WAVE 9: 2003
YT
TWEEN
REPORT

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The Big Picture

THE BIG PICTURE

Welcome to the ninth annual YTV tween report. It continues to be the definitive study of the 9 to 14 age group and their parents in Canada.

One word to describe tweens is "diverse". They have many different favourite pastimes, celebrities, TV shows, websites, magazines, and brand names. Both tweens and their parents have a variety of concerns including obesity, healthy eating, and school issues.

Tweens have big spending power and purchase influence. Tweens have a lot of money to spend, although boys have more money available to them than girls. Tweens who get paid for work earn the least in Ontario, and Atlantic tweens receive a higher allowance than tweens in other regions. Tweens have both an overt and subtle influence on their parents' purchase decisions.

Tweens are techno-savvy. They are increasingly using the Internet as a communications tool and lessening their use of the telephone. The growing popularity of the Internet among tweens and their unabated interest in TV viewing has spawned a generation of youth who are adept in multi-tasking. TV continues to command a strong presence in tweens' daily lives and most will ask their parents to purchase something they want because they saw it on TV.

This group of diverse, influential, and technologically savvy young people can be a challenge for marketers but is well worth the attention.

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Methodology

- The method of contact was telephone interviews
- A total of 1001 interviews were completed across Canada among English speaking tweens between the ages of 9 and 14 and among their parents/guardians
- Interviews in Quebec were restricted to Anglophone respondents
- Age and gender quotas were applied with a 50/50 split between boys and girls, and even divisions in each age group (9–10, 11–12 and 13–14)
- The sample was weighted according to the distribution of the population by age, gender, and region
- The average length of the interview was 25 minutes
- Field dates were from June 10th to June 30th, 2003
- As a standard quality control measure, ComQUEST validated a minimum of 10% of each interviewer's work on this project by telephone

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Study Design

In previous years the study was conducted in-home. This year we moved to a telephone interview which afforded more than double the sample (1001 vs. 401) and allowed us to achieve greater geographic diversity. Because of this change it is not advisable to compare results to those from previous years.

We were apprehensive that parents might not want their young ones to participate in such a survey. However we were delighted at how willing respondents were.

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Reading the Report

In this report, we have focused on the tweens' responses. In most cases the parents' answers agreed with the tweens' answers for identical questions.

We have highlighted differences between boys and girls and the young (9 to 10) versus older (13 to 14) age cohorts. We have chosen to not include the middle age cohort (11 to 12) as the report pages would become too cluttered.

There are minimal differences across the regions so in many cases we have not produced regional charts.

Percentages might not add to 100% due to rounding, or against the "unaided" questions, where the list of answers could be extremely lengthy with responses comprising barely a fraction of the total sample. As there were questions posed to the tween parent for each tween interviewed, those questions have been identified with a P suffix, for example, "PQ" - denote questions asked of tween's parent.

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Section 1:
Media Influence

Media Influence
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Media Influence
- Highlights -

- **While 3 in 5 tweens hear about cool new products and brand names through friends, over half of tweens (52%) cited television as their main source of new product and brand name information.**
- **Most tweens will ask their parents to buy something they want because they have seen it on TV.**
- **Of all tweens who hear about new products and brand names on TV, most of them (82%) get this information from television commercials, while the balance learn about new products and brand names from watching TV shows.**

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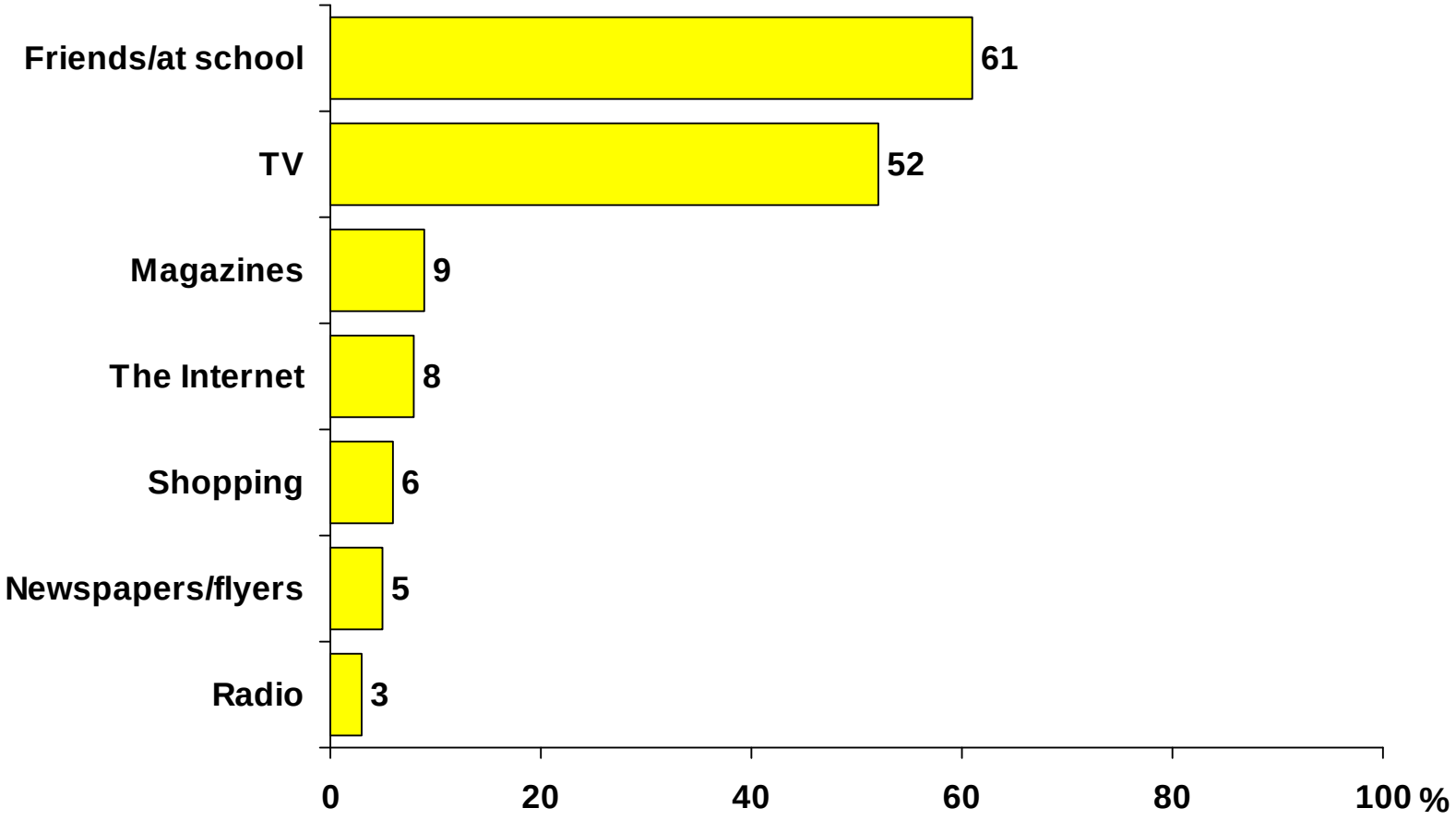
How Tweens Hear About Cool New Products & Brand Names



