



# MORNING CONSULT

Morning Consult  
National Tracking Poll #180108  
January 11-16, 2018

## Crosstabulation Results

### Methodology:

This poll was conducted from January 11-16, 2018, among a national sample of 642 Parents with Kids under 18. The interviews were conducted online and the data were weighted to approximate a target sample of Parents with Kids under 18 based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 4 percentage points.



# Table Index

- 1 **Table BRD16:** *Does your child have any of the following? Please select all that apply.* . . . . . 3
- 2 **Table BRD17:** *Have you personally taken steps to limit the amount of screen time your child is allowed?* 6
- 3 **Table BRD18:** *How much screen time, including computers, smartphones, tablets and television, do you typically allow your child a day?* . . . . . 9
- 4 **Table BRD19:** *In your opinion, is smartphone addiction a problem among children in the U.S.?* . . . . 12
- 5 **Table BRD20:** *And who do you blame for the smartphone addiction problem in the U.S.?* . . . . . 15
- 6 **Summary Statistics of Survey Respondent Demographics** . . . . . 18

## Crosstabulation Results by Respondent Demographics

**Table BRD16:** Does your child have any of the following? Please select all that apply.

Demographic	A smartphone		A tablet		A television in their room		A laptop or computer		Total N
Parents with Kids under 18	29%	(186)	31%	(197)	27%	(173)	13%	(87)	642
Gender: Male	30%	(90)	29%	(86)	24%	(71)	18%	(53)	299
Gender: Female	28%	(96)	33%	(112)	30%	(101)	10%	(34)	343
Age: 18-29	18%	(24)	36%	(48)	34%	(45)	11%	(14)	132
Age: 30-44	29%	(98)	35%	(121)	24%	(82)	12%	(43)	343
Age: 45-54	33%	(37)	20%	(23)	31%	(35)	16%	(18)	112
PID: Dem (no lean)	33%	(69)	28%	(58)	22%	(46)	16%	(33)	206
PID: Ind (no lean)	29%	(65)	35%	(80)	26%	(58)	10%	(24)	227
PID: Rep (no lean)	25%	(52)	28%	(59)	33%	(69)	14%	(30)	209
PID/Gender: Dem Men	33%	(32)	25%	(23)	20%	(19)	23%	(22)	95
PID/Gender: Dem Women	34%	(37)	32%	(35)	24%	(27)	11%	(12)	111
PID/Gender: Ind Men	31%	(32)	39%	(39)	19%	(19)	11%	(11)	102
PID/Gender: Ind Women	26%	(33)	33%	(41)	31%	(39)	10%	(12)	125
PID/Gender: Rep Men	25%	(26)	22%	(23)	33%	(33)	20%	(20)	102
PID/Gender: Rep Women	25%	(27)	34%	(36)	33%	(35)	9%	(9)	107
Tea Party: Supporter	31%	(74)	29%	(68)	26%	(62)	13%	(32)	236
Tea Party: Not Supporter	27%	(108)	32%	(127)	27%	(107)	14%	(55)	397
Ideo: Liberal (1-3)	31%	(69)	30%	(65)	23%	(51)	15%	(33)	218
Ideo: Moderate (4)	25%	(38)	34%	(53)	28%	(44)	13%	(20)	155
Ideo: Conservative (5-7)	28%	(60)	32%	(68)	25%	(53)	15%	(32)	213
Educ: < College	32%	(139)	26%	(113)	30%	(133)	12%	(53)	438
Educ: Bachelors degree	25%	(34)	44%	(60)	18%	(24)	14%	(19)	137
Educ: Post-grad	20%	(13)	35%	(24)	23%	(16)	22%	(15)	67
Income: Under 50k	29%	(103)	27%	(95)	31%	(108)	13%	(45)	351
Income: 50k-100k	27%	(57)	37%	(76)	26%	(54)	10%	(21)	207
Income: 100k+	31%	(26)	31%	(26)	13%	(11)	25%	(21)	84
Ethnicity: White	26%	(131)	33%	(166)	26%	(131)	14%	(69)	497
Ethnicity: Hispanic	38%	(57)	23%	(35)	27%	(41)	12%	(17)	150

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**Table BRD16:** Does your child have any of the following? Please select all that apply.

Demographic	A smartphone		A tablet		A television in their room		A laptop or computer		Total N
Parents with Kids under 18	29%	(186)	31%	(197)	27%	(173)	13%	(87)	642
Ethnicity: Afr. Am.	36%	(29)	22%	(18)	31%	(25)	11%	(9)	80
Ethnicity: Other	40%	(26)	21%	(14)	26%	(17)	13%	(8)	65
Relig: Protestant	34%	(49)	34%	(49)	23%	(33)	8%	(12)	143
Relig: Roman Catholic	25%	(29)	34%	(40)	22%	(25)	19%	(22)	117
Relig: Ath./Agn./None	25%	(48)	27%	(51)	33%	(62)	15%	(28)	189
Relig: Something Else	36%	(40)	31%	(35)	19%	(21)	15%	(16)	112
Relig: Evangelical	30%	(56)	28%	(53)	30%	(56)	11%	(21)	185
Relig: Non-Evang. Catholics	27%	(42)	38%	(59)	21%	(32)	14%	(22)	154
Relig: All Christian	29%	(97)	33%	(111)	26%	(88)	13%	(43)	339
Relig: All Non-Christian	29%	(88)	28%	(86)	28%	(83)	15%	(44)	301
Community: Urban	35%	(64)	29%	(53)	23%	(42)	12%	(22)	181
Community: Suburban	28%	(70)	35%	(89)	24%	(60)	14%	(35)	255
Community: Rural	25%	(52)	27%	(55)	34%	(70)	14%	(29)	206
Employ: Private Sector	32%	(87)	28%	(76)	23%	(63)	17%	(47)	272
Employ: Government	33%	(17)	25%	(13)	22%	(11)	20%	(10)	51
Employ: Homemaker	25%	(32)	40%	(50)	27%	(35)	7%	(9)	126
Employ: Unemployed	26%	(16)	26%	(15)	35%	(21)	12%	(7)	59
Military HH: Yes	26%	(27)	25%	(26)	36%	(37)	13%	(14)	103
Military HH: No	29%	(159)	32%	(172)	25%	(136)	14%	(73)	540
RD/WT: Right Direction	30%	(86)	28%	(81)	31%	(91)	11%	(32)	290
RD/WT: Wrong Track	28%	(100)	33%	(116)	23%	(82)	15%	(54)	352
Strongly Approve	26%	(34)	25%	(32)	36%	(47)	12%	(16)	130
Somewhat Approve	28%	(46)	35%	(59)	23%	(38)	14%	(24)	168
Somewhat Disapprove	30%	(26)	29%	(25)	27%	(23)	14%	(12)	87
Strongly Disapprove	29%	(60)	33%	(68)	21%	(43)	16%	(33)	204
Dont Know / No Opinion	37%	(20)	22%	(12)	37%	(20)	4%	(2)	54
#1 Issue: Economy	26%	(64)	34%	(86)	30%	(74)	10%	(25)	250
#1 Issue: Security	35%	(27)	30%	(23)	24%	(19)	11%	(8)	78
#1 Issue: Health Care	25%	(32)	31%	(40)	25%	(33)	19%	(25)	131
#1 Issue: Education	21%	(12)	32%	(19)	30%	(17)	17%	(10)	58

