



KIDS, PARENTS AND MEDIA A Scan of Relevant Research



1. KIDS

- In 2005, children 0-10 represented 42.4 million of the U.S. population.
Source: MediaCo
- By 2010, children ages 0-10 will be one of the largest generations of population clusters since the Baby Boomers
Source: MediaCo
- In 2020, "minority" kids will be in the majority.
Source: www.packagedfacts.com

2. PARENTS

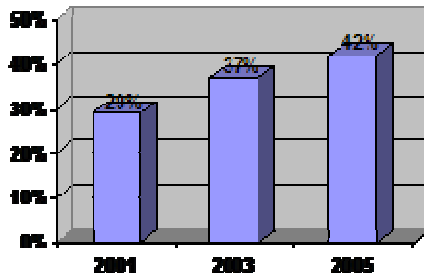
- 81% of parents regard media use as a fundamental component of academic success.
Source: PBS/PTA sponsored Roper Parents Survey, July 2006
- Over 80% of parents surveyed on what they want for their kids on the net agreed on three top priorities:
 1. Websites that help kids learn
 2. Websites that help parents learn new things
 3. Websites that help kids to be creative*Source: Grunwald Associates "Children, Families and the Internet," 2004*
- Gen-Xers are now becoming parents. They are communication-rich and knowledge-driven. They take the task seriously. Raised in an era of broken marriages, they are resolute in their efforts to provide stability for their children.
Source: www.ael.com/industry/news/data/2006/6014
- 91% of parents of kids 2-11 agree that parents are preparing their children for success in school beginning when they are very young.
Source: PBS/PTA sponsored Roper Parents Survey, July 2006
- 68% of parents of kids 2-11 agree that their children would not keep pace in school if they didn't know how to use new media technologies.
Source: PBS/PTA sponsored Roper Parents Survey, July 2006
- 92% percent of parents of kids 2-11 believe media is a source for learning new and fascinating things.
Source: PBS/PTA sponsored Roper Parents Survey, July 2006
- Adults spend an average of 2.5 hours per day watching television.
Source: <http://www.time.com/time/nation/article/0,8599,1549394,00.html>

3. PARENTS SPEND MONEY

- For 91% of all parents, "educational benefit" is the key factor in purchasing things online for their kids. This is true for 96% of parents of 6-8 year olds, and 98% of parents of 2-5 year olds.
Source: Grunwald Associates "Children, Families and the Internet," 2004
- In 2004, 36% of all parents who bought broadband cited "kids' education" as the key reason for purchase. 39% of African American parents, 42% of parents of 6-8 year olds, and 45% of rural parents cited education as the motivator for purchase.
Source: Grunwald Associates "Children, Families and the Internet," 2004

4. KIDS AND NEW MEDIA

- Increase of 6-8 year olds using the Internet:



Source: Yankelovich Youth Monitor and Preschool study

- More than 1 million 4-6 year olds are using the computer daily.

Source: www.packagedfacts.com

- Percentage of children using the Internet:

Ages	%
2-5	26%
6-8	42%
9-11	67%
12-17	82%

Source: Yankelovich Youth Monitor and Preschool study

- Activities of 6-8 year olds on the Internet:

Play Games	88%
Get help with homework	37%
Get the "inside scoop" on what interests them	25%
Read and write email	22%

Source: Yankelovich Youth Monitor and Preschool study

- 26% of young people are using one medium while they are doing something else media-related at the same time.

Source: www.kff.org/entmedia/entmedia0309pkg.cfm

- Multitaskers who do the following while watching TV:

(Percentages rounded to the nearest 5%)	Ages 6-8
Visiting a website that is shown on TV	40%
Do activities online because of TV	30%
Send IM to someone known to be watching the same program	05%
Choose TV show based on online activity	05%
One or more of the above	55%

Source: Grunwald Associates "Children, Families and the Internet," 2004

- Average hours per day using digital media (computers, games, Internet):

Ages	Hours
6-8	2
9-12	2.5
13-17	3

Source: Grunwald Associates "Children, Families and the Internet," 2004

- In the 4th quarter of 2005, 14 million iPods were sold. That breaks down at the rate of 100 per minute over a three-month period of time.

Source: www.mediafamily.org/research/report_vgrc_2005.shtml

- Over the next five years, sales of slotted phones -- cell phones with a removable memory card slot -- are projected to grow at an annual average rate of 52 percent, with almost three-quarters of all new phones sold in 2010 likely to include a slot. The card to fit into that slot will be capable of holding 1.6 GB of memory.
Source: <http://www.technewsworld.com/story/50127.html>
- 87% of 8-17 year olds play video games at home.
Source: www.googlefacts.com
- 70 million young people ages 18-34 get their news solely from the Internet.
Source: Fifer, S.J.. (Speaker). (2006). *The future of partnerships in the digital era*. (Audio Transcript, May 2 CPB Board Meeting) <http://www.cpb.org/aboutcpb/leadership/board/meetings/060501cpbboardmtg.html>

5. MONEY

- In 2005, Americans gave a total of \$260 billion to charity.
Source: [Giving USA 2006](#), American Association of Fundraising Counsel.
 - Most popular causes that Americans give to:

49.8%	Religion/faith-based (\$88.8B)
26.96%	Education (\$47.8B)
12.41%	Health (\$22B)
10.83%	Human Services (\$19.2B)
- Source: [Giving USA 2006](#), American Association of Fundraising Counsel.