

FINDINGS

1. MEDIA USE

FAMILY MEDIA ENVIRONMENTS

This section examines 6-13 year-old New Zealand children’s media environments. It presents the media devices contained in their homes, and children’s use of these devices.

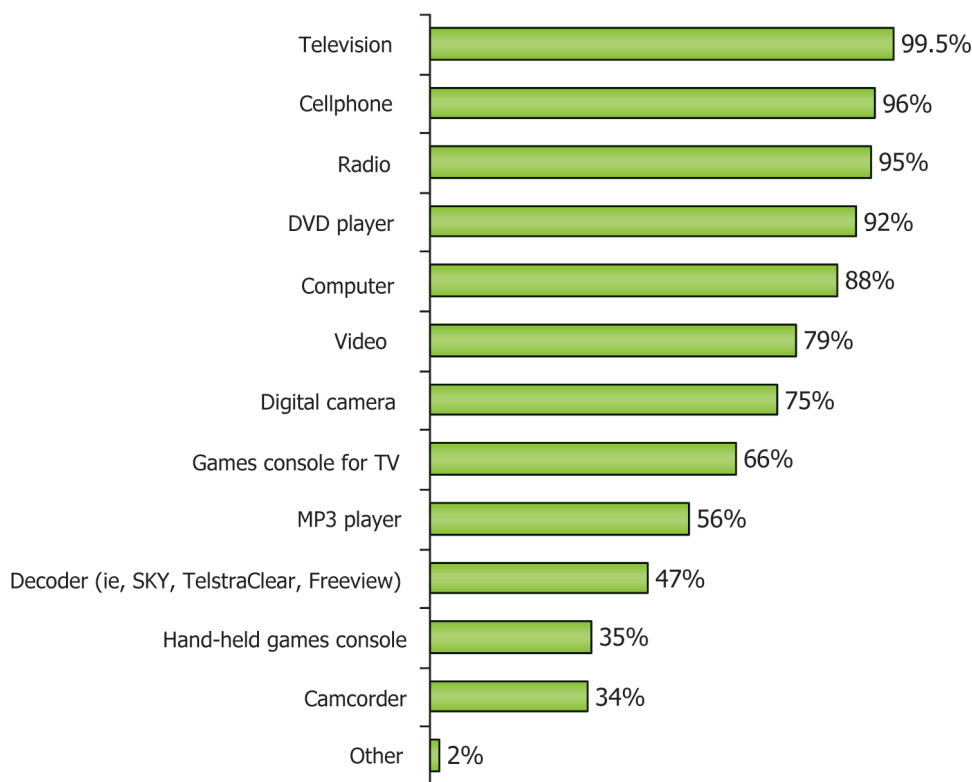
MEDIA IN CHILDREN’S HOMES

As can be seen in the chart below, nearly all 6-13 year-olds’ homes (99.5%) contain at least one TV, and the majority (95%) contain a radio. This is consistent with results presented in *The Younger Audience* in 2001.

However, the present results illustrate that New Zealand children’s homes also contain a wide range of other media devices. The vast majority contain at least one cellphone (96%), DVD player (92%), and computer (88%). Three out of every four (75%) contain a digital camera, two-thirds (66%) contain a TV games console, and over half (56%) contain an MP3 player.

Nearly half (47%) of 6-13 year-olds’ homes contain a TV decoder, which can include a pay TV decoder (eg, SKY or TelstraClear) or a Freeview decoder. In 2001, *The Younger Audience* (BSA, 2001) reported that 25% of children’s homes have a subscription to pay TV. These results are not directly comparable. However, they provide an indication that children’s access to pay TV is likely to have increased since 2001.

FIGURE 1. Media in children’s homes



Source: Q2a (Parent)
 Base: All households (n = 604)

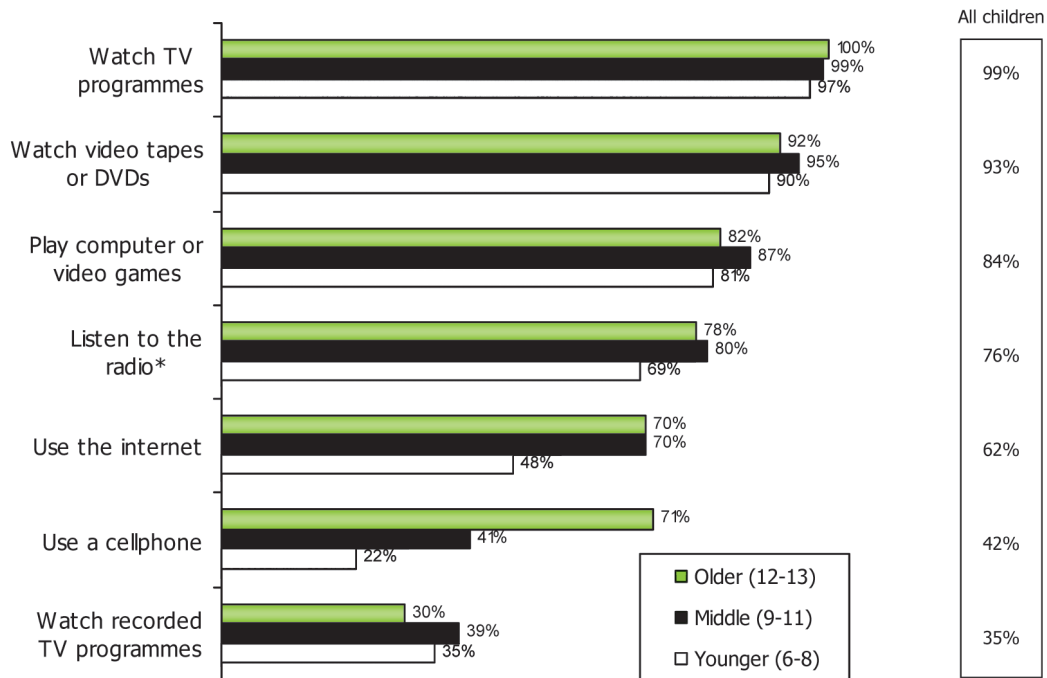
We also asked parents if they have a recording device, such as a video recorder, DVD recorder, or hard-drive recorder. In contrast to results presented in *The Younger Audience* (BSA, 2001), fewer households now have a recording device (75% of households have a recording device, compared to 89% of households in 2001).

This decrease may be due to the increasing popularity of DVD players, which do not always come with a record function, or to the record functions on DVD players being difficult to operate. It should also be noted, however, that this change in household access to recording devices may not remain consistent over time, because the price of recording devices (such as DVD recorders and internal hard-drive devices) is likely to decrease.

MEDIA CHILDREN USE AT HOME

We asked all children to tell us about the media devices they use at home. As can be seen in the chart below, the majority of 6-13 year-olds watch TV programmes (99%) and video tapes or DVDs (93%). Just over four in every five children (84%) play computer or video games at home.

FIGURE 2. Media that children say they use at home



*Listening to the radio at home can include listening while in a car
 Source: Q1a (Child)
 Base: All children (n older = 138, n middle = 251, n younger = 215)

Three quarters (76%) of 6-13 year-olds listen to the radio at home (including in the car). This is eight percentage points lower than the result presented in *The Younger Audience* in 2001 (84% of children listened to the radio). However, *The Younger Audience* also included radio listening outside of the home and car. Younger children are less likely than others to listen to the radio at home (69% of 6-8 year-olds listen to the radio at home, compared to 79% of children aged 9-13).

Around six in every ten New Zealand children (62%) use the internet at home. Although older children are more likely to use the internet, significant proportions of 6-8 year-olds are accessing the internet at home (70% of children aged 9-13 and 48% of children aged 6-8 use the internet at home).

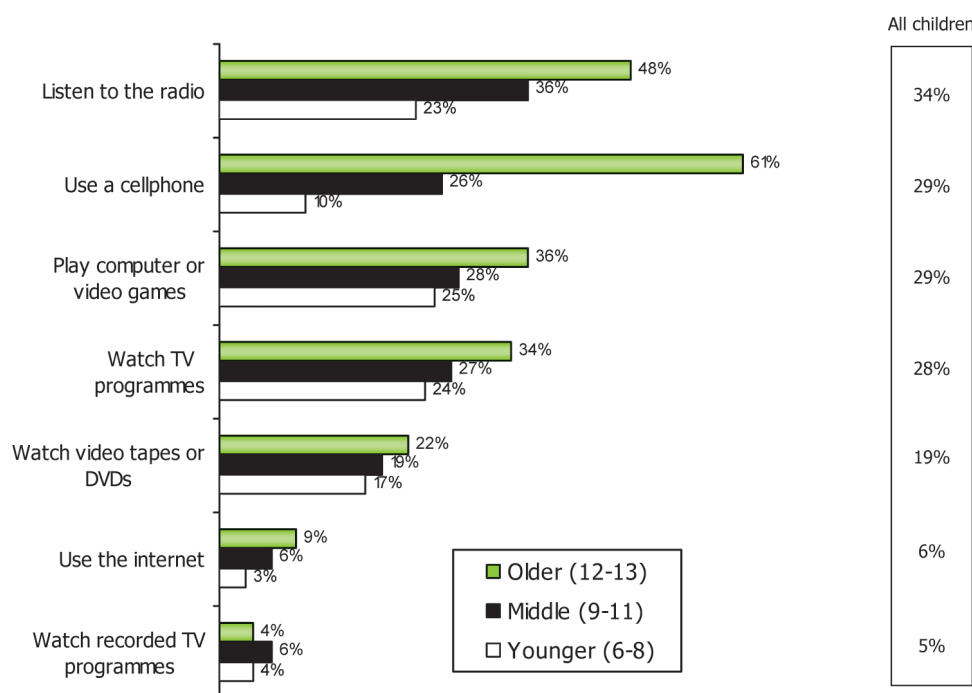
Cellphone usage tends to increase with age. Nearly three-quarters (71%) of 12-13 year-old children use a cellphone at home, compared to 41% of 9-11 year-olds, and just 22% of 6-8 year-olds.

Thirty-five percent of 6-13 year-olds say that they watch recorded TV programmes at home.

MEDIA CHILDREN USE IN THEIR BEDROOMS

We asked children which media devices they use in their own bedroom. The chart below illustrates that bedroom media use tends to increase with age.

FIGURE 3. Media that children say they use in their bedroom



Source: Q1c (Child)
 Base: All children (n older = 138, n middle = 251, n younger = 215)

Three in five (61%) 12-13 year-olds use a cellphone in their bedroom, compared to 26% of 9-11 year-olds and just 10% of 6-8 year-olds. Similarly, nearly half (48%) of all 12-13 year-olds listen to the radio in their bedroom, compared to 36% of 9-11 year-olds and 23% of 6-8 year-olds.

Although the overall trend is still apparent, age differences in the bedroom use of other media devices are less marked. Overall, 28% of 6-13 years old watch TV, 19% watch video tapes or DVDs, 6% use the internet and 5% watch recorded TV programmes in their bedroom.

FAMILY MEDIA ENVIRONMENTS: SUBGROUP DIFFERENCES

Media in homes

- Rural children are more likely than the average to have a computer (96%, compared to 88% of all children) or decoding device (64%, compared to 47% of all children) in their home.
- Māori children are less likely than the average to have a computer (77%, compared to 88% of all children), TV decoder (33%, compared to 47% of all children), or digital camera in their home (58%, compared to 75% of all children).
- Māori children are more likely to have a TV games console in their home (80%, compared to 66% of all children).
- Pacific children are less likely than the average to have a computer (63%, compared to 88% of all children), DVD player (84%, compared to 92% of all children), MP3 player (42%, compared to 56% of all children), TV games console (51%, compared to 66% of all children), hand-held games console (22%, compared to 35% of all children), digital camera (46%, compared to 75% of all children), or camcorder (14%, compared to 34% of all children) in their home.
- Asian children are more likely than the average to have a computer (96%, compared to 88% of all children) and digital camera (86%, compared to 75% of all children) in their home.
- Asian children are less likely than the average to have a radio (88%, compared to 95% of all children) or TV games console (52%, compared to 66% of all children) in their home.

Media use

- Girls are more likely than boys to use a cellphone (46%, compared to 38% of boys).
- Boys are more likely than girls to play computer or video games (90%, compared to 76% of girls).
- Māori children are less likely than the average to use the internet (44%, compared to 62% of all children).
- Pacific children are more likely than the average to listen to the radio (86%, compared to 76% of all children).
- Pacific children are less likely than the average to play computer or video games (61%, compared to 84% of all children), use the internet (32%, compared to 62% of all children), or watch recorded TV programmes (25%, compared to 35% of all children).
- Asian children are more likely than the average to use the internet (81%, compared to 62% of all children).
- Asian children are less likely than the average to listen to the radio (65%, compared to 76% of all children).
- Home internet use is higher for those in higher socio-economic groups (91% of those in NZSEI 1, compared to 83% in NZSEI 2, 80% in NZSEI 3, 66% in NZSEI 4, 42% in NZSEI 5, and 37% in NZSEI 6).

