

YouGov NY
Kids

US_nat Sample: 18th - 22nd May 2017



Total	Gender		Age				
	Male	Female	13	14	15	16	17

ZYK_q2. In general how trustworthy, if at all, do you think the advertisements you see, read or hear are?

	253	131	122	22	48	50	62	71
Unweighted base	253	131	122	22	48	50	62	71
Base: All US children age 13-17	253	129	124	49	51	51	51	51
Very trustworthy	9%	11%	7%	8%	11%	9%	10%	7%
Somewhat trustworthy	38%	41%	35%	32%	42%	41%	40%	37%
Not very trustworthy	32%	29%	35%	33%	25%	37%	34%	31%
Not at all trustworthy	14%	13%	16%	18%	17%	8%	12%	17%
Don't know	6%	6%	6%	8%	4%	6%	5%	8%
Net: Trustworthy	47%	52%	42%	41%	53%	50%	49%	44%
Net: Not trustworthy	46%	42%	51%	52%	42%	45%	46%	48%

ZYK_q3_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Advertising helps me to choose what I want / what I buy

	253	131	122	22	48	50	62	71
Unweighted base	253	131	122	22	48	50	62	71
Base: All US children age 13-17	253	129	124	49	51	51	51	51
Strongly agree	14%	14%	13%	14%	14%	13%	16%	12%
Somewhat agree	44%	41%	47%	50%	49%	47%	35%	39%
Somewhat disagree	25%	27%	22%	14%	23%	32%	25%	30%
Strongly disagree	17%	17%	17%	22%	14%	8%	24%	20%
Net: Agree	58%	55%	60%	64%	64%	60%	51%	51%
Net: Disagree	42%	45%	40%	36%	36%	40%	49%	49%

ZYK_q3_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching advertisements starring my favorite celebrity/celebrities

	253	131	122	22	48	50	62	71
Unweighted base	253	131	122	22	48	50	62	71
Base: All US children age 13-17	253	129	124	49	51	51	51	51
Strongly agree	15%	13%	18%	21%	16%	12%	9%	19%
Somewhat agree	40%	40%	40%	22%	51%	51%	44%	29%
Somewhat disagree	21%	24%	18%	17%	18%	26%	20%	23%
Strongly disagree	24%	24%	24%	40%	15%	12%	26%	29%
Net: Agree	55%	52%	58%	43%	67%	63%	54%	48%
Net: Disagree	45%	48%	42%	57%	33%	37%	46%	52%

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ZYK_q4. Do you ever primp (i.e., comb your hair, put on makeup, generally make yourself look nice) before you begin a video chat (e.g., Skype, FaceTime, etc.) with a friend(s)/family member(s)?

Unweighted base	253	131	122	22	48	50	62	71
Base: All US children age 13-17	253	129	124	49	51	51	51	51
Yes, I do	25%	17%	34%	15%	29%	27%	32%	25%
No, I do not	42%	49%	35%	41%	43%	43%	41%	41%
Don't know	3%	2%	3%	-	2%	6%	2%	3%
Not applicable - I do not video chat	30%	32%	28%	44%	25%	24%	26%	31%

ZYK_q7. Thinking about hanging out with your friends... To what extent would you prefer to video chat (e.g., Skype, FaceTime, etc) with them or hang out with them in person?

Unweighted base	253	131	122	22	48	50	62	71
Base: All US children age 13-17	253	129	124	49	51	51	51	51
Strongly prefer to video chat	6%	5%	8%	8%	2%	5%	11%	5%
Somewhat prefer to video chat	13%	12%	14%	11%	19%	17%	3%	14%
Somewhat prefer to hang out in person	30%	32%	28%	22%	36%	28%	38%	26%
Strongly prefer to hang out in person	42%	45%	39%	53%	34%	40%	40%	42%
Don't know	9%	6%	11%	5%	9%	10%	6%	13%
Net: Prefer Video Chat	19%	17%	21%	19%	21%	22%	15%	19%
Net: Prefer in Person	72%	77%	67%	75%	70%	67%	79%	68%

ZYK_q5a. In which, if any, of the following situations have you ever texted your friends? Please select all that apply.

