

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing “” are statistically zero, though at least one response was received. Blank cells indicate zero responses received. * indicates small sample size, and results should be interpreted with caution.*

QB. How many children aged 2 to 12 do you have?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
One	55%	51%	48%	57%	63%	66%	69%	54%	54%	55%	54%	55%
Two	35%	38%	40%	34%	29%	28%	22%	39%	36%	34%	36%	34%
Three or more	10%	11%	12%	9%	8%	6%	9%	7%	10%	11%	10%	11%

Child's Gender

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Boy	51%	50%	50%	51%	57%	49%	51%	57%	50%	52%	50%	52%
Girl	49%	50%	50%	49%	43%	51%	49%	43%	50%	48%	50%	48%

Child's age

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
2 years old	11%	15%	14%	9%	10%	11%	9%	20%	14%	8%	14%	8%
3 years old	9%	11%	9%	8%	9%	8%	7%	5%	9%	9%	9%	9%
4 years old	9%	12%	8%	7%	11%	10%	5%	16%	9%	8%	9%	8%
5 years old	7%	10%	7%	5%	7%	10%	13%	11%	8%	6%	8%	6%
6 years old	10%	10%	10%	9%	9%	8%	12%	4%	10%	9%	10%	9%
7 years old	8%	12%	9%	8%	6%	5%	2%	3%	8%	8%	8%	8%
8 years old	10%	12%	11%	10%	7%	7%	7%	16%	10%	10%	10%	10%
9 years old	9%	8%	8%	10%	9%	4%	9%	6%	7%	11%	7%	11%
10 years old	9%	4%	9%	11%	11%	11%	8%	4%	9%	10%	9%	10%
11 years old	9%	4%	7%	11%	11%	7%	12%	5%	8%	10%	8%	10%
12 years old	10%	3%	7%	12%	11%	20%	16%	8%	8%	11%	8%	11%
Net: 2-5 years old	36%	47%	39%	29%	37%	39%	34%	53%	40%	31%	41%	31%
Net: 6-9 years old	36%	42%	38%	37%	31%	24%	30%	30%	35%	38%	35%	38%
Net: 10-12 years old	27%	11%	23%	33%	33%	38%	36%	17%	25%	31%	25%	31%

Q1. To begin, which of the following do you have (in working order) in your own household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Desktop computer	49%	45%	48%	50%	49%	51%	51%	59%	49%	49%	49%	49%
Laptop computer	78%	76%	79%	78%	77%	74%	81%	60%	79%	78%	78%	78%
Tablet (such as iPad or Galaxy Note)	78%	75%	79%	80%	74%	73%	84%	67%	76%	80%	76%	80%
A kid's tablet (such as LeapPad or KidiBuzz)	22%	21%	22%	21%	28%	22%	24%	16%	22%	23%	21%	23%
Smartphone (such as an iPhone or an android)	90%	88%	92%	92%	88%	83%	80%	73%	88%	93%	87%	93%
Television - attached to traditional cable	54%	41%	55%	59%	51%	52%	57%	43%	53%	55%	53%	55%
Television - accessing streaming services (such as Netflix, Crave TV etc.)	74%	69%	78%	74%	76%	74%	62%	56%	74%	76%	73%	76%
Digital home assistant (such as Amazon Echo or Google Home)	20%	19%	19%	20%	18%	23%	35%	13%	19%	21%	19%	21%
Gaming console (such as X-Box or PlayStation)	66%	49%	71%	70%	65%	62%	65%	59%	64%	70%	63%	70%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1076	123	327	378	150	55*	33*	38*	545	492	583	492

Q2. [Desktop computer] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	12%	15%	10%	12%	13%	8%	9%	28%	10%	12%	12%	12%
Less often than once a week	21%	23%	26%	19%	18%	10%	20%	15%	20%	23%	19%	23%
Roughly once a week	12%	10%	10%	17%	10%	12%	5%	8%	10%	16%	10%	16%
Few times a week	14%	16%	13%	13%	17%	18%	13%	5%	15%	15%	14%	15%
Daily	22%	23%	22%	19%	22%	28%	27%	27%	22%	21%	23%	21%
Many times per day	19%	13%	18%	20%	20%	24%	26%	17%	23%	15%	23%	15%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q2. [Desktop computer-Rebase to all respondents] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	51%	55%	52%	50%	51%	49%	49%	41%	51%	51%	51%	51%
Never/Do not use	6%	7%	5%	6%	7%	4%	4%	17%	5%	6%	6%	6%
Less often than once a week	10%	10%	13%	9%	9%	5%	10%	9%	10%	11%	10%	11%
Roughly once a week	6%	4%	5%	8%	5%	6%	3%	5%	5%	8%	5%	8%
Few times a week	7%	7%	7%	7%	8%	9%	7%	3%	7%	7%	7%	7%
Daily	11%	10%	11%	10%	11%	14%	14%	16%	11%	10%	11%	10%
Many times per day	9%	6%	9%	10%	10%	12%	13%	10%	11%	7%	11%	7%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1715	209	536	591	232	80*	53*	39*	884	792	923	792

Q2. [Laptop computer] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	6%	7%	6%	6%	5%	6%	3%		5%	7%	5%	7%
Less often than once a week	17%	18%	20%	16%	15%	12%	11%	14%	17%	17%	17%	17%
Roughly once a week	11%	10%	13%	14%	6%	9%	3%	15%	11%	12%	11%	12%
Few times a week	20%	25%	18%	20%	21%	22%	12%	15%	19%	21%	19%	21%
Daily	27%	27%	28%	26%	29%	31%	34%	38%	29%	25%	29%	25%
Many times per day	18%	13%	15%	19%	24%	20%	37%	18%	19%	18%	19%	18%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q2. [Laptop computer-Rebase to all respondents] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	22%	24%	21%	22%	23%	26%	19%	40%	21%	22%	22%	22%
Never/Do not use	5%	5%	5%	5%	4%	4%	2%		4%	5%	4%	5%
Less often than once a week	13%	14%	15%	12%	11%	9%	9%	9%	13%	13%	13%	13%
Roughly once a week	9%	8%	11%	11%	4%	7%	3%	9%	8%	10%	8%	10%
Few times a week	16%	19%	15%	15%	16%	17%	10%	9%	15%	16%	15%	16%
Daily	21%	21%	22%	20%	22%	23%	28%	23%	23%	20%	23%	20%
Many times per day	14%	10%	12%	15%	19%	15%	30%	11%	15%	14%	15%	14%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1707	204	533	604	224	79*	55*	44*	856	807	900	807

Q2. [Tablet] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	16%	12%	14%	19%	13%	18%	15%	15%	14%	17%	14%	17%
Less often than once a week	20%	24%	21%	20%	19%	6%	14%	25%	19%	21%	19%	21%
Roughly once a week	10%	11%	12%	9%	6%	11%	5%	10%	11%	8%	11%	8%
Few times a week	18%	21%	20%	15%	16%	17%	16%	14%	21%	15%	20%	15%
Daily	24%	22%	24%	21%	27%	32%	28%	22%	22%	25%	22%	25%
Many times per day	13%	10%	9%	16%	18%	16%	21%	14%	13%	13%	13%	13%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q2. [Tablet-Rebase to all respondents] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	22%	25%	21%	20%	26%	27%	16%	33%	24%	20%	24%	20%
Never/Do not use	12%	9%	11%	15%	9%	13%	13%	10%	11%	14%	11%	14%
Less often than once a week	15%	18%	16%	16%	14%	5%	12%	17%	14%	16%	14%	16%
Roughly once a week	8%	8%	9%	7%	5%	8%	4%	7%	9%	7%	8%	7%
Few times a week	14%	16%	16%	12%	12%	12%	14%	9%	16%	12%	15%	12%
Daily	18%	16%	19%	17%	20%	23%	24%	14%	17%	20%	17%	20%
Many times per day	10%	7%	7%	12%	13%	12%	18%	9%	10%	11%	10%	11%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	490	57*	148	155	86*	24*	16*	11*	244	235	254	235

Q2. [A kid's tablet] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	47%	48%	55%	53%	28%	29%	19%	41%	41%	53%	41%	53%
Less often than once a week	15%	27%	15%	18%	10%				15%	15%	15%	15%
Roughly once a week	8%	10%	10%	5%	12%	2%		29%	9%	6%	10%	6%
Few times a week	13%	13%	11%	13%	17%	13%	20%		14%	13%	14%	13%
Daily	13%	3%	8%	5%	24%	43%	51%	25%	15%	10%	15%	10%
Many times per day	4%		1%	5%	9%	13%	9%	6%	6%	3%	6%	3%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q2. [A kid's tablet-Rebase to all respondents] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	78%	79%	78%	79%	72%	78%	76%	84%	78%	77%	79%	77%
Never/Do not use	10%	10%	12%	11%	8%	6%	5%	7%	9%	12%	9%	12%
Less often than once a week	3%	6%	3%	4%	3%				3%	4%	3%	4%
Roughly once a week	2%	2%	2%	1%	3%	*%		5%	2%	1%	2%	1%
Few times a week	3%	3%	2%	3%	5%	3%	5%		3%	3%	3%	3%
Daily	3%	1%	2%	1%	7%	10%	12%	4%	3%	2%	3%	2%
Many times per day	1%		*%	1%	2%	3%	2%	1%	1%	1%	1%	1%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1974	240	619	692	266	89*	52*	48*	984	942	1032	942

Q2. [Smartphone] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	1%	2%	1%	*%	*%	1%			1%	*%	1%	*%
Less often than once a week	1%	1%	1%	*%	1%	3%	2%	1%	1%	1%	1%	1%
Roughly once a week	1%	1%	1%	1%	2%	1%		6%	1%	*%	1%	*%
Few times a week	2%	2%	1%	2%	2%	1%	5%	2%	2%	2%	2%	2%
Daily	28%	27%	32%	23%	28%	28%	39%	32%	30%	25%	31%	25%
Many times per day	68%	69%	64%	73%	66%	66%	53%	58%	65%	72%	65%	72%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q2. [Smartphone-Rebase to all respondents] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	10%	12%	8%	8%	12%	17%	20%	27%	12%	7%	13%	7%
Never/Do not use	1%	1%	1%	*%	*%	1%			1%	*%	1%	*%
Less often than once a week	1%	*%	*%	*%	1%	3%	2%	1%	1%	1%	1%	1%
Roughly once a week	1%	*%	1%	1%	1%	1%		4%	1%	*%	1%	*%
Few times a week	2%	1%	1%	2%	2%	1%	4%	2%	2%	2%	2%	2%
Daily	25%	24%	29%	21%	25%	23%	32%	24%	27%	23%	27%	23%
Many times per day	61%	60%	59%	67%	58%	55%	42%	43%	57%	67%	56%	67%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1186	112	372	444	154	56*	37*	28*	595	562	623	562

Q2. [Television - attached to traditional cable] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	2%	1%	2%	2%	5%	2%			2%	2%	2%	2%
Less often than once a week	5%	10%	5%	4%	4%	5%	2%	6%	5%	5%	5%	5%
Roughly once a week	5%	7%	6%	5%	3%	3%		2%	5%	5%	5%	5%
Few times a week	16%	18%	15%	18%	13%	12%	3%	11%	13%	19%	13%	19%
Daily	51%	56%	56%	48%	50%	39%	45%	69%	53%	47%	54%	47%
Many times per day	22%	8%	17%	23%	24%	39%	50%	13%	21%	22%	21%	22%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q2. [Television - attached to traditional cable-Rebase to all respondents] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	46%	59%	45%	41%	49%	48%	43%	57%	47%	45%	47%	45%
Never/Do not use	1%	*%	1%	1%	3%	1%			1%	1%	1%	1%
Less often than once a week	3%	4%	3%	2%	2%	3%	1%	2%	3%	3%	3%	3%
Roughly once a week	3%	3%	3%	3%	2%	2%		1%	3%	3%	3%	3%
Few times a week	9%	7%	8%	11%	7%	6%	2%	5%	7%	11%	7%	11%
Daily	27%	23%	31%	28%	26%	20%	26%	30%	28%	26%	28%	26%
Many times per day	12%	3%	9%	14%	12%	20%	29%	6%	11%	12%	11%	12%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1636	188	528	561	229	80*	40*	36*	827	773	864	773

Q2. [Television - accessing streaming services] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	1%	1%	1%	1%	1%				1%	1%	1%	1%
Less often than once a week	5%	10%	5%	5%	3%	*%	5%		4%	6%	4%	6%
Roughly once a week	6%	9%	6%	7%	4%	3%	12%	3%	7%	6%	7%	6%
Few times a week	23%	33%	23%	23%	20%	18%	21%	10%	22%	26%	21%	26%
Daily	46%	42%	52%	45%	44%	47%	25%	66%	48%	43%	49%	43%
Many times per day	18%	6%	12%	20%	28%	32%	38%	20%	18%	18%	18%	18%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q2. [Television - accessing streaming services-Rebase to all respondents] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	26%	31%	22%	26%	24%	26%	38%	44%	26%	24%	27%	24%
Never/Do not use	1%	*%	1%	1%	1%				*%	1%	*%	1%
Less often than once a week	4%	7%	4%	3%	2%	*%	3%		3%	4%	3%	4%
Roughly once a week	5%	6%	5%	5%	3%	2%	7%	2%	5%	5%	5%	5%
Few times a week	17%	23%	18%	17%	15%	13%	13%	6%	16%	20%	16%	20%
Daily	34%	29%	41%	33%	34%	35%	15%	37%	35%	33%	36%	33%
Many times per day	14%	4%	9%	15%	21%	24%	23%	11%	14%	14%	13%	14%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	436	51*	126	153	56*	25*	23*	9*	216	211	224	211