PATTERNS OF CHILDREN'S TV USE

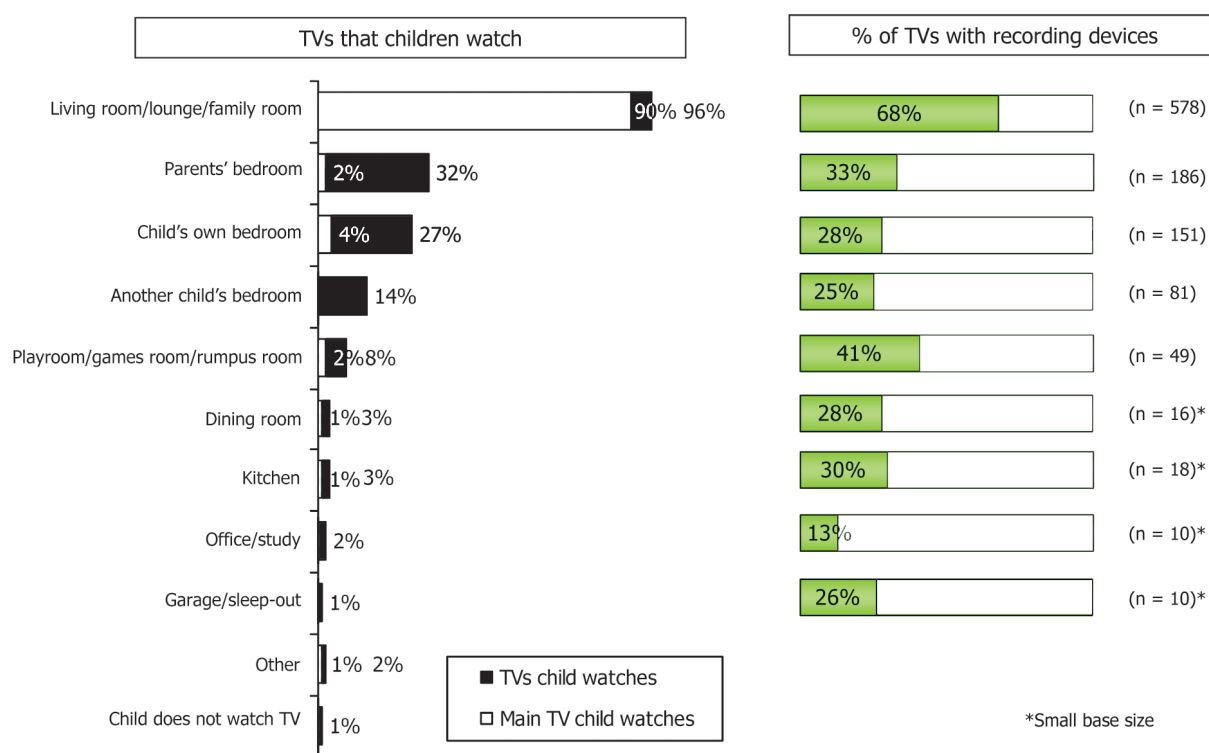
This section examines 6-13 year-old New Zealand children's TV viewing behaviour. This includes locations of TV viewing, social patterns of TV viewing, reasons why children watch TV, and when they watch TV at home. This section also incorporates results relating to children's viewing of recorded TV programmes, and videos and DVDs.

LOCATIONS OF TV VIEWING AND RECORDING DEVICES

The graph on the left hand side of the chart below illustrates the locations of TVs that children watch, and the location of the TVs they mainly watch. The majority (90%) of children mainly watch the TV situated in the living room. Nearly 3 in 10 children (27%) have a TV in their bedroom (an increase of 9 percentage points since 2001, when 18% of children reported having a television in their own bedroom). However, only 4% of children mainly watch TV in their bedroom. There are no statistically significant differences in the location of TV viewing by age.

Illustrated on the right-hand side of the chart is the percentage of TVs in each location that have a recording device attached. Just over two-thirds of TVs located in living rooms (68%) have a recording device, such as a DVD recorder or video recorder. Of the TVs located in 6-13 year-olds' own bedrooms, 28% have a recording device attached.

FIGURE 4. Locations of the TVs that children use and the percentage of TVs that have a recording device



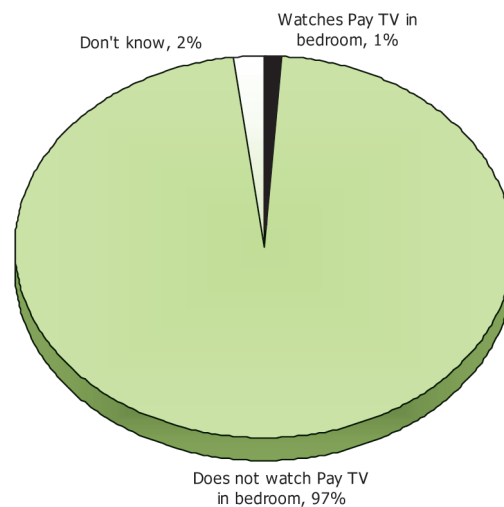
Source: Q3a and Q3b (Parent)
Base: All children (n = 604)

Source: Q3c (Parent)
Base: Locations with TVs that children watch

ACCESS TO PAY TV IN BEDROOMS

All children were asked whether they watch SKY or TelstraClear TV in their own bedrooms. As can be seen in the chart below, only 1% of 6-13 year-old children watch SKY or TelstraClear TV in their own bedroom. There are no statistically significant differences by age.

FIGURE 5. Access to pay TV in children's bedrooms



Source: Q3a (Child)
Base: All children (n = 604)

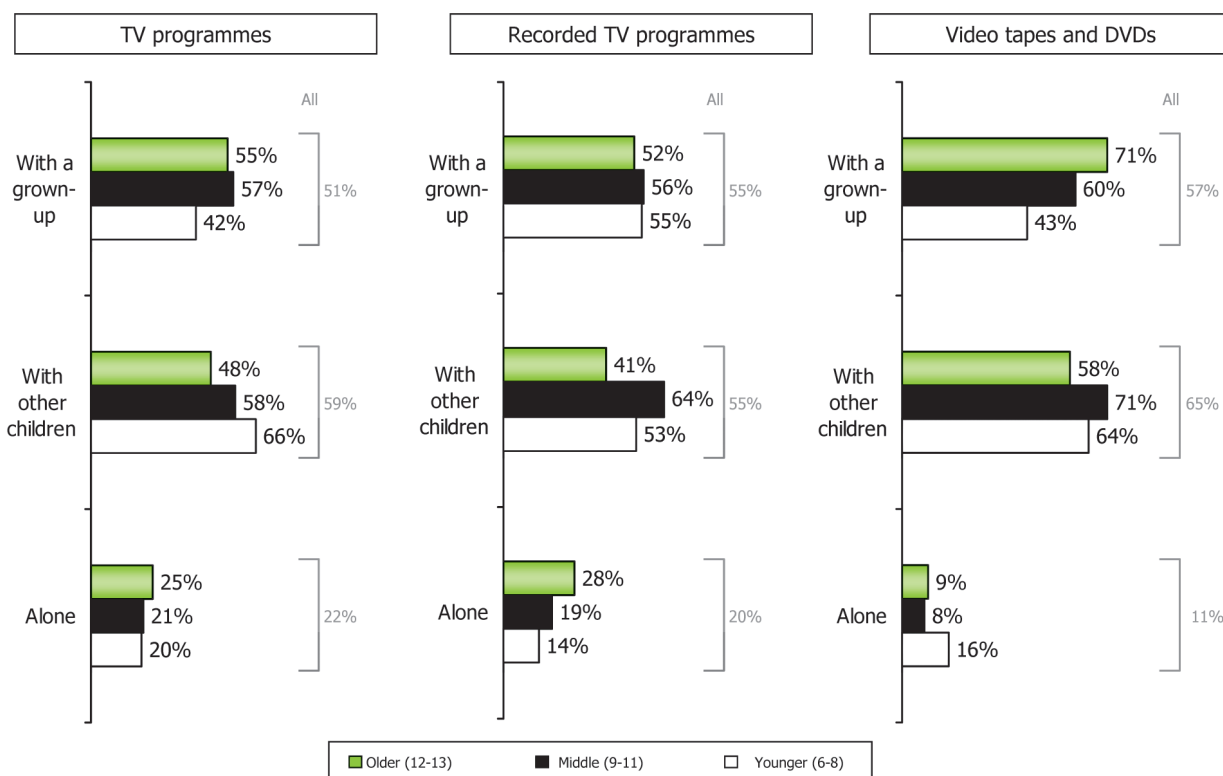
SOCIAL PATTERNS OF CHILDREN'S TV VIEWING

All children who watch TV were asked who they mostly watch TV with: alone, with other children, or with a grown-up. Children could provide a combination of responses.

One in every five children 'mostly' watches TV programmes or recorded TV programmes alone (22% and 20%, respectively).

Watching video tapes and DVDs appears to be a more social activity. Across all age groups, only 11% of children reported that they 'mostly' watch videos and DVDs alone. Interestingly, older children are more likely to report that they 'mostly' watch videos and DVDs with a grown-up (71% of 12-13 year-olds, compared with 60% of 9-11 year-olds, and 43% of 6-8 year-olds). This may be a reflection of the common interests of older children and adults, with the interests of each becoming more aligned as children grow older.

FIGURE 6. Social patterns of children's TV viewing



Source: Q1b (Child)

Note: Children could provide a combination of responses, therefore percentages for each media type will not add to 100

Base: Children who watch TV programmes (n = 594), recorded TV programmes (n = 210), or video tapes or DVDs (n = 553) at home, excluding those who said 'Don't know'

REASONS WHY CHILDREN WATCH TV

To understand the reasons why children watch TV, we asked them to tell us what they felt was good about watching TV. At the processing stage of the survey, like responses were grouped into categories. These categories have been further grouped to highlight general themes. These are highlighted in bold print, and give the percentage of participants who gave at least one of the more detailed suggestions that relate to them.

Nearly three out of every four children (73%) watch TV for entertainment. This is consistent with *The Younger Audience* in 2001, where 76% of 6-13 year-olds said that they watch TV for entertainment.

TABLE 1. Reasons why children like watching TV

	Total n = 597 %	Younger (6-8) n = 211 %	Middle (9-11) n = 249 %	Older (12-13) n = 137 %
Entertainment	73	71	77	70
Fun/makes me laugh	54	59	58	43
Entertaining	35	21	41	45
It's cool	1	2	1	1
Education	51	35	61	57
To learn things/education	49	34	60	55
Helps with school projects	7	2	6	15
Something to do / reduce boredom	21	10	21	34
Something to do	11	2	10	24
Good thing to do	6	5	7	7
Nothing else to do/reduce boredom	4	2	5	6
Keeps me from bothering Mum	4	3	5	4
For specific programmes / types of programmes	11	14	9	10
Cartoons	3	5	4	-
Sports/all sports	3	2	3	3
The news	2	1	1	5
Movies/children's movies	1	3	1	-
Music	1	1	1	2
Animal programmes	1	1	-	1
Other specific programmes	1	2	1	-
Other	15	19	15	9
Relaxing	3	2	3	3
Lots of programmes/children's programmes	2	4	1	-
Seeing things I like/favourite programmes	2	3	-	2
Interesting programmes/children's programmes	1	1	2	-
Miscellaneous	8	9	9	4
Don't know / don't really watch much TV	8	6	10	7

Source: Q3a (Child)

Base: Children who watch TV at home (n = 597)

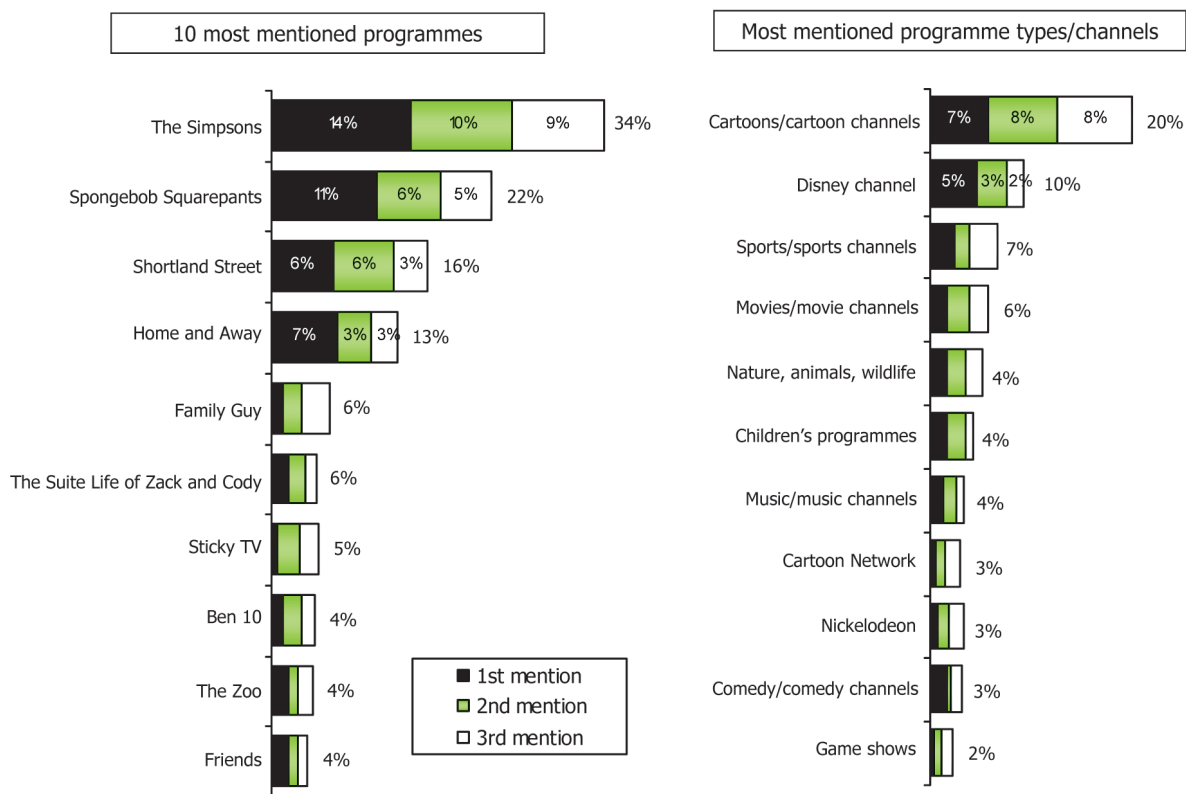
In contrast to *The Younger Audience* (BSA, 2001), however, half (51%) of all children who watch TV report that they do so for its educational value (only 29% of 6-13 year-olds specified 'education' in 2001). Younger children are less likely to report watching TV for educational reasons (35% of 6-8 year-olds, compared to 60% of 9-13 year-olds).

Also in contrast to *The Younger Audience*, 21% of all 6-13 year-olds report that they watch TV for 'something to do' or to reduce boredom. This was higher in 2001, where 38% of children reported that they watched TV for 'something to do'. Older children are more likely to cite this as a reason for watching TV (34% of 12-13 year-olds said this, compared to 21% of 9-11 year-olds and just 10% of 6-8 year-olds).

CHILDREN'S FAVOURITE TV PROGRAMMES

All children who watch TV were asked to list their three favourite programmes. The top 10 most popular programmes are illustrated in the chart below. Across all 6-13 year-old children, *The Simpsons* is a clear favourite, with 34% mentioning this as one of their top three programmes.

