



Children Tablets
Fieldwork Dates: 30th March - 3rd April 2018

**Conducted by YouGov
On behalf of YouGov NY**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or if not available from the census from industry accredited data. YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 593 adults. Fieldwork was undertaken between 30th March - 3rd April 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov NY
Children Tablets

US_nat Sample: 30th March - 3rd April 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
	A	B	C	D	E	F	G	H	I	J	K	L	M

KEC_q1. Do you regularly use a tablet (e.g., iPad, Amazon Fire, LeapFrog Epic Tablet)?

Unweighted base	593	217	376	66	398	129	107	153	211	122	431	68	43	51
Base: All US children aged 8-17	593	218	375	68	397	128	97	127	227	143	428	68	45	52
Yes, I do	65%	71%	62%	71%	65%	62%	57%	68%	69%	63%	66%	57%	68%	68%
		B		*				F				*	*	*
No, I don't	35%	29%	38%	29%	35%	38%	43%	32%	31%	37%	34%	43%	32%	32%
		A		*			H					*	*	*

KEC_q2. Which of the following applies to your tablet use?

Please select all that apply.

Unweighted base	384	152	232	47	257	80	60	103	145	76	281	39	29	35
Base: All US children aged 8-17 who use a tablet regularly	387	156	231	48	259	80	55	86	157	89	282	39	30	36
I have my own tablet	81%	81%	81%	79%	80%	84%	82%	73%	83%	84%	79%	87%	89%	80%
		*	*	*	*	*	*	*	*	*	*	**	**	*
My family (parents, siblings) let me use their tablets	25%	27%	24%	27%	26%	20%	22%	33%	23%	23%	27%	24%	7%	31%
		*	*	*	*	*	*	*	*	*	*	*	**	*
My friends let me use their tablets	3%	4%	3%	2%	5%	1%	10%	1%	3%	4%	2%	5%	4%	13%
		*	*	*	*	*	G,H*	*	*	*	*	**	**	J*
I use tablets at school	8%	9%	7%	3%	8%	10%	14%	12%	4%	6%	8%	7%	-	15%
		*	*	*	*	*	H*	H	*	*	*	**	**	*
I have access to a tablet in another way	2%	3%	1%	-	2%	1%	2%	1%	3%	-	1%	2%	3%	3%
		*	*	*	*	*	*	*	*	*	*	*	**	*

KEC_q3. For which of the following activities do you mainly use a tablet for? Please select all that apply.

Unweighted base	384	152	232	47	257	80	60	103	145	76	281	39	29	35
Base: All US children aged 8-17 who use a tablet regularly	387	156	231	48	259	80	55	86	157	89	282	39	30	36
Play games	77%	74%	78%	62%	77%	82%	74%	74%	76%	80%	74%	87%	75%	86%
		*	*	*	*	C*	*	*	*	*	*	*	**	*
Read books	38%	42%	36%	47%	35%	42%	42%	32%	36%	46%	33%	41%	52%	61%
		*	*	*	*	*	*	*	*	*	*	*	**	J*
Learn using educational apps	29%	33%	27%	33%	28%	32%	36%	23%	29%	31%	26%	18%	46%	53%
		*	*	*	*	*	*	*	*	*	*	*	**	J,K*
Take pictures	43%	38%	47%	42%	45%	37%	32%	41%	51%	40%	39%	55%	50%	58%
		*	*	*	*	*	*	*	F	*	*	*	**	J*
Watch videos	74%	76%	73%	74%	75%	72%	64%	80%	72%	77%	71%	80%	78%	88%
		*	*	*	*	*	*	F	*	*	*	*	**	J*
Listen to music	56%	62%	52%	62%	57%	50%	43%	49%	66%	55%	54%	69%	67%	52%
		*	*	*	*	*	*	*	F,G	*	*	*	**	*
Message/email friends and family	45%	49%	42%	32%	43%	57%	44%	40%	47%	46%	43%	46%	47%	52%
		*	*	*	*	C,D*	*	*	*	*	*	*	**	*
Video chat	28%	37%	22%	22%	28%	32%	29%	19%	28%	37%	23%	38%	54%	40%
		B	*	*	*	*	*	*	G*	*	*	J*	**	J*
Go on social media (e.g., Facebook, Snapchat, Instagram, Twitter, etc.)	41%	44%	39%	28%	41%	49%	36%	44%	42%	40%	38%	52%	51%	46%
		*	*	*	*	C*	*	*	*	*	*	*	**	*
Read about products you are interested in	29%	35%	25%	30%	26%	36%	23%	24%	30%	34%	26%	37%	41%	33%
		B	*	*	*	*	*	*	*	*	*	*	**	*
Other	3%	3%	3%	-	3%	5%	7%	4%	1%	2%	3%	-	-	2%
		*	*	*	*	*	H*	*	*	*	*	*	**	*
None of these	1%	1%	0%	2%	0%	-	-	-	-	3%	0%	-	4%	-
		*	*	*	*	*	*	*	*	*	*	*	**	*