Q2. [Digital home assistant] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	5%	1%	7%	4%	6%	3%		3%	5%	5%	5%	5%
Less often than once a week	11%	16%	11%	9%	15%	8%	2%		11%	10%	11%	10%
Roughly once a week	8%	15%	10%	10%		2%		16%	9%	7%	9%	7%
Few times a week	25%	13%	24%	29%	24%	39%	7%	25%	21%	28%	21%	28%
Daily	34%	39%	37%	29%	37%	25%	37%	35%	37%	31%	37%	31%
Many times per day	18%	15%	12%	19%	18%	23%	53%	21%	17%	19%	17%	19%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q2. [Digital home assistant-Rebase to all respondents] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	80%	81%	81%	80%	82%	77%	65%	87%	81%	79%	81%	79%
Never/Do not use	1%	*%	1%	1%	1%	1%		*%	1%	1%	1%	1%
Less often than once a week	2%	3%	2%	2%	3%	2%	1%		2%	2%	2%	2%
Roughly once a week	2%	3%	2%	2%		1%		2%	2%	1%	2%	1%
Few times a week	5%	2%	4%	6%	4%	9%	2%	3%	4%	6%	4%	6%
Daily	7%	7%	7%	6%	7%	6%	13%	5%	7%	6%	7%	6%
Many times per day	4%	3%	2%	4%	3%	5%	19%	3%	3%	4%	3%	4%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1457	133	477	531	198	66*	43*	38*	714	705	752	705

Q2. [Gaming console] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	22%	24%	23%	24%	20%	17%	10%	20%	17%	28%	17%	28%
Less often than once a week	23%	34%	25%	23%	17%	15%	13%	14%	23%	23%	23%	23%
Roughly once a week	10%	11%	11%	11%	8%	8%	3%	7%	11%	10%	11%	10%
Few times a week	20%	15%	22%	20%	17%	19%	20%	25%	23%	17%	23%	17%
Daily	17%	13%	17%	15%	16%	20%	39%	10%	20%	13%	20%	13%
Many times per day	8%	3%	2%	6%	23%	21%	14%	24%	6%	9%	7%	9%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q2. [Gaming console-Rebase to all respondents] How much do you yourself use each of these things in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	34%	51%	29%	30%	35%	38%	35%	41%	36%	30%	37%	30%
Never/Do not use	15%	12%	16%	17%	13%	10%	7%	12%	11%	19%	11%	19%
Less often than once a week	15%	16%	18%	16%	11%	9%	8%	8%	15%	16%	14%	16%
Roughly once a week	7%	5%	8%	8%	5%	5%	2%	4%	7%	7%	7%	7%
Few times a week	13%	7%	15%	14%	11%	12%	13%	15%	14%	12%	14%	12%
Daily	11%	6%	12%	11%	10%	12%	26%	6%	13%	9%	13%	9%
Many times per day	5%	1%	2%	4%	15%	13%	9%	14%	4%	6%	5%	6%

Q2b. Please use the following five-point scale to indicate how you feel about this screen time.

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
1 - Don't really like tech, just use it as needed	2%	4%	2%	2%	1%	3%	3%	10%	2%	2%	3%	2%
2	2%	5%	3%	1%	2%	5%		10%	2%	2%	3%	2%
3 - In the middle – use it regularly but not excited by it	38%	50%	38%	41%	29%	26%	18%	33%	36%	41%	36%	41%
4	28%	25%	32%	28%	25%	31%	24%	12%	30%	28%	29%	28%
5 - Love technology – really enjoy my screen time	29%	16%	25%	28%	43%	35%	55%	35%	30%	27%	30%	27%
Net: Don't like tech	5%	9%	5%	3%	2%	8%	3%	20%	4%	4%	5%	4%
Net: Love technology	57%	41%	57%	56%	69%	66%	79%	47%	60%	55%	59%	55%

Q3a. How would you describe this child's overall attitude towards technology and their screen time using it?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
1 - Doesn't really like tech, just uses it as needed	3%	6%	3%	1%	1%		4%	7%	3%	2%	3%	2%
2	3%	7%	4%	3%	2%	2%		21%	4%	2%	5%	2%
3 - In the middle – uses it regularly but not excited by it	16%	20%	18%	13%	20%	15%	8%	12%	23%	9%	23%	9%
4	19%	19%	21%	20%	17%	18%	9%	14%	21%	17%	21%	17%
5 - Loves technology – really enjoys their screen time	57%	42%	53%	63%	60%	63%	78%	42%	47%	69%	47%	69%
Doesn't use tech at all	1%	5%	1%	*%	*%	3%	1%	4%	1%	1%	2%	1%
Net: Don't like tech	6%	14%	7%	4%	3%	2%	4%	28%	7%	3%	8%	3%
Net: Loved technology	76%	61%	74%	83%	77%	80%	87%	56%	69%	87%	68%	87%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1076	123	327	378	150	55*	33*	38*	545	492	583	492

Q3b [Desktop computer] , how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	40%	49%	43%	42%	32%	27%	11%	48%	39%	40%	40%	40%
Less often than once a week	17%	19%	19%	17%	15%	7%	13%	15%	17%	18%	17%	18%
Roughly once a week	9%	10%	7%	9%	13%	8%	9%	2%	9%	9%	9%	9%
Few times a week	17%	15%	20%	16%	14%	22%	24%	10%	18%	18%	17%	18%
Daily	13%	7%	10%	12%	22%	22%	24%	20%	14%	12%	14%	12%
Many times per day	4%		1%	5%	5%	13%	19%	5%	4%	4%	4%	4%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q3b [Desktop computer-Rebase to all respondents] , how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	51%	55%	52%	50%	51%	49%	49%	41%	51%	51%	51%	51%
Never/Do not use	19%	22%	21%	21%	16%	14%	6%	28%	19%	19%	19%	19%
Less often than once a week	8%	9%	9%	8%	7%	4%	7%	9%	8%	9%	8%	9%
Roughly once a week	4%	4%	3%	4%	6%	4%	4%	1%	4%	4%	4%	4%
Few times a week	8%	7%	10%	8%	7%	11%	12%	6%	9%	9%	8%	9%
Daily	7%	3%	5%	6%	11%	11%	12%	12%	7%	6%	7%	6%
Many times per day	2%		*%	2%	2%	7%	10%	3%	2%	2%	2%	2%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1715	209	536	591	232	80*	53*	39*	884	792	923	792

Q3b. [Laptop computer] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	42%	58%	49%	40%	26%	24%	24%	33%	43%	41%	43%	41%
Less often than once a week	18%	17%	18%	19%	17%	9%	17%	20%	16%	20%	16%	20%
Roughly once a week	7%	8%	7%	7%	8%	5%	2%	6%	8%	6%	8%	6%
Few times a week	16%	10%	13%	20%	19%	23%	15%	10%	17%	16%	17%	16%
Daily	13%	7%	12%	11%	17%	21%	29%	23%	12%	13%	12%	13%
Many times per day	5%		1%	3%	13%	19%	14%	7%	4%	5%	4%	5%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q3b. [Laptop computer-Rebase to all respondents] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	22%	24%	21%	22%	23%	26%	19%	40%	21%	22%	22%	22%
Never/Do not use	32%	45%	39%	31%	20%	18%	19%	20%	34%	32%	33%	32%
Less often than once a week	14%	13%	15%	15%	13%	7%	13%	12%	12%	16%	12%	16%
Roughly once a week	5%	6%	6%	5%	6%	3%	1%	4%	6%	5%	6%	5%
Few times a week	13%	8%	10%	16%	14%	17%	12%	6%	13%	12%	13%	12%
Daily	10%	6%	9%	9%	13%	16%	23%	14%	9%	10%	10%	10%
Many times per day	4%		1%	3%	10%	14%	11%	4%	3%	4%	3%	4%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1707	204	533	604	224	79*	55*	44*	856	807	900	807

Q3b. [Tablet] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	10%	18%	12%	7%	6%	9%	2%	9%	10%	10%	10%	10%
Less often than once a week	14%	23%	15%	13%	10%	10%	7%	32%	15%	12%	15%	12%
Roughly once a week	10%	18%	8%	9%	8%	11%	4%	10%	11%	8%	11%	8%
Few times a week	24%	25%	29%	21%	19%	17%	29%	18%	25%	23%	25%	23%
Daily	30%	15%	30%	33%	35%	30%	25%	29%	28%	31%	28%	31%
Many times per day	13%	1%	5%	17%	23%	22%	34%	3%	10%	16%	10%	16%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q3b. [Tablet-Rebase to all respondents] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	22%	25%	21%	20%	26%	27%	16%	33%	24%	20%	24%	20%
Never/Do not use	8%	13%	10%	5%	4%	6%	2%	6%	8%	8%	8%	8%
Less often than once a week	11%	17%	12%	11%	7%	8%	5%	22%	11%	10%	12%	10%
Roughly once a week	7%	14%	7%	7%	6%	8%	3%	6%	9%	6%	9%	6%
Few times a week	19%	19%	23%	17%	14%	13%	24%	12%	19%	18%	19%	18%
Daily	23%	11%	24%	27%	26%	22%	21%	19%	22%	25%	22%	25%
Many times per day	10%	1%	4%	13%	17%	16%	29%	2%	8%	13%	7%	13%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	490	57*	148	155	86*	24*	16*	11*	244	235	254	235

Q3b. [A kid's tablet] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	12%	12%	12%	17%	5%	7%		9%	8%	15%	8%	15%
Less often than once a week	21%	35%	22%	23%	13%	15%	2%	18%	19%	23%	19%	23%
Roughly once a week	14%	30%	16%	11%	10%	1%		22%	14%	12%	15%	12%
Few times a week	28%	21%	30%	24%	33%	17%	38%	11%	31%	25%	30%	25%
Daily	19%	3%	19%	18%	27%	45%	29%	34%	18%	20%	19%	20%
Many times per day	7%		2%	8%	12%	15%	31%	6%	9%	5%	9%	5%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q3b. [A kid's tablet-Rebase to all respondents] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	78%	79%	78%	79%	72%	78%	76%	84%	78%	77%	79%	77%
Never/Do not use	3%	2%	3%	4%	2%	2%		1%	2%	4%	2%	4%
Less often than once a week	5%	7%	5%	5%	4%	3%	*%	3%	4%	5%	4%	5%
Roughly once a week	3%	6%	4%	2%	3%	*%		4%	3%	3%	3%	3%
Few times a week	6%	4%	7%	5%	9%	4%	9%	2%	7%	6%	6%	6%
Daily	4%	1%	4%	4%	8%	10%	7%	5%	4%	5%	4%	5%
Many times per day	2%		*%	2%	3%	3%	8%	1%	2%	1%	2%	1%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1974	240	619	692	266	89*	52*	48*	984	942	1032	942

Q3b. [Smartphone] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	35%	50%	39%	31%	29%	24%	19%	26%	40%	31%	39%	31%
Less often than once a week	15%	21%	15%	17%	12%	4%	7%	16%	16%	15%	16%	15%
Roughly once a week	9%	10%	9%	8%	8%	10%	10%	8%	9%	8%	9%	8%
Few times a week	16%	12%	20%	15%	14%	12%	22%	23%	15%	17%	16%	17%
Daily	15%	6%	14%	18%	20%	20%	20%	21%	14%	17%	14%	17%
Many times per day	9%	*%	3%	10%	18%	31%	23%	6%	6%	12%	6%	12%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q3b. [Smartphone-Rebase to all respondents] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	10%	12%	8%	8%	12%	17%	20%	27%	12%	7%	13%	7%
Never/Do not use	32%	44%	36%	29%	25%	20%	15%	19%	35%	29%	34%	29%
Less often than once a week	14%	19%	13%	16%	10%	3%	5%	12%	14%	14%	14%	14%
Roughly once a week	8%	9%	8%	7%	7%	8%	8%	6%	8%	8%	8%	8%
Few times a week	15%	11%	18%	14%	12%	10%	18%	17%	13%	16%	14%	16%
Daily	14%	5%	12%	16%	17%	17%	16%	16%	12%	16%	12%	16%
Many times per day	8%	*%	3%	9%	16%	26%	18%	4%	5%	12%	5%	12%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1186	112	372	444	154	56*	37*	28*	595	562	623	562