FIGURE 7. Programmes that children like to watch on TV

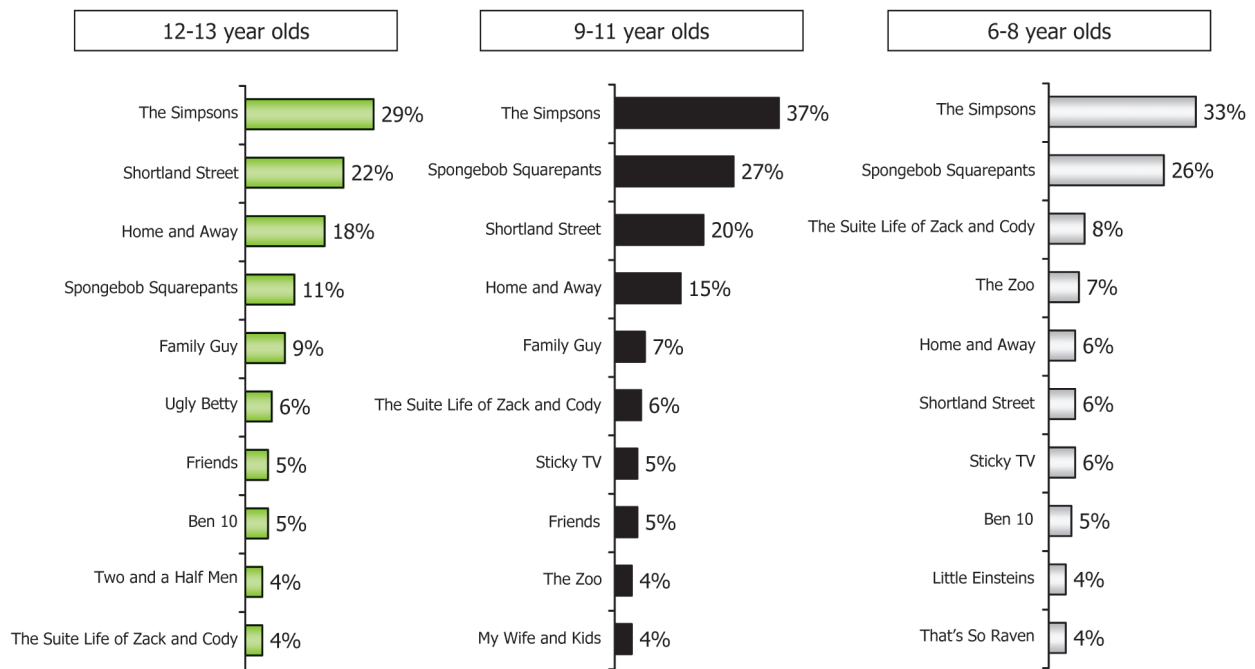


Source: Q3b (Child)
 Base: Children who watch television (n = 597)

Not all children could list three specific programmes – half (49%) provided broad categories of TV programmes or channels. This was particularly the case with younger children (57% of 6-8 year-olds listed at least one 'non-specific' programme type, compared to 44% of those aged 9-13). The most mentioned programme types/channels are displayed on the right in the chart above.

The chart below illustrates the top 10 programmes for children in each age group. *The Simpsons* is the most popular programme for children in all three groups, with 29% of 12-13 year-olds, 37% of 9-11 year-olds, and 33% of 6-8 year-olds naming this as one of their top three favourite programmes. *Shortland Street*, *Home and Away*, *Spongebob Squarepants*, and *The Suite Life of Zack and Cody* feature in the top 10 for all age groups.

FIGURE 8. Programmes that children like to watch on TV by age group



Source: Q3b total mentions (Child)
 Base: Children who watch television (n older = 137, n middle = 249, n younger = 211)

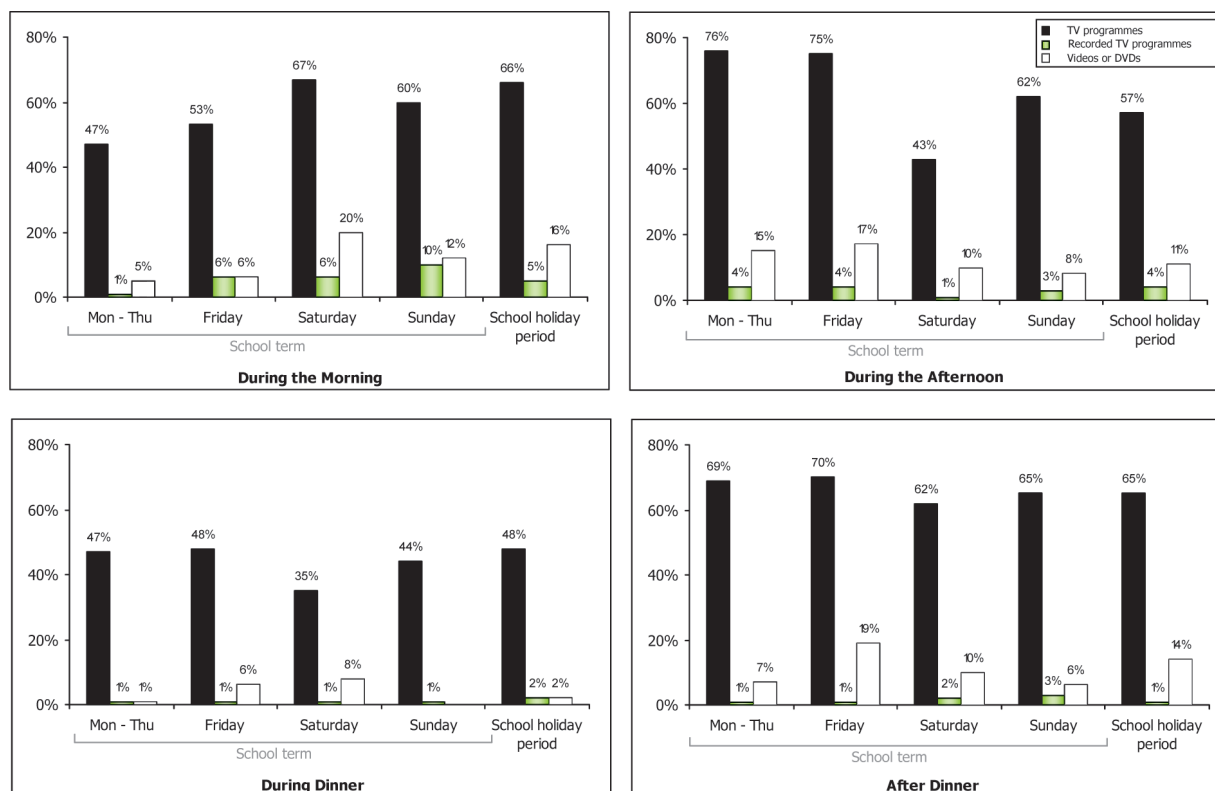
WHEN CHILDREN WATCH TV

All children were asked about the media they used during various time periods on the day prior to their interview. The percentage of children who watch TV, recorded TV programmes, and videos and DVDs in each time period is displayed in the chart below. As the fieldwork period included school holidays, school holiday viewing is shown separately within each time period.

Weekday afternoons are the most popular times for TV viewing. During the school week, from Monday to Friday, three in four children (75%) watch afternoon TV. Although afternoon TV viewing is a less popular activity in the weekends and on school holidays, considerable proportions of 6-13 year-olds do watch TV during this time (43%, 62%, and 57% watch TV on Saturday, Sunday, and school holiday afternoons, respectively).

Irrespective of the weekday, the evening (after dinner) is also a popular time for TV viewing among New Zealand children (between 62% and 70% of New Zealand 6-13 year-olds watch TV after dinner).

FIGURE 9. When children watch television, including recorded TV programmes and videos or DVDs, by day of the week and during school holidays



Source: Q2a, Q2c, Q2e, Q2g (Child)
 Base: Children asked about Monday-Thursday (n = 191), Friday (n = 90), Saturday (n = 58), Sunday (n = 57), and a day during school holidays (n = 205), excluding those who said 'Don't know'

On each weekday, nearly half (47%) of all New Zealand 6-13 year-olds watch TV while eating dinner. Fewer children (35%) watch TV while eating dinner on a Saturday.

Half (50%) of New Zealand 6-13 year-olds watch TV on a weekday morning (ie, Monday to Friday) during the school term. However, morning TV viewing is more popular on a Saturday, Sunday, or school holiday morning (67%, 60%, and 66% watch TV during these times, respectively).

The most popular times for watching recorded TV programmes are weekdays after school or during the evening, on weekends, and during school holidays.

Saturday mornings, weekday afternoons, Friday evenings, and school holidays are the most popular times for watching videos and DVDs.

MULTITASKING: OTHER THINGS CHILDREN DO WHILE WATCHING TV

We asked all children to tell us what other things they did while watching TV on the day prior to their interview. The majority of 6-13 year-old New Zealand children (74% to 80%) do other things while they watch TV.

Talking with others is the most common activity while watching TV (between 55% and 68% of children), and between 18% and 31% of children play with others while watching TV (except when they are watching TV while having dinner).

One in five children (21%) who watch TV on a school day afternoon does their homework at the same time.

TABLE 2. Other things that children do while watching TV

	During the morning n = 365		During the afternoon n = 414		During dinner n = 289		After dinner n = 435	
	School day	Not a school day	School day	Not a school day	School day	Not a school day	School day	Not a school day
	%	%	%	%	%	%	%	%
Didn't do anything else	20	24	22	23	26	22	22	26
Talk to someone	55	58	53	62	66	68	57	62
Play with others	18	26	21	31	4	7	20	23
Do homework	10	2	21	8	5	4	14	3
Have something to eat/drink	19	8	8	4	NA	NA	-	-
Read a book	9	8	15	13	4	5	13	9
Use a cellphone	2	10	7	10	3	5	9	8
Listen to the radio	5	5	8	5	3	2	5	1
Play computer or video games	3	6	9	7	1	-	4	2
Use the internet	1	3	3	2	2	-	6	2
Play alone (toys, games, etc)	2	3	1	1	-	-	1	-
Other	5	2	3	2	-	-	5	4
Don't know	-	-	-	-	-	-	2	-

Source: Q2b, Q2d, Q2f, and Q2h

Base: Children who watched TV (including videos or DVDs) during each time period on the day prior to their interview

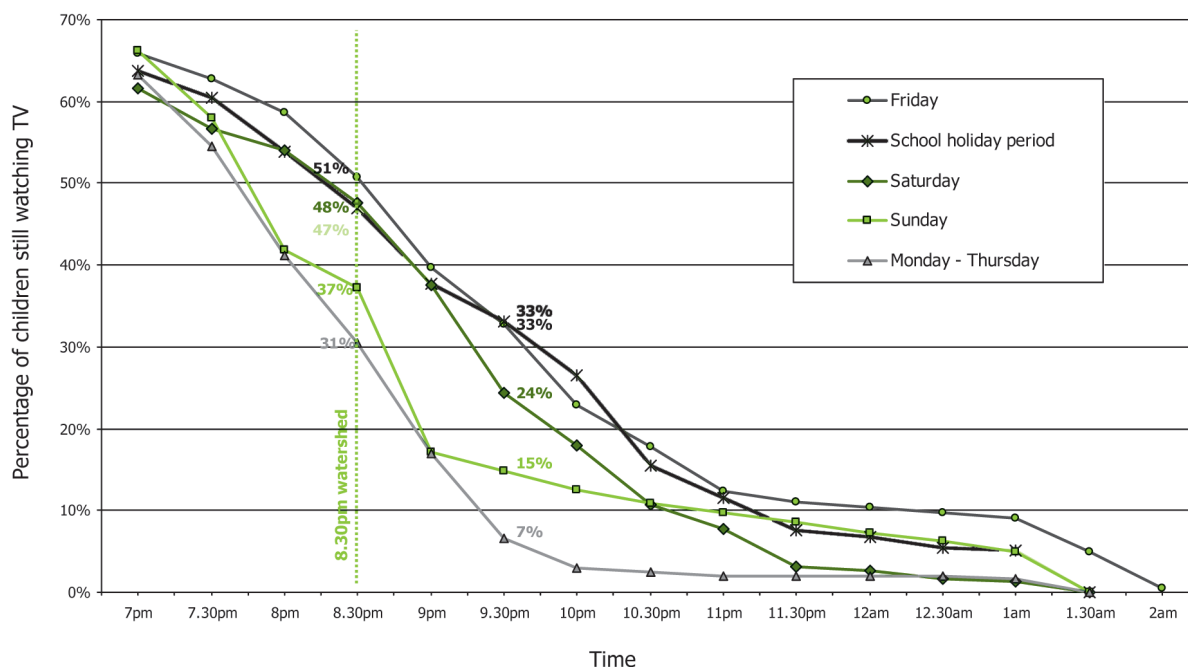
WHEN CHILDREN STOP WATCHING TV

All children were asked when they stopped watching TV on the night prior to their interview. As can be seen in the chart below, one in every three 6-13 year-old New Zealand children (31%) is still watching TV at the 8.30pm watershed, Monday to Thursday. Half (51%) of all children are still watching TV at 8.30pm on a Friday night.

Results for Monday to Thursday and Friday evenings do not differ significantly from those presented in *The Younger Audience* in 2001. However, results do indicate that fewer children are watching TV after 8.30pm on a Saturday night (48%, compared to 62% in 2001), and more children are watching TV after 8.30pm on a Sunday night (37%, compared to 24% in 2001).⁸

⁸ These differences are statistically significant at the 90% confidence level.

FIGURE 10. Percentage of children watching TV each night at half-hour intervals (by day of the week and during school holidays)



Source: Q2i (Child)
 Base: Children asked about Monday-Thursday (n = 193), Friday (n = 91), Saturday (n = 58), Sunday (n = 57), and a day during school holidays (n = 204), excluding those who said 'Don't know'

TABLE 3. The proportion of children in the younger, middle, and older age groups who are still watching TV at 8.30pm and 9.30pm

	Younger (6-8)		Middle (9-11)		Older (12-13)	
	8.30pm	9.30pm	8.30pm	9.30pm	8.30pm	9.30pm
	%	%	%	%	%	%
Monday-Thursday (n = 193)	13	4	35	6	52	12
Friday (n = 91)	38	28	51	24	61	56
Saturday (n = 58)	28	19	50	29	63	38
Sunday (n = 57)	19	17	43	14	63	26
School holiday period (n = 204)	39	27	51	33	59	48

Source: Q2i (Child)
 Base: All children

Table 3 above presents the proportion of children in each age group who are still watching TV at the 8.30pm watershed. More than half of all older children (12-13 year-olds) are still watching TV after 8.30pm on each night. For the most part, the percentage of 6-13 year-old children still watching TV drops considerably from 8.30pm to 9.30pm, as also shown in Table 3.