Unweighted base	253	131	122	22	48	50	62	71
Base: All US children age 13-17	253	129	124	49	51	51	51	51
When I should have been asleep	62%	56%	67%	56%	57%	68%	62%	65%
While I was in class at school	46%	49%	44%	40%	45%	38%	55%	54%
While eating dinner with my family	39%	33%	44%	32%	35%	35%	51%	40%
While attending a religious service (e.g. Church, Temple, etc.)	13%	12%	14%	14%	9%	9%	21%	13%
While in the library	34%	35%	32%	40%	23%	31%	35%	38%
None of these	20%	19%	22%	18%	23%	18%	18%	26%

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	Male	Female	13	14	15	16	17

ZYK_q6. Which, if any, of the following "healthy habits" do you do regularly? Please select all that apply.

	253	131	122	22	48	50	62	71
Unweighted base	253	131	122	22	48	50	62	71
Base: All US children age 13-17	253	129	124	49	51	51	51	51
Meditate	8%	9%	6%	13%	6%	3%	8%	8%
Exercise (e.g., lift weights, jog, do yoga, etc.)	55%	61%	48%	44%	52%	62%	62%	53%
Avoid sugary foods/drinks (e.g., candy, soda, etc.)	28%	27%	29%	25%	28%	36%	28%	22%
Avoid eating fast food	24%	21%	28%	20%	28%	30%	18%	26%
Get enough sleep	58%	58%	58%	61%	55%	59%	55%	58%
Other	5%	7%	4%	2%	8%	4%	8%	5%
Not applicable - I do not do any healthy habits regularly	14%	10%	17%	5%	21%	16%	12%	14%

ZYK_q8_1. How long do you think you could go without using each of the following devices? Please select one option on each row. If you do not have/use the device please select the 'Not applicable' option.

- Smartphone

	253	131	122	22	48	50	62	71
Unweighted base	253	131	122	22	48	50	62	71
Base: All US adults and children age 13-17	253	129	124	49	51	51	51	51
Less than a day	38%	33%	43%	35%	30%	35%	53%	35%
1 day	15%	14%	15%	14%	17%	18%	10%	14%
More than 1 day, but less than 3 days	11%	14%	8%	8%	5%	20%	10%	12%
More than 3 days, but less than 1 week	7%	9%	4%	12%	1%	3%	7%	9%
More than 1 week, but less than 1 month	6%	6%	7%	2%	11%	6%	4%	8%
1 month or more	12%	12%	11%	22%	17%	4%	5%	11%
Not applicable - I do not have/use this device	12%	12%	12%	6%	18%	13%	11%	12%

ZYK_q8_2. How long do you think you could go without using each of the following devices? Please select one option on each row. If you do not have/use the device please select the 'Not applicable' option.

- Laptop/desktop

	253	131	122	22	48	50	62	71
Unweighted base	253	131	122	22	48	50	62	71
Base: All US adults and children age 13-17	253	129	124	49	51	51	51	51
Less than a day	16%	16%	16%	14%	10%	21%	16%	18%
1 day	11%	11%	12%	3%	8%	20%	10%	15%
More than 1 day, but less than 3 days	19%	19%	18%	19%	20%	19%	19%	16%
More than 3 days, but less than 1 week	8%	8%	9%	3%	11%	7%	12%	8%
More than 1 week, but less than 1 month	14%	22%	6%	22%	10%	10%	11%	17%
1 month or more	25%	22%	28%	39%	30%	17%	19%	20%
Not applicable - I do not have/use this device	7%	3%	11%	-	11%	5%	13%	5%

ZYK_q8_3. How long do you think you could go without using each of the following devices? Please select one option on each row. If you do not have/use the device please select the 'Not applicable' option.

- Tablet

	253	131	122	22	48	50	62	71
Unweighted base	253	131	122	22	48	50	62	71
Base: All US adults and children age 13-17	253	129	124	49	51	51	51	51
Less than a day	11%	13%	9%	10%	7%	19%	15%	4%
1 day	8%	6%	11%	8%	5%	14%	5%	10%
More than 1 day, but less than 3 days	9%	4%	13%	15%	6%	5%	16%	3%
More than 3 days, but less than 1 week	6%	10%	3%	8%	8%	4%	4%	6%

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	Total	Gender		Age				
		Male	Female	13	14	15	16	17
More than 1 week, but less than 1 month	8%	11%	5%	-	9%	13%	6%	11%
1 month or more	26%	26%	26%	40%	22%	21%	22%	25%
Not applicable - I do not have/use this device	32%	30%	33%	19%	44%	23%	32%	40%

Cell Contents (Column Percentages)