Q3b. [Television - attached to traditional cable] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	7%	8%	7%	8%	9%	4%		9%	7%	7%	7%	7%
Less often than once a week	7%	18%	5%	8%	7%	3%		7%	6%	8%	6%	8%
Roughly once a week	7%	22%	6%	6%	8%	2%		18%	9%	5%	10%	5%
Few times a week	23%	26%	29%	20%	19%	15%	13%	4%	22%	25%	21%	25%
Daily	46%	25%	51%	46%	46%	40%	54%	48%	48%	43%	48%	43%
Many times per day	9%		3%	11%	12%	35%	33%	13%	7%	12%	8%	12%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q3b. [Television - attached to traditional cable-Rebase to all respondents] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	46%	59%	45%	41%	49%	48%	43%	57%	47%	45%	47%	45%
Never/Do not use	4%	3%	4%	5%	4%	2%		4%	4%	4%	4%	4%
Less often than once a week	4%	7%	3%	5%	3%	2%		3%	3%	5%	3%	5%
Roughly once a week	4%	9%	3%	4%	4%	1%		8%	5%	3%	5%	3%
Few times a week	12%	11%	16%	12%	10%	8%	7%	2%	12%	14%	11%	14%
Daily	25%	10%	28%	27%	24%	21%	31%	21%	25%	24%	25%	24%
Many times per day	5%		2%	7%	6%	18%	19%	6%	4%	6%	4%	6%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1636	188	528	561	229	80*	40*	36*	827	773	864	773

q3b. [Television - accessing streaming services] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	3%	5%	4%	2%	3%	3%		5%	3%	3%	3%	3%
Less often than once a week	6%	13%	5%	5%	4%	4%	5%	2%	7%	5%	6%	5%
Roughly once a week	8%	19%	8%	6%	7%	1%	6%	16%	8%	8%	9%	8%
Few times a week	28%	38%	31%	25%	23%	22%	15%	16%	28%	28%	28%	28%
Daily	43%	25%	48%	48%	43%	35%	33%	52%	44%	43%	44%	43%
Many times per day	12%	*%	4%	13%	20%	36%	42%	9%	10%	13%	10%	13%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

q3b. [Television - accessing streaming services-Rebase to all respondents] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	26%	31%	22%	26%	24%	26%	38%	44%	26%	24%	27%	24%
Never/Do not use	2%	3%	3%	2%	2%	2%		3%	2%	2%	2%	2%
Less often than once a week	4%	9%	4%	4%	3%	3%	3%	1%	5%	4%	5%	4%
Roughly once a week	6%	13%	7%	5%	5%	1%	4%	9%	6%	6%	6%	6%
Few times a week	21%	26%	24%	18%	17%	16%	9%	9%	21%	21%	20%	21%
Daily	32%	17%	37%	36%	33%	26%	20%	29%	32%	33%	32%	33%
Many times per day	9%	*%	3%	10%	15%	27%	26%	5%	7%	10%	7%	10%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	436	51*	126	153	56*	25*	23*	9*	216	211	224	211

Q3b. [Digital home assistant] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	26%	32%	38%	21%	25%	12%		29%	28%	24%	28%	24%
Less often than once a week	14%	14%	13%	19%	8%	12%	2%		14%	15%	13%	15%
Roughly once a week	9%	9%	12%	5%	11%	11%	7%	35%	9%	7%	10%	7%
Few times a week	19%	24%	12%	25%	17%	11%	10%	13%	17%	20%	17%	20%
Daily	22%	19%	16%	22%	28%	35%	33%	14%	23%	22%	23%	22%
Many times per day	10%	2%	9%	7%	11%	18%	48%	7%	9%	11%	9%	11%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q3b. [Digital home assistant-Rebase to all respondents] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	80%	81%	81%	80%	82%	77%	65%	87%	81%	79%	81%	79%
Never/Do not use	5%	6%	7%	4%	5%	3%		4%	5%	5%	5%	5%
Less often than once a week	3%	3%	2%	4%	1%	3%	1%		3%	3%	2%	3%
Roughly once a week	2%	2%	2%	1%	2%	3%	2%	5%	2%	1%	2%	1%
Few times a week	4%	4%	2%	5%	3%	3%	4%	2%	3%	4%	3%	4%
Daily	4%	4%	3%	5%	5%	8%	12%	2%	4%	5%	4%	5%
Many times per day	2%	*%	2%	1%	2%	4%	17%	1%	2%	2%	2%	2%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1457	133	477	531	198	66*	43*	38*	714	705	752	705

Q3b. [Gaming console] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never/Do not use	26%	39%	31%	21%	20%	20%	17%	23%	30%	21%	30%	21%
Less often than once a week	15%	18%	16%	16%	11%	5%	6%	6%	13%	18%	13%	18%
Roughly once a week	11%	21%	11%	12%	4%	8%	5%	20%	12%	9%	13%	9%
Few times a week	22%	10%	25%	23%	21%	26%	15%	25%	20%	24%	21%	24%
Daily	18%	12%	15%	20%	25%	23%	25%	13%	18%	19%	18%	19%
Many times per day	8%	*%	2%	8%	19%	18%	31%	13%	6%	9%	7%	9%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q3b. [Gaming console-Rebase to all respondents] how much, if at all, do they use each of the tech devices in your household?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Do not have	34%	51%	29%	30%	35%	38%	35%	41%	36%	30%	37%	30%
Never/Do not use	17%	19%	22%	15%	13%	12%	11%	14%	19%	15%	19%	15%
Less often than once a week	10%	9%	11%	12%	7%	3%	4%	4%	8%	12%	8%	12%
Roughly once a week	7%	10%	8%	8%	3%	5%	3%	12%	8%	6%	8%	6%
Few times a week	15%	5%	17%	16%	14%	16%	10%	14%	13%	16%	13%	16%
Daily	12%	6%	11%	14%	16%	14%	17%	8%	11%	13%	11%	13%
Many times per day	5%	*%	1%	5%	12%	11%	20%	7%	4%	6%	4%	6%

Q3c. On a typical weekday, what would you estimate this child's total "screen time" to be?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
None – no screens on typical weekday	3%	22%						9%	3%	2%	3%	2%
Less than one 1 hour	10%	78%						9%	13%	6%	13%	6%
1 up to 2 hours	31%		100%					14%	35%	27%	34%	27%
2 up to 4 hours	34%			100%				38%	28%	41%	29%	41%
4 up to 6 hours	14%				100%			20%	13%	14%	14%	14%
6 up to 8 hours	5%					100%		7%	4%	5%	4%	5%
8 hours or more on a typical weekday	3%						100%	2%	2%	4%	2%	4%
Don't know/Can't guess	1%								1%	1%	1%	1%
MEAN	3.0	0.5	1.5	3.0	5.0	7.0	10.0	3.4	2.7	3.2	2.7	3.2
MEAN										Q		S

Q4. Now, how do you, yourself feel about the amount of time this child is spending with these tech devices?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
1 - Wish they'd spend more time	1%	2%	*%	1%	2%	2%		33%			2%	
2	2%	3%	1%	2%	3%	2%	2%	67%			4%	
3 - Are generally comfortable with their screen time	51%	67%	58%	42%	49%	44%	36%		100%		95%	
4	24%	13%	24%	31%	19%	23%	35%			53%		53%
5 - Are concerned they spend too much time	22%	16%	17%	24%	28%	28%	27%			47%		47%
Net: Wish they spend more time	3%	4%	1%	3%	4%	4%	2%	100%			5%	
Net: Concerned they spend too much time	46%	29%	40%	54%	47%	51%	62%			100%		100%

Q5. What about what they are doing with their screen time ?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
1 - Never really think about	2%	3%	1%	1%	3%	3%	2%	17%	2%	1%	3%	1%
2	3%	1%	3%	2%	3%	4%	6%	9%	3%	2%	3%	2%
3 - Are sometimes aware/Sometimes not	27%	19%	25%	28%	36%	34%	31%	34%	28%	26%	29%	26%
4	21%	14%	18%	25%	21%	29%	19%	11%	19%	24%	18%	24%
5 - Are always conscious/aware of	47%	62%	54%	44%	36%	30%	42%	30%	48%	48%	47%	48%
Net: Never really think about	4%	4%	4%	3%	7%	6%	7%	26%	5%	3%	6%	3%
Net: Always conscious/aware of	68%	77%	71%	69%	57%	59%	62%	41%	67%	71%	66%	71%

Q6. Overall, what do you believe are the positives -- the good things -- for kids spending time using these tech devices we've been talking about?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Entertaining/fun for them	59%	62%	64%	60%	49%	43%	43%	41%	59%	60%	58%	60%
Learning/educational benefit	51%	49%	55%	53%	45%	53%	49%	45%	53%	50%	53%	50%
Computer skills	34%	31%	37%	34%	32%	25%	33%	36%	33%	34%	33%	34%
Reading - ability/practice	28%	25%	25%	31%	30%	21%	31%	9%	28%	28%	27%	28%
Keeps them occupied	27%	24%	28%	29%	27%	20%	27%	15%	25%	30%	24%	30%
Keeps them in touch with friends and family	19%	17%	15%	20%	23%	25%	20%	24%	16%	22%	16%	22%
Creative expression	19%	14%	18%	20%	21%	24%	13%	19%	21%	16%	21%	16%
Safe/I know where they are, what they're doing	17%	10%	19%	18%	21%	13%	15%	18%	18%	16%	18%	16%
Mental well-being	7%	4%	4%	6%	13%	18%	13%	20%	8%	5%	8%	5%
Other (Specify:)	1%	3%	1%	1%	*%		8%	1%	1%	2%	1%	2%
No positive things/can't think of any	3%	6%	3%	1%	2%	4%			2%	4%	2%	4%

Q7. Overall, what do you believe are the negatives -- the bad things -- for kids spending time using these tech devices we've been talking about?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Addictive	52%	48%	57%	53%	48%	42%	46%	46%	47%	58%	47%	58%
Less active/Not getting exercise/fresh air	49%	51%	45%	55%	44%	38%	33%	32%	43%	55%	43%	55%
Distracting from other important things in life	33%	36%	33%	35%	25%	30%	28%	17%	30%	38%	29%	38%
Inappropriate content – hate/porn/etc.	23%	24%	22%	22%	27%	26%	16%	27%	25%	21%	25%	21%
Hurts social skills/social life	20%	19%	21%	21%	15%	20%	23%	39%	17%	22%	18%	22%
Attention span lower/less focus/learning issues	19%	31%	18%	17%	19%	16%	13%	5%	15%	25%	14%	25%
Over-stimulated/Hard to calm down	15%	20%	15%	13%	16%	13%	22%	13%	13%	17%	13%	17%
Too commercial/advertising	14%	12%	14%	14%	16%	11%	9%	15%	17%	10%	16%	10%
Privacy concerns/personal info	14%	8%	14%	14%	15%	15%	17%	15%	17%	10%	17%	10%
Bullying/abuse risks	13%	9%	14%	13%	12%	16%	9%	14%	15%	11%	15%	11%
Content generally – fake news/silly things	12%	6%	13%	11%	15%	15%	13%	6%	14%	10%	13%	10%
Other (Specify:)	1%	1%	1%	1%	*%	2%	3%	1%	1%	1%	1%	1%
No negative things/can't think of any	3%	4%	2%	2%	2%	1%	6%		4%	1%	4%	1%

Q8a. First,[No time/ Occasionally] let's think about your child's overall screen time – to what extent are they doing each of the following activities?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Screen activities focused on creating	43%	61%	42%	44%	30%	29%	40%	48%	39%	47%	39%	47%
Screen activities focused on learning	33%	43%	29%	37%	28%	27%	30%	42%	25%	42%	26%	42%
Screen activities focused on consuming content for fun	13%	22%	11%	11%	12%	16%	16%	36%	15%	10%	16%	10%
Screen activities focused on social interaction and communication	67%	86%	72%	69%	49%	44%	38%	68%	69%	65%	69%	65%
Screen activities focused on non-educational gaming	43%	67%	48%	37%	28%	33%	23%	51%	47%	37%	47%	37%

Q8a. First, [More often/ lots of time] let's think about your child's overall screen time – to what extent are they doing each of the following activities?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Screen activities focused on creating	23%	12%	22%	20%	38%	45%	28%	23%	26%	20%	26%	20%
Screen activities focused on learning	30%	28%	29%	27%	33%	39%	45%	29%	36%	23%	36%	23%
Screen activities focused on consuming content for fun	55%	45%	55%	60%	52%	58%	55%	38%	48%	64%	48%	64%
Screen activities focused on social interaction and communication	13%	3%	9%	12%	23%	29%	37%	19%	11%	15%	12%	15%
Screen activities focused on non-educational gaming	28%	12%	23%	33%	36%	34%	31%	26%	19%	37%	19%	37%