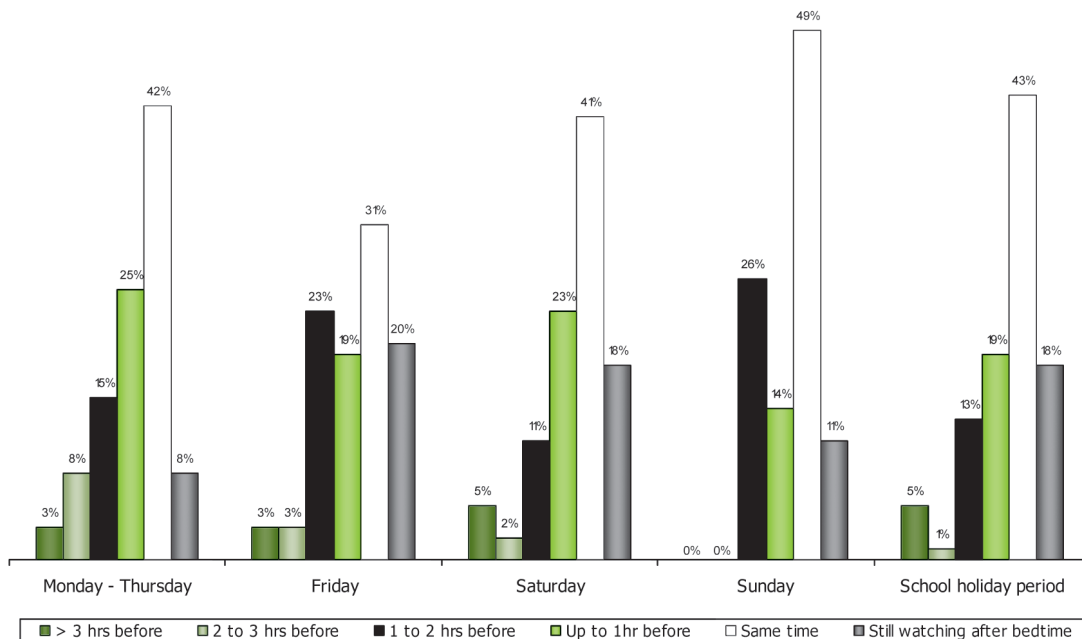
TIME BETWEEN WHEN CHILDREN STOP WATCHING TV AND BEDTIME

We asked all parents what time their child normally goes to bed during the week (Monday to Thursday night) and on the weekend (Friday and Saturday night). On a week night the typical (median) bedtime is 7.30pm for 6-8 year-olds, 8.30pm for 9-11 year-olds, and 9pm for 12-13 year-olds. On a weekend night the typical (median) bedtime is 8.30pm for 6-8 year-olds, 9.30pm for 9-11 year-olds, and 10pm for 12-13 year-olds.

Consistent with results presented in *The Younger Audience* in 2001, for the majority of children, the time they stop watching TV is closely related to bedtime. Across days of the week, 41% of children stop watching TV at their bedtime, while 21% stop watching TV up to one hour before, and 37% stop watching TV up to two hours before their bedtime. Overall, 14% of children still watch TV after their bedtime.

The chart below presents the results for the different days of the week.

FIGURE 11. Time between bedtime and when children stop watching TV



Source: Q2i (Child) and Q8c (Parent)
 Base: Children who watch TV on Monday to Thursday night (n = 130), Friday night (n = 58), Saturday night (n = 37), Sunday night (n = 36) and a school holiday night (n = 137), excluding those who said 'Don't know'

PATTERNS OF TV USE: SUBGROUP DIFFERENCES

Locations of TV viewing

The majority of children who watch TV (90%) mainly do so in the living room. However, the following subgroup differences exist regarding locations of TV viewing.

- Māori children are more likely than the average to watch TV in their own bedroom (37%, compared to 27% of all children) or another child's bedroom (26% compared to 14% of all children).

- Children who live in a house with young adults (ie, those aged 14-17) are more likely than the average to watch TV in another child's bedroom (21%, compared to 14% of all children).
- Children in the lowest socio-economic group are more likely to watch a TV in their own bedroom than children in the highest socio-economic groups (33% of children in NZSEI 6 watch a TV in their own bedroom, compared to 27% in NZSEI 2-5, and just 2% in NZSEI 1).
- Asian children are less likely than the average to watch TV in another child's bedroom (6%, compared to 14% of all children).

Access to pay TV in bedrooms

- Asian children are more likely than the average to watch TelstraClear or SKY in their bedrooms (7%, compared to 2% of all children).

Social patterns of TV viewing

TV programmes

- Pacific children who watch TV are less likely than the average to 'mostly' watch TV alone (10%, compared to 22% of all children who watch TV).
- Children who watch TV and live in a home where there are no other children under 14 are more likely than the average to 'mostly' watch TV alone (31%, compared to 22% of all children who watch TV).

Recorded TV programmes

- Children who watch recorded TV programmes and live in a home where there are no other children under 14 are more likely than the average to 'mostly' watch alone (32%, compared to 20% of all children who watch recorded TV programmes).

Video tapes or DVDs

- Pacific children who watch videos and DVDs are more likely than the average to 'mostly' watch with other children (78%, compared to 65% of all children who watch videos and DVDs).
- Children who watch videos and DVDs and live in homes where there are no other children under 14 are more likely than the average to 'mostly' watch alone (19%, compared to 11% of all children who watch videos and DVDs).

Reasons why children watch TV

- Asian children are more likely than the average to say that they watch TV for educational reasons (63%, compared to 51% of all children who watch TV).
- Māori children are less likely than the average to say that they watch TV for educational reasons (39%, compared to 51% of all children who watch TV).
- Pacific children are more likely than the average to say that they watch TV for 'something to do' or to reduce boredom (34%, compared to 21% of all children who watch TV).
- Rural children are more likely than urban children to say that they watch TV for 'something to do' or to reduce boredom (37%, compared to 18% of children who live in urban areas).
- Children who live in a home with more than two adults are more likely than the average to say that they watch TV for 'something to do' or to reduce boredom (31%, compared to 21% of all children who watch TV).

Favourite TV programmes

Girls are more likely than boys to name the following programmes, or programme types/channels, as one of their top three favourite programmes:

- *Shortland Street* (25%, compared to 7% of boys who named this programme)
- *Home and Away* (22%, compared to 4% of boys who named this programme)
- Disney channel (13%, compared to 7% of boys who named this channel)
- *That's So Raven* (6%, compared to 1% of boys who named this programme)
- *Ugly Betty* (5%, compared to less than 1% of boys who named this programme).

Boys are more likely than girls to name the following programmes, or programme types/channels, as one of their top three favourite programmes:

- *The Simpsons* (41%, compared to 26% of girls who named this programme)
 - *Spongebob Squarepants* (26%, compared to 18% of girls who named this programme)
 - Cartoons/cartoon channels (25%, compared to 14% of girls who named this programme type)
 - Sports/sports channels (14%, compared to less than 1% of girls who named this programme type)
 - *Family Guy* (8%, compared to 4% of girls who named this programme)
 - Movies/movie channels (9%, compared to 2% of girls who named this programme type)
 - *Ben 10* (8%, compared to less than 1% of girls who named this programme)
 - Music/music channels (5%, compared to 2% of girls who named this programme type).
- Māori children are more likely than the average to name *Shortland Street* and *Home and Away* in their list of top three programmes (28% name *Shortland Street* and 23% name *Home and Away*, compared to 16% and 13% of all children who name these programmes, respectively).
 - Pacific children are also more likely than the average to name *Shortland Street* and *Home and Away* in their list of top three programmes (26% name *Shortland Street* and 20% name *Home and Away*, compared to 16% and 13% of all children who name these programmes, respectively).
 - Asian children are less likely than the average to name *Shortland Street* as one of their top three programmes (7%, compared to 16% of all children who name this programme).

PATTERNS OF CHILDREN'S RADIO USE

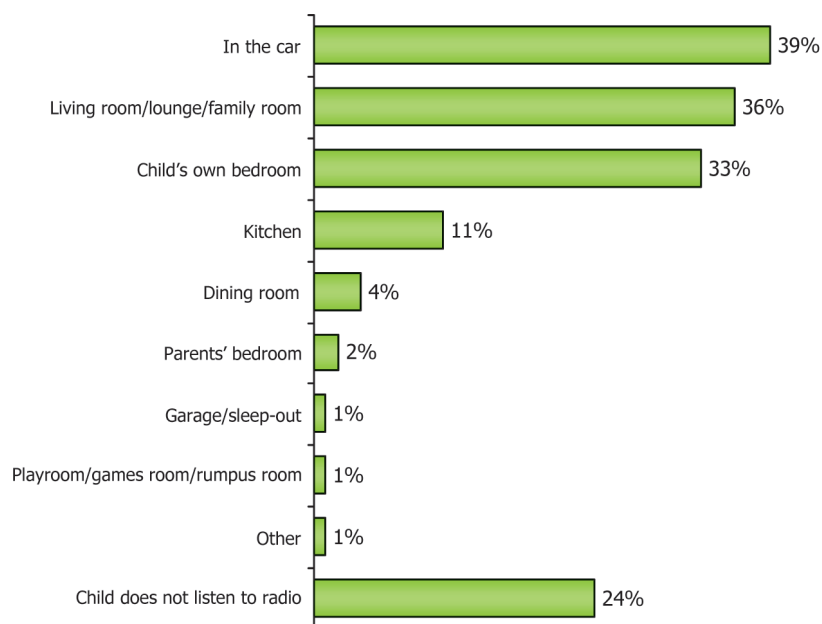
This section examines 6-13 year-old New Zealand children's radio listening behaviour. This includes where children listen to the radio, the types of radios they use, social patterns of radio use, stations that children listen to, and when they listen to the radio at home.

Where children listen to the radio

We asked all children where at home they listen to the radio. The car (39%), the living room (36%), and the child's bedroom (33%) are the most popular places for listening to the radio. As demonstrated earlier, older children are more likely to listen to the radio in their bedroom. There were no other statistically significant age differences.

One out of every four 6-13 year-old New Zealand children (24%) does not listen to the radio. This percentage is higher than in 2001, when 16% of children said they do not listen to the radio.

Figure 12. Locations of children's radio listening



Source: Q4c (Child)
 Base: All children (n = 604)

The radio stations children mainly listen to

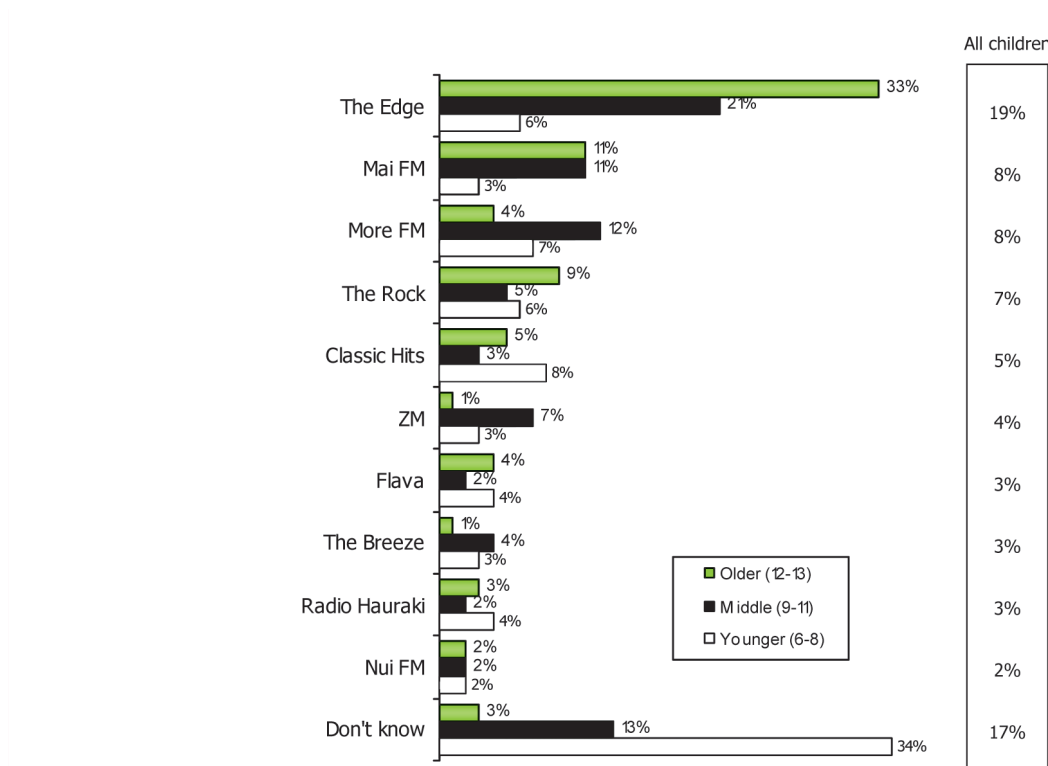
The radio stations that children usually listen to are displayed in the chart below. Children's top three stations are The Edge (19%), Mai FM (8%), and More FM (8%). Older children are more likely than others to say they usually listen to the The Edge (33% of 12-13 year-olds usually listen to The Edge, compared to 21% of 9-11 year-olds and just 6% of 6-8 year-olds).

For the following discussion, we have grouped radio stations into categories, a list of which can be found in Appendix C. Just over half of all children say they mainly listen to mainstream music stations (53%). Mainstream music stations include those targeting the 20+ market, the 30+ market, and the under 30s market.

Older children are more likely than those in the middle or younger age groups to listen to stations specifically targeting those under the age of 30, such as The Edge, The Rock, and ZM (44% of 12-13 year-olds listen to these stations, compared to 33% of 9-11 year-olds and 17% of 6-8 year-olds).

Nearly one in ten children usually listens to Māori-identity radio stations (9%), such as Mai FM, Tahu FM, Ruia Mai, and Ataiwa Toa FM. Younger children are less likely than those in the middle or older age groups to listen to Māori-identity radio stations (3% of 6-8 year-olds listen to Māori stations, compared to 12% of 9-13 year-olds).