KEC_q4a. Which of the following best describes how you are allowed to use a tablet? Please select one option

YouGov NY Children Tablets

US_nat Sample: 30th March - 3rd April 2018



Total	Education				Marital Status						Children under the age of 18		
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

KEC_q1. Do you regularly use a tablet (e.g., iPad, Amazon Fire, LeapFrog Epic Tablet)?

Unweighted base	593	98	197	184	114	424	9	57	18	74	11	593	-	160
Base: All US children aged 8-17	593	98	196	183	117	422	9	59	19	74	11	593	-	158
Yes, I do	65%	54%	62%	67%	78%	67%	78%	57%	79%	57%	66%	65%	-	57%
		*		N	N.O		**	*	**	*	**		**	
No, I don't	35%	46%	38%	33%	22%	33%	22%	43%	21%	43%	34%	35%	-	43%
		P.Q*	Q				**	*	**	*	**		**	AB

KEC_q2. Which of the following applies to your tablet use?
Please select all that apply.

Unweighted base	384	52	121	123	88	283	7	32	14	41	7	384	-	89
Base: All US children aged 8-17 who use a tablet regularly	387	53	121	122	90	283	7	34	15	42	7	387	-	90
I have my own tablet	81%	93%	81%	77%	80%	77%	100%	94%	78%	92%	84%	81%	-	85%
		P.Q*		*	*	**	**	R*	**	R*	**		**	*
My family (parents, siblings) let me use their tablets	25%	10%	20%	34%	30%	30%	-	14%	22%	8%	36%	25%	-	16%
		*		N.O	N*	V	**	*	**	*	**		**	*
My friends let me use their tablets	3%	-	2%	5%	5%	4%	-	3%	-	-	-	3%	-	-
		*		*	*	*	**	*	**	*	**		**	*
I use tablets at school	8%	2%	5%	8%	14%	8%	-	19%	-	-	-	8%	-	4%
		*		*	N.O*		**	V*	**	*	**		**	*
I have access to a tablet in another way	2%	-	2%	2%	1%	2%	-	-	-	-	-	2%	-	-
		*		*	*		**	*	**	*	**		**	*

KEC_q3. For which of the following activities do you mainly use a tablet for? Please select all that apply.

Unweighted base	384	52	121	123	88	283	7	32	14	41	7	384	-	89
Base: All US children aged 8-17 who use a tablet regularly	387	53	121	122	90	283	7	34	15	42	7	387	-	90
Play games	77%	76%	76%	75%	79%	76%	87%	77%	70%	76%	100%	77%	-	75%
		*		*	*	**	**	*	**	*	**		**	*
Read books	38%	32%	39%	32%	48%	36%	43%	48%	37%	49%	26%	38%	-	32%
		*		*	P*		**	*	**	*	**		**	*
Learn using educational apps	29%	30%	23%	27%	40%	30%	-	51%	16%	24%	12%	29%	-	24%
		*		*	O*	**	**	R.V*	**	*	**		**	*
Take pictures	43%	51%	44%	38%	46%	42%	61%	52%	42%	49%	12%	43%	-	53%
		*		*	*	**	**	*	**	*	**		**	AA*
Watch videos	74%	77%	65%	79%	79%	73%	69%	75%	62%	83%	100%	74%	-	80%
		*		O	O*	**	**	*	**	*	**		**	*
Listen to music	56%	65%	50%	55%	61%	56%	49%	51%	57%	63%	53%	56%	-	60%
		*		*	*	**	**	*	**	*	**		**	*
Message/email friends and family	45%	48%	40%	44%	50%	45%	88%	32%	49%	42%	65%	45%	-	40%
		*		*	*	**	**	*	**	*	**		**	*
Video chat	28%	21%	17%	37%	35%	30%	33%	23%	7%	24%	38%	28%	-	24%
		*		N.O	O*	**	**	*	**	*	**		**	*
Go on social media (e.g., Facebook, Snapchat, Instagram, Twitter, etc.)	41%	45%	35%	47%	40%	43%	55%	32%	39%	35%	54%	41%	-	43%
		*		*	*	**	**	*	**	*	**		**	*
Read about products you are interested in	29%	24%	22%	35%	32%	29%	31%	26%	25%	33%	12%	29%	-	23%
		*		O	*	**	**	*	**	*	**		**	*
Other	3%	-	4%	1%	6%	2%	-	5%	8%	-	11%	3%	-	2%
		*		*	P*	**	**	*	**	*	**		**	*
None of these	1%	2%	1%	-	-	0%	-	-	-	3%	-	1%	-	1%
		*		*	*	**	**	*	**	*	**		**	*