Q. How do you usually hear about cool new products and brand names?

How Tweens Hear About Cool New Products & Brand Names

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	%	%	%	%	%	%
TV Ads	82	80	85	81	82	82
TV Shows	17	18	14	19	16	18
Other TV Mentions	1	2	1	1	2	1

Base: Those who "heard" on Television (100%)

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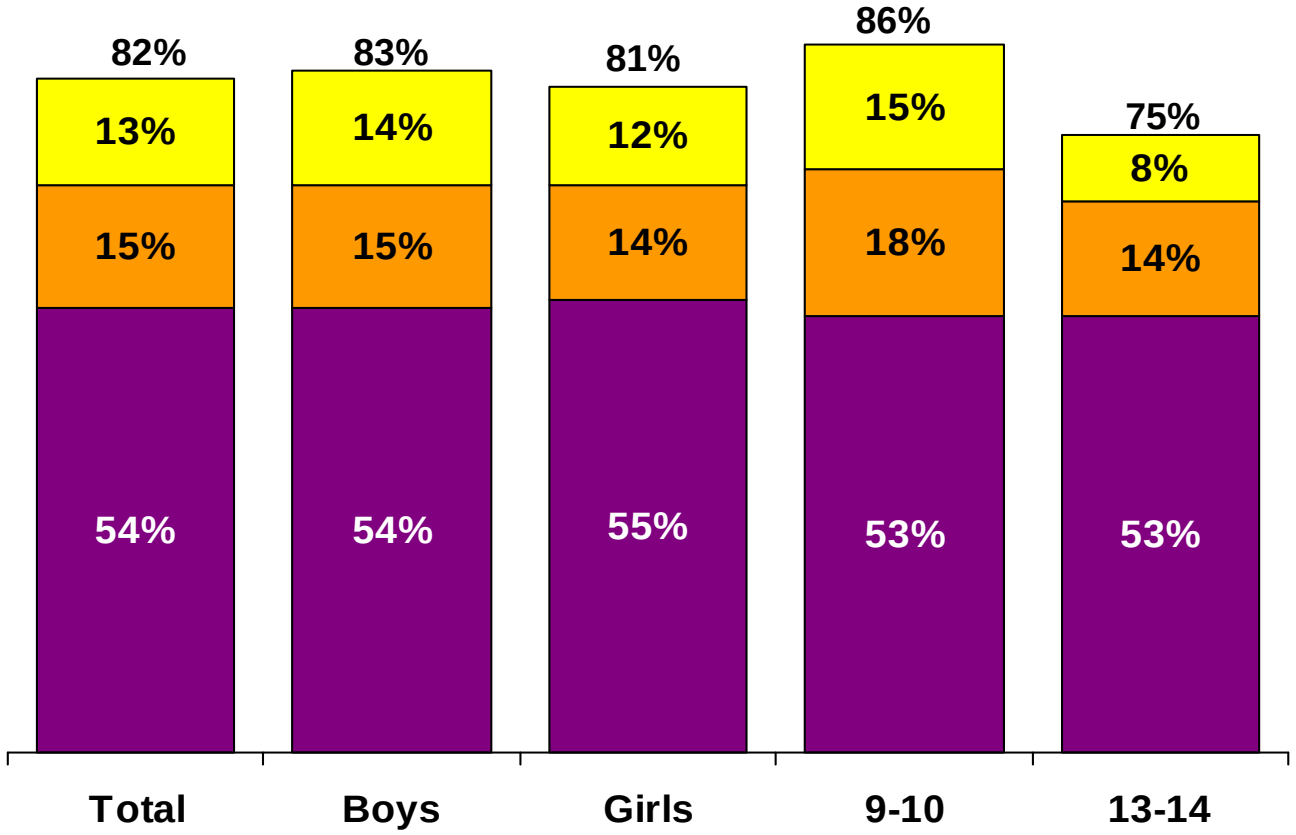
Q: How do you usually hear about cool new products and brand names?

I ASKED FOR IT BECAUSE I SAW IT ADVERTISED ON TV



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Q. How often, if at all, do you ask your parents to buy something that you want because you have seen it advertised on TV?

Section 2:
KidFluence

KIDFLUENCE
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- **Parents Aware of What Tween Likes** **27**

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KiDFLUenCe
- HiGHLiGHtS -

- **Tweens exert huge influence on their parents' purchases. Tweens consider themselves consultants for their parents' purchase decisions and parents concur.**
- **This is especially true for products tweens themselves use such as shoes, clothing, and food, but also true for items shared by the family such as movies, videos, restaurants, and trips.**
- **"Kidfluence" is both overt and subtle. Even without tweens specifically asking, most parents buy products they know their tweens like.**

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KiDFLUence
- HiGHLiGHtS -

Tweens say they're <u>always</u> asked about these purchases:

- ★ **Sports/Running Shoes (71%)**
- ★ **Clothing (68%)**
- ★ **Games and Toys (48%)**
- ★ **Stores Where Clothes are Bought (47%)**
- ★ **Family Trips (45%)**
- ★ **Video Games (45%)**

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KiDFLUence
- HiGHLiGHtS -

	Tweens say they're asked	Parents say they ask tweens
	%	%
Clothing	96	97
Entertainment	94	96
Sports/Running Shoes	94	96
Restaurants	94	93
Games & Toys	93	96
Movies/Videos to Buy	92	89
Snack Food	91	94
Family Trips	86	81
Stores Where Clothes are Bought	83	83
Other Beverages	83	84
Breakfast Cereal	83	89
Soft Drinks	81	80

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KiDFLUenCe
- HiGHLiGHtS -

	Tweens say they're asked	Parents say they ask tweens
	%	%
Lunch Packs for School	78	88
Groceries	75	81
Video Games	74	81
Electronic Equipment	71	47
Personal Care Items	62	68
Soup	63	66
Computer Software	62	68
Household Items Stores	62	38
A Computer	50	33
Pet Food & Accessories	46	31
Family Car	42	21
Suntan Lotion	33	24
Batteries	31	19
Insect Repellant	23	14