Figure 13. Top 10 radio stations children usually listen to



Source: Q4b (Child)
 Base: All children who listen to the radio (n = 455)
 Note: Only the top 10 most mentioned stations are presented

Younger children are less likely than others to know the name of the station they usually listen to (34% of 6-8 year-olds said 'Don't know', compared to 13% of 9-11 year-olds and just 3% of 12-13 year-olds).

Differences in listening by ethnicity

Further analysis reveals that the children more likely to listen to Māori-identity stations are those who identify as Māori and Pacific. Twenty percent of Māori and 37% of Pacific children who listen to the radio usually listen to Māori-identity stations (compared to 9% of all children). As may be expected, Pacific children are also more likely than the average to listen to Pacific-identity radio stations (32%, compared to 6% of all children who listen to the radio).

Māori and Pacific children tend not to listen to music stations that target older demographics. Only 1% of Māori children usually listen to stations targeting those aged 20 and over (compared to 14% of all children who listen to the radio, respectively). Similarly, very small proportions of Pacific children mainly listen to stations targeting those over 30 (1%, compared to 8% of all children who listen to the radio).

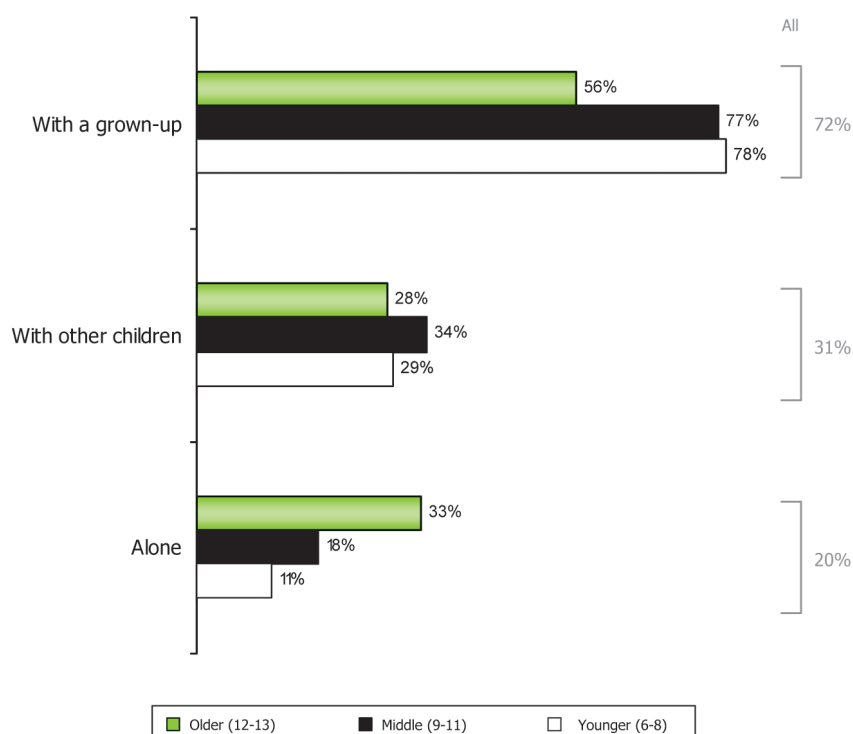
Pākehā children are less likely than the average to listen to Māori- or Pacific-identity stations (3% and 2%, compared to 9% and 6% of all children who listen to the radio who listen to these stations, respectively), and Asian children are more likely than the average to listen to niche stations (24%, compared to 4% of all children who listen to the radio).

Social patterns of radio listening

Overall, 72% of children who listen to the radio say that they ‘mostly’ do this with a grown-up. This is consistent with results presented above, which indicate that communal areas, such as the car or living room, are the two most common locations for radio listening.

Also consistent with the results presented above, 12-13 year-old children are more likely than younger children to say that they ‘mostly’ listen to the radio alone (33% of 12-13 year-olds who listen to the radio ‘mostly’ do so alone, compared to 18% of 9-11 year-olds and just 11% of 6-8 year-olds).

Figure 14. Social patterns of children’s radio listening



Source: Q1b (Child)

Note: Children could provide a combination of responses, therefore percentages will not add to 100

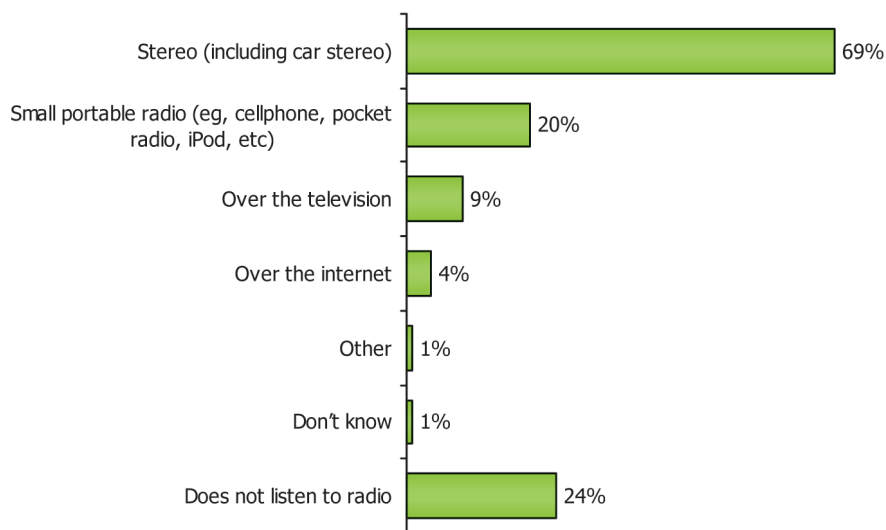
Base: Children in each age group who listen to the radio (n older = 107, n middle = 196, n = younger 149)

Type of radios that children listen to

We asked all children about the kind of radios they listen to. The largest proportion (69%) of children who listen to the radio do so using a conventional stereo or car stereo. One in five (20%) children who listen to the radio uses a small portable radio such as a cellphone, iPod, or pocket radio, and 9% listen to the radio over a TV.

Younger children who listen to the radio are less likely than older children to listen using a small portable radio (only 11% of 6-8 year-olds who listen to the radio use a small portable device, compared to 25% of those aged 9-13).

Figure 15. Types of radios that children listen to

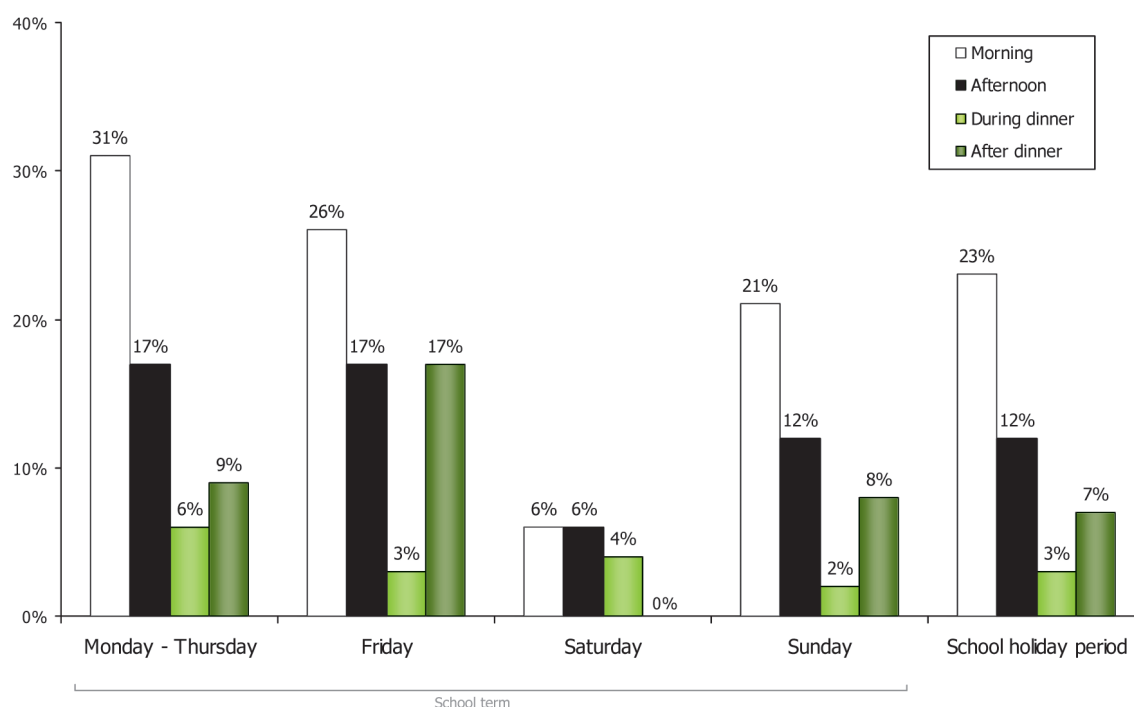


Source: Q4a (Child)
Base: All children (n = 604)

When children listen to the radio

We asked all children whether they listened to the radio in each of four time periods during the day prior to their interview. As can be seen in the chart below, except for Saturday morning, the morning is the most popular time for radio listening (29% of all New Zealand 6-13 year-olds listen to the radio on Monday to Friday mornings). Seventeen percent of 6-13 year-old children listen to the radio on a weekday afternoon.

Figure 16. When children listen to the radio by day of the week and during school holidays



Source: Q2a, Q2c, Q2e, Q2g (Child)
 Base: Children asked about Monday-Thursday (n = 191), Friday (n = 90), Saturday (n = 58), Sunday (n = 57), and a day during school holidays (n = 205), excluding those who said 'Don't know'

Comparison with *The Younger Audience* (BSA, 2001) suggests there has been a decrease in the number of children listening to the radio during each time period. In 2001, 43% of children reported listening to the radio before school, 48% listened after school, and 41% listened after dinner. These percentages are markedly higher than those presented for any time period in the chart above.

Although *The Younger Audience* did not ask children about their radio listening during the previous day, these results are in line with the earlier finding that more children say they do not listen to the radio (24% say they do not listen to the radio, compared to 16% in 2001).

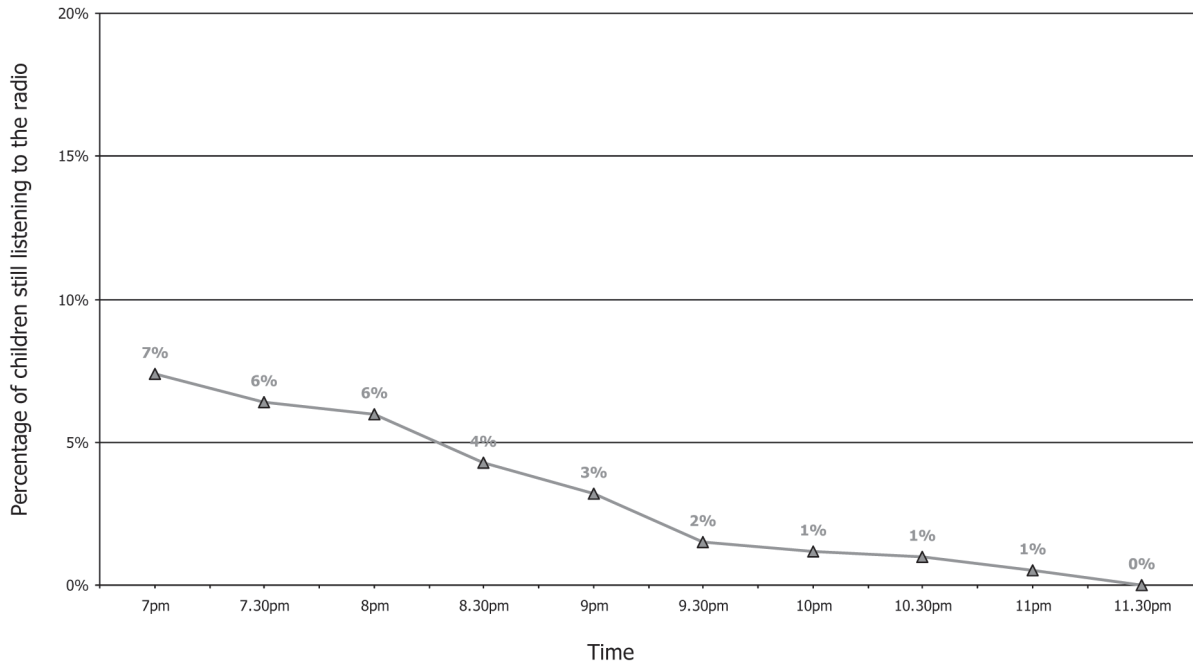
When children stop listening to the radio

The two following charts illustrate when children stop listening to the radio, and the gap between the time they stop listening and their bedtime.

Only 7% of 6-13 year-old New Zealand children listen to the radio at night. Very few (2%) listen after 9.30pm at night. The number of children listening to the radio at night appears to have decreased since 2001, when 21% of children said they listened to the radio at 8.30pm and 9% said they listened to the radio at 9.30pm.

Of those children that do listen to the radio at night, nearly one-third (32%) listen after they have gone to bed.

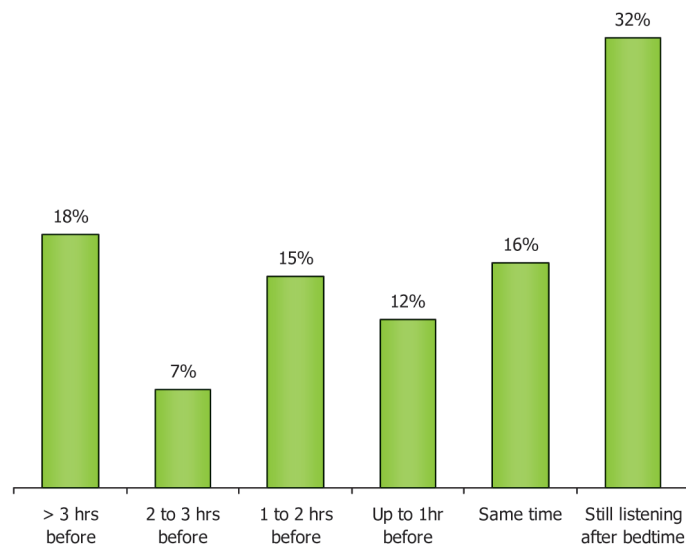
Figure 17. Percentage of children listening to the radio at night at half hour intervals



Source: Q2j (Child)
 Base: All children, excluding those who said 'Don't know' (n = 598)

Younger children are more likely than those in the middle or older age groups to stop listening at their bedtime or before (100% of 6-8 year-olds who listen to the radio at night stop listening at their bedtime or before, compared to 63% of 9-11 year-olds and 54% of 12-13 year-olds).

