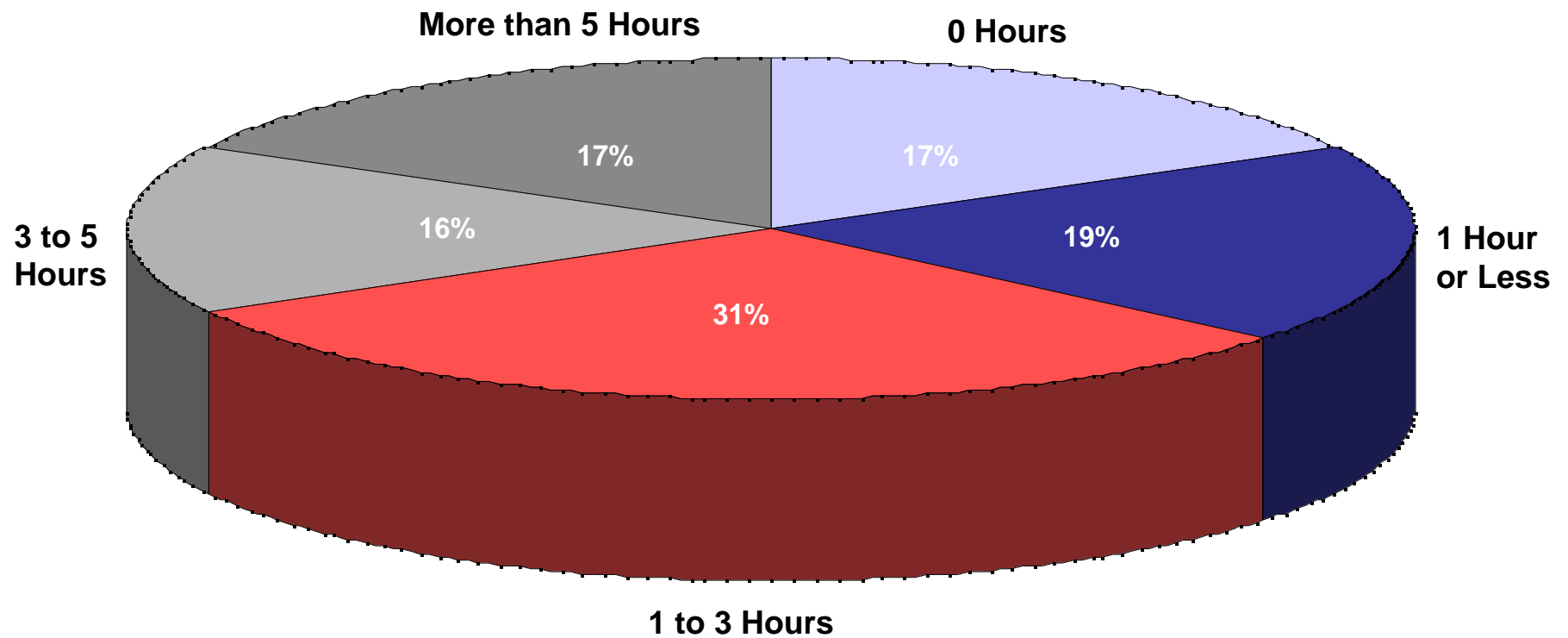
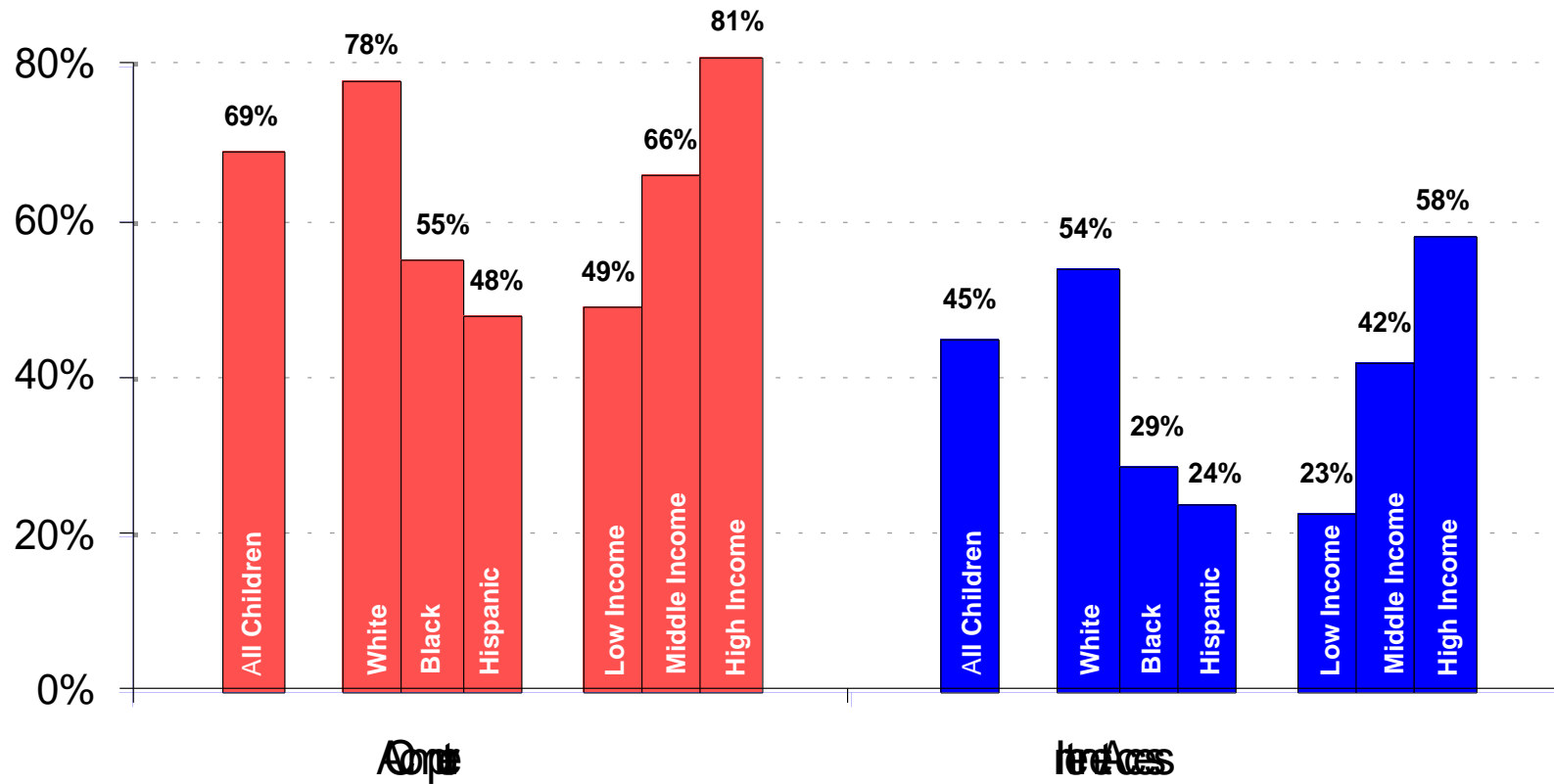