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**Table BRD16:** Does your child have any of the following? Please select all that apply.

Demographic	A smartphone		A tablet		A television in their room		A laptop or computer		Total N
Parents with Kids under 18	29%	(186)	31%	(197)	27%	(173)	13%	(87)	642
2016 Vote: Democrat Hillary Clinton	29%	(54)	30%	(56)	23%	(42)	18%	(32)	184
2016 Vote: Republican Donald Trump	29%	(62)	29%	(61)	28%	(61)	13%	(28)	213
2016 Vote: Someone else	26%	(16)	34%	(20)	21%	(13)	19%	(11)	61
2012 Vote: Barack Obama	33%	(83)	27%	(68)	23%	(57)	17%	(42)	249
2012 Vote: Mitt Romney	29%	(47)	32%	(51)	28%	(45)	12%	(19)	162
2012 Vote: Didn't Vote	24%	(51)	32%	(66)	33%	(67)	11%	(22)	206
4-Region: Northeast	21%	(28)	35%	(46)	23%	(31)	20%	(26)	130
4-Region: Midwest	33%	(45)	31%	(42)	27%	(37)	9%	(13)	136
4-Region: South	30%	(73)	29%	(70)	29%	(70)	13%	(31)	243
4-Region: West	31%	(41)	30%	(39)	27%	(35)	13%	(17)	132
Prefer: Target	23%	(44)	39%	(75)	23%	(45)	15%	(28)	192
Prefer: Walmart	33%	(116)	25%	(88)	30%	(105)	13%	(46)	354

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD17: Have you personally taken steps to limit the amount of screen time your child is allowed?**

Demographic	Yes, a lot		Yes, some		Not too much		Not at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents with Kids under 18	31%	(201)	38%	(245)	18%	(118)	8%	(52)	4%	(26)	642
Gender: Male	30%	(90)	42%	(125)	16%	(47)	8%	(24)	4%	(13)	299
Gender: Female	32%	(111)	35%	(120)	21%	(71)	8%	(28)	4%	(13)	343
Age: 18-29	45%	(60)	31%	(40)	16%	(21)	5%	(6)	4%	(5)	132
Age: 30-44	27%	(93)	42%	(144)	17%	(59)	9%	(30)	5%	(16)	343
Age: 45-54	29%	(33)	34%	(38)	30%	(34)	6%	(7)	1%	(1)	112
PID: Dem (no lean)	32%	(66)	37%	(76)	20%	(41)	8%	(17)	3%	(6)	206
PID: Ind (no lean)	29%	(66)	36%	(82)	19%	(43)	10%	(24)	5%	(11)	227
PID: Rep (no lean)	33%	(69)	41%	(86)	16%	(34)	6%	(12)	4%	(8)	209
PID/Gender: Dem Men	33%	(31)	37%	(35)	21%	(20)	7%	(7)	3%	(3)	95
PID/Gender: Dem Women	31%	(35)	37%	(41)	19%	(21)	9%	(10)	3%	(3)	111
PID/Gender: Ind Men	26%	(27)	40%	(41)	18%	(18)	12%	(12)	4%	(4)	102
PID/Gender: Ind Women	32%	(40)	33%	(42)	20%	(25)	9%	(12)	6%	(7)	125
PID/Gender: Rep Men	32%	(32)	49%	(50)	9%	(9)	5%	(6)	6%	(6)	102
PID/Gender: Rep Women	34%	(36)	34%	(37)	24%	(25)	6%	(6)	2%	(2)	107
Tea Party: Supporter	39%	(91)	39%	(91)	16%	(38)	5%	(13)	1%	(3)	236
Tea Party: Not Supporter	27%	(109)	38%	(151)	20%	(78)	9%	(36)	6%	(22)	397
Ideo: Liberal (1-3)	35%	(77)	38%	(82)	20%	(44)	4%	(8)	3%	(6)	218
Ideo: Moderate (4)	25%	(39)	42%	(64)	21%	(32)	8%	(13)	4%	(6)	155
Ideo: Conservative (5-7)	32%	(68)	42%	(89)	16%	(35)	9%	(19)	1%	(3)	213
Educ: < College	32%	(138)	35%	(153)	19%	(83)	9%	(38)	6%	(25)	438
Educ: Bachelors degree	26%	(35)	46%	(64)	19%	(26)	8%	(11)	1%	(1)	137
Educ: Post-grad	40%	(27)	41%	(28)	14%	(10)	4%	(3)	—	(0)	67
Income: Under 50k	31%	(110)	33%	(116)	19%	(67)	10%	(36)	6%	(23)	351
Income: 50k-100k	30%	(62)	45%	(94)	18%	(38)	5%	(9)	2%	(3)	207
Income: 100k+	35%	(29)	41%	(34)	16%	(13)	8%	(7)	—	(0)	84
Ethnicity: White	31%	(154)	41%	(203)	18%	(89)	8%	(38)	3%	(14)	497
Ethnicity: Hispanic	35%	(52)	37%	(55)	15%	(22)	10%	(15)	4%	(5)	150
Ethnicity: Afr. Am.	35%	(28)	23%	(18)	19%	(16)	17%	(13)	6%	(5)	80
Ethnicity: Other	29%	(19)	38%	(24)	22%	(14)	1%	(1)	11%	(7)	65

