

# **Youth, Health & Social Media Marketing**

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**@ Ypulse 2010**

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Kaiser Family Foundation**

# Generation M<sup>2</sup>

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A Kaiser Family Foundation Study

# Where Does the Day Go?

Among 8-18 year olds amount of time spent with each in a typical day:

*(All Non-School or Work Related)*

4 hours  
29 minutes



TV Content

2:31



Music/  
Audio

1:29



Computers

1:13



Video  
Games

:38 min



Print

:25 min

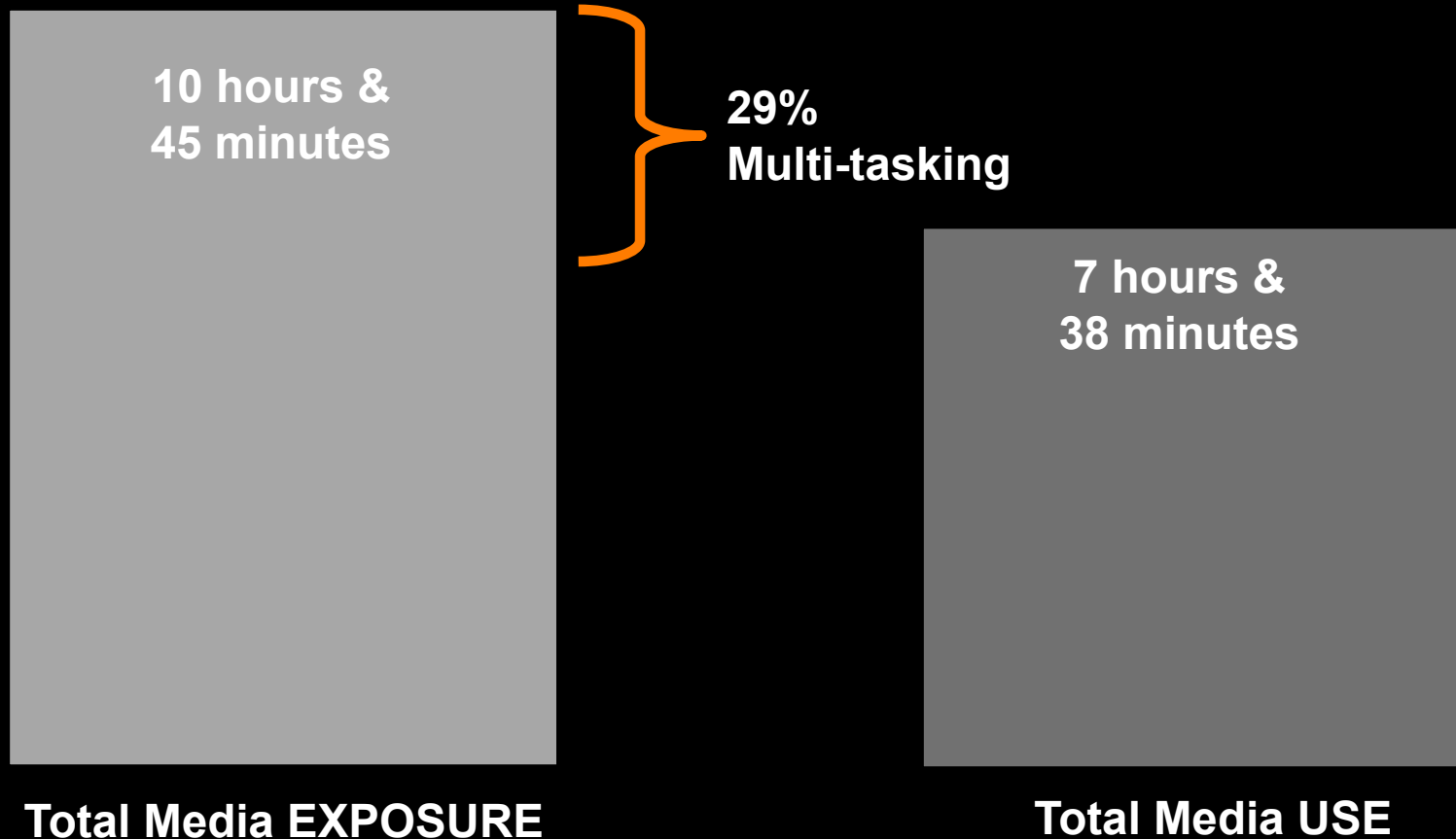


At the  
Movies

10 hours 45 minutes

# Multi-Media Tasking

Among 8-18 year olds amount of time spent being exposed to and using media in a typical day:

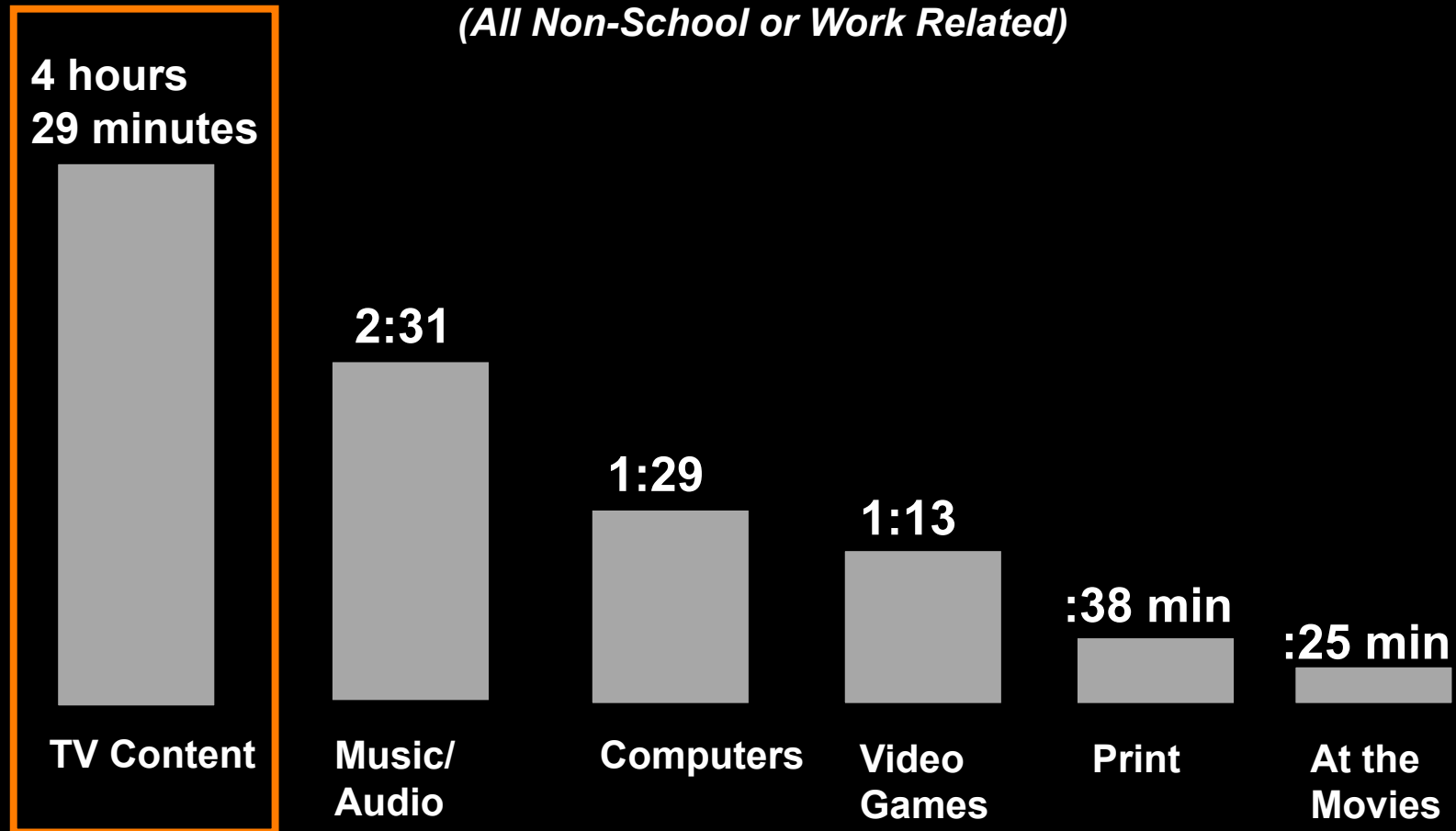


Source: Kaiser Family Foundation, Generation M<sup>2</sup>, 2010

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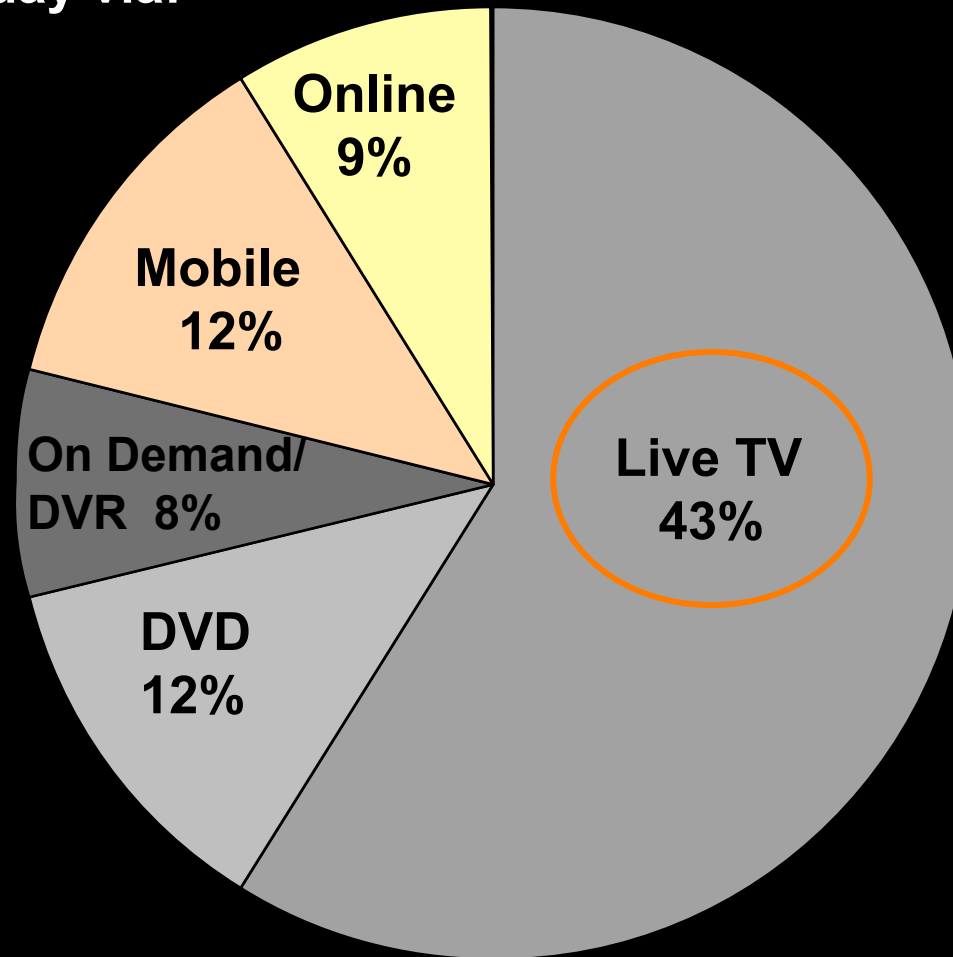
*(All Non-School or Work Related)*



Source: Kaiser Family Foundation, *Generation M<sup>2</sup>*, 2010

# What's On TV?

Among 8-18 year olds, proportion of TV content consumed in a typical day via:



Source: Kaiser Family Foundation, *Generation M<sup>2</sup>*, 2010

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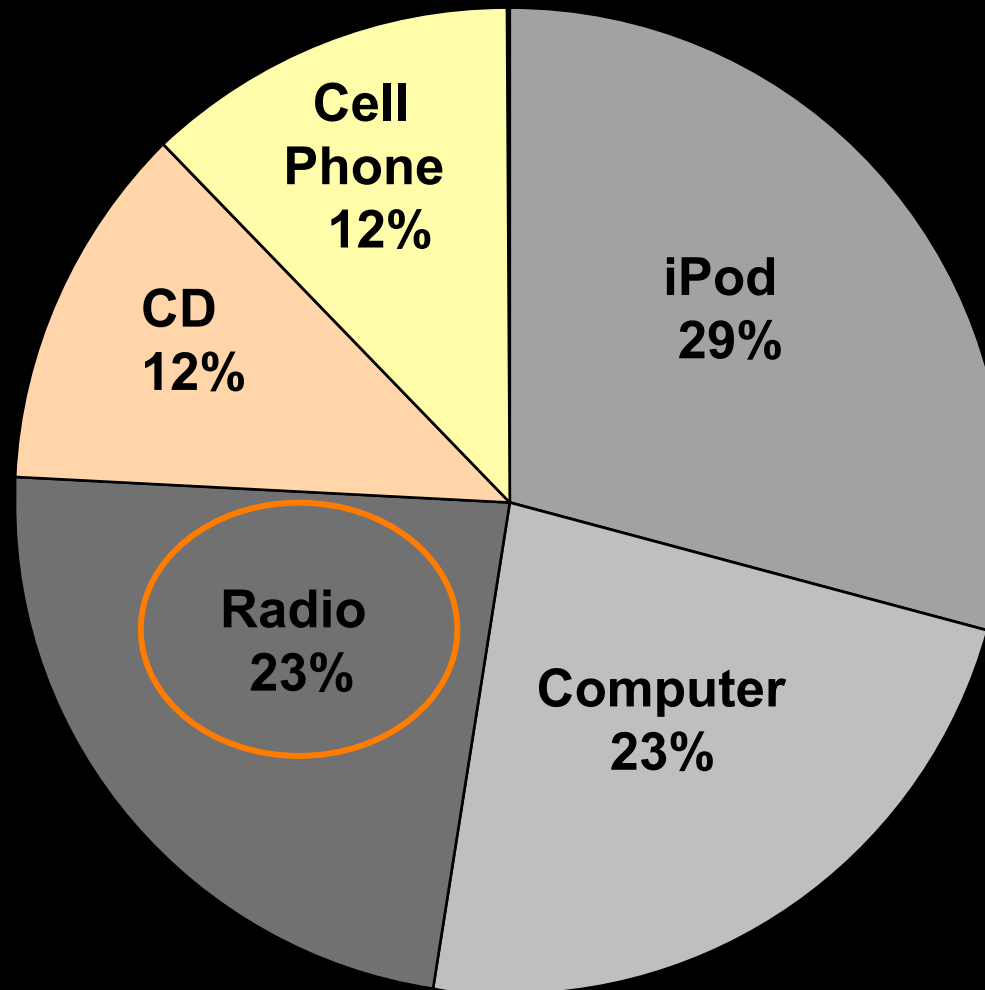


At the  
Movies

Source: Kaiser Family Foundation, *Generation M<sup>2</sup>*, 2010

# Musical Sources

Among 8-18 year olds, proportion of time spent listening to music on:



Source: Kaiser Family Foundation, Generation M<sup>2</sup>, 2010

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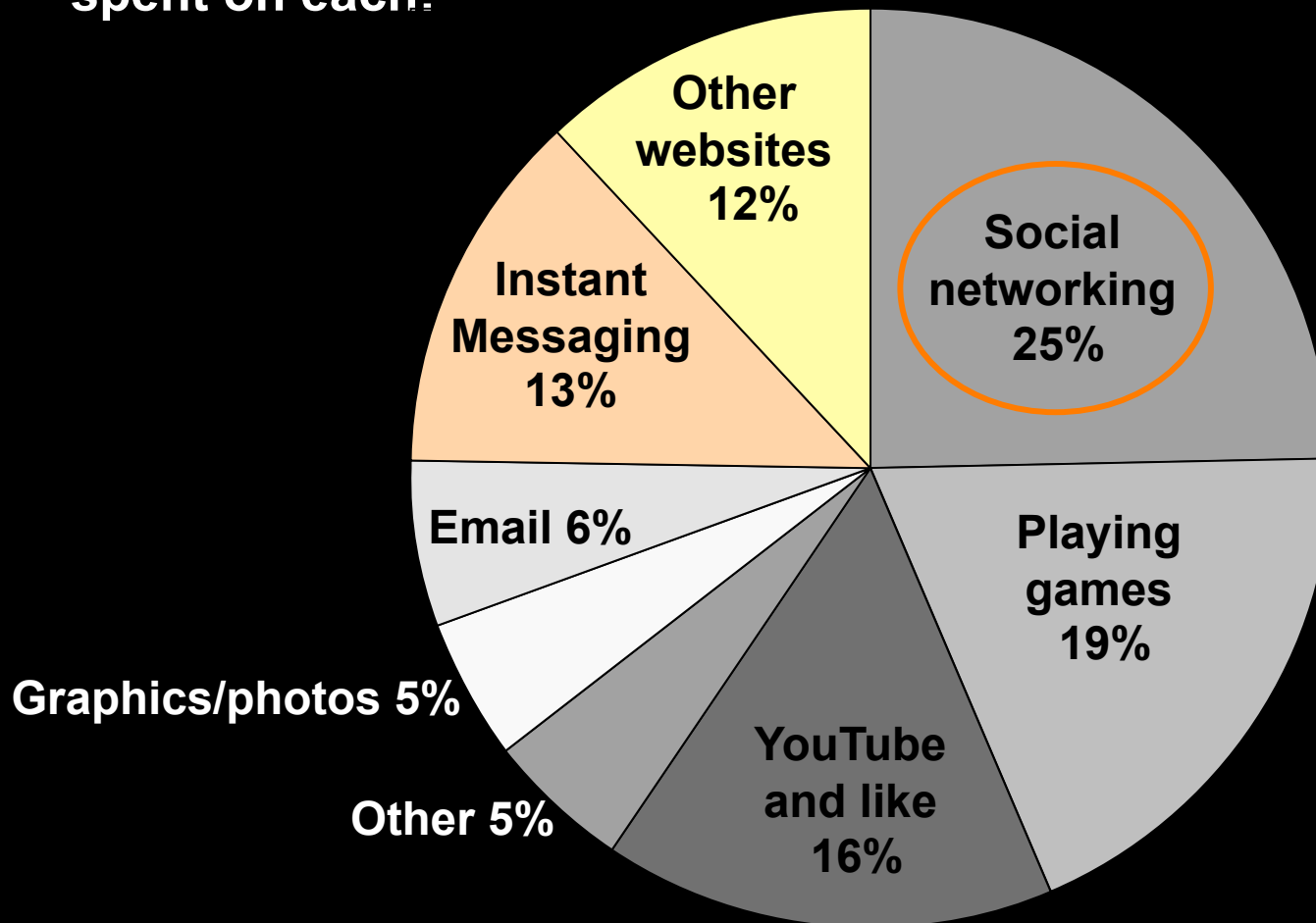
:25 min