Chart 9

Computers in the Home

Percent of children who live in homes with...



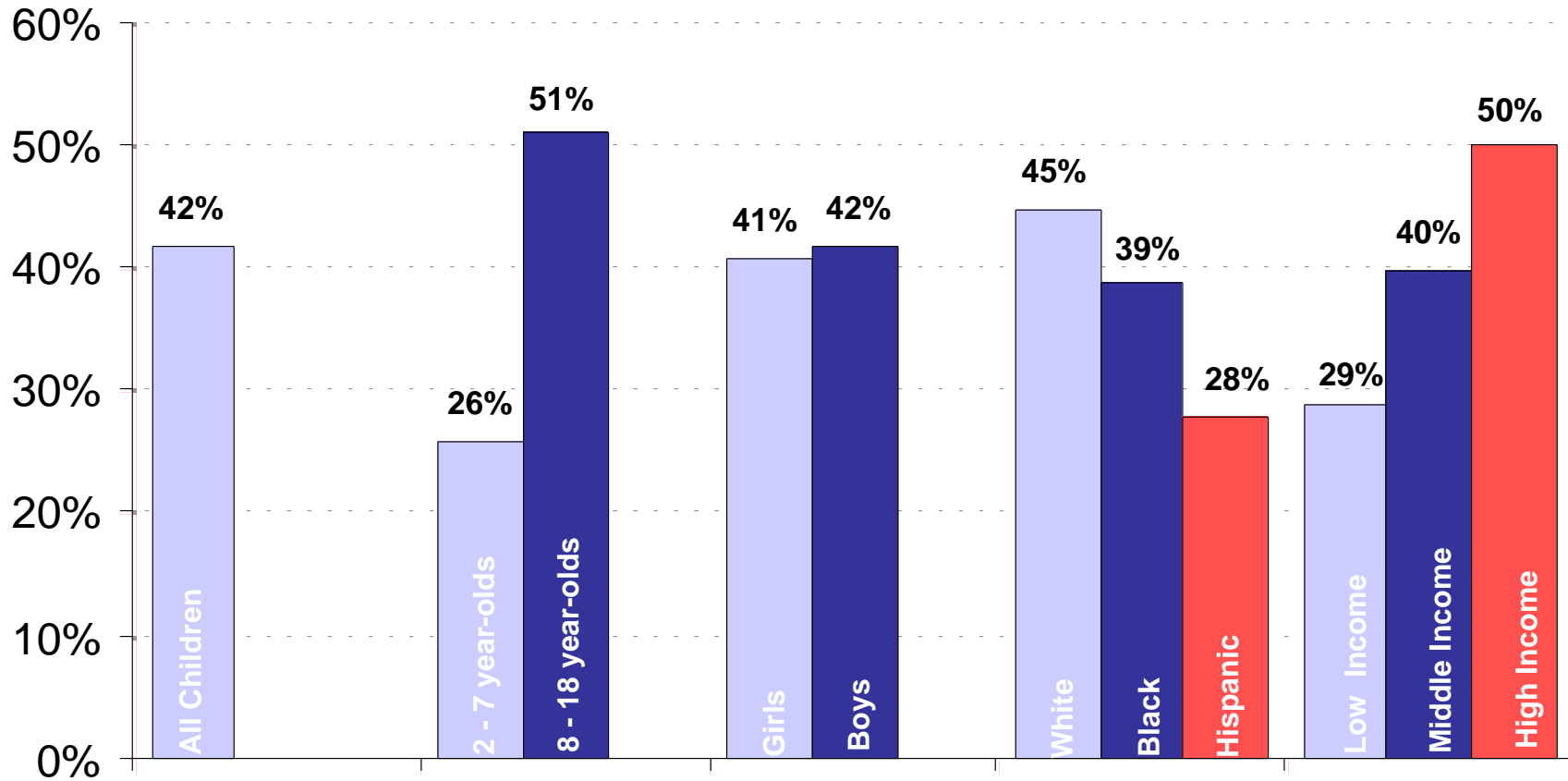
*Income categories are based on the median income of the zip code in which a child lives (among 2-7 year-olds) or attends school (among 8-18 year-olds), and represent the following ranges: "Low Income," less than \$25,000; "Middle Income," \$25,000 to \$39,999; "High Income," \$40,000 or more.

Source: Kids & Media at the New Millennium, Kaiser Family Foundation, November 1999

Chart 10

Computer Use

In a typical day, the percent of children who use a computer.