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**Table BRD17: Have you personally taken steps to limit the amount of screen time your child is allowed?**

Demographic	Yes, a lot		Yes, some		Not too much		Not at all		Don't Know / No Opinion		Total N
Parents with Kids under 18	31%	(201)	38%	(245)	18%	(118)	8%	(52)	4%	(26)	642
Relig: Protestant	31%	(45)	41%	(59)	16%	(24)	10%	(15)	—	(1)	143
Relig: Roman Catholic	35%	(41)	43%	(50)	15%	(18)	6%	(6)	1%	(1)	117
Relig: Ath./Agn./None	27%	(51)	33%	(62)	19%	(37)	10%	(20)	10%	(19)	189
Relig: Something Else	27%	(31)	39%	(44)	24%	(27)	6%	(7)	3%	(3)	112
Relig: Evangelical	39%	(71)	39%	(73)	16%	(29)	5%	(9)	1%	(2)	185
Relig: Non-Evang. Catholics	31%	(47)	42%	(64)	17%	(25)	10%	(16)	1%	(1)	154
Relig: All Christian	35%	(119)	40%	(137)	16%	(55)	7%	(25)	1%	(3)	339
Relig: All Non-Christian	27%	(82)	35%	(107)	21%	(64)	9%	(27)	7%	(22)	301
Community: Urban	28%	(50)	37%	(67)	19%	(35)	11%	(21)	5%	(9)	181
Community: Suburban	36%	(91)	38%	(97)	17%	(44)	7%	(17)	3%	(7)	255
Community: Rural	29%	(60)	39%	(81)	20%	(40)	7%	(15)	5%	(10)	206
Employ: Private Sector	32%	(88)	43%	(117)	18%	(49)	5%	(14)	1%	(4)	272
Employ: Government	23%	(12)	44%	(23)	18%	(9)	10%	(5)	4%	(2)	51
Employ: Homemaker	32%	(40)	37%	(47)	18%	(22)	9%	(11)	4%	(6)	126
Employ: Unemployed	37%	(22)	30%	(17)	14%	(8)	13%	(8)	6%	(3)	59
Military HH: Yes	43%	(44)	39%	(40)	11%	(12)	2%	(2)	5%	(5)	103
Military HH: No	29%	(157)	38%	(205)	20%	(107)	9%	(50)	4%	(20)	540
RD/WT: Right Direction	35%	(100)	40%	(115)	17%	(51)	6%	(16)	3%	(8)	290
RD/WT: Wrong Track	28%	(100)	37%	(130)	19%	(68)	10%	(36)	5%	(18)	352
Strongly Approve	36%	(47)	42%	(55)	16%	(21)	5%	(7)	—	(1)	130
Somewhat Approve	32%	(54)	42%	(70)	17%	(28)	4%	(8)	5%	(8)	168
Somewhat Disapprove	26%	(22)	35%	(31)	27%	(23)	10%	(8)	3%	(2)	87
Strongly Disapprove	33%	(68)	36%	(73)	19%	(38)	11%	(22)	1%	(3)	204
Dont Know / No Opinion	19%	(11)	30%	(16)	16%	(9)	13%	(7)	22%	(12)	54
#1 Issue: Economy	33%	(81)	37%	(93)	20%	(49)	8%	(20)	3%	(6)	250
#1 Issue: Security	23%	(18)	51%	(40)	14%	(11)	10%	(7)	2%	(2)	78
#1 Issue: Health Care	26%	(34)	36%	(47)	21%	(28)	9%	(11)	9%	(11)	131
#1 Issue: Education	34%	(20)	38%	(22)	20%	(12)	4%	(2)	4%	(2)	58
2016 Vote: Democrat Hillary Clinton	33%	(60)	42%	(78)	16%	(30)	7%	(12)	2%	(4)	184
2016 Vote: Republican Donald Trump	28%	(60)	44%	(93)	21%	(45)	6%	(12)	1%	(3)	213
2016 Vote: Someone else	27%	(16)	30%	(18)	28%	(17)	3%	(2)	11%	(7)	61

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**Table BRD17: Have you personally taken steps to limit the amount of screen time your child is allowed?**

Demographic	Yes, a lot		Yes, some		Not too much		Not at all		Don't Know / No Opinion		Total N
Parents with Kids under 18	31%	(201)	38%	(245)	18%	(118)	8%	(52)	4%	(26)	642
2012 Vote: Barack Obama	32%	(79)	37%	(93)	19%	(48)	9%	(22)	3%	(7)	249
2012 Vote: Mitt Romney	32%	(51)	41%	(67)	21%	(34)	3%	(4)	3%	(5)	162
2012 Vote: Didn't Vote	32%	(67)	36%	(74)	14%	(29)	11%	(23)	6%	(13)	206
4-Region: Northeast	29%	(38)	44%	(57)	21%	(28)	3%	(4)	2%	(3)	130
4-Region: Midwest	33%	(45)	31%	(43)	22%	(29)	10%	(14)	4%	(6)	136
4-Region: South	30%	(72)	43%	(106)	16%	(39)	7%	(18)	3%	(8)	243
4-Region: West	35%	(46)	30%	(40)	17%	(22)	12%	(16)	6%	(8)	132
Prefer: Target	38%	(72)	42%	(80)	16%	(30)	4%	(7)	1%	(3)	192
Prefer: Walmart	30%	(105)	37%	(133)	21%	(75)	8%	(29)	3%	(12)	354

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD18:** How much screen time, including computers, smartphones, tablets and television, do you typically allow your child a day?