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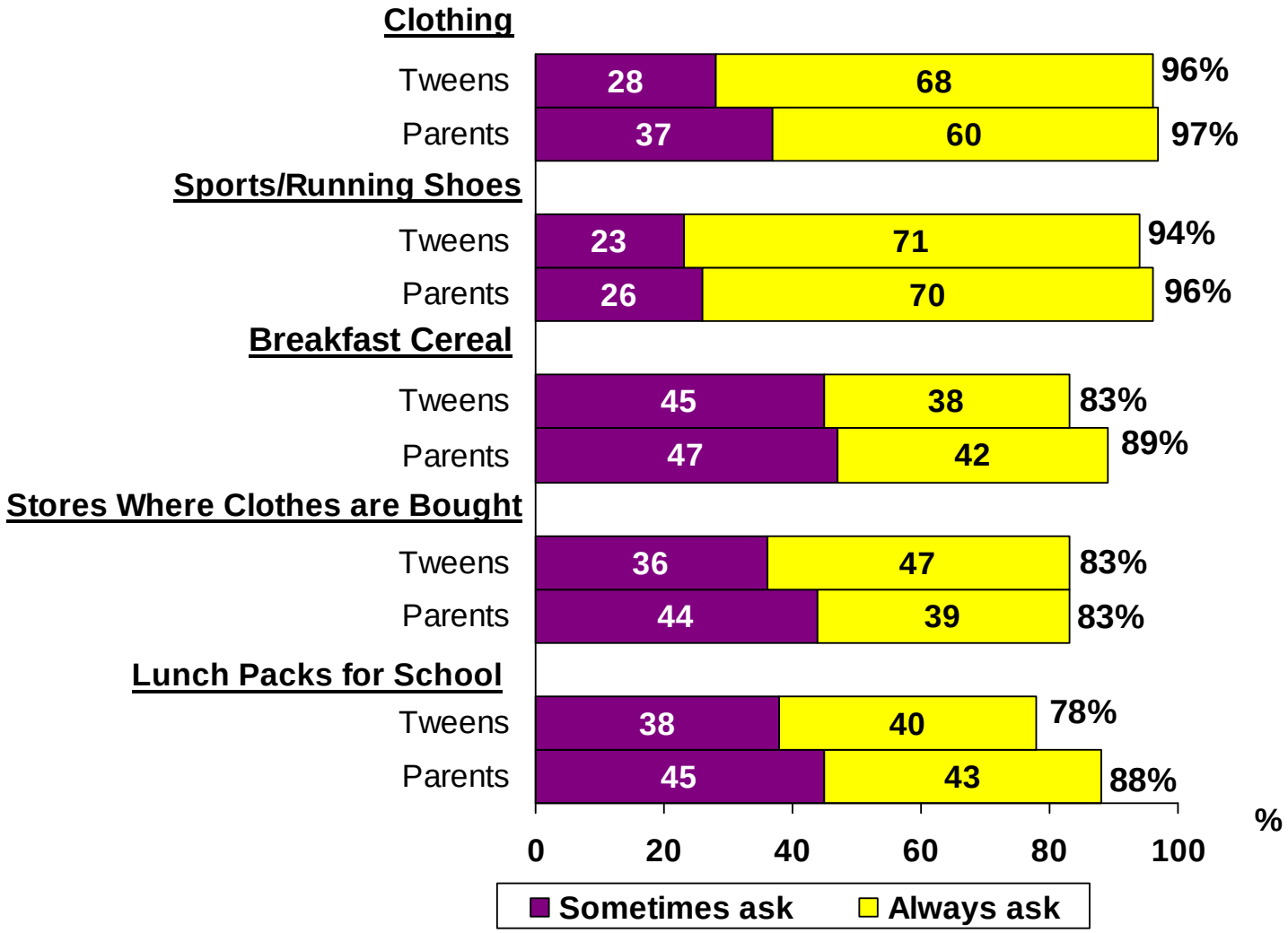
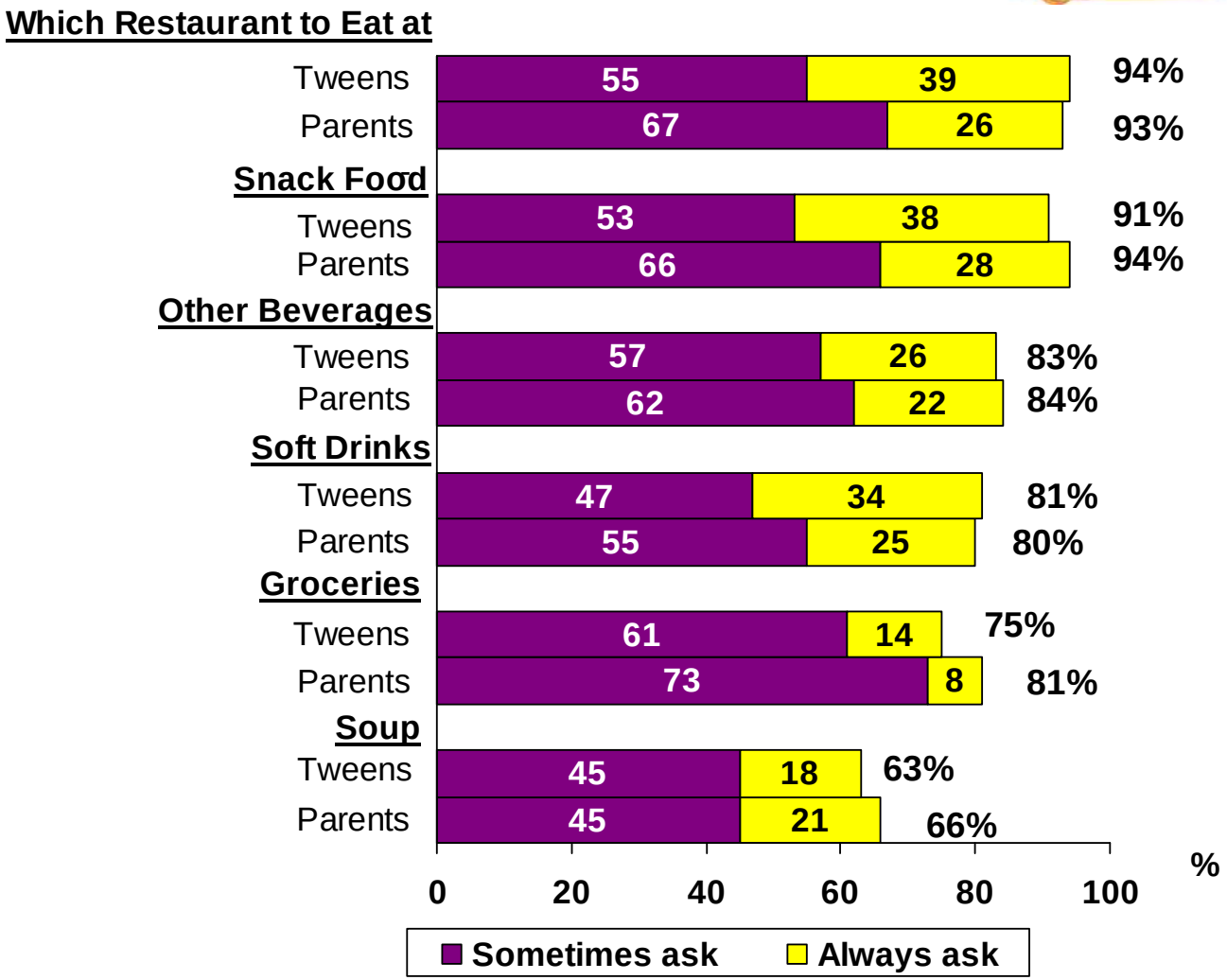
KiDFLUence
Tween's vs PARent's PerCeption