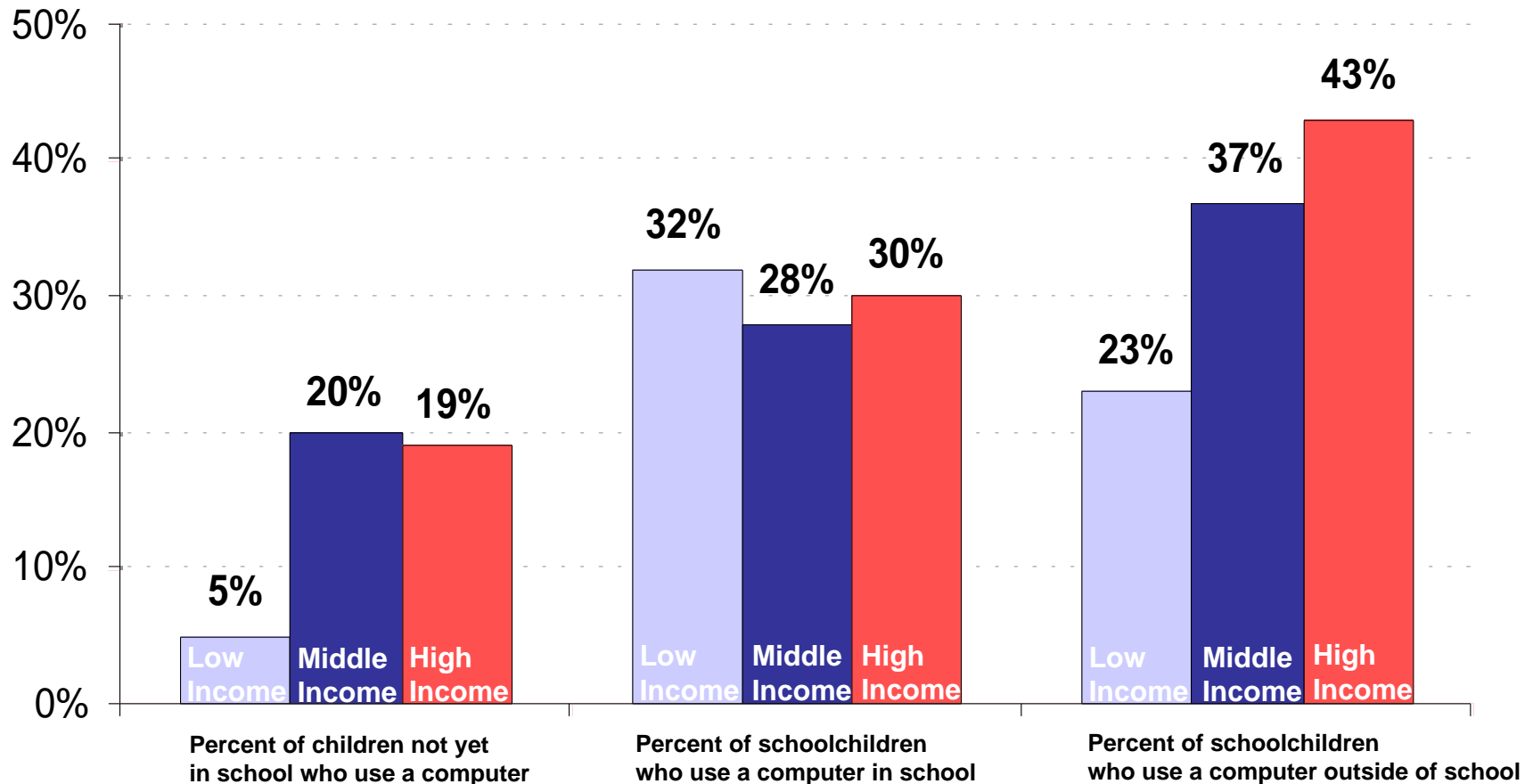
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Source: Kids & Media at the New Millennium, Kaiser Family Foundation, November 1999

Chart 11

Computer Use

The impact of school on income differentials in computer use. In a typical day...



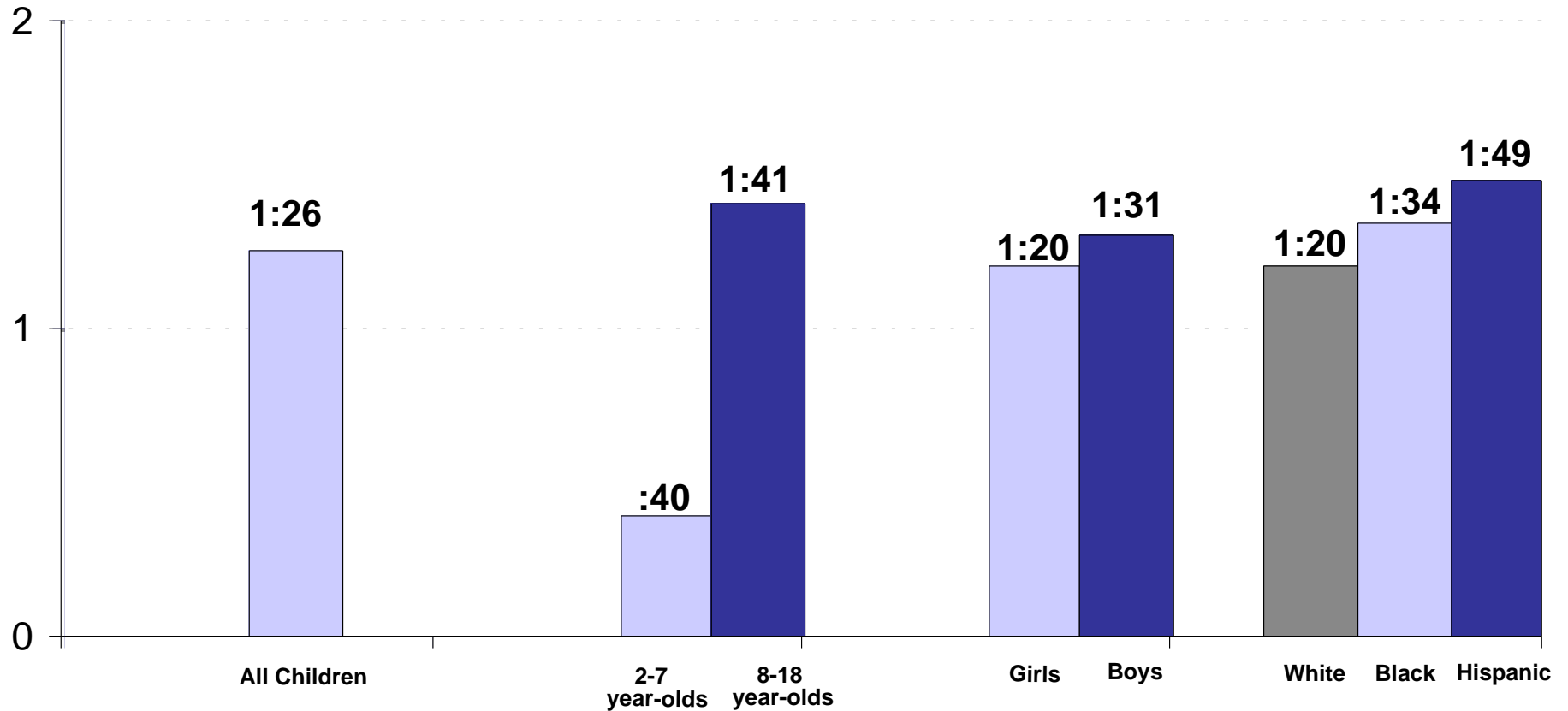
*Income categories are based on the median income of the zip code in which a child lives (among 2-7 year-olds) or attends school (among 8-18 year-olds), and represent the following ranges: "Low Income," less than \$25,000; "Middle Income," \$25,000 to \$39,999; "High Income," \$40,000 or more.