Figure 18. Time between bedtime and when children stop listening to the radio



Source: Q2j (Child) and Q8c (Parent)
 Base: Children who listened to the radio on the night prior to their interview (n = 42), excluding those who said 'Don't know'

PATTERNS OF CHILDREN'S RADIO USE: SUBGROUP DIFFERENCES

Where children listen to the radio

- Girls are more likely than boys to listen to the radio in their own bedroom (39%, compared to 27% of boys).
- Asian children are less likely than the average to listen to the radio in their own bedroom (16%, compared to 33% of all children) or in the kitchen (3%, compared to 11% of all children).
- Pacific children are more likely than the average to listen to the radio in their parents' bedroom (5%, compared to 2% of all children) or in a garage/sleep-out (7%, compared to 1% of all children).

Radio stations that children listen to

- Children in higher social demographic groups are more likely to listen to music stations targeting those under the age of 30 (60% of children in NZSEI 1 who listen to the radio at home usually listen to these stations, compared to 37% in NZSEI 2, 36% in NZSEI 3, 27% in NZSEI 4, 23% in NZSEI 5, and 24% in NZSEI 6).
- Rural children are more likely than urban children to listen to music stations targeting those aged 20 or over (28%, compared to 14% of urban children who listen to the radio), and less likely to listen to Māori-identity radio stations (0%, compared to 11% of urban children who listen to the radio).

Social patterns of radio use

- Girls who listen to the radio are less likely than boys to say that they 'mostly' listen to the radio with an adult (67%, compared to 76% of boys who listen to the radio).
- Pacific children who listen to the radio are more likely than the average to say that they 'mostly' listen to the radio with other children (53%, compared to 31% of all children who listen to the radio).
- Rural children who listen to the radio are more likely than urban children to say that they 'mostly' listen to the radio with an adult (86%, compared to 69% of urban children).

Type of radios that children listen to

- Pacific children who listen to the radio are more likely than the average to listen using a small radio receiver, such as an iPod, cellphone, or pocket radio (42%, compared to 20% of all children who listen to the radio).
- Children in the lowest socio-economic groups are more likely to listen to the radio over a TV than children in higher socio-economic groups (17% of children in NZSEI 6 listen to the radio over the TV, compared to 8% of those in NZSEI 3-5, and 1% in NZSEI 1-2).

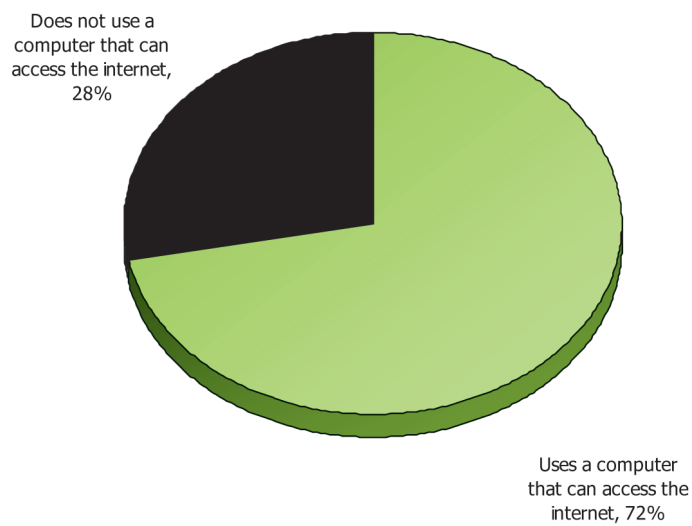
PATTERNS OF CHILDREN'S INTERNET AND COMPUTER/VIDEO GAME USE

This section examines 6-13-year-old New Zealand children's internet and computer/video game use. This includes the locations where children use computers and whether they are connected to the internet, social patterns of internet and computer/video game use, and when children use the internet and play computer/video games at home. Children's internet use was not included in the 2001 study *The Younger Audience*.

Children's internet access

Overall, 72% of New Zealand 6-13 year-olds use a computer at home that can connect to the internet. There are no statistically significant age differences.

Figure 19. Children's home use of a computer that can connect to the internet

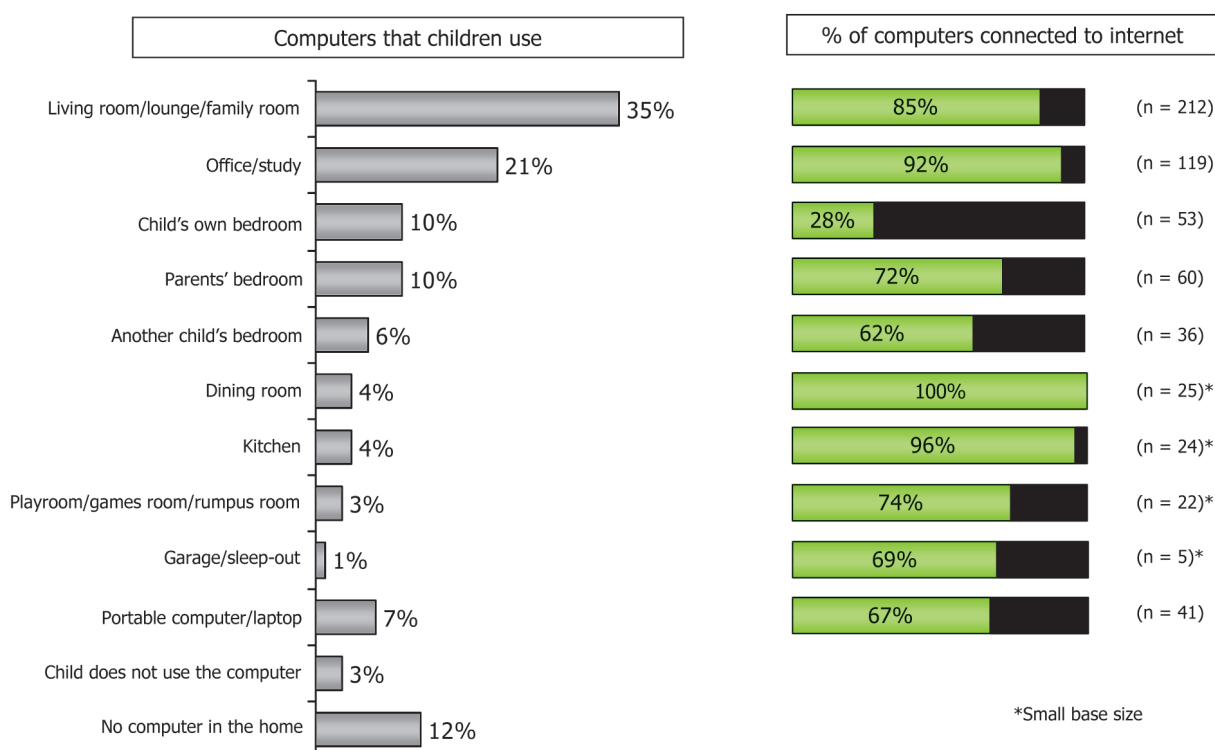


Source: Q5a and Q5b (Parent)
Base: All children (n = 604)

WHERE CHILDREN USE COMPUTERS AND CONNECT TO THE INTERNET

We asked all parents for the locations of any computers that their children use, and whether those computers can connect to the internet. As can be seen in the chart below, 35% of New Zealand 6-13 year-olds use a computer that is located in the living room or family room, and 85% of those computers can connect to the internet. Overall, 43% of children use computers located in a public space, including the living room, kitchen, or dining room.

Figure 20. Locations where children use a computer and the percentage of computers at each location that are connected to the internet



Source: Q5a (Parent)
Base: All households (n = 604)

Source: Q5b (Parent)
Base: Locations with a computer that children use

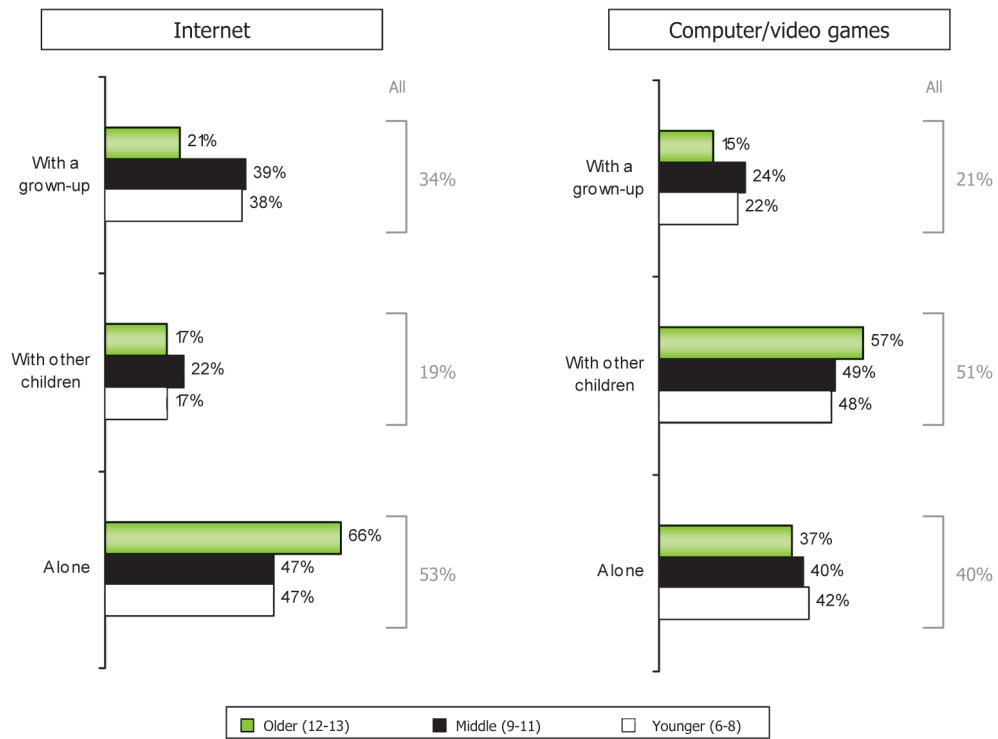
One in five children (21%) uses a computer that is located in an office or a study, and a large majority of these computers (92%) can connect to the internet. Relatively few children appear to have access to the internet in areas where supervision is particularly unlikely. Ten percent of 6-13 year-old children use a computer in their own bedroom. However, only 28% of those computers can connect to the internet. Older children are more likely than younger children to use a portable computer or laptop at home (13% of 12-13 year-olds use a portable computer or laptop, compared to 5% of 6-11 year-olds).

SOCIAL PATTERNS OF INTERNET AND COMPUTER/VIDEO GAME USE

Just over half (53%) of all 6-13 year-old children who use the internet say that they 'mostly' use the internet alone. This proportion is higher among older children, as can be seen in the chart below (66% of 12-13 year-old children, compared to 47% of 6-11 year-old children).

Computer and video games appear to be a more social activity. Half (51%) of all 6-13 year-olds who play computer and video games say that they 'mostly' do so with other children. Only one in every five children (21%) who play computer games does so with an adult.

Figure 21. Social patterns of children's internet and computer or video game use



Source: Q1b (Child)

Note: Children could provide a combination of responses, therefore percentages will not add to 100

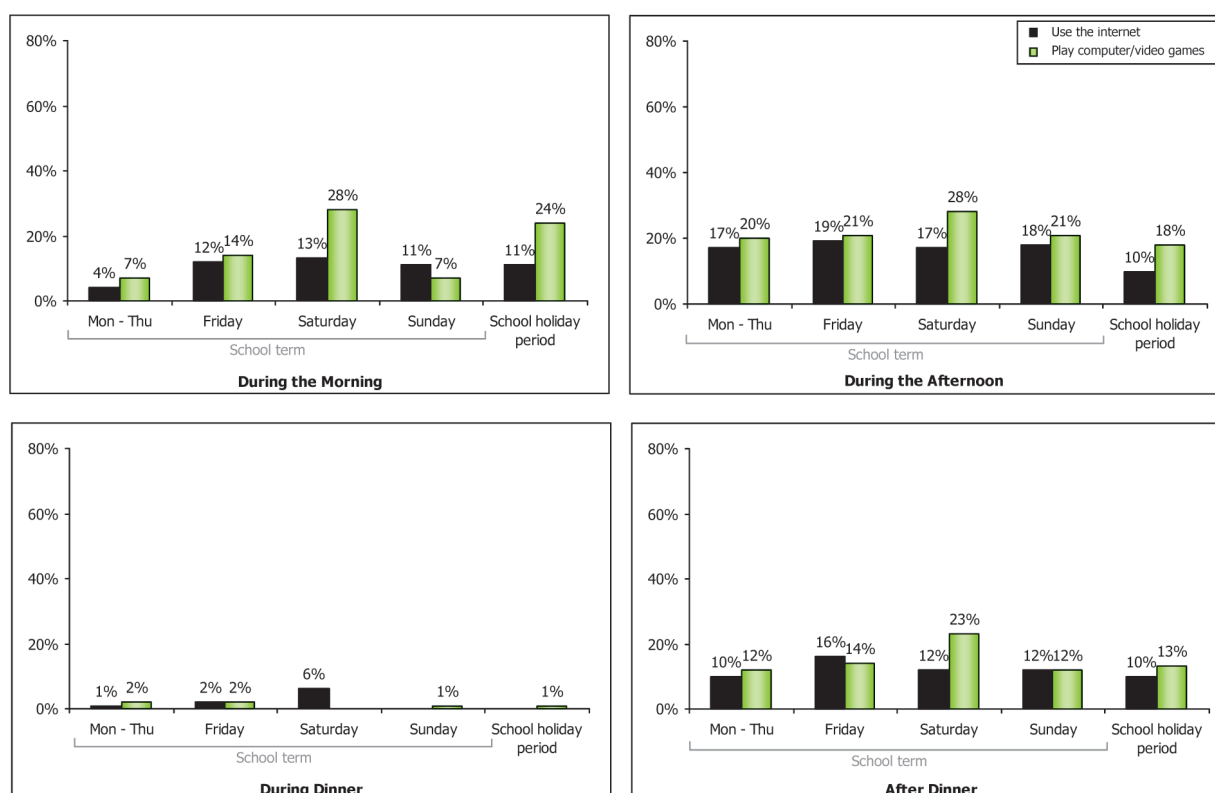
Base: Children who use the internet (n = 374) and play computer/video games (n = 496), excluding those who said 'Don't know'

WHEN CHILDREN USE THE INTERNET AND PLAY COMPUTER/VIDEO GAMES

The chart below illustrates when children use the internet and play computer/video games in each of four time periods during the day. During the afternoon is the most popular time for accessing the internet. Between 17% and 19% of New Zealand children access the internet in the afternoon during the school term.