KiDFLUence
Tween's vs PARent's PerCeption



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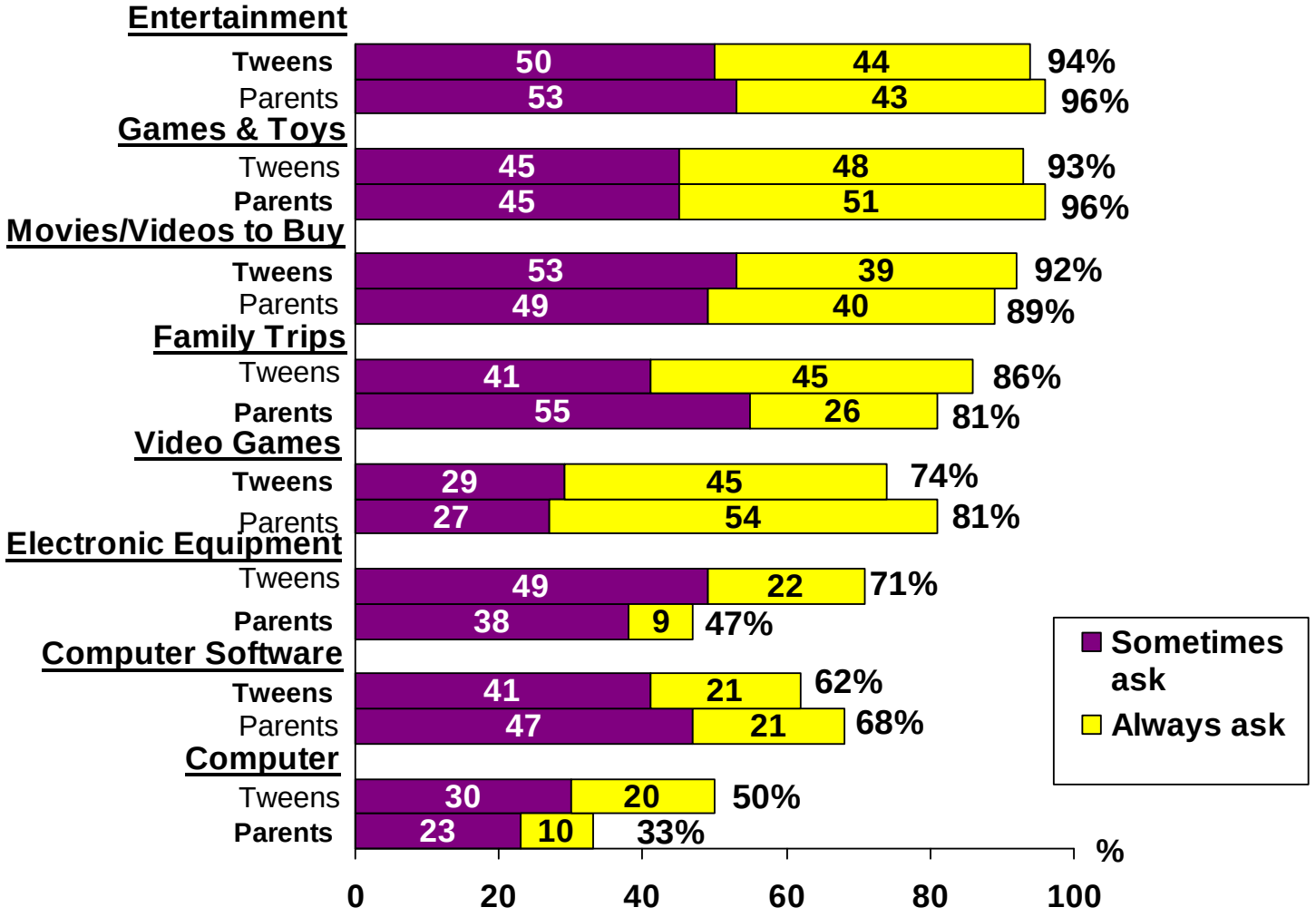
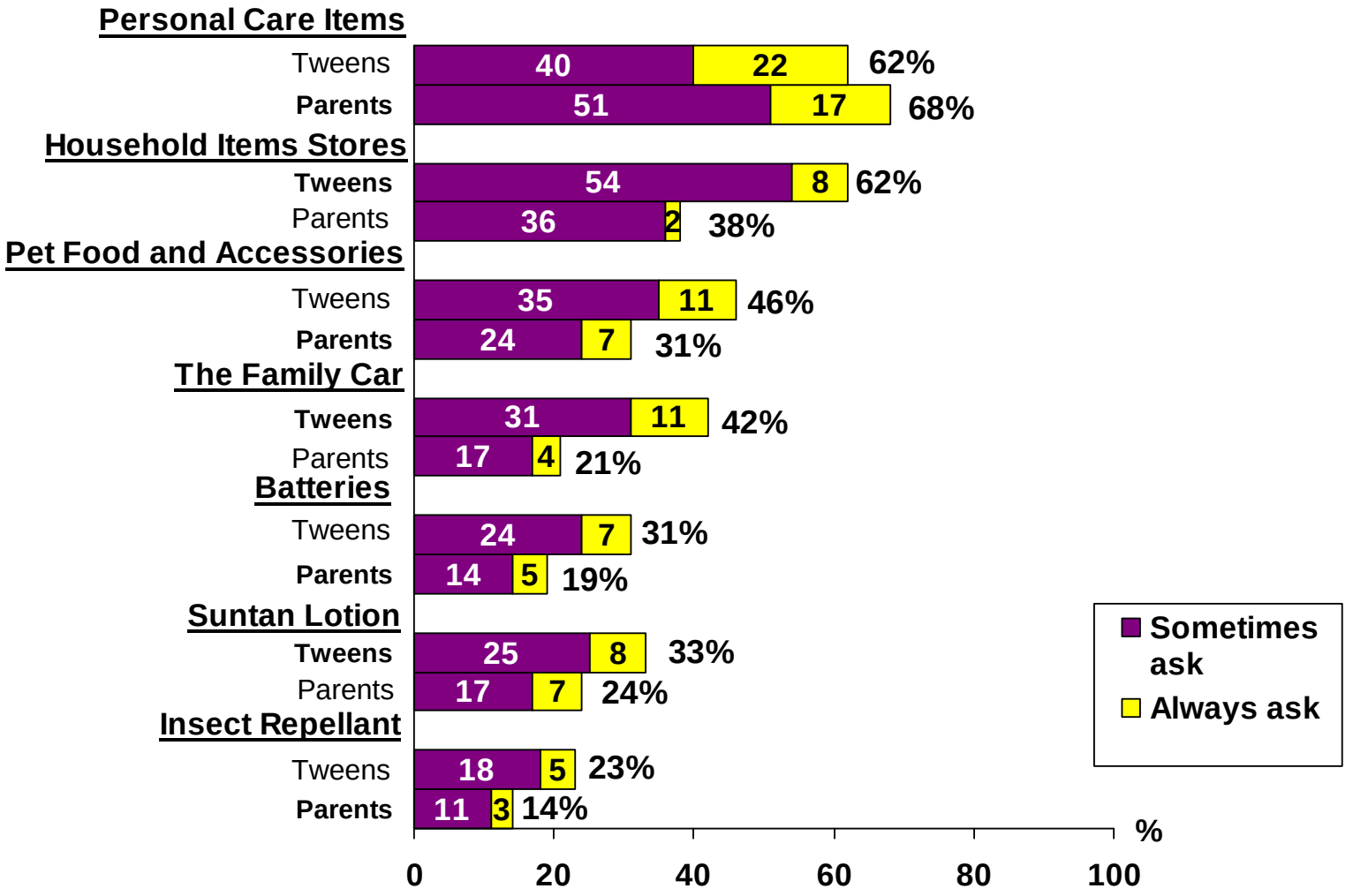
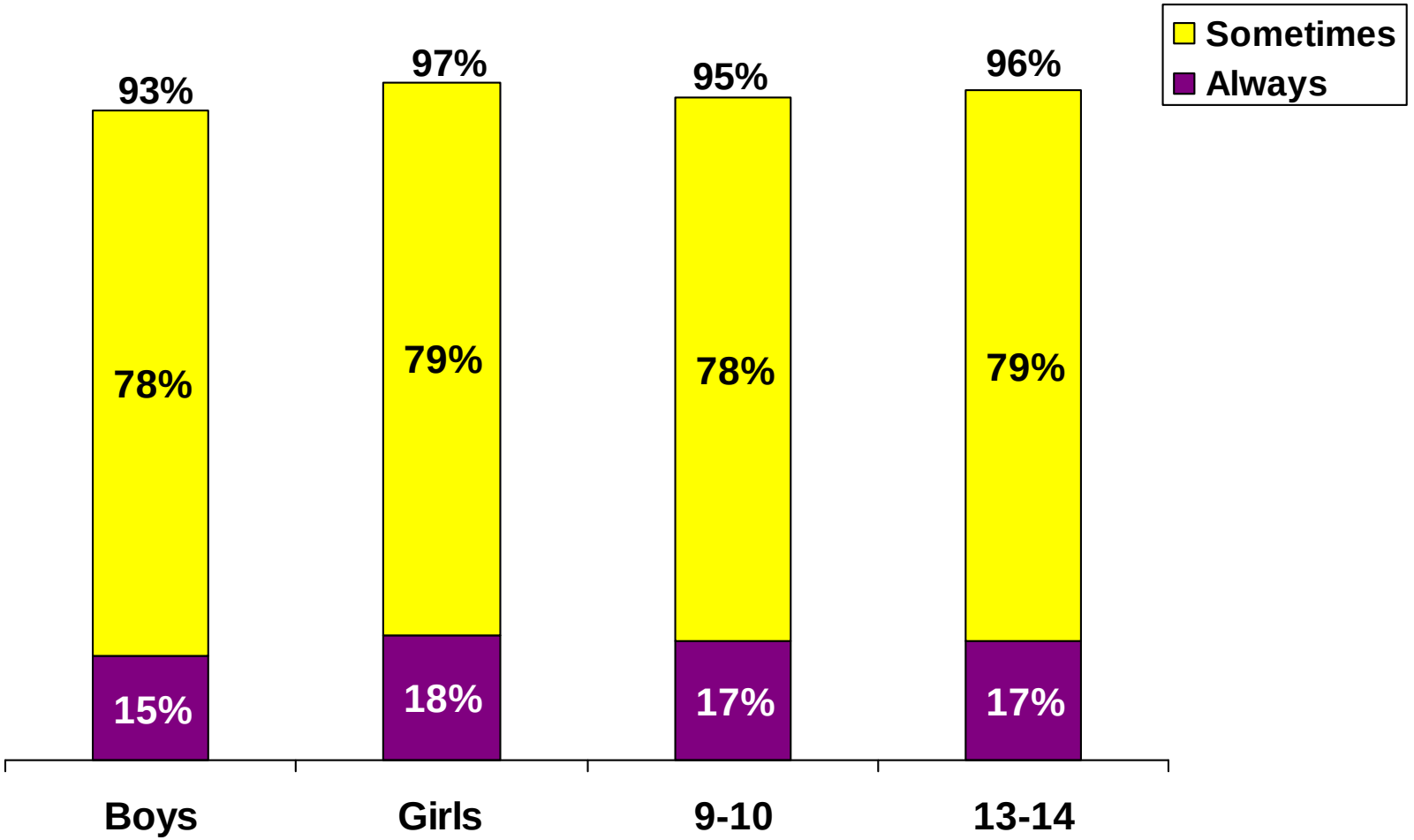
Tween's vs PARent's PerCeption



KiDFLUence
Tween's vs PARent's PerCeption



Parental Purchase Pressure



Q. How often do you ask your parents to buy specific grocery products?

WHETHER PARENTS BUY TWEENS' FAVOURITES WITHOUT BEING ASKED

	Total Tweens	Age			Gender	
		9-10	11-12	13-14	Girls	Boys
	(1001) %	(296) %	(348) %	(357) %	(492) %	(509) %
Yes, they usually buy what they know I like	**47**	**40**	**51**	**48**	**46**	**47**
They sometimes buy the things they know I like	**46**	**50**	**42**	**46**	**46**	**46**
Total – usually/sometimes buy	**93**	**90**	**93**	**94**	**92**	**93**

Q. If your parents know what specific products you like, do they usually buy these products even if you have not actually asked them to?

