



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 responses 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 accepted 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 children aged 8 to 17. 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 children (aged 8 to 17).

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	Region				Age of child									
	Northeast	Midwest	South	West	8	9	10	11	12	13	14	15	16	17
	F	G	H	I	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	107	153	211	122	51	61	61	61	63	61	51	60	62	62
Base: All US children aged 8-17	593	97	127	227	143	59	59	59	59	59	58	60	61	60	60
Yes, I do	65%	57%	68%	69%	63%	87%	80%	63%	67%	61%	77%	64%	63%	40%	53%
No, I don't	35%	43%	32%	31%	37%	13%	20%	38%	33%	39%	23%	36%	37%	60%	47%
		H		F		*	*	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	60	103	145	76	44	48	38	40	38	47	32	37	26	34
Base: All US children aged 8-17 who use a tablet regularly	387	55	86	157	89	51	47	37	39	35	45	38	38	24	32
I have my own tablet	81%	82%	73%	83%	84%	85%	78%	69%	74%	76%	88%	73%	89%	97%	85%
My family (parents, siblings) let me use their tablets	25%	22%	33%	23%	23%	21%	27%	44%	37%	27%	25%	36%	13%	3%	9%
My friends let me use their tablets	3%	10%	1%	3%	4%	-	-	6%	9%	11%	2%	-	5%	5%	-
I use tablets at school	8%	14%	12%	4%	6%	9%	3%	12%	12%	10%	7%	6%	5%	3%	9%
I have access to a tablet in another way	2%	2%	1%	3%	-	2%	-	3%	-	3%	2%	-	5%	-	-
		G.H*		H		*	*	AQ.AR.BA*	AQ.AR.BB*		*	*	*	**	*

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

Unweighted base	384	60	103	145	76	44	48	38	40	38	47	32	37	26	34
Base: All US children aged 8-17 who use a tablet regularly	387	55	86	157	89	51	47	37	39	35	45	38	38	24	32
Play games	77%	74%	74%	76%	80%	82%	79%	87%	72%	73%	80%	74%	78%	69%	62%
Read books	38%	42%	32%	36%	46%	29%	31%	42%	51%	50%	35%	50%	28%	36%	32%
Learn using educational apps	29%	36%	23%	29%	31%	42%	30%	42%	32%	34%	23%	23%	16%	16%	28%
Take pictures	43%	32%	41%	51%	40%	62%	42%	46%	48%	51%	33%	39%	38%	22%	40%
Watch videos	74%	64%	80%	72%	77%	67%	74%	73%	73%	86%	77%	77%	72%	60%	80%
Listen to music	56%	43%	49%	66%	55%	51%	54%	52%	60%	59%	62%	44%	67%	59%	55%
Message/email friends and family	45%	44%	40%	47%	46%	24%	34%	31%	49%	59%	62%	50%	44%	38%	64%
Video chat	28%	29%	19%	28%	37%	15%	20%	22%	21%	38%	32%	35%	27%	35%	47%
Go on social media (e.g., Facebook, Snapchat, Instagram, Twitter, etc.)	41%	36%	44%	42%	40%	13%	27%	25%	38%	53%	60%	36%	57%	53%	68%
Read about products you are interested in	29%	23%	24%	30%	34%	12%	21%	26%	33%	38%	31%	36%	34%	26%	39%
Other	3%	7%	4%	1%	2%	-	2%	-	3%	5%	8%	-	-	7%	6%
None of these	1%	H*	-	-	3%	-	3%	3%	-	-	BA*	-	-	-	-
						*	*	*	*	*	*	*	*	**	*

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

Unweighted base	384	60	103	145	76	44	48	38	40	38	47	32	37	26	34
Base: All US children aged 8-17 who use a tablet regularly	387	55	86	157	89	51	47	37	39	35	45	38	38	24	32

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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	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,AW,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	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

	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

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US_nat Sample: 30th March - 3rd April 2018