Demographic	1 hour or less		2-4 hours		5-7 hours		8 hours or more		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents with Kids under 18	21%	(137)	51%	(330)	12%	(79)	5%	(35)	10%	(61)	642
Gender: Male	18%	(53)	50%	(149)	15%	(44)	8%	(23)	10%	(30)	299
Gender: Female	25%	(85)	53%	(181)	10%	(36)	3%	(12)	9%	(31)	343
Age: 18-29	31%	(41)	42%	(56)	14%	(19)	8%	(11)	4%	(5)	132
Age: 30-44	18%	(62)	54%	(186)	11%	(39)	6%	(20)	10%	(36)	343
Age: 45-54	21%	(23)	58%	(65)	13%	(14)	1%	(2)	8%	(9)	112
PID: Dem (no lean)	19%	(39)	51%	(105)	14%	(30)	10%	(21)	6%	(11)	206
PID: Ind (no lean)	22%	(50)	49%	(111)	14%	(31)	2%	(5)	13%	(29)	227
PID: Rep (no lean)	23%	(48)	54%	(114)	9%	(19)	4%	(9)	10%	(21)	209
PID/Gender: Dem Men	16%	(15)	45%	(43)	20%	(19)	14%	(13)	6%	(6)	95
PID/Gender: Dem Women	22%	(24)	56%	(62)	10%	(11)	7%	(8)	5%	(6)	111
PID/Gender: Ind Men	18%	(19)	50%	(50)	15%	(15)	4%	(4)	12%	(13)	102
PID/Gender: Ind Women	25%	(32)	48%	(60)	12%	(15)	1%	(1)	13%	(16)	125
PID/Gender: Rep Men	19%	(19)	55%	(56)	9%	(9)	6%	(6)	12%	(12)	102
PID/Gender: Rep Women	27%	(29)	54%	(58)	9%	(9)	3%	(3)	8%	(9)	107
Tea Party: Supporter	23%	(55)	51%	(121)	14%	(33)	8%	(19)	3%	(7)	236
Tea Party: Not Supporter	20%	(81)	52%	(205)	11%	(43)	3%	(14)	14%	(54)	397
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Educ: < College	19%	(85)	50%	(221)	13%	(56)	6%	(24)	12%	(52)	438
Educ: Bachelors degree	27%	(37)	55%	(75)	7%	(10)	5%	(7)	6%	(9)	137
Educ: Post-grad	24%	(16)	50%	(34)	19%	(13)	6%	(4)	1%	(1)	67
Income: Under 50k	21%	(75)	48%	(167)	12%	(43)	5%	(17)	14%	(49)	351
Income: 50k-100k	20%	(41)	55%	(113)	14%	(29)	7%	(15)	4%	(9)	207
Income: 100k+	25%	(21)	59%	(49)	9%	(7)	4%	(3)	4%	(3)	84
Ethnicity: White	23%	(113)	53%	(262)	11%	(57)	5%	(25)	8%	(41)	497
Ethnicity: Hispanic	22%	(32)	41%	(61)	16%	(24)	11%	(16)	11%	(16)	150
Ethnicity: Afr. Am.	18%	(15)	42%	(34)	20%	(16)	2%	(2)	17%	(13)	80
Ethnicity: Other	15%	(10)	52%	(34)	10%	(7)	12%	(8)	11%	(7)	65

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**Table BRD18:** How much screen time, including computers, smartphones, tablets and television, do you typically allow your child a day?