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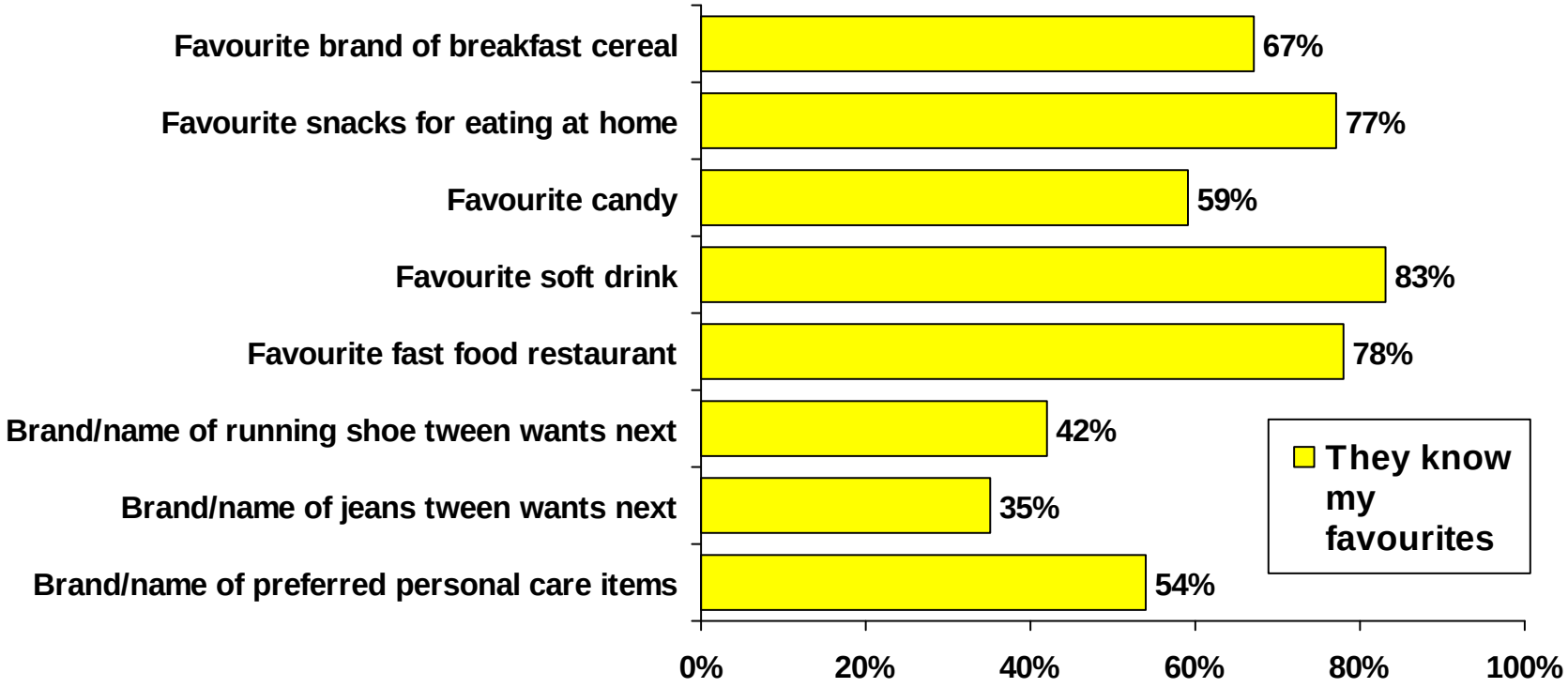
Parents Aware of What Tween Likes - Tween Response -



Q. How well do your parents know what products you like?
Tweens' answers to "they know my favourites"

Section 3:
They're Buying It

They're Buying It
- Contents -

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THEY'RE BUYING IT
- HIGHLIGHTS -

- **Tweens have a large variety of favourites when it comes to shopping. Despite this, there are a number of distinct preferences.**
- **Wal-Mart is a favourite shopping destination among tweens. Although tweens generally don't have a single favourite brand of jeans, Nike brand clothing stands out as a favourite among tween boys. There is no single favourite toy or video game, but tweens have a preference for Archie comic books, especially among girls.**
- **Tweens agree when it comes to their taste buds. McDonald's, hamburgers, and french fries are clear favourite fast food options. Chips are the favourite snack, particularly among boys and older tweens.**
- **Tweens prefer to quench their thirst with Coke and Pepsi. Coke is preferred more by boys than girls while root beer is more than twice as popular with boys than girls.**
- **Please note all "favourite" questions are "unaided".**

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FAVOURITE STORE
- BOYS VS GIRLS -

Boys		Girls	
Wal-Mart	17%	Wal-Mart	13%
Toys R Us	5%	Bootlegger	5%
Electronic Boutique	4%	Stitches	5%
West 49	4%	La Senza Girl	3%
Future Shop	3%	Claires	3%
Zellers	3%	Old Navy	3%
Sportchek	2%	Zellers	3%
Dollar Store	2%	West 49	3%
Stitches	1%	Gap	2%
Super Store	1%	Other Dollar Store	2%
None	10%	None	9%
Do not know/Refused	11%	Do not know/Refused	8%

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Q. What is your favourite Store?

FAVOURite StORe - BY AGe

9-10		13-14	
Wal-Mart	20%	Wal-Mart	10%
Zellers	7%	Stitches	7%
Toys R Us	6%	West 49	6%
Other Dollar Store	5%	Bootlegger	4%
La Senza Girl	4%	Sportchek	3%
Dollarama	2%	Future Shop	3%
Future Shop	2%	Electronic Boutique	2%
Bootlegger	2%	Old Navy	2%
Super Store	1%	Gap	2%
Claires	1%	Radio Shack	1%
None	5%	None	11%
Do not know/Refused	9%	Do not know/Refused	11%

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Q. What is your favourite Store?