Source: Kids & Media at the New Millennium, Kaiser Family Foundation, November 1999

Chart 12

Computer Use

Among children who use a computer, the average amount of time spent at the keyboard per day by...



* Times are presented in hours: minutes.

Source: Kids & Media at the New Millennium, Kaiser Family Foundation, November 1999

Chart 13

Computer Use

Of children who use a computer on a typical day, the proportion of time spent on...

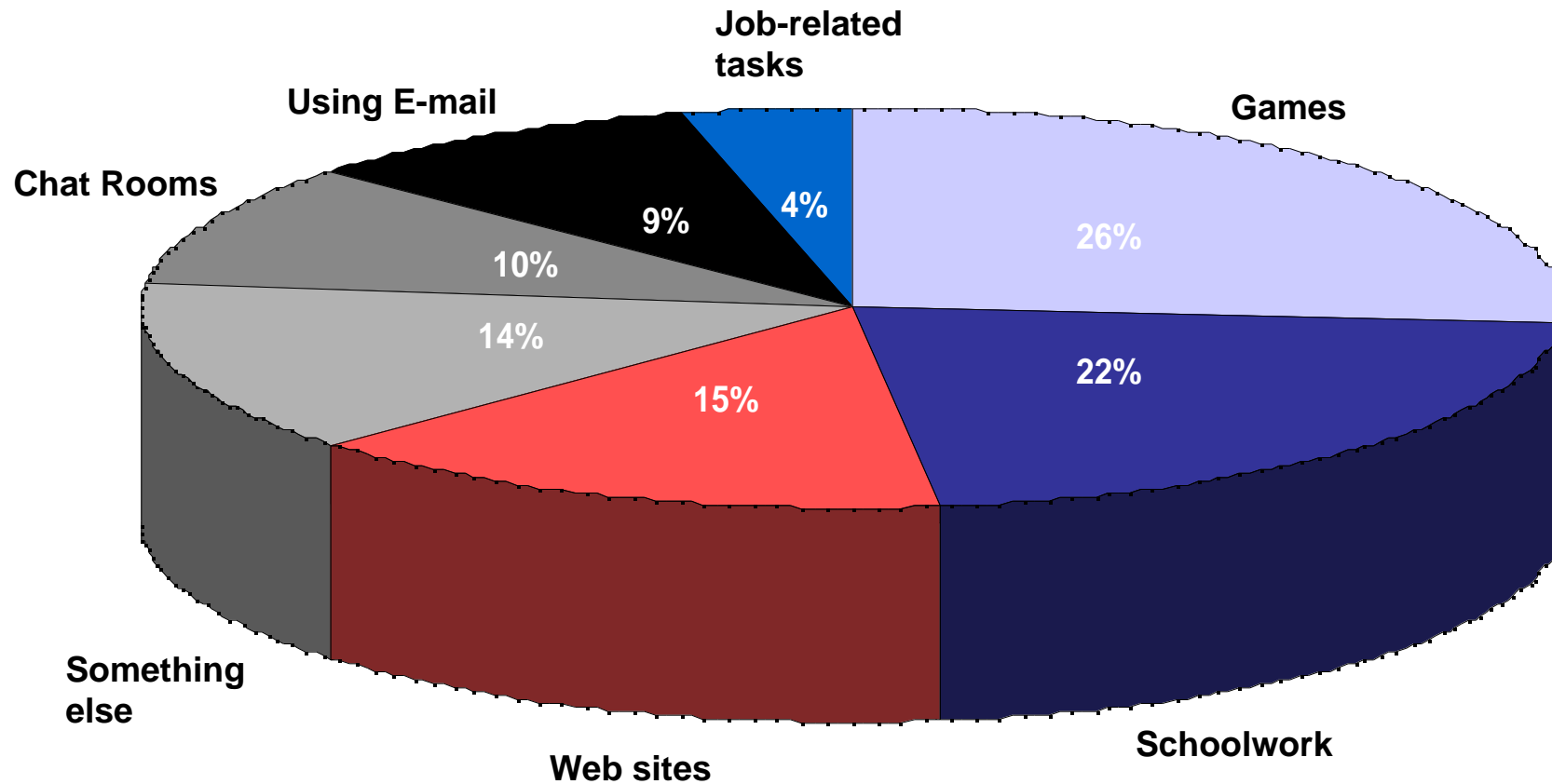


Chart 14

Media in the Bedroom

Percent of children who have the following media in their bedrooms...