Demographic	1 hour or less		2-4 hours		5-7 hours		8 hours or more		Don't Know / No Opinion		Total N
Parents with Kids under 18	21%	(137)	51%	(330)	12%	(79)	5%	(35)	10%	(61)	642
Relig: Protestant	28%	(40)	52%	(75)	13%	(18)	3%	(5)	4%	(6)	143
Relig: Roman Catholic	26%	(31)	42%	(49)	11%	(13)	12%	(14)	9%	(10)	117
Relig: Ath./Agn./None	17%	(31)	50%	(95)	14%	(26)	4%	(7)	15%	(29)	189
Relig: Something Else	19%	(21)	58%	(65)	9%	(11)	6%	(7)	8%	(9)	112
Relig: Evangelical	25%	(46)	50%	(93)	14%	(25)	5%	(8)	7%	(12)	185
Relig: Non-Evang. Catholics	25%	(38)	49%	(75)	11%	(17)	8%	(13)	7%	(11)	154
Relig: All Christian	25%	(85)	49%	(168)	13%	(42)	6%	(21)	7%	(23)	339
Relig: All Non-Christian	17%	(52)	53%	(160)	12%	(37)	4%	(14)	13%	(38)	301
Community: Urban	17%	(32)	46%	(84)	17%	(31)	9%	(17)	10%	(18)	181
Community: Suburban	27%	(68)	51%	(130)	11%	(29)	5%	(13)	6%	(15)	255
Community: Rural	18%	(38)	56%	(116)	10%	(20)	2%	(5)	13%	(28)	206
Employ: Private Sector	22%	(60)	52%	(142)	11%	(31)	7%	(19)	7%	(20)	272
Employ: Government	22%	(11)	47%	(24)	15%	(8)	7%	(3)	10%	(5)	51
Employ: Homemaker	21%	(27)	61%	(77)	6%	(7)	2%	(3)	10%	(13)	126
Employ: Unemployed	25%	(15)	37%	(22)	24%	(14)	7%	(4)	7%	(4)	59
Military HH: Yes	35%	(35)	46%	(47)	9%	(9)	4%	(4)	7%	(7)	103
Military HH: No	19%	(102)	52%	(283)	13%	(70)	6%	(31)	10%	(54)	540
RD/WT: Right Direction	22%	(65)	51%	(148)	13%	(39)	5%	(15)	8%	(24)	290
RD/WT: Wrong Track	21%	(72)	52%	(182)	12%	(41)	6%	(20)	10%	(37)	352
Strongly Approve	27%	(35)	46%	(59)	15%	(20)	7%	(9)	6%	(7)	130
Somewhat Approve	18%	(31)	59%	(99)	8%	(13)	4%	(7)	10%	(17)	168
Somewhat Disapprove	21%	(18)	58%	(50)	6%	(5)	6%	(5)	9%	(8)	87
Strongly Disapprove	20%	(41)	50%	(103)	16%	(34)	6%	(12)	7%	(15)	204
Dont Know / No Opinion	23%	(12)	34%	(18)	14%	(8)	4%	(2)	26%	(14)	54
#1 Issue: Economy	19%	(47)	58%	(144)	11%	(29)	5%	(13)	7%	(17)	250
#1 Issue: Security	15%	(12)	58%	(45)	14%	(11)	6%	(4)	8%	(6)	78
#1 Issue: Health Care	24%	(32)	45%	(59)	16%	(21)	1%	(2)	13%	(18)	131
#1 Issue: Education	28%	(16)	45%	(26)	11%	(6)	2%	(1)	14%	(8)	58
2016 Vote: Democrat Hillary Clinton	26%	(47)	47%	(87)	13%	(24)	9%	(17)	4%	(8)	184
2016 Vote: Republican Donald Trump	19%	(41)	56%	(120)	13%	(27)	4%	(9)	7%	(15)	213
2016 Vote: Someone else	20%	(12)	55%	(34)	8%	(5)	2%	(2)	14%	(8)	61

Continued on next page

**Table BRD18:** How much screen time, including computers, smartphones, tablets and television, do you typically allow your child a day?

Demographic	1 hour or less		2-4 hours		5-7 hours		8 hours or more		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents with Kids under 18	21%	(137)	51%	(330)	12%	(79)	5%	(35)	10%	(61)	642
2012 Vote: Barack Obama	24%	(59)	52%	(129)	11%	(26)	7%	(17)	7%	(17)	249
2012 Vote: Mitt Romney	22%	(35)	50%	(81)	13%	(21)	4%	(7)	11%	(17)	162
2012 Vote: Didn't Vote	19%	(39)	52%	(107)	14%	(28)	5%	(10)	11%	(22)	206
4-Region: Northeast	19%	(25)	54%	(70)	10%	(13)	8%	(10)	9%	(12)	130
4-Region: Midwest	21%	(28)	48%	(66)	19%	(26)	5%	(7)	7%	(9)	136
4-Region: South	19%	(46)	54%	(132)	12%	(30)	5%	(11)	10%	(24)	243
4-Region: West	29%	(38)	47%	(62)	8%	(10)	5%	(6)	12%	(16)	132
Prefer: Target	31%	(60)	52%	(100)	9%	(17)	1%	(2)	7%	(13)	192
Prefer: Walmart	18%	(64)	54%	(192)	16%	(56)	5%	(19)	7%	(23)	354

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD19:** *In your opinion, is smartphone addiction a problem among children in the U.S.?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Parents with Kids under 18	78%	(502)	12%	(78)	10%	(62)	642
Gender: Male	73%	(219)	16%	(47)	11%	(33)	299
Gender: Female	83%	(283)	9%	(31)	8%	(29)	343
Age: 18-29	71%	(93)	22%	(29)	7%	(9)	132
Age: 30-44	77%	(266)	11%	(36)	12%	(41)	343
Age: 45-54	85%	(95)	9%	(10)	7%	(7)	112
PID: Dem (no lean)	76%	(156)	17%	(34)	8%	(16)	206
PID: Ind (no lean)	77%	(174)	8%	(19)	15%	(34)	227
PID: Rep (no lean)	82%	(172)	12%	(25)	6%	(13)	209
PID/Gender: Dem Men	70%	(67)	20%	(19)	9%	(9)	95
PID/Gender: Dem Women	80%	(89)	13%	(15)	6%	(7)	111
PID/Gender: Ind Men	74%	(76)	8%	(9)	17%	(17)	102
PID/Gender: Ind Women	79%	(98)	8%	(10)	13%	(16)	125
PID/Gender: Rep Men	75%	(76)	18%	(19)	7%	(7)	102
PID/Gender: Rep Women	89%	(96)	6%	(6)	5%	(6)	107
Tea Party: Supporter	82%	(194)	13%	(32)	4%	(11)	236
Tea Party: Not Supporter	77%	(304)	12%	(46)	12%	(47)	397
Ideo: Liberal (1-3)	79%	(172)	18%	(39)	3%	(7)	218
Ideo: Moderate (4)	74%	(114)	10%	(16)	16%	(25)	155
Ideo: Conservative (5-7)	84%	(180)	9%	(19)	7%	(14)	213
Educ: < College	76%	(333)	13%	(56)	11%	(49)	438
Educ: Bachelors degree	84%	(115)	9%	(12)	8%	(10)	137
Educ: Post-grad	80%	(54)	15%	(10)	5%	(3)	67
Income: Under 50k	77%	(270)	10%	(36)	13%	(45)	351
Income: 50k-100k	81%	(168)	13%	(27)	6%	(13)	207
Income: 100k+	77%	(64)	17%	(15)	6%	(5)	84
Ethnicity: White	80%	(400)	11%	(57)	8%	(41)	497
Ethnicity: Hispanic	72%	(109)	14%	(22)	13%	(20)	150
Ethnicity: Afr. Am.	67%	(54)	12%	(10)	20%	(16)	80
Ethnicity: Other	75%	(49)	17%	(11)	8%	(5)	65