KEC_q4a. Which of the following best describes how you are allowed to use a tablet? Please select one option

YouGov NY
Children Tablets

US_nat Sample: 30th March - 3rd April 2018



Total	Income			Age of child									
	\$40k to \$80k	\$80k+	Prefer not to say	8	9	10	11	12	13	14	15	16	17
	AA	AB	AC	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ

KEC_q1. Do you regularly use a tablet (e.g., iPad, Amazon Fire, LeapFrog Epic Tablet)?

Unweighted base	593	176	217	40	51	61	61	61	63	61	51	60	62	62
Base: All US children aged 8-17	593	176	218	41	59	59	59	59	59	58	60	61	60	60
Yes, I do	65%	67%	70%	65%	87%	80%	63%	67%	61%	77%	64%	63%	40%	53%
		Z	*	J.AW	AX.AY.AZ.B.S	AU.AX.AY.AZ.BC	AY*	AY.BC*	AY*	AU.AY.AZ.BB.BC*	AY*	AY.BC*	*	*
No, I don't	35%	33%	30%	35%	13%	20%	38%	33%	39%	23%	36%	37%	60%	47%
			*	*	*	*	AQ.AR.BA*	AQ*	AQ.AR.AV.BA*	*	AQ*	AQ.AR*	AT.AU.AV.AW.AX.AQ.AR.AV.BA.BB*	

KEC_q2. Which of the following applies to your tablet use?

Please select all that apply.

Unweighted base	384	119	150	26	44	48	38	40	38	47	32	37	26	34
Base: All US children aged 8-17 who use a tablet regularly	387	117	153	27	51	47	37	39	35	45	38	38	24	32
I have my own tablet	81%	78%	79%	88%	89%	78%	69%	74%	76%	88%	73%	89%	97%	85%
		**	**	**	*	*	*	*	*	AS*	*	AS*	**	*
My family (parents, siblings) let me use their tablets	25%	29%	27%	26%	21%	27%	44%	37%	27%	25%	36%	13%	3%	9%
		Z	**	**	*	BC*	AQ.AX.AZ.BC*	AX.AZ.BC*	BC*	BC*	AX.AZ.BC*	*	**	*
My friends let me use their tablets	3%	4%	5%	-	-	-	6%	9%	11%	2%	-	5%	5%	-
		Z	**	**	*	*	*	AQ.AR.BA*	AQ.AR.BB*	*	*	*	**	*
I use tablets at school	8%	10%	7%	14%	9%	3%	12%	12%	10%	7%	6%	5%	3%	9%
		**	**	**	*	*	*	*	*	*	*	*	**	*
I have access to a tablet in another way	2%	2%	2%	-	2%	-	3%	-	3%	2%	-	5%	-	-
		**	**	**	*	*	*	*	*	*	*	*	**	*

KEC_q3. For which of the following activities do you mainly use a tablet for? Please select all that apply.