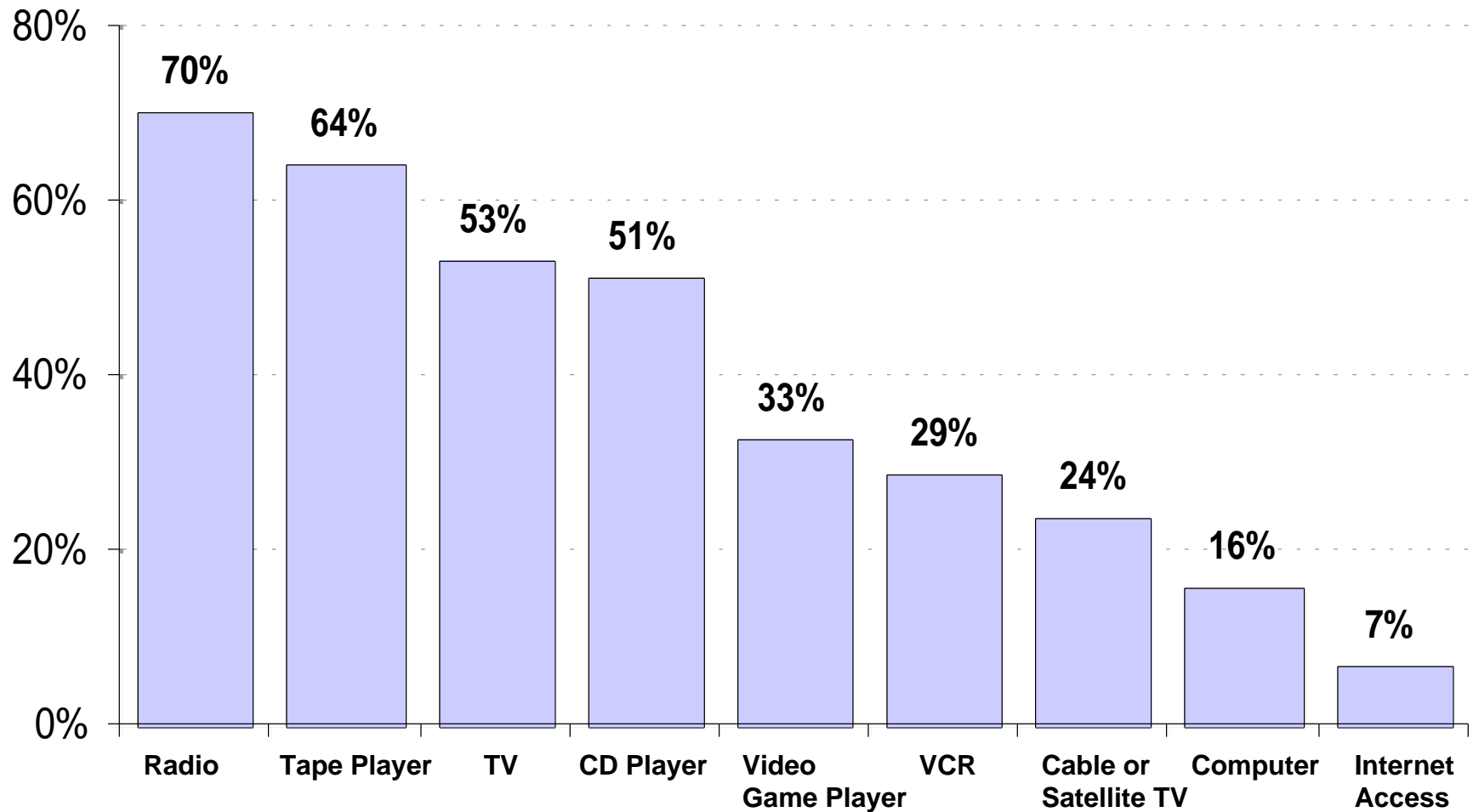


Chart 15

Media Use

Of all time with media, the proportion children spend...