FAVOURITE BRAND OF JEANS
- BOYS VS GIRLS -

Boys		Girls	
Exco	5%	Tommy Hilfiger	4%
Levis	4%	Brodys	4%
Extreme	3%	Silver	3%
Tommy Hilfiger	2%	Levis	3%
Old Navy	2%	Old Navy	3%
Gap	2%	Gap	2%
Wrangler	2%	Bootlegger	2%
Brodys	1%	Blue Notes	1%
Nike	1%	Nevada	1%
Nevada	1%	B.U.M.	1%
None	39%	None	29%
Do not know/Refused	25%	Do not know/Refused	25%

ComQUEST RESEARCH

Q. What is your favourite brand of jeans?

FAVOURITE BRAND OF JEANS - BY AGE

9-10		13-14	
Levis	3%	Exco	5%
Tommy Hilfiger	2%	Silver	4%
Old Navy	2%	Brodys	3%
B.U.M.	2%	Levis	3%
Gap	1%	Tommy Hilfiger	3%
Extreme	1%	Old Navy	3%
Nevada	1%	Gap	2%
Brodys	1%	Bongo	2%
Cherokee	1%	Mavi	2%
Wrangler	1%	Blue Notes	1%
None	38%	None	29%
Do not know/Refused	31%	Do not know/Refused	21%

ComQUEST RESEARCH

Q. What is your favourite brand of jeans?

FAVOURITE BRAND OF CLOTHING
- BOYS VS GIRLS -

Boys		Girls	
Nike	12%	Gap	5%
Gap	4%	Nike	4%
Adidas	4%	La Senza Girl	4%
EXCO	3%	Brody	3%
Extreme	2%	Roxy	3%
QuickSilver	2%	Old Navy	3%
Ecko	2%	Northern Getaway	3%
Old Navy	2%	Tommy Hilfiger	2%
B.U.M.	2%	Ecko	2%
		Bootlegger	2%

ComQUEST RESEARCH

Q. What is your favourite brand of clothing?

FAVOURITE BRAND OF CLOTHING
- BY AGE -

9-10		13-14	
Nike	8%	Nike	9%
La Senza Girl	5%	Gap	4%
Gap	4%	Ecko	4%
Old Navy	4%	Brody	3%
Northern Getaway	3%	EXCO	2%
Adidas	2%	Roxy	2%
Tommy Hilfiger	1%	Adidas	2%
Mary Kate & Ashley	1%	Point Zero	2%
		Tommy Hilfiger	1%

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Q. What is your favourite brand of clothing?

FAVOURITE TOY
- BOYS VS GIRLS -

Boys		Girls	
Lego	9%	Stuffed Animals	6%
Playstation	6%	Game Boy	5%
Game Boy	4%	Other Nintendo	3%
Cars & Trucks	4%	Dolls	3%
Other Nintendo	3%	CD Player, Stereo	3%
Remote Controlled Cars	2%	Barbie Doll	3%
PC, Computer Games	2%	PC, Computer Games	2%
Bike	2%	Beenie Babies, Boppers	2%
Skateboard (all)	2%	Polly Pocket	2%
Trading Cards	2%	Playstation	1%
None	25%	None	30%
Do not know/Refused	16%	Do not know/Refused	22%

ComQUEST RESEARCH

Q. What is your favourite toy?

FAVOURITE TOY - BY AGE

9-10		13-14	
Lego	7%	Playstation	4%
Stuffed Animals	5%	Lego	4%
Playstation	4%	Stuffed Animals	3%
Game Boy	4%	PC, Computer Games	3%
Dolls	3%	Game Boy	3%
Polly Pocket	3%	Other Nintendo	2%
Barbie Doll	2%	Bike	2%
Trading Cards	2%	Cars & Trucks	2%
Cars & Trucks	2%	Skateboard	2%
Beenie Babies, Boppers	2%	CD Player	2%
None	17%	None	36%
Do not know/Refused	17%	Do not know/Refused	23%

ComQUEST RESEARCH

Q. What is your favourite toy?

FAVOURITE COMIC BOOK
- BOYS VS GIRLS -

Boys		Girls	
Archie	11%	Archie	29%
Spiderman	7%	Garfield	3%
Garfield	4%	Simpsons	2%
Calvin & Hobbes	2%	Calvin & Hobbes	1%
Simpsons	2%	Spiderman	1%
The Hulk	2%	Tin Tin	1%
Sonic the Hedgehog	1%	X-Men	1%
Lego Comics	1%	Captain Underpants	1%
Batman	1%	None	38%
Harry Potter	1%	Do not know/Refused	19%
None	36%		
Do not know/Refused	22%		

ComQUEST RESEARCH

Q. What is your favourite comic book?

FAVOURite COMIC BOOK - BY AGE

9-10		13-14	
Archie	19%	Archie	18%
Spiderman	3%	Garfield	3%
Garfield	3%	Spiderman	3%
Simpsons	3%	Calvin & Hobbes	3%
The Hulk	1%	Batman	1%
Calvin & Hobbes	1%	X-Men	1%
Sonic the Hedgehog	1%	Simpsons	1%
Lego Comics	1%	Sonic the Hedgehog	1%
Captain Underpants	1%	The Hulk	1%
None	35%	Marvel (general)	1%
Do not know/Refused	24%	None	40%
		Do not know/Refused	18%

ComQUEST RESEARCH

Q. What is your favourite comic book?

FAVOURite VIDEO GAME
- BOYS VS GIRLS -

Boys		Girls	
Grand Theft Auto, Sin City	7%	Super Mario	10%
NHL, Hockey (all)	6%	Grand Theft Auto, Sin City	3%
Tony Hawk	5%	Tony Hawk	3%
Halo	5%	Zelda	3%
007, James Bond	5%	Spiro	3%
Zelda	4%	Donkey Kong	2%
Super Mario	3%	Crash Bandicoot	2%
Pokemon, Digimon	2%	The Sims, The Sins	1%
Basketball, NBA	2%	Pokemon, Digimon	1%
Matrix	1%	PacMan, Mrs. PacMan	1%
None	11%	None	26%
Do not know/Refused	8%	Do not know/Refused	17%

ComQUEST RESEARCH

Q. What is your favourite video game?

FAVOURite VIDEO GAME - BY AGE

9-10		13-14	
Super Mario	8%	Grand Theft Auto, Sin City	8%
Zelda	5%	Super Mario	6%
NHL, Hockey (all)	3%	Tony Hawk	4%
Tony Hawk	3%	NHL, Hockey (all)	4%
007, James Bond	3%	Halo	4%
Pokemon, Digimon	3%	Zelda	4%
Donkey Kong	3%	007, James Bond	3%
Spiro	3%	Basketball, NBA (all)	2%
Mary Kate & Ashley	2%	The Sims, The Sins	2%
Grand Theft Auto, Sin City	2%	ATV Off-Road Fury	2%
None	17%	None	19%
Do not know/Refused	15%	Do not know/Refused	13%

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Q. What is your favourite video game?