Unweighted base	384	119	150	26	44	48	38	40	38	47	32	37	26	34
Base: All US children aged 8-17 who use a tablet regularly	387	117	153	27	51	47	37	39	35	45	38	38	24	32
Play games	77%	82%	73%	77%	82%	79%	87%	72%	73%	80%	74%	78%	69%	62%
		**	**	**	AZ*	*	AZ.BC*	*	*	*	*	*	**	*
Read books	38%	42%	38%	43%	29%	31%	42%	51%	50%	35%	50%	28%	36%	32%
		**	**	**	*	*	*	AQ.AX.BC*	BC*	*	*	*	**	*
Learn using educational apps	29%	30%	30%	42%	42%	30%	42%	32%	34%	23%	23%	16%	16%	28%
		**	**	**	AX.BC*	*	AX.BC*	*	*	*	*	*	**	*
Take pictures	43%	38%	44%	32%	62%	42%	46%	48%	51%	33%	39%	38%	22%	40%
		**	**	**	AV.AX.BB.BC*	*	*	*	*	*	*	*	**	*
Watch videos	74%	74%	71%	72%	67%	74%	73%	73%	86%	77%	77%	72%	60%	80%
		**	**	**	*	*	*	AQ*	*	*	*	*	**	*
Listen to music	56%	55%	56%	52%	51%	54%	52%	60%	59%	62%	44%	67%	59%	55%
		**	**	**	*	*	*	*	*	*	*	*	**	*
Message/email friends and family	45%	42%	52%	28%	24%	34%	31%	49%	59%	62%	50%	44%	38%	64%
		**	**	**	*	*	*	AQ.BA*	AQ.AR.AS.BA*	AQ.AR.AS.BA*	AQ*	*	**	AQ.AR.AS.BA*
Video chat	28%	26%	32%	28%	15%	20%	22%	21%	38%	32%	35%	27%	35%	47%
		**	**	**	*	*	*	*	AQ.BA*	*	AQ.BA*	*	**	AQ.AR.AS.AT.BA*
Go on social media (e.g., Facebook, Snapchat, Instagram, Twitter, etc.)	41%	42%	44%	10%	13%	27%	25%	38%	53%	60%	36%	57%	53%	68%
		**	**	**	*	*	*	AQ*	AQ.AR.AS.BA*	AQ.AR.AS.AT.AW.B	AQ*	AQ.AR.AS.BA*	**	AQ.AR.AS.AT.AW.B
Read about products you are interested in	29%	38%	27%	18%	12%	21%	26%	33%	38%	31%	36%	34%	26%	39%
		Z	**	**	*	*	*	AQ*	AQ.BA*	AQ*	AQ*	AQ*	**	AQ.BA*
Other	3%	1%	3%	7%	-	2%	-	3%	5%	8%	-	-	7%	6%
		**	**	**	*	*	*	*	*	BA*	*	*	**	*
None of these	1%	1%	-	-	-	3%	3%	-	-	-	-	-	-	-
		**	**	**	*	*	*	*	*	*	*	*	**	*

KEC_q4a. Which of the following best describes how you are allowed to use a tablet? Please select one option

YouGov NY
Children Tablets

US_nat Sample: 30th March - 3rd April 2018



Total				Gender of child	
	8 to 11	12 to 14	15 to 17	Male	Female
	BA	BB	BC	BD	BE

KEC_q1. Do you regularly use a tablet (e.g., iPad, Amazon Fire, LeapFrog Epic Tablet)?

Unweighted base	593	234	175	184	297	296
Base: All US children aged 8-17	593	236	177	180	303	290
Yes, I do	65%	74%	67%	52%	64%	66%
		AS,AU,AY,AZ,BC	AY,AZ,BC	AY		
No, I don't	35%	26%	33%	48%	36%	34%
		AQ	AQ,AV	J,AR,AT,AV,AX,BA,BB		

KEC_q2. Which of the following applies to your tablet use?

Please select all that apply.

Unweighted base	384	170	117	97	191	193
Base: All US children aged 8-17 who use a tablet regularly	387	175	119	94	195	192
I have my own tablet	81%	77%	79%	90%	81%	81%
				AS,AT,AU,AV,BA,BB*		
My family (parents, siblings) let me use their tablets	25%	31%	29%	9%	27%	24%
		AX,AZ,BC	AZ,BC	*		
My friends let me use their tablets	3%	3%	4%	3%	5%	2%
				*		
I use tablets at school	8%	9%	7%	6%	7%	8%
				*		
I have access to a tablet in another way	2%	1%	2%	2%	2%	1%
				*		

KEC_q3. For which of the following activities do you mainly use a tablet for? Please select all that apply.

Unweighted base	384	170	117	97	191	193
Base: All US children aged 8-17 who use a tablet regularly	387	175	119	94	195	192
Play games	77%	80%	76%	70%	78%	75%
		AZ		*		
Read books	38%	37%	44%	31%	34%	42%
				*		
Learn using educational apps	29%	37%	26%	20%	31%	28%
		AX,BC		*		
Take pictures	43%	50%	40%	34%	40%	47%
		AV,BC		*		
Watch videos	74%	72%	80%	71%	75%	73%
				*		
Listen to music	56%	54%	56%	61%	53%	59%
				*		
Message/email friends and family	45%	34%	57%	49%	44%	45%
			AQ,AR,AS,BA	AQ,BA*		
Video chat	28%	19%	35%	36%	29%	27%
			AQ,BA	AQ,BA*		
Go on social media (e.g., Facebook, Snapchat, Instagram, Twitter, etc.)	41%	25%	50%	59%	38%	44%
		AQ	AQ,AR,AS,BA	J,AR,AS,AT,AW,BA*		
Read about products you are interested in	29%	22%	35%	33%	35%	23%
			AQ,BA	AQ,BA*	BE	
Other	3%	1%	4%	4%	3%	3%
				*		
None of these	1%	1%	-	-	-	1%
				*		