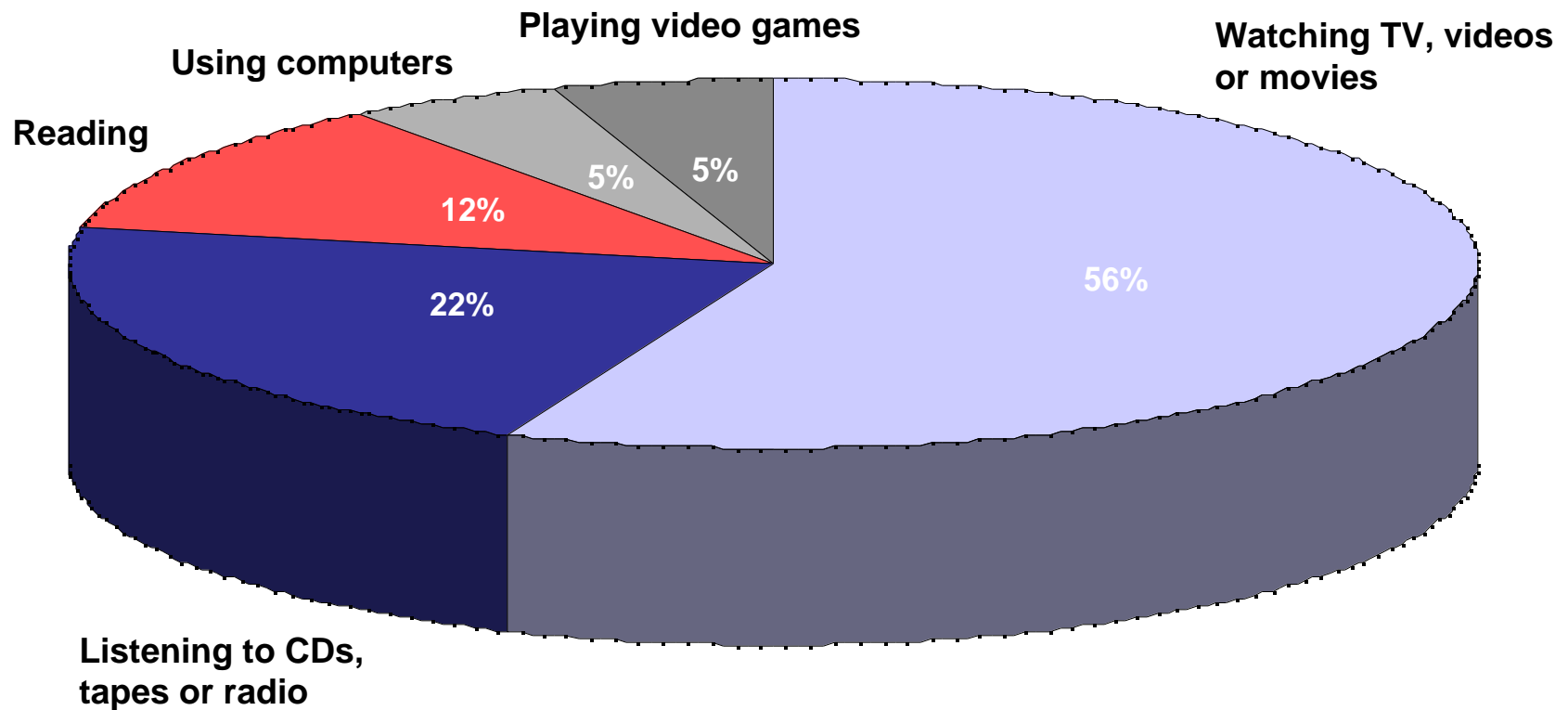


Chart 16

Media Use

Percent of children who spend more than