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**Table BRD19: In your opinion, is smartphone addiction a problem among children in the U.S.?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Parents with Kids under 18	78%	(502)	12%	(78)	10%	(62)	642
Relig: Protestant	83%	(119)	11%	(15)	6%	(9)	143
Relig: Roman Catholic	77%	(90)	16%	(19)	7%	(8)	117
Relig: Ath./Agn./None	74%	(140)	11%	(20)	15%	(29)	189
Relig: Something Else	76%	(85)	15%	(17)	10%	(11)	112
Relig: Evangelical	85%	(157)	9%	(16)	7%	(12)	185
Relig: Non-Evang. Catholics	76%	(118)	16%	(25)	7%	(11)	154
Relig: All Christian	81%	(275)	12%	(41)	7%	(23)	339
Relig: All Non-Christian	75%	(225)	12%	(37)	13%	(39)	301
Community: Urban	75%	(137)	13%	(24)	11%	(21)	181
Community: Suburban	81%	(207)	11%	(29)	8%	(19)	255
Community: Rural	77%	(159)	12%	(25)	11%	(22)	206
Employ: Private Sector	80%	(218)	11%	(31)	9%	(23)	272
Employ: Government	72%	(37)	19%	(10)	9%	(5)	51
Employ: Homemaker	81%	(102)	12%	(15)	8%	(10)	126
Employ: Unemployed	71%	(42)	9%	(5)	20%	(12)	59
Military HH: Yes	88%	(90)	7%	(7)	5%	(6)	103
Military HH: No	76%	(412)	13%	(71)	11%	(57)	540
RD/WT: Right Direction	80%	(231)	13%	(37)	8%	(22)	290
RD/WT: Wrong Track	77%	(272)	12%	(41)	11%	(40)	352
Strongly Approve	79%	(103)	15%	(19)	6%	(8)	130
Somewhat Approve	82%	(137)	9%	(15)	9%	(15)	168
Somewhat Disapprove	86%	(75)	11%	(10)	3%	(2)	87
Strongly Disapprove	74%	(151)	15%	(30)	12%	(24)	204
Dont Know / No Opinion	68%	(37)	7%	(4)	25%	(14)	54
#1 Issue: Economy	80%	(200)	12%	(31)	8%	(19)	250
#1 Issue: Security	81%	(63)	10%	(8)	9%	(7)	78
#1 Issue: Health Care	79%	(104)	8%	(11)	12%	(16)	131
#1 Issue: Education	83%	(48)	8%	(5)	9%	(5)	58
2016 Vote: Democrat Hillary Clinton	81%	(149)	12%	(23)	7%	(13)	184
2016 Vote: Republican Donald Trump	83%	(177)	10%	(21)	7%	(16)	213
2016 Vote: Someone else	85%	(51)	9%	(5)	7%	(4)	61

Continued on next page

**Table BRD19:** *In your opinion, is smartphone addiction a problem among children in the U.S.?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Parents with Kids under 18	78%	(502)	12%	(78)	10%	(62)	642
2012 Vote: Barack Obama	83%	(206)	10%	(25)	7%	(18)	249
2012 Vote: Mitt Romney	82%	(133)	12%	(19)	6%	(10)	162
2012 Vote: Didn't Vote	68%	(141)	16%	(32)	16%	(33)	206
4-Region: Northeast	78%	(102)	12%	(16)	9%	(12)	130
4-Region: Midwest	77%	(106)	10%	(13)	13%	(17)	136
4-Region: South	79%	(192)	13%	(33)	8%	(19)	243
4-Region: West	78%	(103)	11%	(15)	11%	(14)	132
Prefer: Target	85%	(163)	11%	(22)	4%	(7)	192
Prefer: Walmart	79%	(281)	11%	(41)	9%	(32)	354

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD20: And who do you blame for the smartphone addiction problem in the U.S.?**