KEC_q4a. Which of the following best describes how you are allowed to use a tablet? Please select one option

YouGov NY Children Tablets

US_nat Sample: 30th March - 3rd April 2018



	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Unweighted base	384	152	232	47	257	80	60	103	145	76	281	39	29	35
Base: All US children aged 8-17 who use a tablet regularly	387	156	231	48	259	80	55	86	157	89	282	39	30	36
I'm allowed to use a tablet whenever with no limit on use	47%	45%	49%	41%	44%	61%	44%	46%	47%	50%	46%	57%	53%	42%
				*		C.D*	*			*		*	**	*
I'm allowed to use a tablet whenever, but I am limited in how long I can use it (i.e., have a set amount of time per week)	31%	30%	31%	38%	33%	18%	30%	30%	29%	33%	30%	23%	34%	39%
				E*	E	*	*			*	*	*	**	*
I am only allowed to use tablets at certain times (e.g., on weekends, after school) with no limit on use	10%	13%	8%	8%	12%	7%	8%	7%	14%	8%	11%	8%	2%	12%
				*		*	*			*	*	*	**	*
I am only allowed to use tablets at certain times (e.g., on weekends, after school) and I am limited how long I can use it (i.e., have a set amount of time per week)	12%	13%	12%	12%	12%	14%	18%	16%	10%	9%	13%	11%	11%	7%
				*		*	*			*	*	*	**	*

KEC_q5a. Which of the following times are you allowed to use a tablet? Please select all that apply.

	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Unweighted base	86	40	46	10	60	16	15	24	34	13	68	7	4	7
Base: All US children aged 8-17 who use a tablet regularly	87	40	47	10	61	17	14	20	38	15	69	7	4	7
On school days, in the morning before school	17%	12%	21%	8%	16%	25%	26%	11%	14%	23%	19%	14%	19%	-
	*	*	**	**	*	**	**	*	*	**	*	**	**	**
On school days, immediately after school	32%	31%	33%	16%	36%	27%	24%	32%	35%	32%	37%	14%	19%	14%
	*	*	**	**	*	**	**	**	*	**	*	**	**	**
On school days, at night before bed	54%	64%	46%	47%	52%	69%	59%	52%	55%	53%	56%	58%	19%	54%
	*	*	**	**	*	**	**	*	*	**	*	**	**	**
On non-school days	78%	78%	78%	81%	76%	83%	94%	71%	79%	70%	75%	100%	55%	100%
	*	*	**	*	**	**	**	*	**	**	*	**	**	**
On special occasions (e.g., on long trips, as a reward)	59%	61%	57%	51%	62%	51%	65%	50%	56%	70%	62%	44%	27%	61%
	*	*	**	*	**	**	**	*	*	**	*	**	**	**
Other	8%	10%	7%	11%	7%	14%	-	9%	15%	-	8%	-	27%	14%
	*	*	**	**	*	**	**	**	*	**	*	**	**	**

KEC_q6. Would you rather read a physical book or read on a tablet?

	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Unweighted base	384	152	232	47	257	80	60	103	145	76	281	39	29	35
Base: All US children aged 8-17 who use a tablet regularly	387	156	231	48	259	80	55	86	157	89	282	39	30	36
I would rather read a physical book	47%	44%	49%	43%	49%	43%	45%	51%	47%	45%	50%	35%	34%	48%
	*	*	**	*	*	*	*	*	*	*	*	*	**	*
I would rather read on my tablet	21%	30%	15%	29%	19%	20%	22%	24%	16%	26%	21%	27%	29%	8%
	*	B	*	*	*	*	*	*	*	*	*	M*	**	*
I like both equally	27%	22%	30%	24%	26%	32%	28%	21%	30%	27%	24%	37%	31%	37%
	*	*	*	*	*	*	*	*	*	*	*	*	**	*
Don't know	5%	4%	6%	4%	6%	4%	5%	4%	8%	3%	6%	-	7%	7%
	*	*	*	*	*	*	*	*	*	*	*	*	**	*

KEC_q7. How high is getting a tablet on your wishlist, if you want one at all?