Q8a. Overall screen time - Screen activities focused on creating

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
No time/don't do this	18%	33%	17%	16%	9%	13%	17%	18%	17%	19%	17%	19%
Only occasionally	25%	28%	25%	28%	21%	17%	23%	30%	22%	28%	22%	28%
Sometimes	33%	27%	36%	36%	32%	26%	32%	29%	35%	32%	34%	32%
More often	19%	10%	17%	17%	26%	38%	22%	20%	21%	15%	21%	15%
Lots of time on this activity	5%	2%	5%	3%	12%	7%	5%	3%	5%	5%	5%	5%
Net: No time/ Only occasionally	43%	61%	42%	44%	30%	29%	40%	48%	39%	47%	39%	47%
Net: More often/ Lots of time	23%	12%	22%	20%	38%	45%	28%	23%	26%	20%	26%	20%

Q8a. Overall screen time - Screen activities focused on learning

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
No time/don't do this	10%	16%	9%	9%	7%	9%	14%	16%	8%	12%	8%	12%
Only occasionally	23%	26%	20%	28%	22%	18%	16%	26%	18%	30%	18%	30%
Sometimes	37%	30%	43%	35%	38%	34%	26%	29%	39%	35%	38%	35%
More often	22%	22%	23%	20%	22%	31%	29%	19%	27%	18%	27%	18%
Lots of time on this activity	7%	6%	5%	7%	11%	8%	16%	10%	9%	5%	9%	5%
Net: No time/ Only occasionally	33%	43%	29%	37%	28%	27%	30%	42%	25%	42%	26%	42%
Net: More often/ Lots of time	30%	28%	29%	27%	33%	39%	45%	29%	36%	23%	36%	23%

Q8a. Overall screen time - Screen activities focused on consuming content for fun

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
No time/don't do this	3%	7%	2%	2%	1%	4%	7%	9%	3%	2%	4%	2%
Only occasionally	11%	16%	10%	9%	11%	12%	9%	27%	12%	8%	12%	8%
Sometimes	32%	33%	33%	29%	36%	26%	28%	26%	37%	26%	36%	26%
More often	39%	34%	42%	42%	38%	38%	29%	34%	37%	42%	37%	42%
Lots of time on this activity	16%	10%	14%	19%	14%	20%	27%	3%	11%	22%	10%	22%
Net: No time/ Only occasionally	13%	22%	11%	11%	12%	16%	16%	36%	15%	10%	16%	10%
Net: More often/ Lots of time	55%	45%	55%	60%	52%	58%	55%	38%	48%	64%	48%	64%

Q8a. Overall screen time - Screen activities focused on social interaction and communication

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
No time/don't do this	47%	67%	53%	47%	28%	29%	25%	37%	50%	44%	50%	44%
Only occasionally	20%	19%	19%	22%	21%	14%	13%	31%	19%	21%	19%	21%
Sometimes	19%	10%	18%	19%	28%	27%	25%	12%	20%	20%	19%	20%
More often	10%	3%	8%	9%	20%	21%	28%	15%	9%	11%	10%	11%
Lots of time on this activity	3%	1%	2%	3%	3%	9%	9%	4%	2%	4%	2%	4%
Net: No time/ Only occasionally	67%	86%	72%	69%	49%	44%	38%	68%	69%	65%	69%	65%
Net: More often/ Lots of time	13%	3%	9%	12%	23%	29%	37%	19%	11%	15%	12%	15%

Q8a. Overall screen time - Screen activities focused on non-educational gaming

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
No time/don't do this	23%	47%	29%	17%	11%	13%	6%	21%	27%	19%	27%	19%
Only occasionally	19%	20%	19%	21%	17%	19%	17%	30%	20%	18%	20%	18%
Sometimes	30%	21%	29%	30%	36%	33%	46%	24%	34%	26%	33%	26%
More often	20%	10%	17%	23%	27%	24%	8%	20%	15%	25%	15%	25%
Lots of time on this activity	8%	2%	6%	10%	9%	10%	23%	6%	4%	12%	4%	12%
Net: No time/ Only occasionally	43%	67%	48%	37%	28%	33%	23%	51%	47%	37%	47%	37%
Net: More often/ Lots of time	28%	12%	23%	33%	36%	34%	31%	26%	19%	37%	19%	37%

Q8b. [A bad thing to be discouraged (1-2)] For each one, using the slider scale below, please indicate whether you personally consider those screen activities to be:

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Screen activities focused on creating	4%	10%	5%	2%	2%	5%	9%	28%	4%	3%	6%	3%
Screen activities focused on learning	4%	8%	3%	2%	3%	6%	6%	28%	3%	3%	4%	3%
Screen activities focused on consuming content for fun	9%	15%	10%	7%	6%	7%	8%	26%	8%	10%	9%	10%
Screen activities focused on social interaction and communication	24%	35%	25%	24%	14%	22%	18%	26%	24%	24%	24%	24%
Screen activities focused on non-educational gaming	29%	48%	29%	28%	20%	16%	20%	50%	24%	33%	25%	33%

Q8b. [A good thing to be encouraged (3-4)] For each one, using the slider scale below, please indicate whether you personally consider those screen activities to be:

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Screen activities focused on creating	73%	60%	74%	78%	75%	71%	57%	61%	70%	76%	70%	76%
Screen activities focused on learning	79%	68%	79%	83%	81%	75%	77%	62%	77%	82%	76%	82%
Screen activities focused on consuming content for fun	34%	21%	36%	33%	39%	45%	51%	31%	37%	31%	37%	31%
Screen activities focused on social interaction and communication	24%	14%	21%	22%	32%	37%	55%	23%	23%	24%	23%	24%
Screen activities focused on non-educational gaming	18%	8%	16%	16%	26%	36%	31%	14%	19%	17%	18%	17%

Q8b. Personally consider those screen activities to be: Screen activities focused on creating

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
1 - A bad thing to be discouraged	2%	6%	2%	1%	1%	2%	2%	14%	2%	1%	3%	1%
2	3%	3%	4%	2%	1%	2%	7%	13%	3%	2%	3%	2%
3 - Depends/neutral	21%	27%	19%	20%	21%	24%	25%	10%	24%	18%	23%	18%
4	26%	28%	25%	27%	26%	30%	10%	22%	24%	29%	24%	29%
5 - A good thing to be encouraged	47%	32%	49%	51%	49%	41%	47%	39%	47%	47%	46%	47%
Not sure/can't say	2%	3%	2%	0%	3%	0%	9%	2%	1%	3%	1%	3%
Net: A bad thing to be discouraged	4%	10%	5%	2%	2%	5%	9%	28%	4%	3%	6%	3%
Net: A good thing to be encouraged	73%	60%	74%	78%	75%	71%	57%	61%	70%	76%	70%	76%

Q8b. Personally consider those screen activities to be: Screen activities focused on learning

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
1 - A bad thing to be discouraged	1%	3%	1%	1%	1%	1%	4%	11%	1%	1%	1%	1%
2	2%	4%	2%	2%	1%	5%	3%	17%	2%	2%	3%	2%
3 - Depends/neutral	16%	22%	17%	14%	15%	17%	17%	8%	20%	13%	19%	13%
4	19%	25%	18%	20%	18%	16%	14%	14%	17%	22%	17%	22%
5 - A good thing to be encouraged	59%	43%	61%	63%	63%	59%	63%	48%	60%	59%	59%	59%
Not sure/can't say	1%	3%	1%	*%	1%	2%		2%	*%	2%	1%	2%
Net: A bad thing to be discouraged	4%	8%	3%	2%	3%	6%	6%	28%	3%	3%	4%	3%
Net: A good thing to be encouraged	79%	68%	79%	83%	81%	75%	77%	62%	77%	82%	76%	82%

Q8b. Personally consider those screen activities to be: Screen activities focused on >consuming content for fun

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
1 - A bad thing to be discouraged	3%	6%	3%	2%	3%	5%	2%	12%	2%	3%	3%	3%
2	6%	9%	8%	6%	3%	3%	6%	14%	6%	7%	6%	7%
3 - Depends/neutral	55%	63%	52%	60%	51%	46%	39%	41%	55%	56%	54%	56%
4	24%	15%	28%	25%	21%	26%	22%	16%	27%	22%	26%	22%
5 - A good thing to be encouraged	10%	6%	8%	7%	18%	19%	28%	15%	10%	9%	11%	9%
Not sure/can't say	2%	1%	2%	0%	4%	1%	3%	2%	1%	3%	1%	3%
Net: A bad thing to be discouraged	9%	15%	10%	7%	6%	7%	8%	26%	8%	10%	9%	10%
Net: A good thing to be encouraged	34%	21%	36%	33%	39%	45%	51%	31%	37%	31%	37%	31%

Q8b. Personally consider those screen activities to be: Screen activities focused on social interaction and communication

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
1 - A bad thing to be discouraged	10%	19%	10%	9%	5%	11%	6%	15%	10%	9%	11%	9%
2	14%	17%	15%	16%	9%	11%	12%	11%	14%	15%	14%	15%
3 - Depends/neutral	50%	49%	51%	52%	50%	38%	25%	43%	51%	48%	51%	48%
4	14%	9%	13%	13%	19%	15%	21%	9%	14%	14%	14%	14%
5 - A good thing to be encouraged	10%	5%	8%	9%	13%	22%	34%	14%	9%	11%	9%	11%
Not sure/can't say	3%	2%	2%	2%	4%	3%	2%	7%	2%	3%	2%	3%
Net: A bad thing to be discouraged	24%	35%	25%	24%	14%	22%	18%	26%	24%	24%	24%	24%
Net: A good thing to be encouraged	24%	14%	21%	22%	32%	37%	55%	23%	23%	24%	23%	24%

Q8b. Personally consider those screen activities to be: Screen activities focused on non-educational gaming

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
1 - A bad thing to be discouraged	12%	24%	12%	10%	6%	5%	4%	30%	9%	14%	10%	14%
2	17%	24%	17%	18%	14%	11%	16%	21%	15%	20%	15%	20%
3 - Depends/neutral	51%	43%	53%	54%	50%	48%	47%	32%	56%	48%	54%	48%
4	11%	5%	11%	10%	14%	15%	8%	4%	12%	10%	11%	10%
5 - A good thing to be encouraged	7%	3%	5%	6%	12%	20%	23%	10%	7%	7%	7%	7%
Not sure/can't say	2%	1%	2%	1%	4%	1%	2%	4%	2%	2%	2%	2%
Net: A bad thing to be discouraged	29%	48%	29%	28%	20%	16%	20%	50%	24%	33%	25%	33%
Net: A good thing to be encouraged	18%	8%	16%	16%	26%	36%	31%	14%	19%	17%	18%	17%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2012	247	638	736	297	102	59*	47*	1072	983	1119	983

Q8c. 3 main positives for encourage Screen activities - Creating

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Creative expression	56%	58%	63%	57%	52%	34%	47%	28%	58%	56%	56%	56%
Learning/educational benefit	51%	58%	52%	53%	43%	44%	34%	33%	50%	53%	49%	53%
Entertaining/fun for them	41%	44%	40%	46%	35%	37%	36%	30%	42%	41%	41%	41%
Reading -- ability/practice	27%	23%	30%	27%	28%	28%	20%	13%	29%	26%	28%	26%
Computer skills	27%	29%	29%	29%	22%	23%	24%	31%	25%	30%	25%	30%
Mental well-being	18%	14%	17%	20%	19%	25%	17%	20%	18%	18%	18%	18%
Keeps them occupied, busy	14%	10%	14%	13%	17%	17%	21%	15%	14%	14%	14%	14%
Safe/I know where they are, what they're doing	12%	5%	10%	13%	16%	11%	13%	21%	12%	10%	12%	10%
Keeps them in touch with friends and family	7%	3%	4%	7%	10%	11%	20%	17%	5%	8%	6%	8%
Other	1%	1%	1%	*%	1%	2%		2%	1%	*%	1%	*%
No positive things, can't think of any	2%	2%	1%	1%	2%	5%	3%	5%	1%	2%	1%	2%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q8c. [Rebase to all respondents] 3 main positives for encourage Screen activities - Creating

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Creative expression	54%	52%	59%	55%	51%	32%	43%	20%	55%	54%	53%	54%
Learning/educational benefit	49%	52%	49%	52%	42%	42%	31%	24%	48%	51%	46%	51%
Entertaining/fun for them	39%	40%	38%	44%	34%	35%	33%	21%	40%	40%	39%	40%
Reading -- ability/practice	26%	21%	28%	26%	27%	27%	18%	9%	28%	26%	27%	26%
Computer skills	26%	26%	28%	28%	21%	22%	22%	23%	24%	29%	24%	29%
Mental well-being	17%	13%	16%	19%	19%	23%	15%	14%	17%	18%	17%	18%
Keeps them occupied, busy	13%	9%	13%	13%	16%	16%	19%	11%	13%	13%	13%	13%
Safe/I know where they are, what they're doing	11%	5%	10%	12%	16%	10%	12%	15%	12%	10%	12%	10%
Keeps them in touch with friends and family	7%	3%	4%	7%	10%	10%	18%	13%	5%	8%	5%	8%
Other	1%	1%	1%	*%	1%	2%		1%	1%	*%	1%	*%
No positive things, can't think of any	2%	1%	1%	1%	2%	5%	3%	4%	1%	2%	1%	2%
A bad thing to be discouraged	4%	10%	5%	2%	2%	5%	9%	28%	4%	3%	6%	3%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2012	253	654	737	294	102	61*	47*	1089	985	1135	985

