SOUTH NASSAU
TRUTH IN MEDICINE POLL
APRIL 2018 – SCREEN TIME

Conducted by LJR Custom Strategies
METHODS

 A poll of 600 parents with at least one child under age 18 in New York City and Long Island.

 Conducted from April 9-12, 2018.

 Via landline and cell phone.

 Findings applying to the 600 sample are subject to sampling error of plus or minus 3.9%.

 Subgroups of the sample are subject to error of up to plus or minus 10%.
KEY FINDINGS
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➢ Parental control settings are not being highly utilized – only 38% currently use them on any of the devices in their household.

➢ About 7 in 10 parents of children age 10 and under report taking measures to limit their children’s screen time, but only 36% of parents of a teen aged 14-17 actively try to limit screen time.

➢ Overall, only 25% of parents surveyed say their efforts to reduce screen time are very successful.

➢ The average New York/Long Island household with children has 2.89 televisions, 1.65 computers, 2 tablets, and 3 smartphones.

➢ Older children are most likely to use a smartphone for non-academic screen time. Younger children are most likely to use the television.
KEY FINDINGS

➢ On average, children are using 3.41 hours/day of screen time for non-academic purposes. Most of that time is spent on a single, favorite device.

➢ Less than half of parents know about the American Academy of Pediatrics’ recommendations about screen time and only 13% heard about the recommendations from their child’s pediatrician.
Q.4 HOW MANY TIME PER WEEK DOES YOUR FAMILY EAT DINNER TOGETHER?

- 0-4: 34%
- 5-6: 29%
- NS/Refused: 1%
- 7: 36%
Q.13 DO YOU USE PARENTAL CONTROL SETTINGS?

- Yes: 38%
- No: 62%
Q.14 DO YOU TAKE ANY MEASURES TO RESTRICT SCREEN TIME?

- Yes: 54%
- No: 45%
- NS/Refused: 1%
Q.15 HOW SUCCESSFUL ARE YOUR EFFORTS TO REDUCE YOUR CHILDREN'S SCREEN TIME?

- Don't try: 46%
- Not very/at all: 6%
- Somewhat: 22%
- Very: 25%
- NS/Refused: 1%
Q.11 WHICH ONE DEVICE DOES YOUR CHILD USE MOST FOR NON-ACADEMIC PURPOSES?

- Smartphone 33%
- Tablet 29%
- Television 28%
- Computer 7%
- NS/Refused 1%
- Other 3%
Q.10 HOW MUCH SCREEN TIME/DAY DOES YOUR CHILD USE FOR NON-ACADEMIC PURPOSES?

2 hours: 18%
3 hours: 23%
0-1 hour: 13%
5+ hours: 22%
NS/Refused: 5%
4 hours: 20%

Chart 19
Q.12 HOW MUCH SCREEN TIME/DAY DOES YOUR CHILD SPEND ON MOST USED DEVICE?

- 2 hours: 23%
- 0-1 hour: 18%
- 3 hours: 25%
- 4 hours: 15%
- 5+ hours: 14%
- NS/Refused: 5%
Q.16 ARE YOU AWARE OF AAP’S RECOMMENDATIONS ABOUT SCREEN TIME?

- Yes 46%
- No 53%
- NS/Refused 1%
Chart 25

Q.17 DID YOU HEAR ABOUT AAP’S RECS FROM PEDIATRICIAN OR ELSEWHERE?

- Don't know about recs: 54%
- Pediatrician: 13%
- NS/Refused: 9%
- Other: 24%