one hour per day...

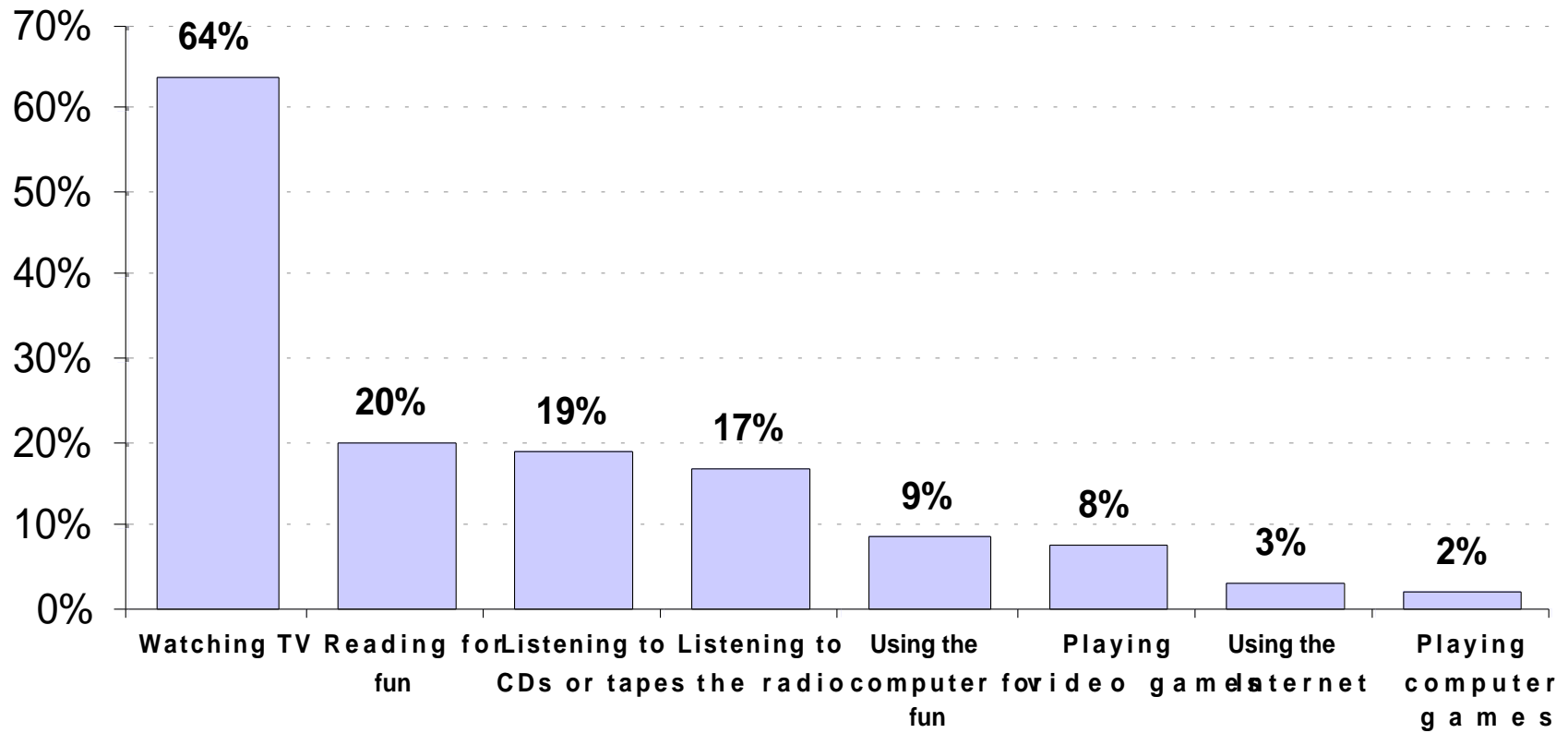
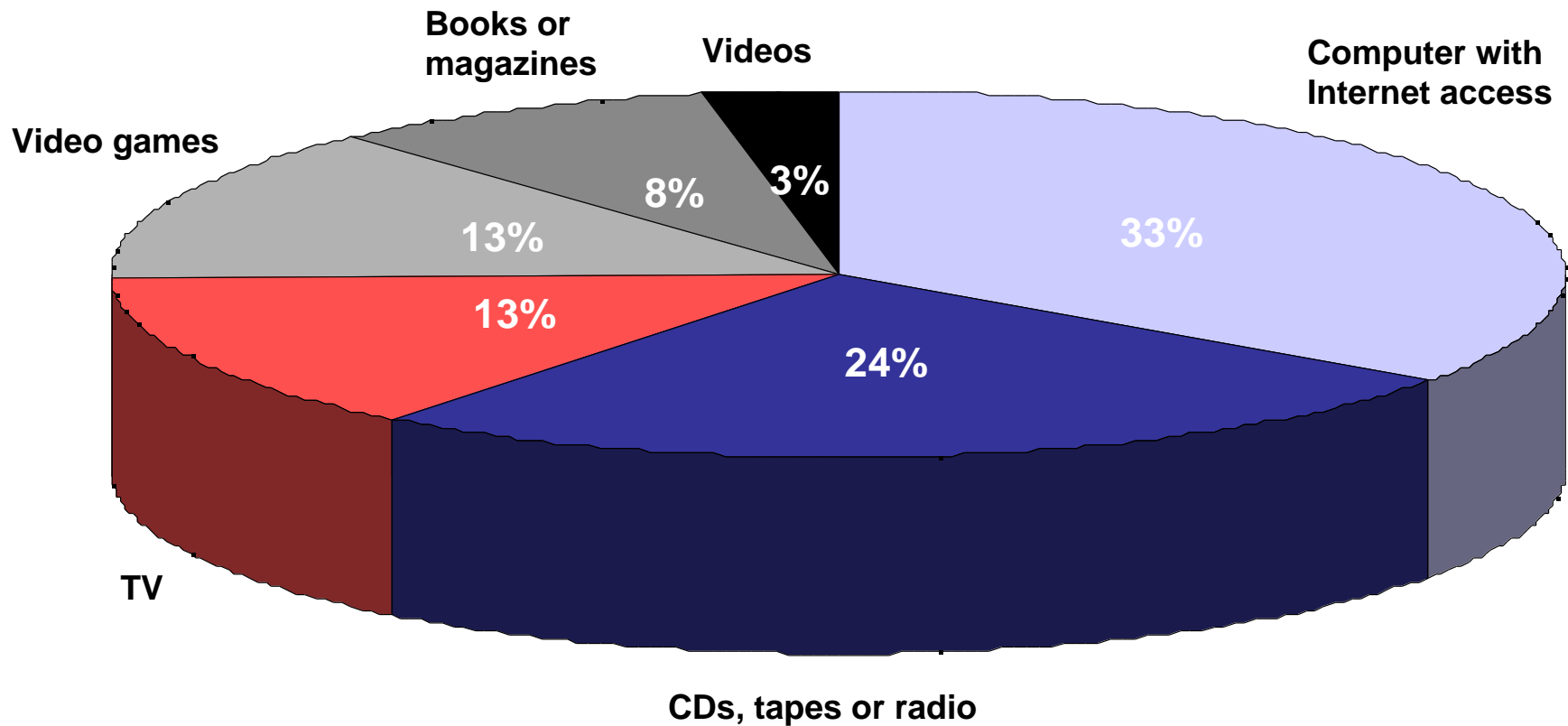