Total	Region				Age of child										
	Northeast	Midwest	South	West	8	9	10	11	12	13	14	15	16	17	
I'm allowed to use a tablet whenever with no limit on use	47%	44%	46%	47%	50%	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%	30%	30%	29%	33%	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%	8%	7%	14%	8%	12%	18%	20%	11%	5%	6%	13%	5%	-	5%
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%	16%	10%	9%	22%	13%	14%	21%	18%	6%	15%	5%	3%	-

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

	Unweighted base	86	15	24	34	13	15	14	13	13	9	6	9	4	1	2
Base: All US children aged 8-17 who use a tablet regularly	87	14	20	38	15	17	14	12	13	8	6	11	4	1	2	
On school days, in the morning before school	17%	26%	11%	14%	23%	6%	23%	22%	9%	29%	19%	21%	-	-	52%	
On school days, immediately after school	32%	24%	32%	35%	32%	14%	27%	31%	39%	29%	69%	48%	26%	-	52%	
On school days, at night before bed	54%	59%	52%	55%	53%	47%	71%	47%	47%	38%	68%	58%	74%	-	100%	
On non-school days	78%	94%	71%	79%	70%	74%	87%	58%	74%	91%	85%	90%	100%	-	48%	
On special occasions (e.g., on long trips, as a reward)	59%	65%	50%	56%	70%	42%	58%	61%	78%	45%	63%	79%	48%	-	48%	
Other	8%	-	9%	15%	-	6%	7%	8%	9%	-	17%	13%	-	100%	-	

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

	Unweighted base	384	60	103	145	76	44	48	38	40	38	47	32	37	26	34
Base: All US children aged 8-17 who use a tablet regularly	387	55	86	157	89	51	47	37	39	35	45	38	38	24	32	
I would rather read a physical book	47%	45%	51%	47%	45%	53%	44%	51%	52%	40%	53%	44%	33%	52%	47%	
I would rather read on my tablet	21%	22%	24%	16%	26%	15%	26%	23%	20%	18%	26%	20%	19%	17%	22%	
I like both equally	27%	28%	21%	30%	27%	30%	18%	21%	22%	39%	21%	32%	39%	22%	25%	
Don't know	5%	5%	4%	8%	3%	2%	12%	5%	5%	3%	-	4%	9%	9%	6%	

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

	Unweighted base	284	58	77	91	58	14	24	35	32	34	20	28	27	37	33
Base: All US children aged 8-17 who don't own a tablet	280	52	64	97	67	15	23	34	30	32	18	32	27	36	33	
It's at the top of my wishlist	9%	6%	9%	11%	10%	20%	9%	12%	15%	16%	6%	4%	16%	3%	-	
It's high on my wishlist but I want other things more	25%	28%	23%	32%	17%	21%	37%	35%	32%	30%	21%	28%	11%	17%	21%	
It's low on my wishlist	36%	32%	35%	35%	44%	45%	39%	31%	23%	30%	41%	40%	41%	45%	35%	
I don't want a tablet	29%	34%	33%	23%	29%	15%	15%	23%	30%	25%	32%	28%	32%	35%	44%	

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (5%): AB, C/D/E, F/G/H/I, J/K/L/M, 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/BC, BD/BE, Minimi

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US_nat Sample: 30th March - 3rd April 2018



	Total				Gender of child	
		8 to 11	12 to 14	15 to 17	Male	Female
I'm allowed to use a tablet whenever with no limit on use	47%	28%	50%	79%	47%	47%
		ABB*	AQ.AR.AT.AU.BA.R.AS.AT.AU.AW.BA.BB*			
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%
		AV.AX.AZ.BC	AV.AZ.BC	*		
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%
		BC		*		
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%
		AZ.BC	AZ.BC	*		

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

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%
		*	**	**	*	*

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

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%
				BB*		

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

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%
		AZ	*	*		
It's high on my wishlist but I want other things more	25%	32%	27%	17%	22%	29%
		BC	*	*		
It's low on my wishlist	36%	32%	36%	41%	38%	35%
		*	*	*		
I don't want a tablet	29%	22%	28%	37%	30%	28%
		*	*	BA*		

Cell Contents (Colum Base: 30 (**), Small Base: 100 (**))