Afternoons and Saturdays are the most popular times for playing computer or video games.

Figure 22. When children use the internet and play computer or video games by day of the week and during school holidays



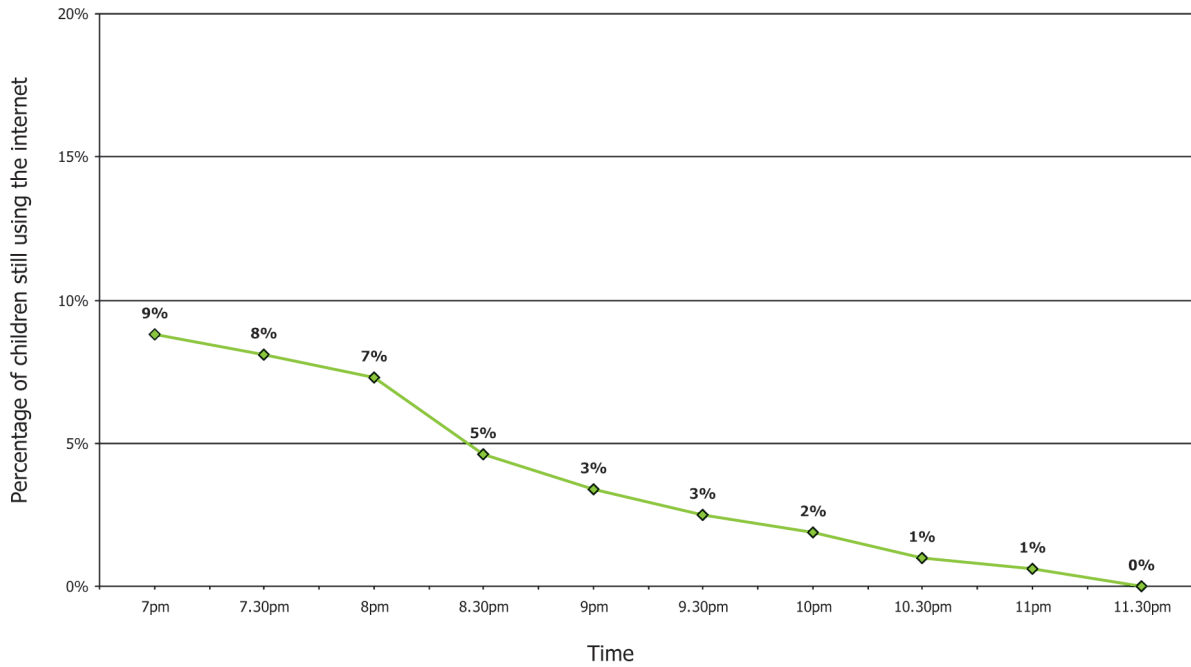
Source: Q2a, Q2c, Q2e, Q2g (Child)
 Base: Children asked about Monday-Thursday (n = 191), Friday (n = 90), Saturday (n = 58), Sunday (n = 57), and a day during school holidays (n = 205), excludes those who said 'Don't know'

WHEN CHILDREN STOP USING THE INTERNET

The following two charts illustrate when children stop using the internet, and the gap between the time they stop using the internet and their bedtime.

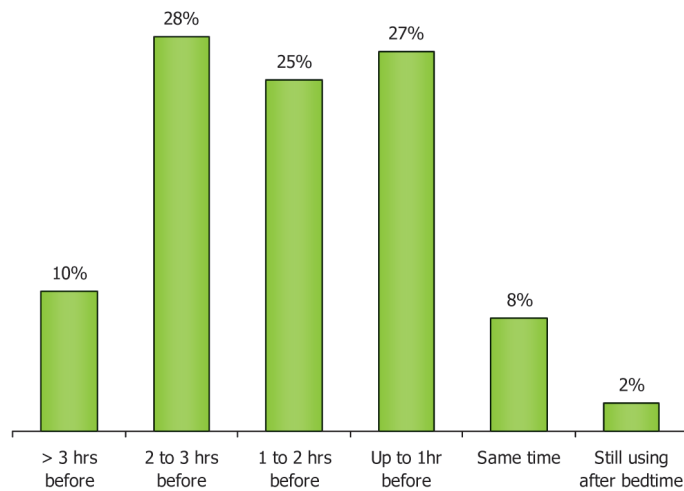
Nine percent of 6-13 year-old New Zealand children are still using the internet after 7pm. Only 2% are still online after 10pm. Almost all children who use the internet at night (98%) stop using the internet at or before their bedtime.

Figure 23. Percentage of children using the internet at night at half-hour intervals



Source: Q2k (Child)
 Base: All children, excluding those who said 'Don't know' (n = 600)

Figure 24. Time between bedtime and when children stop using the internet



Source: Q2k (Child) and Q8c (Parent)
 Base: Children who used the internet on the night prior to their interview (n = 54), excluding those who said 'Don't know'

PATTERNS OF CHILDREN'S INTERNET AND COMPUTER/VIDEO GAME USE: SUBGROUP DIFFERENCES

Where children use computers and connect to the internet

- Girls are more likely than boys to use a computer located in an office or study (26%, compared to 17% of boys).
- Asian children are more likely than the average to use a computer located in their parents' bedroom (20%, compared to 10% of all children).
- Children in higher socio-economic groups are more likely than those in lower socio-economic groups to use a computer that is located in an office or study (33% of children in NZSEI 1-2 use a computer that is located in an office or study, compared to 23% in NZSEI 3-5 and just 3% in NZSEI 6).
- Children in higher socio-economic groups are more likely than those in lower socio-economic groups to use a portable computer or laptop (17% of children in NZSEI 1-2 use a portable computer or laptop, compared to 5% in NZSEI 3-5 and 5% in NZSEI 6).

Children's internet access

- Asian and Pākehā children are more likely than Māori and Pacific children to use a computer at home that can access the internet (89% of Asian children and 77% of Pākehā children use a computer that can access the internet, compared to 53% of Māori and 38% of Pacific children).
- Children in homes containing three or more children (under 14 years) are less likely than others to use a computer that can access the internet (58% of those from homes with three or more children use a computer that can access the internet, compared to 76% of those who live with just one other child or who are the only child under 14).
- Children in higher socio-economic groups are more likely than those in lower socio-economic groups to use a computer that can access the internet (93% of children in NZSEI 1-2 use a computer that can access the internet, compared to 89% in NZSEI 3, 76% of NZSEI 4, 57% in NZSEI 5, and 44% in NZSEI 6).

Social patterns of internet use

- Māori children who use the internet are less likely than the average to say that they 'mostly' do so alone (38%, compared to 53% of all children who use the internet).
- Pacific children who use the internet are more likely than the average to say that they 'mostly' use the internet alone (70%, compared to 53% of all children who use the internet).

Social patterns of computer/video game use

Pacific children who play computer/video games are more likely than the average to say that they 'mostly' play these with other children (71%, compared to 51% of all children who play computer/video games).

PATTERNS OF CHILDREN'S CELLPHONE USE

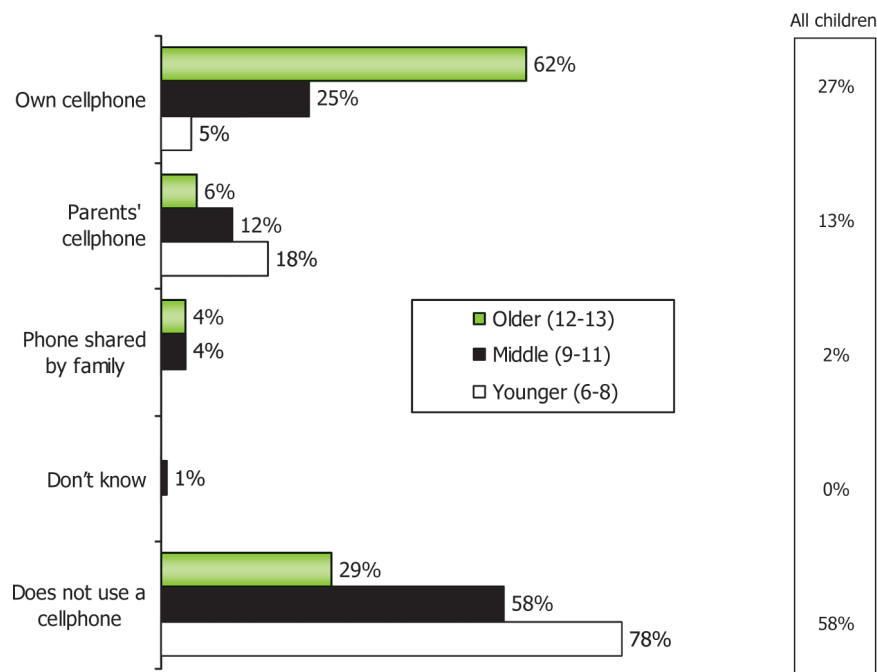
This section examines 6-13 year-old New Zealand children's cellphone use. This includes cellphone ownership, social patterns of cellphone use, what children use cellphones for, and when children use cellphones at home.

CELLPHONE OWNERSHIP

As can be seen in the chart below, overall, 27% of 6-13 year-old New Zealand children own their own cellphone. However, ownership is markedly more common among older children (62% of 12-13 year-olds own their own cellphone, compared to 25% of 9-11 year-olds and 5% of 6-8 year-olds).

Younger children who use a cellphone tend to use a parent's phone (18% of 6-8 year-olds use a parent's phone and only 5% use their own phone).

Figure 25. The cellphones that children use

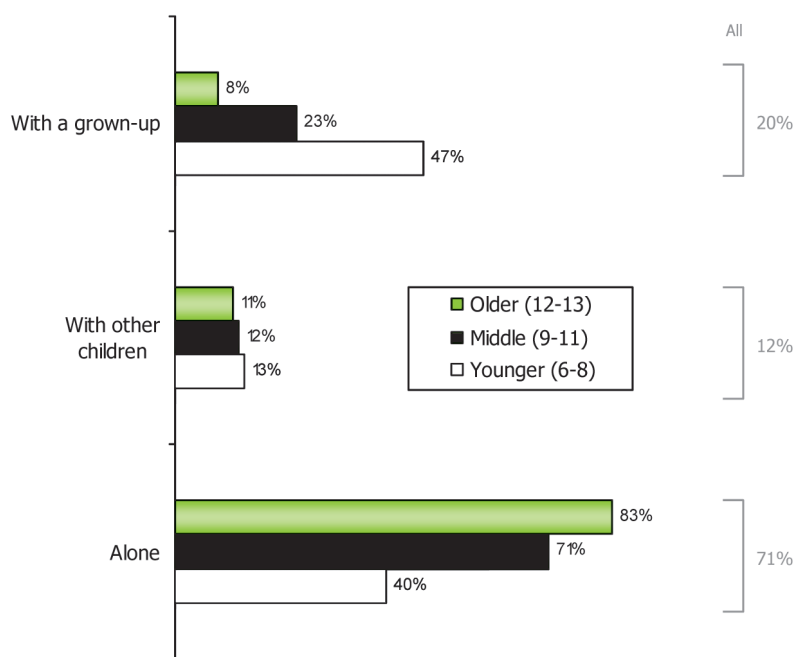


Source: Q6a (Child)
 Base: All children (n = 604)

SOCIAL PATTERNS OF CELLPHONE USE

Overall, most 6-13 year-old children consider cellphone use to be a solitary activity, as 71% of those who use cellphones say that they 'mostly' do this alone. Younger children are less likely to use a cellphone by themselves, and more likely to use one in the presence of an adult. Nearly half (47%) of 6-8 year-olds who use a cellphone 'mostly' do so with an adult present (this compares to 23% of 9-11 year-olds and just 8% of 12-13 year-olds).

Figure 26. Social patterns of children's cellphone use



Source: Q1b (Child)

Note: Children could provide a combination of responses, therefore percentages will not add to 100

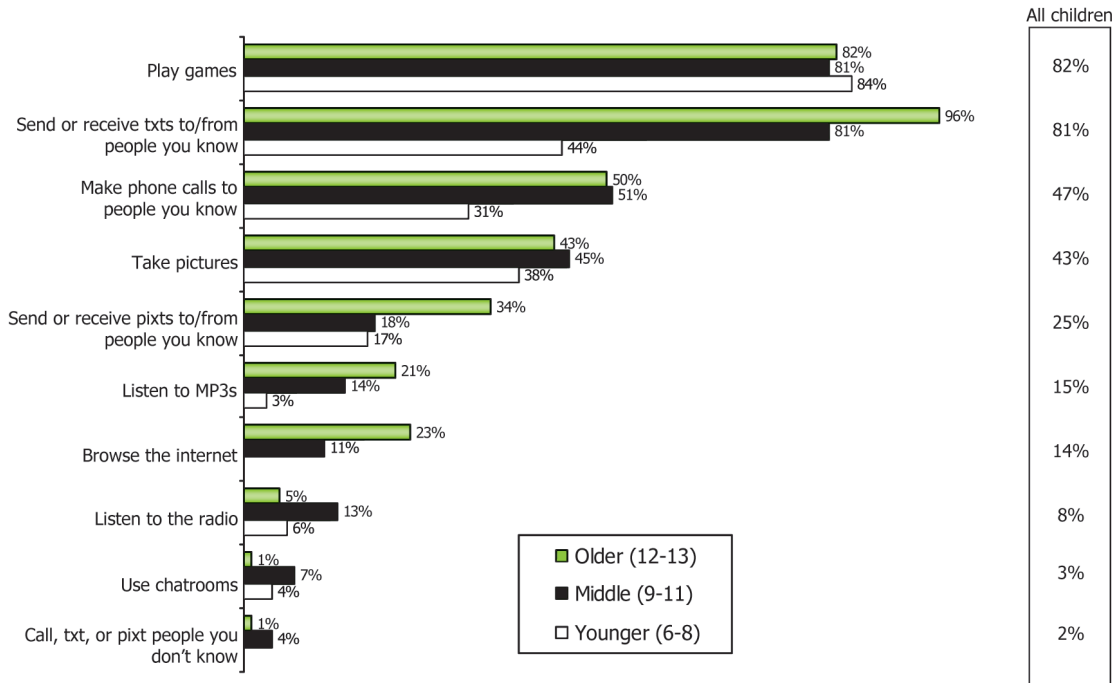
Base: Children who use a cellphone (n older = 98, n middle = 98, n = younger 40)

HOW CHILDREN USE CELLPHONES

We asked all children who use a cellphone what they do with the phone that they use. Playing games (82%) and 'txting' are by far the most common uses of a cellphone. Less than half (47%) use their cellphone to call people that they know. Even smaller proportions take pictures (43%) or 'pixt' people that they know (25%).