Demographic	Parents		Children		The media		The companies that make smartphones		No one		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents with Kids under 18	56%	(279)	4%	(20)	15%	(73)	9%	(47)	9%	(44)	8%	(40)	502
Gender: Male	53%	(116)	7%	(14)	11%	(25)	15%	(34)	6%	(13)	8%	(17)	219
Gender: Female	58%	(163)	2%	(5)	17%	(48)	5%	(14)	11%	(30)	8%	(23)	283
Age: 18-29	60%	(56)	9%	(8)	18%	(17)	4%	(4)	3%	(3)	6%	(5)	93
Age: 30-44	57%	(151)	3%	(8)	18%	(47)	5%	(13)	10%	(26)	8%	(20)	266
Age: 45-54	55%	(52)	3%	(3)	7%	(7)	11%	(10)	12%	(12)	11%	(10)	95
PID: Dem (no lean)	47%	(73)	6%	(9)	20%	(31)	11%	(18)	9%	(14)	7%	(10)	156
PID: Ind (no lean)	59%	(103)	3%	(5)	13%	(23)	7%	(12)	8%	(13)	10%	(17)	174
PID: Rep (no lean)	59%	(102)	3%	(5)	11%	(18)	10%	(18)	9%	(16)	8%	(13)	172
PID/Gender: Dem Men	44%	(29)	8%	(5)	12%	(8)	20%	(13)	9%	(6)	8%	(5)	67
PID/Gender: Dem Women	50%	(44)	4%	(4)	26%	(23)	5%	(4)	10%	(9)	6%	(5)	89
PID/Gender: Ind Men	57%	(43)	6%	(5)	13%	(10)	10%	(8)	6%	(5)	7%	(6)	76
PID/Gender: Ind Women	61%	(60)	1%	(1)	13%	(13)	4%	(4)	9%	(9)	12%	(11)	98
PID/Gender: Rep Men	57%	(44)	6%	(4)	9%	(7)	17%	(13)	3%	(3)	8%	(6)	76
PID/Gender: Rep Women	61%	(58)	1%	(1)	12%	(12)	5%	(5)	14%	(13)	7%	(7)	96
Tea Party: Supporter	52%	(101)	6%	(12)	19%	(37)	13%	(26)	6%	(12)	3%	(6)	194
Tea Party: Not Supporter	58%	(175)	3%	(8)	12%	(35)	7%	(21)	10%	(31)	11%	(34)	304
Ideo: Liberal (1-3)	48%	(83)	5%	(9)	14%	(23)	15%	(25)	9%	(16)	9%	(16)	172
Ideo: Moderate (4)	59%	(67)	2%	(2)	15%	(18)	9%	(11)	8%	(9)	7%	(8)	114
Ideo: Conservative (5-7)	63%	(114)	4%	(8)	13%	(23)	7%	(12)	9%	(16)	4%	(7)	180
Educ: < College	55%	(184)	3%	(11)	15%	(51)	11%	(36)	7%	(25)	8%	(27)	333
Educ: Bachelors degree	57%	(65)	4%	(5)	13%	(15)	5%	(6)	13%	(14)	8%	(10)	115
Educ: Post-grad	55%	(30)	8%	(4)	13%	(7)	11%	(6)	8%	(4)	6%	(3)	54
Income: Under 50k	52%	(141)	2%	(6)	16%	(43)	13%	(34)	9%	(25)	7%	(20)	270
Income: 50k-100k	61%	(102)	6%	(10)	14%	(24)	6%	(9)	5%	(9)	8%	(14)	168
Income: 100k+	56%	(36)	5%	(3)	10%	(7)	5%	(4)	14%	(9)	9%	(6)	64
Ethnicity: White	58%	(234)	3%	(12)	14%	(55)	8%	(31)	10%	(41)	7%	(27)	400
Ethnicity: Hispanic	44%	(48)	7%	(8)	16%	(17)	21%	(23)	7%	(7)	5%	(5)	109

Continued on next page

**Table BRD20:** *And who do you blame for the smartphone addiction problem in the U.S.?*

Demographic	Parents		Children		The media		The companies that make smartphones		No one		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Parents with Kids under 18	56%	(279)	4%	(20)	15%	(73)	9%	(47)	9%	(44)	8%	(40)	502
Ethnicity: Afr. Am.	39%	(21)	6%	(3)	20%	(11)	19%	(10)	4%	(2)	13%	(7)	54
Relig: Protestant	58%	(69)	—	(0)	10%	(12)	17%	(20)	6%	(7)	9%	(10)	119
Relig: Roman Catholic	49%	(44)	6%	(6)	14%	(12)	14%	(13)	13%	(11)	4%	(3)	90
Relig: Ath./Agn./None	59%	(83)	3%	(5)	15%	(21)	4%	(6)	6%	(8)	13%	(18)	140
Relig: Something Else	53%	(46)	7%	(6)	11%	(9)	8%	(7)	12%	(10)	8%	(7)	85
Relig: Evangelical	57%	(89)	4%	(6)	21%	(32)	10%	(16)	6%	(10)	2%	(4)	157
Relig: Non-Evang. Catholics	50%	(59)	2%	(2)	8%	(10)	16%	(19)	13%	(16)	10%	(12)	118
Relig: All Christian	54%	(149)	3%	(8)	15%	(42)	13%	(34)	9%	(26)	6%	(16)	275
Relig: All Non-Christian	57%	(129)	5%	(11)	14%	(31)	6%	(13)	8%	(18)	11%	(24)	225
Community: Urban	49%	(67)	7%	(9)	19%	(26)	6%	(8)	8%	(11)	11%	(15)	137
Community: Suburban	59%	(121)	3%	(7)	12%	(25)	11%	(23)	9%	(18)	6%	(12)	207
Community: Rural	57%	(90)	2%	(3)	14%	(22)	10%	(16)	9%	(15)	8%	(13)	159
Employ: Private Sector	58%	(127)	5%	(11)	14%	(30)	13%	(27)	6%	(14)	4%	(8)	218
Employ: Homemaker	55%	(56)	—	(0)	21%	(21)	4%	(4)	12%	(12)	8%	(9)	102
Military HH: Yes	51%	(46)	4%	(3)	17%	(15)	18%	(17)	3%	(3)	8%	(7)	90
Military HH: No	57%	(233)	4%	(16)	14%	(58)	7%	(31)	10%	(41)	8%	(33)	412
RD/WT: Right Direction	60%	(138)	3%	(7)	13%	(29)	13%	(30)	6%	(15)	5%	(12)	231
RD/WT: Wrong Track	52%	(140)	5%	(13)	16%	(44)	7%	(18)	11%	(29)	10%	(28)	272
Strongly Approve	58%	(60)	4%	(4)	16%	(16)	9%	(9)	8%	(8)	5%	(5)	103
Somewhat Approve	62%	(85)	4%	(6)	12%	(16)	12%	(16)	7%	(10)	4%	(5)	137
Somewhat Disapprove	56%	(42)	2%	(1)	14%	(10)	4%	(3)	12%	(9)	13%	(10)	75
Strongly Disapprove	48%	(72)	5%	(8)	17%	(25)	12%	(19)	11%	(16)	7%	(11)	151
#1 Issue: Economy	58%	(116)	3%	(6)	17%	(34)	6%	(11)	10%	(20)	6%	(13)	200
#1 Issue: Security	57%	(36)	4%	(3)	10%	(6)	8%	(5)	10%	(6)	11%	(7)	63
#1 Issue: Health Care	54%	(56)	2%	(2)	13%	(13)	11%	(12)	11%	(11)	10%	(11)	104
2016 Vote: Democrat Hillary Clinton	47%	(70)	9%	(13)	13%	(19)	15%	(22)	12%	(18)	5%	(7)	149
2016 Vote: Republican Donald Trump	60%	(107)	3%	(6)	12%	(22)	9%	(16)	9%	(15)	6%	(10)	177
2016 Vote: Someone else	56%	(28)	1%	(1)	20%	(10)	6%	(3)	4%	(2)	13%	(7)	51