	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Unweighted base	284	96	188	29	193	62	58	77	91	58	210	34	17	23
Base: All US children aged 8-17 who don't own a tablet	280	93	187	29	189	61	52	64	97	67	205	34	17	23
It's at the top of my wishlist	9%	11%	9%	24%	7%	10%	6%	9%	11%	10%	8%	12%	6%	24%
	*	*	**	**	*	*	*	*	*	*	*	*	**	**
It's high on my wishlist but I want other things more	25%	30%	23%	30%	26%	22%	28%	23%	32%	17%	26%	19%	36%	26%
	*	*	*	**	*	*	*	*	I*	*	*	*	**	**
It's low on my wishlist	36%	37%	36%	29%	39%	32%	32%	35%	35%	44%	39%	25%	34%	31%
	*	*	*	**	*	*	*	*	*	*	*	*	**	**
I don't want a tablet	29%	22%	32%	17%	28%	36%	34%	33%	23%	29%	28%	44%	24%	19%
	*	*	*	**	*	*	*	*	*	*	*	*	**	**

YouGov NY Children Tablets

US_nat Sample: 30th March - 3rd April 2018



Total	Education				Marital Status						Children under the age of 18			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	
Unweighted base	384	52	121	123	88	283	7	32	14	41	7	384	-	89
Base: All US children aged 8-17 who use a tablet regularly	387	53	121	122	90	283	7	34	15	42	7	387	-	90
I'm allowed to use a tablet whenever with no limit on use	47%	44%	53%	43%	45%	45%	57%	57%	39%	51%	53%	47%	**	60%
I'm allowed to use a tablet whenever, but I am limited in how long I can use it (i.e., have a set amount of time per week)	31%	31%	27%	31%	34%	33%	-	21%	31%	35%	-	31%	-	21%
I am only allowed to use tablets at certain times (e.g., on weekends, after school) with no limit on use	10%	10%	9%	13%	8%	11%	-	10%	8%	4%	36%	10%	-	10%
I am only allowed to use tablets at certain times (e.g., on weekends, after school) and I am limited how long I can use it (i.e., have a set amount of time per week)	12%	14%	11%	13%	13%	12%	43%	12%	22%	9%	12%	12%	-	9%

KEC_q5a. Which of the following times are you allowed to use a tablet? Please select all that apply.

	Unweighted base	12	23	32	19	63	3	7	4	6	3	86	-	17
Base: All US children aged 8-17 who use a tablet regularly	87	13	24	32	19	63	3	7	4	6	3	87	-	17
On school days, in the morning before school	17%	26%	12%	18%	16%	14%	-	29%	50%	32%	-	17%	-	17%
On school days, immediately after school	32%	41%	20%	38%	32%	34%	28%	28%	26%	13%	42%	32%	-	32%
On school days, at night before bed	54%	60%	52%	62%	41%	52%	72%	39%	50%	65%	100%	54%	-	52%
On non-school days	78%	63%	80%	72%	95%	75%	58%	100%	75%	87%	100%	78%	-	69%
On special occasions (e.g., on long trips, as a reward)	59%	40%	74%	58%	52%	63%	30%	24%	50%	54%	100%	59%	-	35%
Other	8%	-	5%	14%	10%	9%	-	-	-	-	42%	8%	-	-

KEC_q6. Would you rather read a physical book or read on a tablet?

	Unweighted base	52	121	123	88	283	7	32	14	41	7	384	-	89
Base: All US children aged 8-17 who use a tablet regularly	387	53	121	122	90	283	7	34	15	42	7	387	-	90
I would rather read a physical book	47%	38%	48%	44%	54%	49%	-	46%	49%	48%	27%	47%	-	41%
I would rather read on my tablet	21%	29%	15%	23%	20%	23%	11%	9%	7%	20%	26%	21%	-	16%
I like both equally	27%	25%	31%	29%	21%	23%	89%	37%	37%	26%	47%	27%	-	34%
Don't know	5%	8%	6%	4%	5%	5%	-	8%	7%	7%	-	5%	-	9%

KEC_q7. How high is getting a tablet on your wishlist, if you want one at all?