At the  
Movies

# Computer Time

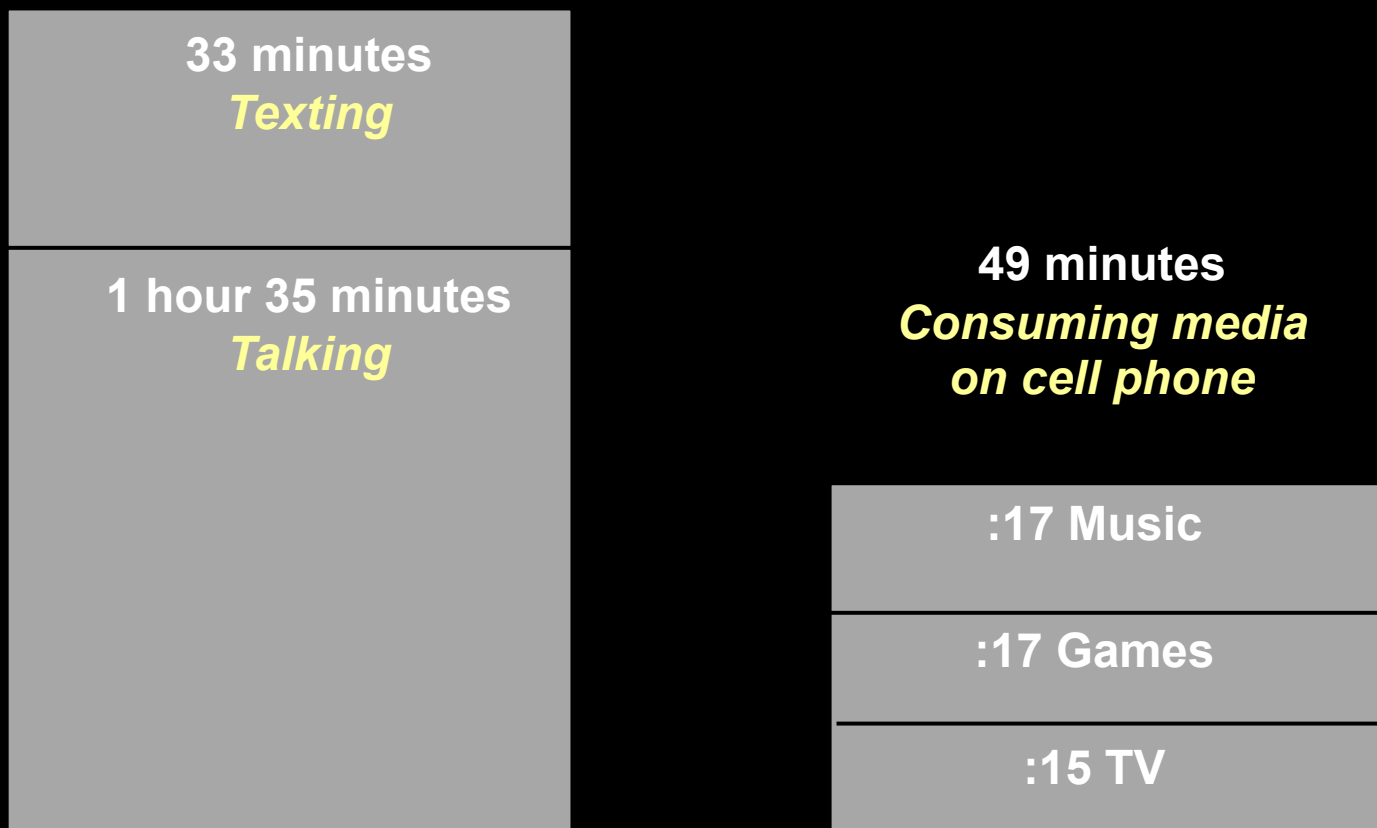
Among 8-18 year olds, proportion of recreational computer time spent on each:



Source: Kaiser Family Foundation, *Generation M<sup>2</sup>*, 2010

# Mobility

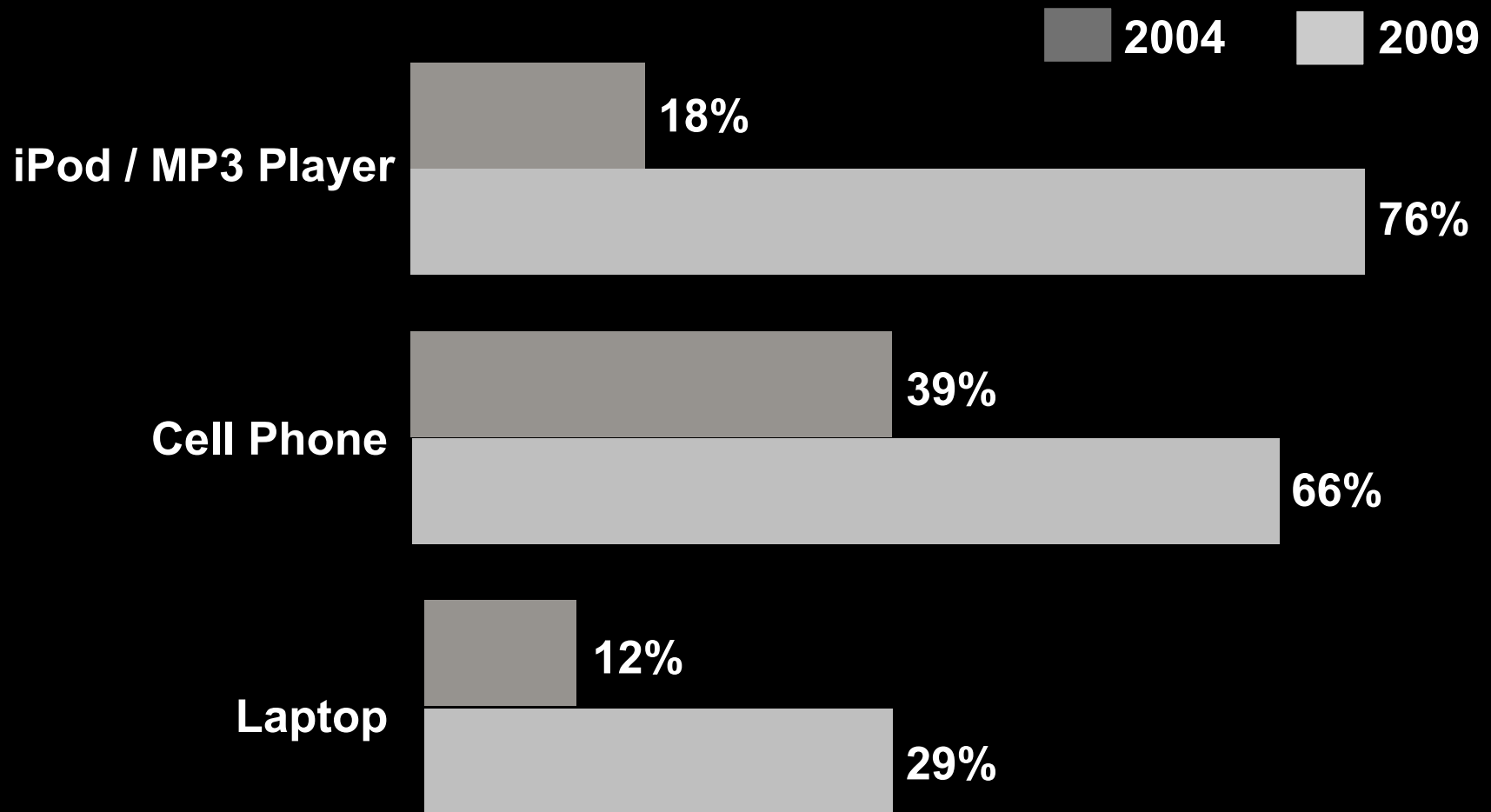
Among 8-18 year olds time spent consuming media on cell phone in a typical day:



Source: Kaiser Family Foundation, Generation M<sup>2</sup>, 2010

# Going Mobile

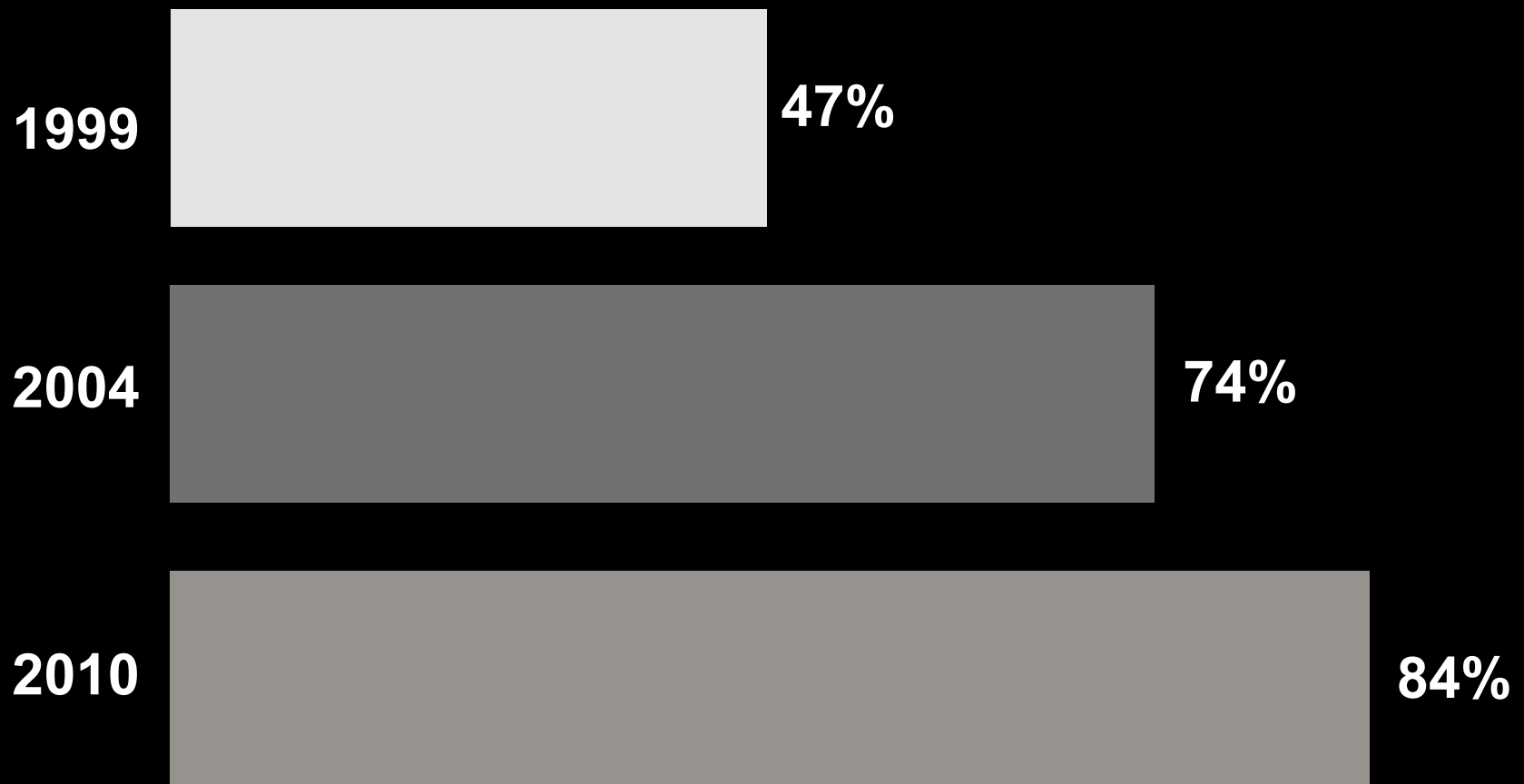
Among 8-18 year olds percent who own each item:



Source: Kaiser Family Foundation, *Generation M<sup>2</sup>*, 2010

# Everyone Online

Among 8-18 year olds percent with Internet access at home, over time:



Source: Kaiser Family Foundation, *Generation M<sup>2</sup>*, 2010

# Faster and Faster

Among 8-18 year olds percent with high-speed Internet access at home, over time:

1999

n/a

2004

31%

2010

59%

Source: Kaiser Family Foundation, *Generation M<sup>2</sup>*, 2010

**For more on this study:**

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Go to [www.kff.org](http://www.kff.org) and search  
“generation m2”