Continued on next page



**Table BRD20:** *And who do you blame for the smartphone addiction problem in the U.S.?*

<b>Demographic</b>	<b>Parents</b>	<b>Children</b>	<b>The media</b>	<b>The companies that make smartphones</b>	<b>No one</b>	<b>Don't Know / No Opinion</b>	<b>Total N</b>
Parents with Kids under 18	56% (279)	4% (20)	15% (73)	9% (47)	9% (44)	8% (40)	502
2012 Vote: Barack Obama	49% (101)	6% (13)	15% (31)	13% (26)	9% (19)	7% (15)	206
2012 Vote: Mitt Romney	60% (80)	3% (4)	10% (13)	10% (14)	9% (12)	7% (9)	133
2012 Vote: Didn't Vote	57% (81)	2% (3)	20% (28)	5% (7)	7% (9)	10% (14)	141
4-Region: Northeast	46% (47)	3% (3)	17% (17)	17% (17)	8% (8)	9% (9)	102
4-Region: Midwest	62% (65)	7% (7)	10% (11)	6% (6)	9% (10)	6% (6)	106
4-Region: South	57% (109)	2% (4)	16% (31)	7% (13)	10% (19)	8% (16)	192
4-Region: West	56% (57)	6% (6)	13% (13)	11% (11)	6% (6)	9% (9)	103
Prefer: Target	59% (97)	2% (3)	14% (22)	10% (16)	11% (17)	5% (8)	163
Prefer: Walmart	54% (153)	4% (10)	15% (43)	10% (29)	7% (21)	9% (26)	281

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Parents with Kids under 18	642	100%
xdemGender	Gender: Male	299	47%
	Gender: Female	343	53%
	N	642	
age5	Age: 18-29	132	20%
	Age: 30-44	343	53%
	Age: 45-54	112	17%
	Age: 55-64	44	7%
	Age: 65+	12	2%
	N	642	
xpid3	PID: Dem (no lean)	206	32%
	PID: Ind (no lean)	227	35%
	PID: Rep (no lean)	209	33%
	N	642	
xpidGender	PID/Gender: Dem Men	95	15%
	PID/Gender: Dem Women	111	17%
	PID/Gender: Ind Men	102	16%
	PID/Gender: Ind Women	125	19%
	PID/Gender: Rep Men	102	16%
	PID/Gender: Rep Women	107	17%
	N	642	
xdemTea	Tea Party: Supporter	236	37%
	Tea Party: Not Supporter	397	62%
	N	633	
xdemIdeo3	Ideo: Liberal (1-3)	218	34%
	Ideo: Moderate (4)	155	24%
	Ideo: Conservative (5-7)	213	33%
	N	586	
xeduc3	Educ: < College	438	68%
	Educ: Bachelors degree	137	21%
	Educ: Post-grad	67	11%
	N	642	
xdemInc3	Income: Under 50k	351	55%
	Income: 50k-100k	207	32%
	Income: 100k+	84	13%
	N	642	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	497	77%
xdemHispBin	Ethnicity: Hispanic	150	23%
demBlackBin	Ethnicity: Afr. Am.	80	12%
demRaceOther	Ethnicity: Other	65	10%
xrelNet	Relig: Protestant	143	22%
	Relig: Roman Catholic	117	18%
	Relig: Ath./Agn./None	189	29%
	Relig: Something Else	112	18%
	N	561	
xreligion1	Relig: Jewish	11	2%
xreligion2	Relig: Evangelical	185	29%
	Relig: Non-Evang. Catholics	154	24%
	N	339	
xreligion3	Relig: All Christian	339	53%
	Relig: All Non-Christian	301	47%
	N	640	
xdemUsr	Community: Urban	181	28%
	Community: Suburban	255	40%
	Community: Rural	206	32%
	N	642	
xdemEmploy	Employ: Private Sector	272	42%
	Employ: Government	51	8%
	Employ: Self-Employed	46	7%
	Employ: Homemaker	126	20%
	Employ: Student	18	3%
	Employ: Retired	25	4%
	Employ: Unemployed	59	9%
	Employ: Other	45	7%
	N	642	
xdemMilHH1	Military HH: Yes	103	16%
	Military HH: No	540	84%
	N	642	
xnrl	RD/WT: Right Direction	290	45%
	RD/WT: Wrong Track	352	55%
	N	642	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	130	20%
	Somewhat Approve	168	26%
	Somewhat Disapprove	87	13%
	Strongly Disapprove	204	32%
	Dont Know / No Opinion	54	8%
	N	642	
xnr3	#1 Issue: Economy	250	39%
	#1 Issue: Security	78	12%
	#1 Issue: Health Care	131	20%
	#1 Issue: Medicare / Social Security	39	6%
	#1 Issue: Women's Issues	35	5%
	#1 Issue: Education	58	9%
	#1 Issue: Energy	31	5%
	#1 Issue: Other	21	3%
	N	642	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	184	29%
	2016 Vote: Republican Donald Trump	213	33%
	2016 Vote: Someone else	61	9%
	N	458	
xsubVote12O	2012 Vote: Barack Obama	249	39%
	2012 Vote: Mitt Romney	162	25%
	2012 Vote: Other	25	4%
	2012 Vote: Didn't Vote	206	32%
	N	642	
xreg4	4-Region: Northeast	130	20%
	4-Region: Midwest	136	21%
	4-Region: South	243	38%
	4-Region: West	132	21%
	N	642	
xdemBRD2	Prefer: Target	192	30%
	Prefer: Walmart	354	55%
	N	546	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