Q8c. 3 main positives for encourage Screen activities - Learning

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Learning/educational benefit	65%	71%	66%	72%	53%	47%	43%	43%	65%	66%	64%	66%
Reading -- ability/practice	53%	46%	56%	56%	55%	45%	32%	45%	52%	55%	51%	55%
Computer skills	36%	33%	38%	39%	30%	28%	33%	36%	33%	39%	33%	39%
Keeps them occupied, busy	10%	9%	10%	9%	10%	19%	10%	13%	10%	10%	10%	10%
Safe/I know where they are, what they're doing	10%	6%	9%	10%	14%	13%	17%	5%	10%	11%	10%	11%
Entertaining/fun for them	22%	27%	21%	23%	20%	15%	22%	17%	22%	21%	22%	21%
Creative expression	20%	19%	20%	20%	23%	19%	19%	19%	21%	19%	21%	19%
Keeps them in touch with friends and family	4%	2%	4%	4%	7%	7%	13%	8%	5%	4%	5%	4%
Mental well-being	19%	15%	17%	20%	18%	31%	16%	16%	20%	17%	20%	17%
Other	1%	2%	*%	*%	1%	3%		4%	1%	1%	1%	1%
No positive things, can't think of any	2%	3%	1%	1%	1%	2%	6%		1%	2%	1%	2%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q8c. [Rebase to all respondents] 3 main positives for encourage Screen activities - Learning

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Learning/educational benefit	63%	65%	64%	70%	51%	44%	40%	31%	63%	64%	61%	64%
Reading -- ability/practice	51%	42%	54%	55%	53%	42%	31%	32%	50%	53%	49%	53%
Computer skills	35%	30%	36%	38%	29%	27%	31%	26%	32%	38%	32%	38%
Keeps them occupied, busy	10%	9%	10%	9%	10%	18%	10%	9%	10%	10%	10%	10%
Safe/I know where they are, what they're doing	10%	6%	9%	10%	14%	12%	16%	3%	10%	11%	9%	11%
Entertaining/fun for them	21%	25%	20%	22%	19%	14%	20%	12%	22%	21%	21%	21%
Creative expression	19%	17%	19%	19%	22%	18%	18%	14%	20%	19%	20%	19%
Keeps them in touch with friends and family	4%	2%	4%	4%	6%	7%	12%	6%	5%	4%	5%	4%
Mental well-being	18%	13%	17%	20%	18%	29%	15%	11%	19%	17%	19%	17%
Other	1%	2%	*%	*%	1%	3%		3%	1%	*%	1%	*%
No positive things, can't think of any	2%	3%	1%	1%	1%	2%	6%		1%	2%	1%	2%
A bad thing to be discouraged	4%	8%	3%	2%	3%	6%	6%	28%	3%	3%	4%	3%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1997	232	604	699	284	100	60*	48*	1035	914	1083	914

Q8c. 3 main positives for encourage Screen activities - Consuming content for fun

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Learning/educational benefit	17%	17%	19%	17%	13%	21%	33%	17%	18%	17%	18%	17%
Reading -- ability/practice	10%	8%	11%	9%	12%	16%	9%	12%	11%	9%	11%	9%
Computer skills	13%	13%	14%	12%	10%	11%	23%	7%	14%	11%	14%	11%
Keeps them occupied, busy	38%	36%	39%	42%	37%	31%	21%	37%	37%	40%	37%	40%
Safe/I know where they are, what they're doing	23%	23%	23%	25%	22%	15%	17%	14%	23%	23%	23%	23%
Entertaining/fun for them	63%	64%	67%	67%	56%	49%	44%	43%	63%	65%	62%	65%
Creative expression	18%	11%	17%	20%	21%	23%	30%	16%	19%	18%	19%	18%
Keeps them in touch with friends and family	8%	4%	6%	9%	10%	11%	15%	4%	7%	8%	7%	8%
Mental well-being	19%	15%	19%	21%	17%	23%	17%	19%	20%	18%	20%	18%
Other	3%	4%	2%	2%	5%	1%	6%	4%	2%	3%	3%	3%
No positive things, can't think of any	4%	6%	3%	2%	8%	5%	2%	6%	3%	6%	3%	6%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q8c. [Rebase to all respondents] 3 main positives for encourage Screen activities - Consuming content for fun

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Learning/educational benefit	16%	14%	17%	15%	13%	20%	30%	13%	16%	16%	16%	16%
Reading -- ability/practice	9%	6%	10%	9%	11%	14%	8%	9%	10%	8%	10%	8%
Computer skills	12%	11%	12%	11%	10%	10%	21%	5%	13%	10%	13%	10%
Keeps them occupied, busy	35%	31%	35%	39%	34%	29%	19%	27%	34%	36%	33%	36%
Safe/I know where they are, what they're doing	21%	19%	20%	23%	21%	14%	16%	11%	21%	21%	21%	21%
Entertaining/fun for them	57%	54%	60%	62%	52%	45%	41%	32%	58%	58%	57%	58%
Creative expression	17%	9%	15%	19%	20%	21%	28%	12%	18%	16%	17%	16%
Keeps them in touch with friends and family	7%	3%	5%	8%	9%	10%	14%	3%	7%	8%	7%	8%
Mental well-being	17%	13%	17%	20%	16%	21%	16%	14%	18%	16%	18%	16%
Other	2%	3%	2%	2%	5%	1%	6%	3%	2%	2%	2%	2%
No positive things, can't think of any	4%	5%	3%	2%	7%	5%	2%	4%	2%	6%	3%	6%
A bad thing to be discouraged	9%	15%	10%	7%	6%	7%	8%	26%	8%	10%	9%	10%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1670	177	504	572	260	84*	53*	48*	853	769	901	769

Q8c. 3 main positives for encourage Screen activities - Social interaction

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Learning/educational benefit	12%	12%	10%	12%	13%	14%	16%	14%	13%	10%	13%	10%
Reading -- ability/practice	14%	13%	15%	15%	11%	12%	24%	7%	14%	15%	14%	15%
Computer skills	15%	13%	15%	16%	14%	18%	28%	14%	17%	14%	17%	14%
Keeps them occupied, busy	15%	8%	16%	16%	15%	19%	19%	19%	15%	15%	15%	15%
Safe/I know where they are, what they're doing	14%	7%	14%	14%	19%	18%	4%	5%	15%	14%	14%	14%
Entertaining/fun for them	28%	26%	30%	28%	30%	20%	27%	20%	28%	28%	28%	28%
Creative expression	12%	8%	11%	13%	11%	20%	26%	19%	13%	11%	13%	11%
Keeps them in touch with friends and family	57%	62%	59%	63%	51%	40%	29%	33%	55%	60%	54%	60%
Mental well-being	19%	14%	16%	22%	23%	20%	21%	7%	19%	20%	19%	20%
Other	3%	2%	3%	3%	4%	1%	3%	5%	3%	3%	3%	3%
No positive things, can't think of any	8%	10%	6%	7%	9%	12%	4%	11%	7%	9%	7%	9%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q8c. [Rebase to all respondents] 3 main positives for encourage Screen activities - Social interaction

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Learning/educational benefit	9%	8%	8%	9%	11%	11%	13%	11%	10%	8%	10%	8%
Reading -- ability/practice	11%	9%	11%	12%	10%	9%	20%	5%	11%	12%	10%	12%
Computer skills	12%	8%	11%	12%	12%	14%	23%	10%	13%	11%	13%	11%
Keeps them occupied, busy	11%	5%	12%	12%	13%	15%	16%	14%	11%	12%	11%	12%
Safe/I know where they are, what they're doing	11%	5%	10%	11%	16%	14%	3%	4%	11%	11%	11%	11%
Entertaining/fun for them	21%	17%	22%	21%	26%	16%	22%	15%	21%	21%	21%	21%
Creative expression	9%	5%	8%	10%	9%	15%	21%	14%	10%	8%	10%	8%
Keeps them in touch with friends and family	43%	40%	44%	48%	44%	31%	24%	24%	42%	46%	41%	46%
Mental well-being	15%	9%	12%	17%	20%	16%	17%	5%	15%	15%	14%	15%
Other	2%	1%	2%	2%	4%	1%	3%	4%	2%	2%	2%	2%
No positive things, can't think of any	6%	6%	5%	5%	7%	9%	3%	8%	5%	7%	6%	7%
A bad thing to be discouraged	24%	35%	25%	24%	14%	22%	18%	26%	24%	24%	24%	24%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1565	143	478	542	242	91*	52*	32*	855	677	888	677

Q8c. 3 main positives for encourage Screen activities - Gaming

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Learning/educational benefit	14%	13%	15%	13%	14%	19%	18%	7%	16%	12%	16%	12%
Reading -- ability/practice	10%	11%	10%	9%	10%	16%	22%	18%	10%	10%	11%	10%
Computer skills	25%	32%	25%	26%	27%	20%	11%	19%	25%	26%	25%	26%
Keeps them occupied, busy	31%	22%	30%	37%	29%	23%	24%	34%	31%	31%	31%	31%
Safe/I know where they are, what they're doing	17%	12%	17%	17%	20%	15%	23%		19%	15%	18%	15%
Entertaining/fun for them	61%	64%	66%	65%	54%	44%	42%	29%	61%	63%	60%	63%
Creative expression	20%	14%	16%	21%	23%	27%	33%	30%	19%	20%	20%	20%
Keeps them in touch with friends and family	10%	3%	11%	9%	11%	10%	8%	20%	6%	13%	7%	13%
Mental well-being	13%	8%	13%	12%	16%	15%	32%	16%	15%	11%	15%	11%
Other	3%	3%	2%	2%	3%	9%	2%	2%	2%	3%	2%	3%
No positive things, can't think of any	7%	13%	5%	8%	7%	5%	3%	7%	7%	7%	7%	7%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q8c. [Rebase to all respondents] 3 main positives for encourage Screen activities - Gaming

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Learning/educational benefit	10%	7%	11%	9%	11%	16%	15%	3%	12%	8%	12%	8%
Reading -- ability/practice	7%	5%	7%	7%	8%	13%	18%	9%	8%	7%	8%	7%
Computer skills	18%	17%	18%	18%	21%	17%	9%	9%	19%	17%	19%	17%
Keeps them occupied, busy	22%	12%	21%	26%	23%	19%	19%	17%	23%	21%	23%	21%
Safe/I know where they are, what they're doing	12%	6%	12%	12%	16%	13%	19%		14%	10%	14%	10%
Entertaining/fun for them	43%	33%	47%	47%	43%	37%	33%	15%	47%	42%	45%	42%
Creative expression	14%	7%	11%	15%	18%	22%	27%	15%	15%	13%	15%	13%
Keeps them in touch with friends and family	7%	2%	8%	7%	9%	8%	6%	10%	5%	9%	5%	9%
Mental well-being	10%	4%	9%	9%	13%	13%	26%	8%	11%	8%	11%	8%
Other	2%	2%	1%	1%	2%	8%	2%	1%	2%	2%	2%	2%
No positive things, can't think of any	5%	7%	4%	6%	5%	4%	2%	3%	6%	5%	5%	5%
A bad thing to be discouraged	29%	48%	29%	28%	20%	16%	20%	50%	24%	33%	25%	33%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	604	108	177	169	77*	32*	28*	25*	334	245	359	245

Q8d. We want to get a better sense of why people would discourage certain screen activities for kids- Creating

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Addictive	31%	33%	30%	39%	18%	22%	27%	61%	24%	37%	27%	37%
Less active/Not getting exercise/fresh air	28%	23%	35%	32%	24%	22%	17%	8%	26%	33%	25%	33%
Distracting from other important things in life	28%	30%	26%	26%	34%	33%	32%	10%	25%	34%	24%	34%
Attention span lower/less focus/learning issues	23%	24%	22%	26%	21%	19%	15%	16%	21%	26%	20%	26%
Over-stimulated/Hard to calm down	16%	17%	16%	18%	15%	12%	22%	33%	16%	16%	17%	16%
Hurts social skills/social life	10%	11%	9%	12%	11%	17%	7%	9%	7%	15%	7%	15%
Too commercial/advertising	10%	8%	8%	9%	20%	6%	17%	5%	13%	6%	13%	6%
Content generally – fake news/silly things	9%	9%	13%	3%	14%	7%	22%		10%	9%	9%	9%
Inappropriate content – hate/porn/etc.	9%	6%	13%	6%	12%	5%	7%	5%	9%	10%	8%	10%
Bullying/abuse risks	5%	2%	4%	4%	11%	6%	6%	5%	5%	4%	5%	4%
Privacy concerns/personal info	4%	3%	3%	4%	4%	19%		8%	5%	3%	5%	3%
Other	3%	4%	4%	1%	2%	11%	4%	8%	3%	2%	4%	2%
No negative things/can't think of any	16%	21%	15%	15%	11%	15%	9%	3%	18%	15%	17%	15%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q8d. [Rebase to All respondents] We want to get a better sense of why people would discourage certain screen activities for kids- Creating