Older children are more likely than younger children to use their cellphone to send and receive text messages (nearly all 12-13 year-olds with a cellphone (96%) send and receive text messages, compared with 81% of 9-11 year-olds and 44% of 6-8 year-olds). Similarly, older children are more likely than younger children to send and receive picture messages (34% of 12-13 year-olds with a cellphone do this, compared to 18% of 6-11 year-olds), listen to MP3s (21% of 12-13 year-olds with a cellphone do this, compared to 10% of 6-11 year-olds), and browse the internet (23% of 12-13 year-olds with a cellphone do this, compared to 8% of 6-11 year-olds).

Figure 27. What children do with their cellphones

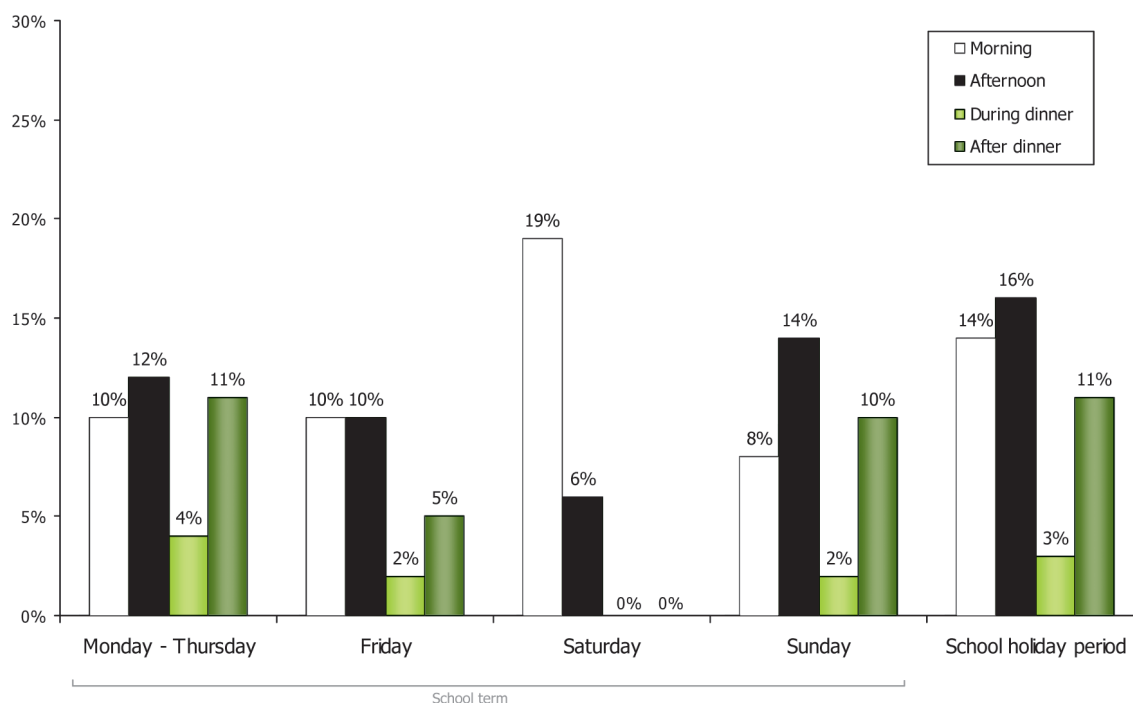


Source: Q6b (Child)
 Base: Children who use a cell phone (n older = 98, n middle 98, n younger = 43)

WHEN CHILDREN USE CELLPHONES

We asked all children when they used their cellphone during the day prior to their interview. Overall, cellphone use is more common on a Saturday morning (19% use their cellphone during this time) and less common on a Friday evening (5% use their cellphone during this time), Saturday evening (no children report using their cellphone during this time), or during dinner (2-4% use their cellphone during this time).

Figure 28. When children use cellphones by day of the week and during school holidays



Source: Q2a, Q2c, Q2e, Q2g (Child)
 Base: Children asked about Monday-Thursday (n = 191), Friday (n = 90), Saturday (n = 58), Sunday (n = 57), and a day during school holidays (n = 205), excludes those who said 'Don't know'

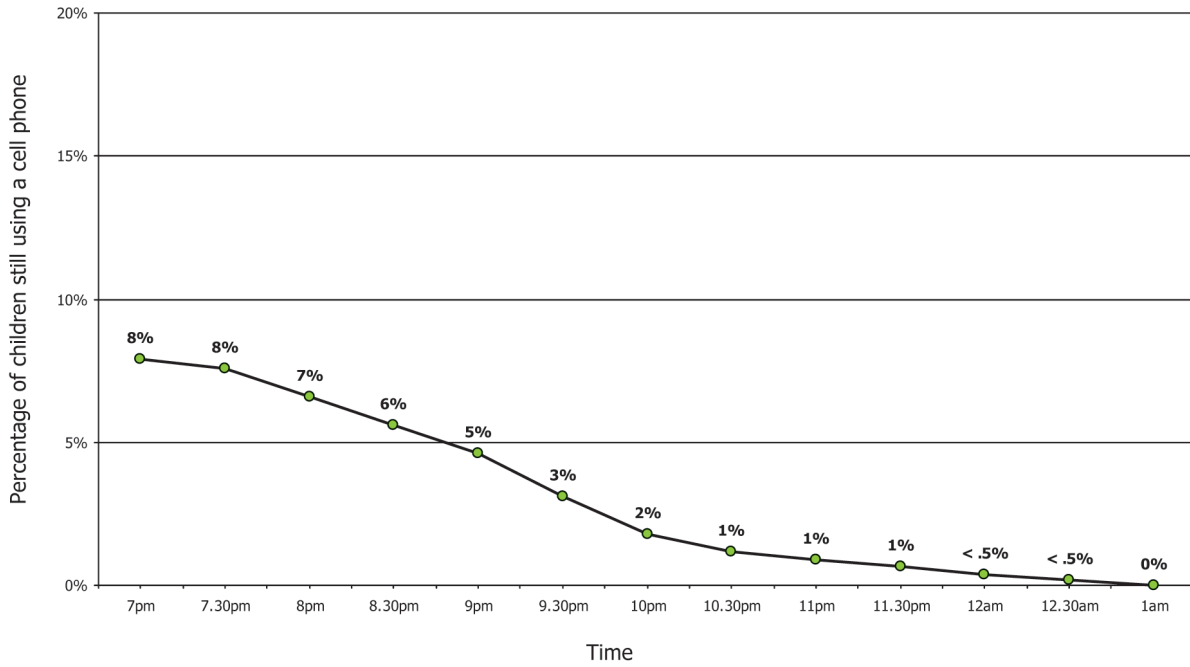
WHEN CHILDREN STOP USING THEIR CELLPHONES

The two following charts illustrate when children stop using cellphones, and the gap between the time they stop using a cellphone and their bedtime.

Eight percent of New Zealand 6-13 year-olds use a cellphone at night, and just 2% use their cellphone after 10pm.

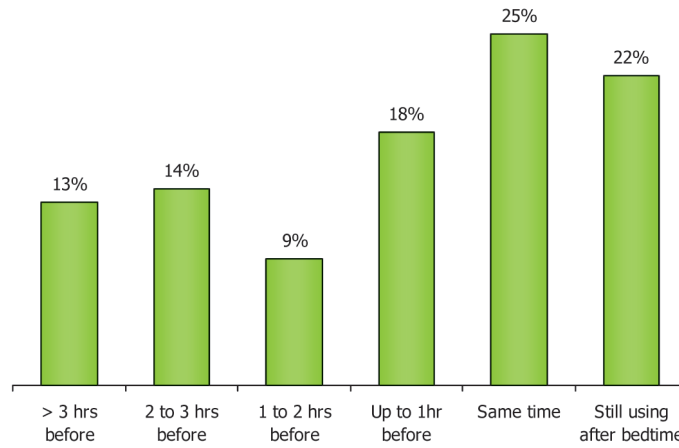
Of those children who use a cellphone at night, just over one in every five (22%) uses their phone after they go to bed, and 79% stop using their phone at bedtime or before.

Figure 29. Percentage of children using a cellphone at night at half-hour intervals



Source: Q2l (Child)
 Base: All children, excluding those who said 'Don't know' (n = 601)

Figure 30. Time between bedtime and when children stop using their cellphone



Source: Q2k (Child) and Q8c (Parent)
 Base: Children who used a cellphone on the night prior to their interview (n = 45), excluding those who said 'Don't know'

PATTERNS OF CHILDREN'S CELLPHONE USE: SUBGROUP DIFFERENCES

Cellphone ownership

- Pacific children are less likely than the average to own their own cellphone (16%, compared to 27% of all children) and they are more likely than the average to use a parent's cellphone (25%, compared to 13% of all children).
- Children who live in a home with no other children (under 14) are more likely than the average to own their own cellphone (36%, compared to 27% of all children).
- Children who live in a home with young adults (ie, those aged 14 to 17) are more likely to own their own cellphone than those who do not live with young adults (36%, compared to 22% of children who do not live with young adults).

Social patterns of cellphone use

- Māori children who use a cellphone are more likely than the average to say that they 'mostly' do so in the presence of an adult (33%, compared to 20% of all children who use a cellphone).
- Pacific children who use a cellphone are more likely than the average to say that they 'mostly' do so in the presence of other children (27%, compared to 12% of all children who use a cellphone).
- Children who use a cellphone and live at home with young adults (ie, those aged 14 to 17) are more likely to say that they 'mostly' use their cellphone alone than those who do not live with young adults (79%, compared to 65% of those who use a cellphone and do not live with young adults).

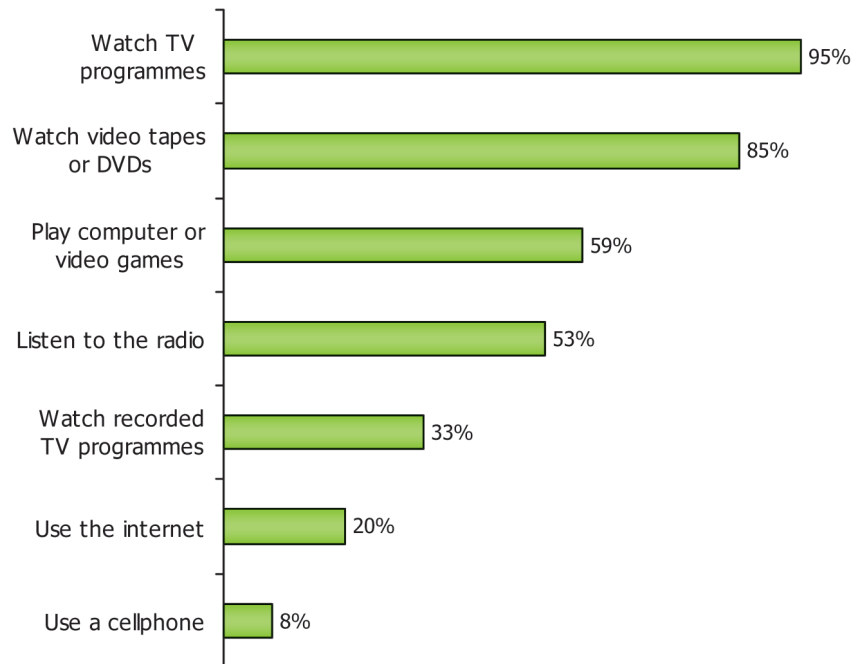
How children use cellphones

- Girls who use a cellphone are more likely than boys to use it to send and receive text messages (86%, compared to 75% of boys who use a cellphone), and send and receive ptxt messages (31%, compared to 18% of boys who use a cellphone).
- Boys who use a cellphone are more likely than girls to use it to play games (87%, compared to 77% of girls who use a cellphone).
- Pacific children who use a cellphone are less likely than the average to use it to send and receive text messages (60%, compared to 81% of all children who use a cellphone) but are more likely to use it to listen to MP3s (30%, compared to 15% of all children who use a cellphone) or the radio (22%, compared to 8% of all children who use a cellphone).
- Children who live in rural areas and who own a cellphone are less likely than those in urban areas to use it to take pictures (18%, compared to 43% of all children).

MEDIA USE BY 4-5 YEAR-OLDS

Although this study focused primarily on 6-13 year-old children, we also took advantage of the opportunity to gain insight into media use by 4-5 year-olds. One hundred-and-twenty-seven 6-13 year-old children that we interviewed lived in a household with a least one 4-5 year-old child. We asked their parents about the media that their 4-5 year-old children use. Results are displayed in the following chart.

Figure 31. Media use by 4-5 year-old children



Source: Q9h (Parent)

Base: Households with children aged 4 to 5 (n = 127)

The majority of 4-5 year-old children watch TV (95%) and video tapes or DVDs (85%). Over half play computer or video games (59%) and listen to the radio (53%). One-third of 4-5 year-olds watch recorded TV programmes (33%), and one in five uses the internet (20%). Only 8% of 4-5 year-olds use a cellphone.

The following subgroup differences are evident:

- 4-5 year-old children who live with just one adult are less likely than the average to use the internet (3%, compared to 20% of all 4-5 year-old children).
- 4-5 year-old children in higher socio-demographic groups are more likely than those in lower groups to play computer or video games (86% of 4-5 year-olds in NZSEI 1 and 2 play computer or video games, compared to 56% in NZSEI 3 and 4 and 49% in NZSEI 5 and 6).
- 4-5 year-old children in higher socio-demographic groups are more likely than those in lower groups to watch videos or DVDs (91% of 4-5 year-olds in NZSEI 1 and 2 watch video tapes or DVDs, compared to 89% in NZSEI 3 and 4 and 64% in NZSEI 5 and 6).