Chart 17

Favorite Media

When asked to choose which media to bring to a desert island, the percent of children aged 8-18 who picked...



* "No Answer"/ "Nothing" responses not shown.

Source: Kids & Media at the New Millennium, Kaiser Family Foundation, November 1999

Chart 18

Attitudes Toward Media

When asked how they feel when they use computers or watch TV, the percent of children aged 8-18 who say they...

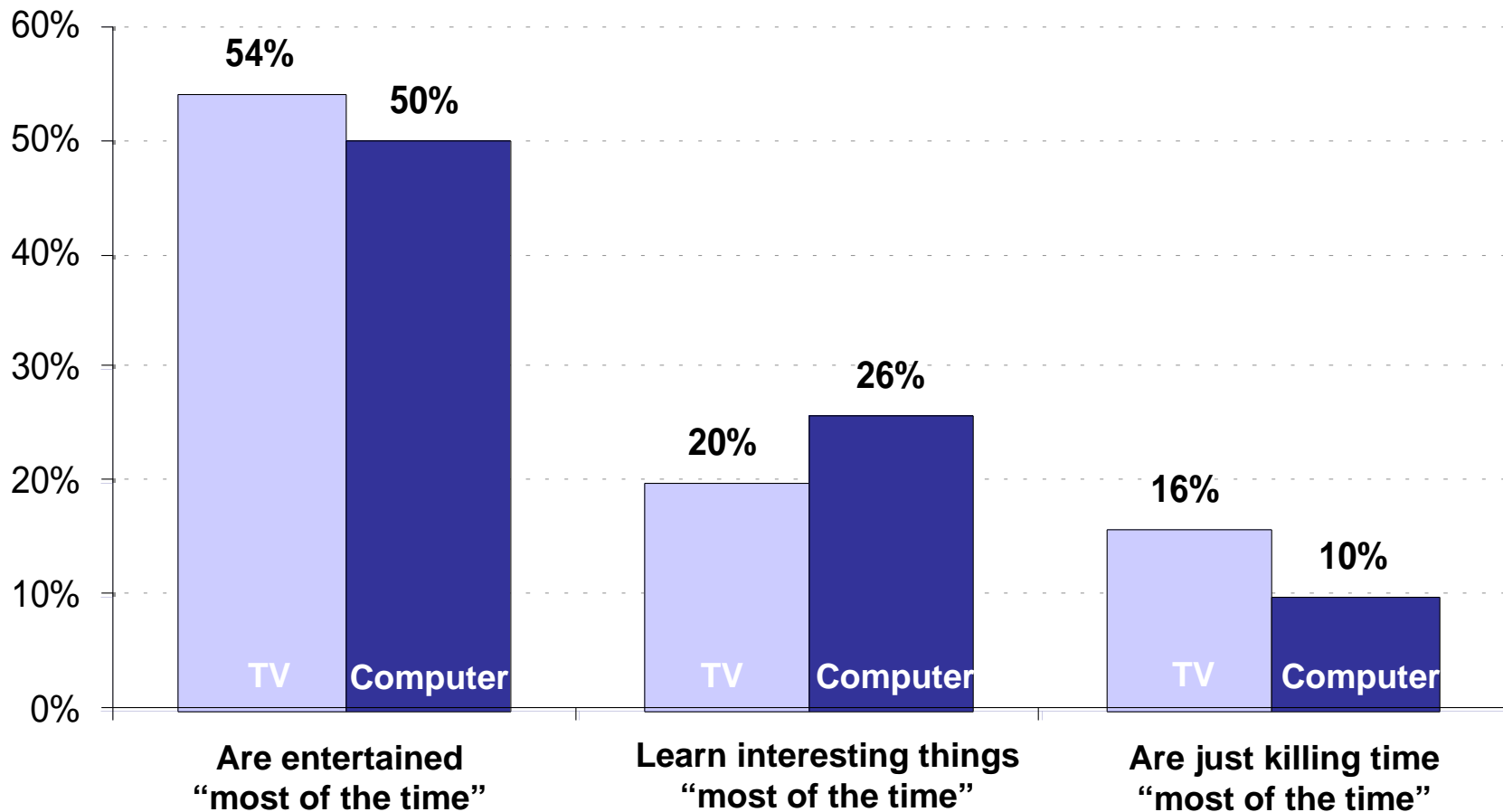
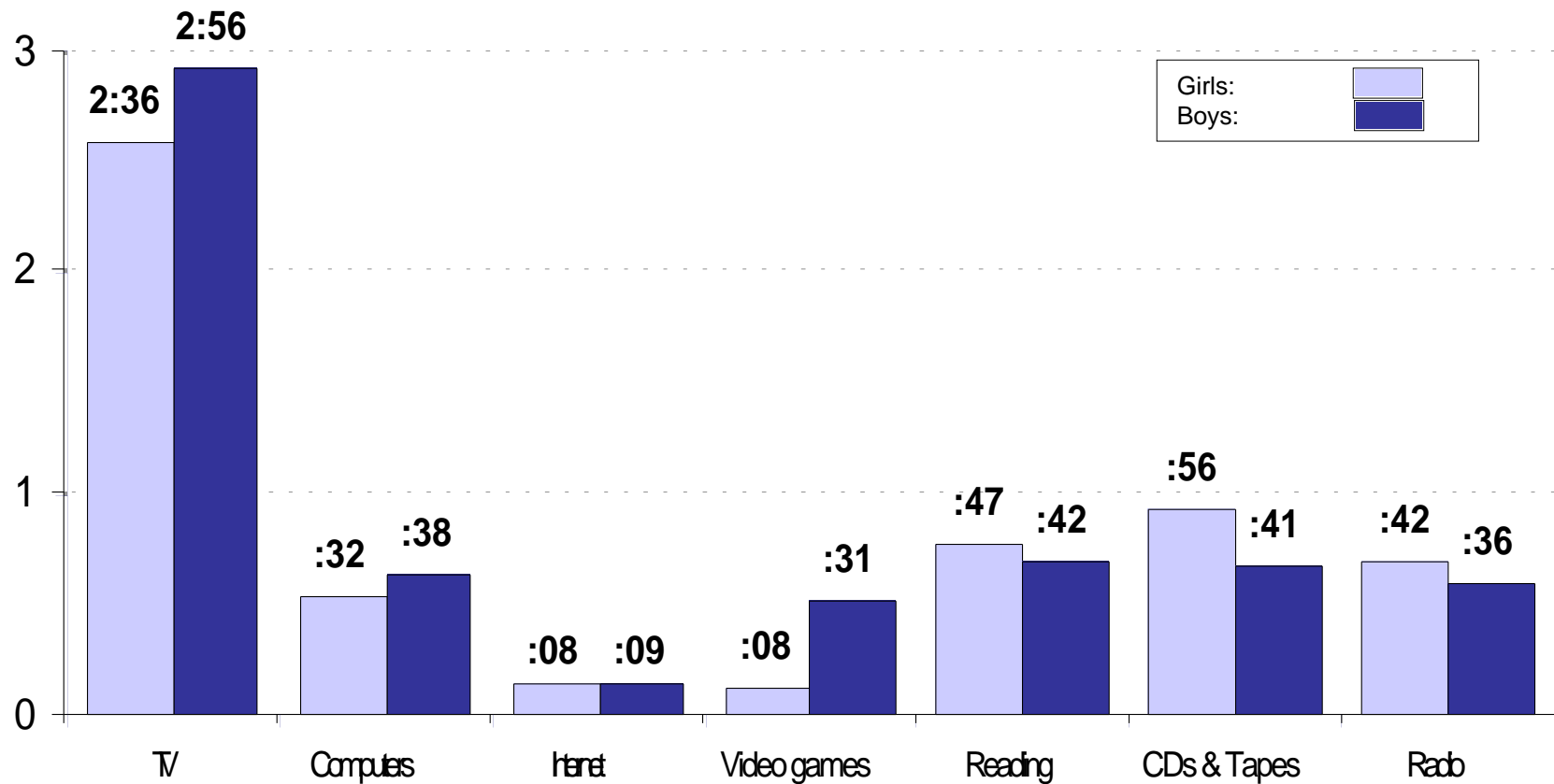


Chart 19

Media Use

Average amount of time boys and girls spend with the following media...



* Times are presented in hours: minutes. Numbers cannot be summed to calculate children's total media use time because they may have used more than one medium at a time. Reading includes amount of time children are read to.

Source: Kids & Media at the New Millennium, Kaiser Family Foundation, November 1999

METHODOLOGY

This study is based on a nationally representative sample of 3,155 children ages 2-18, including oversamples of African American and Hispanic children. The media included in the study are television, computers, movies, videos, video games, books, magazines, newspapers, radio, and CDs and tapes.

The sample includes 2,065 students in grades 3-12 (who completed self-administered written questionnaires in the classroom about their media use the previous day) and 1,090 children ages 2-7 (whose parents or caregivers participated in an hour-long in-home survey about the child's media use the previous day). In addition, week-long media use diaries were collected for 621 of these children (487 completed by 3rd-12th graders, and 134 completed by parents of 2-7 year-olds).

The margin of error for the combined sample of children 2-18 is $\pm 3\%$; for the in-school sample of 3rd-12th graders it is $\pm 3\%$; and for the in-home sample of 2-7 year-olds it is $\pm 5\%$.

For a full explanation of the methods used in this study, please refer to the full report (publication #1536), or the appendices (publication #1537), which are available for free online at www.kff.org, or by calling 1-800-656-4KFF.