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Addictive	9%	13%	8%	9%	5%	7%	12%	24%	7%	9%	8%	9%
Less active/Not getting exercise/fresh air	8%	9%	9%	7%	6%	7%	7%	3%	8%	8%	8%	8%
Distracting from other important things in life	8%	12%	7%	6%	9%	10%	14%	4%	7%	8%	7%	8%
Attention span lower/less focus/learning issues	6%	9%	6%	6%	5%	6%	7%	6%	6%	6%	6%	6%
Over-stimulated/Hard to calm down	5%	7%	4%	4%	4%	4%	10%	13%	5%	4%	5%	4%
Hurts social skills/social life	3%	4%	2%	3%	3%	5%	3%	4%	2%	4%	2%	4%
Too commercial/advertising	3%	3%	2%	2%	5%	2%	7%	2%	4%	1%	4%	1%
Content generally – fake news/silly things	3%	3%	3%	1%	4%	2%	9%		3%	2%	3%	2%
Inappropriate content – hate/porn/etc.	2%	2%	3%	1%	3%	2%	3%	2%	3%	2%	3%	2%
Bullying/abuse risks	1%	1%	1%	1%	3%	2%	3%	2%	1%	1%	2%	1%
Privacy concerns/personal info	1%	1%	1%	1%	1%	6%		3%	1%	1%	1%	1%
Other	1%	2%	1%	*%	*%	3%	2%	3%	1%	1%	1%	1%
No negative things/can't think of any	4%	8%	4%	3%	3%	4%	4%	1%	5%	4%	5%	4%
A good thing to be encouraged	73%	60%	74%	78%	75%	71%	57%	61%	70%	76%	70%	76%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	469	88*	140	189	57*	27*	15*	25*	259	185	284	185

Q8d. We want to get a better sense of why people would discourage certain screen activities for kids- Learning

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Addictive	26%	23%	26%	29%	24%	32%		25%	18%	36%	19%	36%
Attention span lower/less focus/learning issues	22%	27%	23%	17%	28%	36%	9%	18%	20%	26%	20%	26%
Less active/Not getting exercise/fresh air	21%	28%	20%	19%	18%	17%	31%	12%	20%	23%	19%	23%
Distracting from other important things in life	19%	22%	18%	19%	26%	13%	7%	13%	17%	22%	17%	22%
Over-stimulated/Hard to calm down	17%	12%	26%	14%	13%	15%	28%	18%	18%	17%	18%	17%
Hurts social skills/social life	15%	16%	18%	16%	8%	7%	21%	3%	18%	13%	17%	13%
Too commercial/advertising	10%	7%	10%	13%	11%	7%	26%	22%	7%	13%	9%	13%
Content generally – fake news/silly things	10%	11%	10%	9%	9%	8%	18%	10%	11%	8%	11%	8%
Inappropriate content – hate/porn/etc.	9%	10%	12%	5%	14%	6%		17%	8%	8%	9%	8%
Bullying/abuse risks	6%	3%	8%	4%	13%			14%	6%	4%	7%	4%
Privacy concerns/personal info	6%	4%	9%	4%	8%	2%	14%	3%	4%	8%	4%	8%
Other	5%	4%	7%	2%	2%	11%	14%	6%	4%	6%	4%	6%
No negative things/can't think of any	18%	20%	13%	18%	18%	25%	11%	3%	21%	17%	19%	17%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	6*5	1121	1014	1186	1014

Q8d. [Rebase to all respondents] We want to get a better sense of why people would discourage certain screen activities for kids- Learning

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Addictive	5%	7%	5%	5%	5%	8%		10%	4%	7%	4%	7%
Attention span lower/less focus/learning issues	5%	9%	5%	3%	5%	9%	2%	7%	5%	5%	5%	5%
Less active/Not getting exercise/fresh air	4%	9%	4%	3%	3%	4%	7%	4%	5%	4%	5%	4%
Distracting from other important things in life	4%	7%	4%	3%	5%	3%	2%	5%	4%	4%	4%	4%
Over-stimulated/Hard to calm down	4%	4%	5%	2%	2%	4%	6%	7%	4%	3%	4%	3%
Hurts social skills/social life	3%	5%	4%	3%	2%	2%	5%	1%	4%	2%	4%	2%
Too commercial/advertising	2%	2%	2%	2%	2%	2%	6%	8%	2%	2%	2%	2%
Content generally – fake news/silly things	2%	4%	2%	2%	2%	2%	4%	4%	3%	1%	3%	1%
Inappropriate content – hate/porn/etc.	2%	3%	2%	1%	3%	1%		7%	2%	1%	2%	1%
Bullying/abuse risks	1%	1%	2%	1%	3%			5%	1%	1%	2%	1%
Privacy concerns/personal info	1%	1%	2%	1%	2%	*%	3%	1%	1%	2%	1%	2%
Other	1%	1%	1%	*%	*%	3%	3%	2%	1%	1%	1%	1%
No negative things/can't think of any	4%	6%	3%	3%	3%	6%	3%	1%	5%	3%	5%	3%
A good thing to be encouraged	79%	68%	79%	83%	81%	75%	77%	62%	77%	82%	76%	82%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1451	216	432	509	185	59*	32*	45*	707	699	752	699

Q8d. We want to get a better sense of why people would discourage certain screen activities for kids-Consuming content for fun

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Addictive	48%	45%	50%	51%	40%	57%	28%	44%	43%	53%	43%	53%
Distracting from other important things in life	45%	39%	46%	51%	35%	47%	31%	25%	41%	49%	40%	49%
Less active/Not getting exercise/fresh air	39%	36%	41%	41%	38%	39%	42%	20%	36%	44%	35%	44%
Attention span lower/less focus/learning issues	22%	28%	21%	20%	27%	25%	13%	17%	20%	25%	20%	25%
Over-stimulated/Hard to calm down	17%	21%	19%	16%	14%	13%	15%	13%	15%	19%	15%	19%
Inappropriate content – hate/porn/etc.	15%	14%	15%	16%	12%	10%	33%	2%	14%	16%	14%	16%
Hurts social skills/social life	12%	12%	12%	13%	8%	15%	5%	12%	11%	13%	11%	13%
Content generally – fake news/silly things	11%	8%	12%	11%	12%	10%	26%	14%	11%	11%	11%	11%
Too commercial/advertising	11%	13%	11%	11%	10%	8%	2%	7%	12%	9%	12%	9%
Privacy concerns/personal info	7%	7%	7%	5%	12%	3%	20%	5%	8%	6%	8%	6%
Bullying/abuse risks	5%	4%	6%	5%	3%		2%	6%	4%	5%	4%	5%
Other	1%	1%	1%	1%	2%		8%	5%	1%	1%	1%	1%
No negative things/can't think of any	6%	7%	6%	4%	6%	4%	8%	8%	9%	2%	9%	2%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q8d. [Rebase to all respondents] We want to get a better sense of why people would discourage certain screen activities for kids-Consuming content for fun

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Addictive	32%	35%	32%	34%	24%	32%	14%	31%	27%	36%	27%	36%
Distracting from other important things in life	29%	31%	29%	34%	21%	26%	15%	17%	26%	34%	26%	34%
Less active/Not getting exercise/fresh air	26%	28%	26%	27%	23%	21%	21%	14%	23%	30%	22%	30%
Attention span lower/less focus/learning issues	15%	22%	13%	13%	16%	14%	6%	11%	13%	17%	13%	17%
Over-stimulated/Hard to calm down	11%	17%	12%	11%	9%	7%	7%	9%	9%	13%	9%	13%
Inappropriate content – hate/porn/etc.	10%	11%	9%	11%	8%	6%	17%	2%	9%	11%	9%	11%
Hurts social skills/social life	8%	10%	8%	9%	5%	8%	2%	8%	7%	9%	7%	9%
Content generally – fake news/silly things	7%	7%	8%	7%	7%	5%	13%	10%	7%	8%	7%	8%
Too commercial/advertising	7%	10%	7%	7%	6%	4%	1%	5%	8%	6%	7%	6%
Privacy concerns/personal info	5%	5%	5%	3%	7%	2%	10%	3%	5%	4%	5%	4%
Bullying/abuse risks	3%	3%	4%	4%	2%		1%	4%	3%	3%	3%	3%
Other	1%	1%	1%	1%	1%		4%	3%	1%	1%	1%	1%
No negative things/can't think of any	4%	6%	4%	3%	4%	2%	4%	6%	6%	2%	6%	2%
A good thing to be encouraged	34%	21%	36%	33%	39%	45%	51%	31%	37%	31%	37%	31%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1679	235	534	589	207	68*	29*	50*	862	767	912	767

Q8d. We want to get a better sense of why people would discourage certain screen activities for kids- Social Interaction

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Bullying/abuse risks	30%	28%	30%	33%	27%	21%	13%	19%	29%	31%	28%	31%
Distracting from other important things in life	29%	29%	25%	33%	28%	29%	33%	25%	26%	33%	26%	33%
Hurts social skills/social life	29%	28%	30%	30%	25%	24%	17%	12%	27%	31%	27%	31%
Less active/Not getting exercise/fresh air	24%	17%	22%	27%	26%	36%	25%	18%	20%	28%	20%	28%
Addictive	24%	26%	24%	25%	18%	24%	20%	8%	21%	28%	20%	28%
Privacy concerns/personal info	23%	22%	24%	23%	21%	17%	33%	6%	23%	23%	22%	23%
Inappropriate content – hate/porn/etc.	19%	15%	20%	21%	20%	13%	20%	15%	21%	17%	21%	17%
Attention span lower/less focus/learning issues	12%	11%	14%	10%	14%	15%	4%	12%	10%	14%	10%	14%
Content generally – fake news/silly things	10%	10%	12%	7%	10%	8%	9%	11%	10%	8%	10%	8%
Too commercial/advertising	9%	4%	8%	10%	16%	10%	5%	8%	11%	7%	11%	7%
Over-stimulated/Hard to calm down	7%	7%	7%	6%	7%	16%	17%	1%	6%	9%	6%	9%
Other	2%	2%	2%	2%	2%	3%	4%		3%	2%	2%	2%
No negative things/can't think of any	9%	14%	9%	7%	5%	3%	6%	20%	11%	6%	11%	6%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q8d. [Rebase to all respondents] We want to get a better sense of why people would discourage certain screen activities for kids- Social Interaction

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Bullying/abuse risks	23%	24%	24%	26%	18%	13%	6%	14%	22%	24%	22%	24%
Distracting from other important things in life	22%	25%	20%	26%	19%	18%	15%	19%	20%	25%	20%	25%
Hurts social skills/social life	22%	24%	24%	23%	17%	15%	8%	9%	21%	23%	20%	23%
Less active/Not getting exercise/fresh air	18%	15%	17%	21%	18%	23%	11%	14%	16%	21%	16%	21%
Addictive	18%	22%	19%	19%	12%	15%	9%	6%	16%	21%	15%	21%
Privacy concerns/personal info	17%	19%	19%	18%	14%	11%	15%	5%	18%	17%	17%	17%
Inappropriate content – hate/porn/etc.	15%	13%	16%	16%	14%	8%	9%	11%	16%	13%	16%	13%
Attention span lower/less focus/learning issues	9%	10%	11%	7%	9%	10%	2%	9%	8%	10%	8%	10%
Content generally – fake news/silly things	7%	9%	9%	6%	7%	5%	4%	8%	8%	6%	8%	6%
Too commercial/advertising	7%	4%	6%	7%	11%	6%	2%	6%	8%	5%	8%	5%
Over-stimulated/Hard to calm down	6%	6%	6%	5%	5%	10%	8%	1%	5%	7%	5%	7%
Other	2%	2%	2%	1%	2%	2%	2%		2%	1%	2%	1%
No negative things/can't think of any	7%	12%	7%	5%	3%	2%	3%	15%	8%	4%	9%	4%
A good thing to be encouraged	24%	14%	21%	22%	32%	37%	55%	23%	23%	24%	23%	24%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1810	251	568	633	224	69*	45*	56*	913	841	969	841

Q8d. We want to get a better sense of why people would discourage certain screen activities for kids- Gaming