	Unweighted base	50	99	90	45	207	2	27	7	36	5	284	-	84
Base: All US children aged 8-17 who don't own a tablet	280	48	98	89	45	203	2	27	7	35	5	280	-	81
It's at the top of my wishlist	9%	13%	6%	6%	21%	10%	-	4%	16%	12%	-	9%	-	9%
It's high on my wishlist but I want other things more	25%	22%	21%	31%	29%	26%	50%	21%	26%	27%	23%	25%	-	28%
It's low on my wishlist	36%	28%	41%	36%	35%	34%	-	50%	58%	39%	38%	36%	-	38%
I don't want a tablet	29%	37%	32%	27%	15%	31%	50%	25%	-	22%	39%	29%	-	25%

YouGov NY
Children Tablets

US_nat Sample: 30th March - 3rd April 2018



Total	Income			Age of child										
	\$40k to \$80k	\$80k+	Prefer not to say	8	9	10	11	12	13	14	15	16	17	
Unweighted base	384	119	150	26	44	48	38	40	38	47	32	37	26	34
Base: All US children aged 8-17 who use a tablet regularly	387	117	153	27	51	47	37	39	35	45	38	38	24	32
I'm allowed to use a tablet whenever with no limit on use	47%	42%	45%	38%	30%	30%	32%	18%	34%	68%	43%	74%	77%	87%
I'm allowed to use a tablet whenever, but I am limited in how long I can use it (i.e., have a set amount of time per week)	31%	38%	33%	15%	36%	39%	35%	49%	43%	20%	29%	16%	20%	8%
I am only allowed to use tablets at certain times (e.g., on weekends, after school) with no limit on use	10%	Z	**	AX.AZ.BC*	AV.AX.AZ.BC*	AZ.BC*	AV.AX.AZ.BB.BC*	AV.AX.AZ.BB.BC*	*	AZ*	*	**	*	
I am only allowed to use tablets at certain times (e.g., on weekends, after school) and I am limited how long I can use it (i.e., have a set amount of time per week)	12%	15%	10%	26%	22%	13%	14%	21%	18%	6%	15%	5%	3%	-
			**	AV.AX.AZ.BC*	AZ.BC*	AZ.BC*	AV.AX.AZ.BC*	AZ.BC*	*	AZ.BC*	*	**	*	

KEC_q5a. Which of the following times are you allowed to use a tablet? Please select all that apply.

Total	\$40k to \$80k	\$80k+	Prefer not to say	8	9	10	11	12	13	14	15	16	17	
Unweighted base	86	24	33	12	15	14	13	13	9	6	9	4	1	2
Base: All US children aged 8-17 who use a tablet regularly	87	24	33	13	17	14	12	13	8	6	11	4	1	2
On school days, in the morning before school	17%	9%	25%	13%	6%	23%	22%	9%	29%	19%	21%	-	-	52%
On school days, immediately after school	32%	19%	41%	35%	14%	27%	31%	39%	29%	69%	48%	26%	-	52%
On school days, at night before bed	54%	54%	62%	39%	47%	71%	47%	47%	38%	68%	58%	74%	-	100%
On non-school days	78%	88%	74%	82%	74%	87%	58%	74%	91%	85%	90%	100%	-	48%
On special occasions (e.g., on long trips, as a reward)	59%	66%	57%	82%	42%	58%	61%	78%	45%	63%	79%	48%	-	48%
Other	8%	13%	8%	11%	6%	7%	8%	9%	-	17%	13%	-	100%	-

KEC_q6. Would you rather read a physical book or read on a tablet?

Total	\$40k to \$80k	\$80k+	Prefer not to say	8	9	10	11	12	13	14	15	16	17	
Unweighted base	384	119	150	26	44	48	38	40	38	47	32	37	26	34
Base: All US children aged 8-17 who use a tablet regularly	387	117	153	27	51	47	37	39	35	45	38	38	24	32
I would rather read a physical book	47%	46%	52%	45%	53%	44%	51%	52%	40%	53%	44%	33%	52%	47%
I would rather read on my tablet	21%	21%	21%	35%	15%	26%	23%	20%	18%	26%	20%	19%	17%	22%
I like both equally	27%	28%	25%	13%	30%	18%	21%	22%	39%	21%	32%	39%	22%	25%
Don't know	5%	5%	2%	7%	2%	12%	5%	5%	3%	-	4%	9%	9%	6%
			**	*	AV.BB*	*	*	*	*	*	AV*	**	*	

KEC_q7. How high is getting a tablet on your wishlist, if you want one at all?