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Addictive	57%	60%	60%	58%	49%	44%	43%	37%	52%	63%	51%	63%
Distracting from other important things in life	39%	36%	39%	43%	39%	33%	37%	21%	36%	44%	35%	44%
Less active/Not getting exercise/fresh air	39%	34%	40%	41%	37%	34%	51%	11%	37%	43%	35%	43%
Over-stimulated/Hard to calm down	22%	28%	24%	21%	22%	13%	14%	10%	21%	25%	21%	25%
Attention span lower/less focus/learning issues	18%	22%	18%	17%	15%	25%	12%	21%	16%	19%	16%	19%
Hurts social skills/social life	16%	12%	18%	17%	15%	15%	6%	18%	16%	17%	16%	17%
Inappropriate content – hate/porn/etc.	11%	12%	10%	9%	14%	19%	6%	10%	11%	11%	11%	11%
Bullying/abuse risks	9%	5%	7%	12%	11%	5%	7%	2%	10%	8%	9%	8%
Too commercial/advertising	8%	6%	6%	10%	7%	11%	9%	4%	9%	7%	9%	7%
Privacy concerns/personal info	7%	6%	5%	8%	8%	4%	10%	10%	7%	6%	7%	6%
Content generally – fake news/silly things	5%	5%	5%	4%	8%	6%	6%	10%	4%	6%	5%	6%
Other	1%		3%	1%	1%	1%	3%	4%	1%	1%	1%	1%
No negative things/can't think of any	5%	8%	5%	4%	5%	5%	13%	15%	7%	3%	7%	3%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q8d. [Rebase to all respondents] We want to get a better sense of why people would discourage certain screen activities for kids- Gaming

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Addictive	47%	55%	50%	49%	36%	28%	30%	32%	42%	52%	42%	52%
Distracting from other important things in life	32%	33%	33%	36%	28%	21%	25%	18%	29%	37%	29%	37%
Less active/Not getting exercise/fresh air	32%	31%	34%	35%	27%	22%	35%	10%	30%	36%	29%	36%
Over-stimulated/Hard to calm down	18%	26%	20%	18%	16%	8%	10%	9%	17%	20%	17%	20%
Attention span lower/less focus/learning issues	15%	20%	15%	14%	11%	16%	8%	18%	13%	16%	13%	16%
Hurts social skills/social life	13%	11%	15%	15%	11%	10%	4%	16%	13%	14%	13%	14%
Inappropriate content – hate/porn/etc.	9%	11%	8%	8%	11%	12%	4%	8%	9%	9%	9%	9%
Bullying/abuse risks	7%	5%	6%	10%	8%	4%	5%	2%	8%	7%	7%	7%
Too commercial/advertising	6%	6%	5%	8%	5%	7%	6%	4%	7%	5%	7%	5%
Privacy concerns/personal info	5%	6%	4%	7%	6%	3%	7%	9%	6%	5%	6%	5%
Content generally – fake news/silly things	4%	5%	4%	4%	6%	4%	4%	9%	3%	5%	4%	5%
Other	1%		2%	1%	1%	1%	2%	3%	1%	1%	1%	1%
No negative things/can't think of any	4%	7%	4%	3%	3%	3%	9%	13%	6%	3%	6%	3%
A good thing to be encouraged	18%	8%	16%	16%	26%	36%	31%	14%	19%	17%	18%	17%

Q9. [Never/ Rarely] How often, if ever, do you do each of the following:

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Monitor what the child is doing or watching on screen	11%	8%	9%	9%	16%	14%	15%	32%	10%	10%	11%	10%
Feel bad or guilty for allowing them to spend screen time unsupervised	37%	36%	40%	36%	35%	29%	33%	37%	46%	27%	45%	27%
Check their device(s) to see what they've been doing	18%	23%	17%	17%	18%	15%	19%	33%	18%	18%	18%	18%
Do screen activities with your child, such as making things or playing games etc.	24%	27%	25%	24%	15%	26%	27%	35%	19%	28%	20%	28%
Encourage some activities or sites over others	13%	11%	13%	11%	17%	15%	12%	22%	12%	14%	12%	14%
Talk to them about being careful online – such as social media privacy or dealing with inappropriate content	17%	25%	17%	15%	18%	9%	14%	25%	16%	18%	16%	18%

Q9. [Often/ all the time] How often, if ever, do you do each of the following:

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time

Monitor what the child is doing or watching on screen	63%	71%	68%	62%	55%	51%	60%	51%	66%	62%	65%	62%
Feel bad or guilty for allowing them to spend screen time unsupervised	26%	28%	22%	24%	30%	38%	33%	40%	14%	37%	16%	37%
Check their device(s) to see what they've been doing	56%	62%	60%	54%	51%	54%	49%	45%	60%	53%	59%	53%
Do screen activities with your child, such as making things or playing games etc.	34%	33%	35%	31%	41%	37%	33%	41%	40%	27%	40%	27%
Encourage some activities or sites over others	53%	66%	55%	49%	49%	48%	37%	50%	56%	49%	56%	49%
Talk to them about being careful online – such as social media privacy or dealing with inappropriate content	60%	47%	61%	66%	57%	57%	45%	49%	61%	59%	60%	59%

Q9. How often, if ever, do you - Monitor what the child is doing or watching on screen

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never	3%	3%	3%	2%	4%	1%	2%	15%	3%	2%	3%	2%
Rarely	8%	4%	6%	8%	12%	12%	13%	17%	7%	8%	8%	8%
Sometimes	26%	22%	23%	28%	28%	35%	25%	17%	24%	28%	24%	28%
Often	37%	36%	39%	37%	37%	29%	44%	36%	37%	37%	37%	37%
All the time	27%	35%	30%	26%	19%	22%	16%	16%	29%	24%	28%	24%
Net: Never/ Rarely	11%	8%	9%	9%	16%	14%	15%	32%	10%	10%	11%	10%
Net: Often/ All the time	63%	71%	68%	62%	55%	51%	60%	51%	66%	62%	65%	62%

Q9. How often, if ever, do you - Feel bad or guilty for allowing them to spend screen time unsupervised

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never	13%	17%	14%	11%	12%	10%	8%	20%	17%	8%	17%	8%
Rarely	24%	19%	27%	24%	23%	19%	25%	17%	29%	19%	28%	19%
Sometimes	38%	36%	38%	40%	34%	33%	34%	23%	40%	36%	39%	36%
Often	18%	19%	14%	17%	22%	27%	20%	28%	11%	25%	12%	25%
All the time	8%	9%	8%	7%	8%	11%	13%	12%	4%	12%	4%	12%
Net: Never/ Rarely	37%	36%	40%	36%	35%	29%	33%	37%	46%	27%	45%	27%
Net: Often/ All the time	26%	28%	22%	24%	30%	38%	33%	40%	14%	37%	16%	37%

Q9. How often, if ever, do you - Check their device(s) to see what they've been doing

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never	8%	17%	8%	7%	6%	2%	7%	17%	9%	7%	9%	7%
Rarely	10%	5%	10%	10%	12%	13%	12%	16%	9%	11%	9%	11%
Sometimes	26%	15%	23%	29%	31%	30%	32%	22%	23%	29%	23%	29%
Often	31%	31%	32%	31%	30%	32%	26%	27%	32%	31%	31%	31%
All the time	25%	31%	27%	24%	21%	22%	23%	18%	28%	23%	28%	23%
Net: Never/ Rarely	18%	23%	17%	17%	18%	15%	19%	33%	18%	18%	18%	18%
Net: Often/ All the time	56%	62%	60%	54%	51%	54%	49%	45%	60%	53%	59%	53%

Q9. How often, if ever, do you - Do screen activities with your child, such as making things or playing games etc.

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never	7%	11%	7%	6%	3%	8%	6%	18%	5%	8%	6%	8%
Rarely	17%	16%	18%	17%	13%	18%	20%	17%	14%	20%	14%	20%
Sometimes	42%	40%	40%	45%	44%	37%	41%	24%	41%	45%	40%	45%
Often	25%	23%	27%	25%	29%	22%	23%	27%	30%	20%	30%	20%
All the time	9%	11%	8%	7%	13%	15%	10%	14%	10%	7%	10%	7%
Net: Never/ Rarely	24%	27%	25%	24%	15%	26%	27%	35%	19%	28%	20%	28%
Net: Often/ All the time	34%	33%	35%	31%	41%	37%	33%	41%	40%	27%	40%	27%

Q9. How often, if ever, do you - Encourage some activities or sites over others

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never	5%	6%	5%	3%	6%	2%	4%	13%	4%	4%	5%	4%
Rarely	8%	5%	8%	8%	10%	13%	7%	9%	7%	10%	7%	10%
Sometimes	34%	23%	32%	40%	35%	37%	51%	28%	33%	37%	32%	37%
Often	35%	40%	36%	35%	35%	29%	18%	30%	39%	31%	39%	31%
All the time	18%	26%	19%	14%	14%	18%	19%	21%	17%	18%	17%	18%
Net: Never/ Rarely	13%	11%	13%	11%	17%	15%	12%	22%	12%	14%	12%	14%
Net: Often/ All the time	53%	66%	55%	49%	49%	48%	37%	50%	56%	49%	56%	49%

Q9. How often, if ever, do you - Talk to them about being careful online – such as social media privacy or dealing with inappropriate content

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Never	8%	18%	8%	6%	6%	4%	10%	18%	8%	8%	9%	8%
Rarely	9%	7%	10%	8%	11%	6%	3%	7%	7%	11%	7%	11%
Sometimes	23%	28%	22%	19%	25%	34%	41%	26%	24%	23%	24%	23%
Often	35%	25%	36%	40%	30%	38%	28%	31%	34%	35%	34%	35%
All the time	25%	22%	25%	27%	27%	19%	17%	18%	26%	24%	26%	24%
Net: Never/ Rarely	17%	25%	17%	15%	18%	9%	14%	25%	16%	18%	16%	18%
Net: Often/ All the time	60%	47%	61%	66%	57%	57%	45%	49%	61%	59%	60%	59%

Q9b. Some parents set a maximum number of hours of screen time per day or per week for their kids. What about you?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Have a firm limit on your kid(s) screen time that you strictly enforce	25%	55%	25%	17%	18%	27%	17%	44%	26%	22%	27%	22%
Have an informal limit that you enforce when they're spending too much time on their screens	59%	36%	64%	64%	58%	49%	54%	47%	57%	61%	57%	61%
No longer have a limit, but used to	5%	2%	4%	6%	9%	9%	11%		5%	6%	5%	6%
Not set a limit on your kid(s) screen time	11%	7%	8%	12%	16%	15%	18%	9%	11%	11%	11%	11%
Net: Have limit	84%	92%	89%	82%	76%	76%	72%	91%	84%	83%	84%	83%
Net: No limit	16%	8%	11%	18%	24%	24%	28%	9%	16%	17%	16%	17%

Q9c. What about parental controls?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Use all the time/Wherever they're available	34%	36%	34%	32%	38%	36%	34%	60%	35%	32%	36%	32%
Use only sometimes/On certain devices	37%	26%	38%	38%	43%	39%	39%	19%	38%	37%	37%	37%
Don't really use at all	29%	38%	28%	30%	19%	25%	27%	21%	27%	30%	27%	30%

Q10a. As far as you are aware, does your child do anything specifically educational or learning-focused during their at-home screen time?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
No, never	4%	7%	3%	4%	2%	2%	5%	12%	2%	4%	3%	4%
Rarely	10%	10%	10%	13%	8%	5%	15%	15%	7%	14%	7%	14%
Sometimes	42%	35%	41%	43%	43%	43%	38%	29%	39%	46%	38%	46%
Often	31%	34%	33%	32%	27%	26%	23%	23%	36%	25%	36%	25%
All the time	11%	12%	11%	8%	16%	16%	16%	17%	14%	7%	14%	7%
Not sure/Don't know	2%	3%	2%	1%	3%	8%	4%	3%	2%	3%	2%	3%
Net: No, never/ Rarely	14%	17%	13%	16%	11%	7%	20%	27%	9%	19%	10%	19%
Net: Often/ all the time	42%	46%	44%	40%	43%	42%	39%	41%	50%	33%	50%	33%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2067	247	644	719	286	97*	59*	55*	1074	938	1129	938

Q10b. What types of things? Are they:

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Games that are fun while you learn	53%	51%	56%	54%	48%	42%	44%	49%	56%	50%	55%	50%
Math related	45%	50%	46%	46%	38%	46%	28%	34%	47%	42%	47%	42%
Literacy related	31%	37%	34%	29%	28%	32%	31%	27%	33%	29%	33%	29%
Problem-solving	40%	39%	45%	40%	36%	39%	34%	55%	43%	36%	44%	36%
Puzzles	49%	46%	52%	49%	45%	42%	52%	53%	52%	45%	52%	45%
Videos	43%	32%	40%	44%	51%	41%	58%	41%	41%	44%	41%	44%
Musical	36%	31%	33%	37%	41%	43%	36%	56%	36%	35%	37%	35%
Reading	47%	40%	47%	50%	44%	58%	38%	42%	50%	44%	49%	44%
Other (Specify:)	3%	5%	3%	3%	1%	4%	5%	4%	2%	4%	3%	4%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

Q10b. [Rebase to all respondents] What types of things? Are they:

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Games that are fun while you learn	49%	46%	54%	52%	45%	38%	40%	41%	53%	46%	53%	46%
Math related	42%	45%	44%	44%	36%	41%	26%	28%	45%	39%	44%	39%
Literacy related	30%	34%	32%	28%	26%	29%	28%	23%	32%	27%	32%	27%
Problem-solving	38%	35%	42%	38%	34%	35%	31%	46%	41%	33%	42%	33%
Puzzles	46%	42%	50%	47%	43%	38%	48%	45%	50%	42%	50%	42%
Videos	40%	29%	38%	42%	48%	37%	53%	34%	40%	41%	39%	41%
Musical	34%	28%	32%	35%	38%	39%	33%	47%	35%	32%	35%	32%
Reading	44%	36%	45%	48%	42%	52%	35%	35%	48%	41%	47%	41%
Other (Specify:)	3%	4%	3%	3%	1%	4%	5%	3%	2%	3%	2%	3%
No Never	4%	7%	3%	4%	2%	2%	5%	12%	2%	4%	3%	4%
DK	2%	3%	2%	1%	3%	8%	4%	3%	2%	3%	2%	3%

Q11. Overall, do you think that screen time is generally a good way or a poor way for kids to learn?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
An excellent way for kids to learn	8%	6%	7%	8%	9%	12%	29%	24%	10%	6%	11%	6%
A good way	23%	13%	21%	24%	30%	32%	16%	26%	27%	18%	27%	18%
Can be/Depends	58%	60%	62%	61%	52%	44%	51%	46%	56%	62%	55%	62%
A poor way	5%	10%	6%	4%	4%	5%	2%	1%	4%	7%	4%	7%
A Very poor way for kids to learn	4%	9%	3%	3%	4%	1%	1%	3%	2%	5%	2%	5%
Not sure/Don't know	1%	1%	1%	1%	1%	5%	1%	*%	1%	2%	1%	2%
Net: Excellent/ Good way	31%	19%	29%	32%	39%	44%	45%	50%	37%	23%	38%	23%
Net: Poor way/ a very poor way	9%	19%	8%	7%	8%	6%	3%	4%	6%	13%	6%	13%

Q12. how this child is doing in the following overall areas - Mental health

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Has some struggles with this	11%	12%	10%	10%	10%	19%	16%	25%	9%	12%	10%	12%
Is okay/fine	30%	25%	24%	33%	35%	35%	36%	37%	27%	33%	27%	33%
Does very well	55%	58%	62%	54%	51%	41%	40%	34%	60%	51%	59%	51%
Don't know/Not sure	3%	4%	2%	2%	2%	4%	4%	4%	2%	3%	2%	3%
Rather not say	1%	1%	2%	1%	1%	1%	3%	*%	2%	1%	2%	1%
Net: Fine / well	85%	83%	86%	87%	86%	76%	77%	71%	87%	84%	86%	84%

Q12. How this child is doing in the following overall areas - Sociability/Friends

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Has some struggles with this	10%	9%	10%	9%	10%	20%	17%	29%	6%	13%	8%	13%
Is okay/fine	30%	26%	28%	34%	30%	31%	33%	38%	28%	32%	29%	32%
Does very well	55%	62%	58%	54%	49%	46%	38%	29%	60%	50%	58%	50%
Don't know/Not sure	4%	2%	3%	2%	8%	4%	11%	3%	4%	3%	4%	3%
Rather not say	1%	2%	1%	1%	3%			*%	1%	2%	1%	2%
Net: Fine / well	85%	87%	86%	88%	79%	77%	71%	68%	88%	82%	87%	82%

Q12. How this child is doing in the following overall areas - Physical fitness

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Has some struggles with this	6%	4%	4%	8%	9%	9%	11%	15%	4%	9%	4%	9%
Is okay/fine	33%	23%	31%	36%	36%	38%	34%	29%	31%	35%	31%	35%
Does very well	56%	66%	63%	54%	49%	45%	38%	43%	62%	51%	61%	51%
Don't know/Not sure	4%	5%	1%	2%	5%	5%	17%	7%	2%	5%	3%	5%
Rather not say	1%	1%	1%	1%	1%	3%		5%	1%	1%	1%	1%
Net: Fine / well	89%	90%	94%	90%	84%	82%	72%	72%	93%	85%	92%	85%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2132	257	652	729	301	107	65*	64*	1088	980	1152	980

Q12. How this child is doing in the following overall areas - Playing (e.g. outdoors/without screens)

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Has some struggles with this	8%	4%	7%	9%	12%	11%	12%	21%	4%	12%	5%	12%
Is okay/fine	29%	18%	26%	33%	30%	33%	41%	34%	23%	35%	24%	35%
Does very well	59%	74%	65%	55%	52%	51%	37%	41%	68%	50%	67%	50%
Don't know/Not sure	3%	3%	1%	2%	4%	4%	10%	4%	3%	2%	3%	2%
Rather not say	1%	2%	1%	1%	2%	2%	1%		1%	1%	1%	1%
Net: Fine / well	88%	91%	91%	88%	82%	84%	78%	75%	91%	85%	90%	85%

Q12. And, what about in the following areas - Marks at school

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Has some struggles with this	7%	4%	6%	7%	7%	7%	17%	3%	4%	10%	4%	10%
Is okay/fine	21%	15%	18%	20%	28%	22%	37%	39%	17%	24%	18%	24%
Does very well	46%	46%	48%	50%	39%	32%	30%	31%	49%	43%	48%	43%
Don't know/Not sure	4%	2%	2%	3%	7%	15%	9%	5%	4%	3%	4%	3%
Rather not say	1%	*%	1%	1%	2%	3%		1%	1%	1%	1%	1%
Not applicable – too young/not in school	22%	32%	25%	19%	18%	21%	7%	21%	25%	19%	24%	19%
Net: Fine / well	67%	61%	66%	71%	67%	54%	66%	70%	66%	67%	66%	67%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1665	174	492	590	248	84*	61*	51*	820	794	871	794

Q12. [Rebase to exclude NA] And, what about in the following areas - Marks at school

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Has some struggles with this	9%	7%	9%	8%	8%	8%	19%	4%	6%	12%	6%	12%
Is okay/fine	26%	23%	24%	25%	34%	28%	40%	49%	22%	30%	23%	30%
Does very well	59%	68%	64%	62%	47%	40%	32%	39%	66%	53%	64%	53%
Don't know/Not sure	5%	3%	3%	3%	9%	19%	10%	7%	6%	4%	6%	4%
Rather not say	1%	*%	1%	1%	2%	4%		2%	1%	1%	1%	1%
Net: Fine / well	85%	90%	88%	87%	81%	69%	71%	88%	87%	83%	87%	83%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2132	257	652	729	301	107	65*	64*	1088	980	1152	980

Q12. And, what about in the following areas - Reading ability

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Has some struggles with this	9%	9%	8%	8%	8%	7%	10%	17%	7%	10%	7%	10%
Is okay/fine	21%	11%	19%	23%	29%	30%	26%	19%	19%	24%	19%	24%
Does very well	45%	49%	47%	47%	41%	33%	38%	30%	48%	43%	47%	43%
Don't know/Not sure	4%	2%	2%	3%	6%	11%	17%	12%	4%	4%	4%	4%
Rather not say	1%		1%	*%	3%	4%	2%	3%	1%	1%	1%	1%
Not applicable – too young/not in school	19%	29%	22%	18%	14%	15%	7%	19%	20%	18%	20%	18%
Net: Fine / well	67%	60%	66%	70%	70%	63%	64%	49%	67%	67%	66%	67%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1719	183	506	600	259	91*	61*	52*	867	800	919	800

Q12. [Rebase to exclude NA] And, what about in the following areas - Reading ability

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Has some struggles with this	11%	13%	11%	10%	9%	9%	11%	21%	9%	12%	9%	12%
Is okay/fine	27%	16%	25%	28%	34%	35%	28%	24%	24%	29%	24%	29%
Does very well	56%	68%	60%	57%	47%	38%	41%	37%	60%	53%	59%	53%
Don't know/Not sure	5%	3%	3%	4%	7%	13%	18%	15%	5%	5%	5%	5%
Rather not say	1%		1%	1%	3%	4%	2%	3%	2%	1%	2%	1%
Net: Fine / well	83%	84%	85%	85%	81%	74%	69%	61%	85%	82%	83%	82%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2132	257	652	729	301	107	65*	64*	1088	980	1152	980

Q12. And, what about in the following areas - Math ability

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Has some struggles with this	9%	8%	9%	9%	11%	10%	17%	15%	8%	10%	8%	10%
Is okay/fine	21%	17%	19%	23%	22%	30%	20%	15%	20%	24%	20%	24%
Does very well	45%	45%	47%	48%	39%	35%	43%	44%	46%	45%	46%	45%
Don't know/Not sure	5%	3%	2%	3%	10%	11%	10%	7%	5%	4%	5%	4%
Rather not say	1%		1%	*%	3%	1%	3%		1%	1%	1%	1%
Not applicable – too young/not in school	19%	27%	22%	16%	14%	14%	7%	19%	21%	17%	20%	17%
Net: Fine / well	67%	62%	66%	72%	62%	64%	64%	58%	66%	68%	65%	68%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	1734	187	509	611	258	92*	61*	52*	865	817	917	817

Q12. [Rebase to exclude NA] And, what about in the following areas - Math ability

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Has some struggles with this	11%	11%	11%	11%	13%	11%	18%	19%	10%	12%	11%	12%
Is okay/fine	26%	23%	25%	28%	26%	35%	22%	18%	25%	28%	25%	28%
Does very well	56%	62%	60%	58%	46%	40%	46%	54%	58%	53%	57%	53%
Don't know/Not sure	6%	4%	3%	4%	12%	13%	11%	9%	6%	5%	6%	5%
Rather not say	1%		1%	*%	3%	1%	3%		1%	1%	1%	1%
Net: Fine / well	82%	85%	85%	86%	72%	75%	68%	72%	83%	82%	82%	82%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2132	257	652	729	301	107	65*	64*	1088	980	1152	980

Q13. We'd like to know if your child – the one we've been asking about in this survey – has any kind of physical, developmental, or learning disabilities.

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Yes, a physical disability	4%	4%	3%	3%	7%	8%	11%	21%	3%	4%	4%	4%
Yes, a developmental disability	8%	3%	6%	6%	13%	17%	24%	19%	8%	6%	9%	6%
Yes, a learning disability	12%	9%	10%	9%	24%	19%	13%	16%	12%	12%	12%	12%
No, nothing like this	78%	83%	81%	82%	65%	67%	54%	47%	79%	78%	77%	78%
Rather not say	2%	2%	3%	2%	1%	1%	9%	4%	2%	3%	2%	3%
Net: Yes	20%	14%	17%	16%	35%	32%	37%	50%	20%	19%	21%	19%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

D8a. Were you born in Canada or in another country?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
In Canada	90%	92%	90%	91%	90%	86%	90%	93%	91%	90%	91%	90%
In another country	10%	8%	10%	9%	10%	14%	10%	7%	9%	10%	9%	10%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	210	21*	64*	64*	31*	15*	7*	5*	101	104	106	104

D8b. How many years have you lived in Canada?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Fewer than 5 years	11%	9%	10%	10%	7%	14%			7%	15%	7%	15%
5-10 years	27%	29%	24%	26%	31%	34%		22%	30%	25%	29%	25%
10-20 years	25%	8%	31%	22%	32%	28%	35%	67%	20%	28%	22%	28%
20-30 years	15%	16%	15%	23%	9%	12%		11%	17%	14%	17%	14%
30 years or more	22%	37%	20%	19%	22%	12%	65%		26%	19%	25%	19%

D8c. What country or region were you born in?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
China (or Hong Kong)	14%	13%	15%	11%	19%	9%		18%	12%	15%	12%	15%
The Philippines	5%	7%	4%	6%	2%	6%	9%		4%	5%	4%	5%
South Asia (India, Pakistan, Bangladesh, etc)	10%	4%	7%	5%	16%	39%		22%	5%	14%	6%	14%
Elsewhere in Asia (SE Asia, Central Asia, Japan, Korea, etc)	5%	3%	3%	2%	1%	10%			3%	6%	3%	6%
The United States	7%	22%	6%	2%	3%		26%		9%	5%	8%	5%
Africa	13%	6%	13%	17%	16%	7%	13%		12%	15%	11%	15%
Middle East	8%		12%	11%	8%			11%	12%	4%	12%	4%
Latin America	9%		8%	12%	8%		52%	49%	9%	6%	11%	6%
Western Europe	13%	23%	12%	11%	13%	23%			13%	13%	12%	13%
Eastern Europe	13%	19%	16%	15%	4%	7%			15%	11%	15%	11%
Oceania/Australia	5%	3%	4%	6%	10%				5%	5%	5%	5%

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
Sample	2200	273	675	755	303	108	65*	65*	1121	1014	1186	1014

D8d. What languages are commonly spoken in your home?

	Total	Time spent on Screens						Concern about screen time			Concern about screen time	
		None/< 1 hr	1-2 hours	2-4 hours	4-6 hours	6-8 hours	8/more than 8	Wish they spend more time	Comfortable with their screen time	Concerned they spend too much time	Wish they spend more/ Comfortable	Concerned they spend too much time
English	80%	75%	78%	85%	78%	78%	83%	77%	81%	79%	81%	79%
French	26%	33%	29%	20%	25%	23%	27%	28%	25%	26%	25%	26%
Another language: (specify)	5%	4%	5%	6%	4%	4%	4%	5%	4%	5%	4%	5%