Total	\$40k to \$80k	\$80k+	Prefer not to say	8	9	10	11	12	13	14	15	16	17	
Unweighted base	284	83	100	17	14	24	35	32	34	20	28	27	37	33
Base: All US children aged 8-17 who don't own a tablet	280	84	97	18	15	23	34	30	32	18	32	27	36	33
It's at the top of my wishlist	9%	12%	8%	7%	20%	9%	12%	15%	16%	6%	4%	16%	3%	-
It's high on my wishlist but I want other things more	25%	22%	30%	-	21%	37%	35%	32%	30%	21%	28%	11%	17%	21%
It's low on my wishlist	36%	40%	32%	34%	45%	39%	31%	23%	30%	41%	40%	41%	45%	35%
I don't want a tablet	29%	25%	30%	60%	15%	15%	23%	30%	25%	32%	28%	32%	35%	44%
			**	**	**	**	*	*	*	**	**	**	*	BA*

YouGov NY
Children Tablets

US_nat Sample: 30th March - 3rd April 2018



	Total	Gender of child				
		8 to 11	12 to 14	15 to 17	Male	Female
Unweighted base	384	170	117	97	191	193
Base: All US children aged 8-17 who use a tablet regularly	387	175	119	94	195	192
I'm allowed to use a tablet whenever with no limit on use	47%	28%	50%	79%	47%	47%
I'm allowed to use a tablet whenever, but I am limited in how long I can use it (i.e., have a set amount of time per week)	31%	40%	30%	14%	32%	29%
I am only allowed to use tablets at certain times (e.g., on weekends, after school) with no limit on use	10%	15%	8%	4%	10%	10%
I am only allowed to use tablets at certain times (e.g., on weekends, after school) and I am limited how long I can use it (i.e., have a set amount of time per week)	12%	18%	12%	3%	12%	13%
		A,BB*	AQ,AR,AT,AU,BA,RA,AS,AT,AU,AW,BA,BB*			
		AV,AX,AZ,BC	AV,AZ,BC	*		
		BC	*			
		AZ,BC	AZ,BC	*		

	Total	8 to 11	12 to 14	15 to 17	Male	Female
Unweighted base	86	55	24	7	42	44
Base: All US children aged 8-17 who use a tablet regularly	87	56	24	7	42	45
On school days, in the morning before school	17%	15%	23%	14%	14%	20%
On school days, immediately after school	32%	26%	46%	30%	35%	29%
On school days, at night before bed	54%	53%	54%	71%	55%	54%
On non-school days	78%	74%	89%	73%	76%	80%
On special occasions (e.g., on long trips, as a reward)	59%	58%	64%	41%	62%	55%
Other	8%	7%	10%	13%	13%	5%

	Total	8 to 11	12 to 14	15 to 17	Male	Female
Unweighted base	384	170	117	97	191	193
Base: All US children aged 8-17 who use a tablet regularly	387	175	119	94	195	192
I would rather read a physical book	47%	50%	46%	42%	43%	51%
I would rather read on my tablet	21%	21%	22%	20%	24%	18%
I like both equally	27%	23%	30%	30%	25%	28%
Don't know	5%	6%	2%	8%	7%	3%

	Total	8 to 11	12 to 14	15 to 17	Male	Female
Unweighted base	284	105	82	97	143	141
Base: All US children aged 8-17 who don't own a tablet	280	101	82	96	144	136
It's at the top of my wishlist	9%	13%	9%	6%	10%	9%
It's high on my wishlist but I want other things more	25%	32%	27%	17%	22%	29%
It's low on my wishlist	36%	32%	36%	41%	38%	35%
I don't want a tablet	29%	22%	28%	37%	30%	28%

**YouGov NY
Children Tablets**

US_nat Sample: 30th March - 3rd April 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (5%): AB, C/D/E, F/G/H/I, JK/LM, N/O/P/Q, R/S/T/U/V/W, XY, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, AQ/AR/AS/AT/AU/AV/AW/AX/AY/AZ/BA/BB/

**YouGov NY
Children Tablets**

US_nat Sample: 30th March - 3rd April 2018



Total	Education				Marital Status						Children under the age of 18		Under \$40k	
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No		

Cell Contents (CoBC, BD/BE, Minimum Base: 30 (**), Small Base: 100 (*))

**YouGov NY
Children Tablets**

US_nat Sample: 30th March - 3rd April 2018



Total	Income			Age of child										
	\$40k to \$80k	\$80k+	Prefer not to say	8	9	10	11	12	13	14	15	16	17	

Cell Contents (Col

YouGov NY
Children Tablets

US_nat Sample: 30th March - 3rd April 2018



Total				Gender of child	
	8 to 11	12 to 14	15 to 17	Male	Female

Cell Contents (Col