FAVOURITE FAST FOOD RESTAURANT
- BOYS VS GIRLS -

Boys		Girls	
McDonalds	34%	McDonalds	29%
Burger King	9%	Wendys	14%
Wendys	8%	Subway	6%
A&W	7%	A&W	5%
Harveys	4%	Burger King	5%
Subway	4%	Taco Bell	4%
KFC	3%	Harveys	4%
Pizza Hut	3%	KFC	3%
Tim Hortons	2%	Pizza Hut	2%
Dairy Queen	1%	Dairy Queen	1%
None	7%	None	10%
Do not know/Refused	6%	Do not know/Refused	7%

ComQUEST RESEARCH

Q. What is your favourite fast food restaurant?

FAVOURITE FAST FOOD RESTAURANT
- BY AGE -

9-10		13-14	
McDonalds	37%	McDonalds	28%
Wendys	8%	Wendys	14%
Burger King	7%	A&W	7%
A&W	5%	Burger King	6%
Harveys	4%	Subway	6%
Subway	4%	Harveys	4%
KFC	2%	Pizza Hut	4%
Taco Bell	2%	KFC	3%
Pizza Hut	1%	Taco Bell	2%
Dairy Queen	1%	Tim Hortons	2%
None	6%	None	9%
Do not know/Refused	8%	Do not know/Refused	6%

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Q. What is your favourite fast food restaurant?

FAVOURITE FOOD FROM A FAST FOOD RESTAURANT - BOYS VS GIRLS

Boys		Girls	
Hamburger (all mentions)	43%	Hamburger (all mentions)	29%
French Fries	14%	French Fries	24%
Pizza	5%	Chicken Nuggets	6%
Chicken Nuggets	4%	Pizza	5%
Taco	4%	Taco	4%
Chicken (roasted, fried)	4%	Chicken Burger	4%
Chicken Burger	3%	Chicken (roasted, fried)	2%
Subs	3%	Subs	2%
Hot Dogs	1%	Salad	2%
Poutine	1%	Sandwich	1%
None	2%	None	3%
Do not know/Refused	4%	Do not know/Refused	3%

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Q. What is your favourite food from a fast food restaurant?

FAVOURITE FOOD FROM A FAST FOOD RESTAURANT - BY AGE

9-10		13-14	
Hamburger (all mentions)	39%	Hamburger (all mentions)	34%
French Fries	19%	French Fries	20%
Chicken Nuggets	6%	Taco	6%
Pizza	4%	Pizza	6%
Taco	4%	Chicken Burger	5%
Chicken Burger	2%	Chicken Nuggets	3%
Chicken (roasted, fried)	2%	Subs	2%
Hot Dogs	2%	Chicken (roasted, fried)	2%
Subs	2%	Poutine	2%
Baked Potato	2%	Salad	2%
None	1%	None	4%
Do not know/Refused	6%	Do not know/Refused	3%

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Q. What is your favourite food from a fast food restaurant?

FAVOURITE DRINK
- BOYS VS GIRLS -

Boys		Girls	
Coke, Coca Cola	19%	Coke, Coca Cola	12%
Root Beer	15%	Pepsi Cola	11%
Pepsi	12%	Milk	7%
Milk	7%	Root Beer	7%
Sprite	6%	Iced Tea	6%
Iced Tea	5%	Orange Juice	6%
Orange Juice	4%	Water	4%
Water	3%	Mountain Dew	3%
Kool Aid	2%	Sprite	3%
Mountain Dew	2%	Kool Aid	2%
None	4%	None	4%
Do not know/Refused	3%	Do not know/Refused	3%

ComQUEST RESEARCH

Q. What is your favourite drink?

FAVOURite DRiNK - BY AGE

9-10		13-14	
Coke, Coca Cola	13%	Coke, Coca Cola	17%
Root Beer	11%	Pepsi Cola	16%
Milk	9%	Root Beer	11%
Pepsi Cola	7%	Iced Tea	6%
Iced Tea	7%	Milk	5%
Orange Juice	6%	Orange Juice	5%
Sprite	5%	Water	3%
Water	4%	Sprite	3%
Kool Aid	3%	Mountain Dew	3%
Mountain Dew	2%	Kool Aid	2%
None	3%	None	4%
Do not know/Refused	3%	Do not know/Refused	3%

Q. What is your favourite drink?

FAVOURITE SNACK
- BOYS VS GIRLS -

Boys		Girls	
Chips (all mentions)	17%	Chips (all mentions)	13%
Fruit (all mentions)	6%	Fruit (all mentions)	12%
Cookies (all mentions)	5%	Cookies (all mentions)	5%
Popcorn	4%	Ice Cream	5%
Doritos	3%	Fruit Rollups	4%
Granola Bar	3%	Popcorn	3%
Ice Cream	3%	Granola Bar	2%
Fruit Rollups	3%	Doritos	2%
Chocolate, Chocolate Bar	2%	Chocolate, Chocolate Bar	2%
Vegetables (all mentions)	2%	Vegetables (all mentions)	2%
None	9%	None	11%
Do not know/Refused	12%	Do not know/Refused	9%

ComQUEST RESEARCH

Q. What is your favourite snack?

FAVOURite SNACK - BY AGE

9-10		13-14	
Chips (all mentions)	10%	Chips (all mentions)	20%
Fruit (all mentions)	9%	Fruit (all mentions)	7%
Ice Cream	6%	Cookies (all mentions)	5%
Fruit Rollups	5%	Ice Cream	4%
Cookies (all mentions)	4%	Doritos	3%
Cheese & Crackers	3%	Chocolate, Chocolate Bar	3%
Popcorn	3%	Popcorn	3%
Granola Bar	3%	Granola Bar	2%
Vegetables	3%	Crackers	2%
Candy (general)	2%	Vegetables (all mentions)	2%
None	7%	None	13%
Do not know/Refused	11%	Do not know/Refused	12%

ComQUEST RESEARCH

Q. What is your favourite snack?

Section 4:
Getting BUSY

Getting BUSY
- Contents -

- Getting Busy – Highlights 53
- Favourite Sport 54
- Organized Sports Participation 56
- Sports Played Monthly in Season 57
- Favourite Spare Time Activity 58
- Favourite Food for Dinner at Home 60

ComQUEST RESEARCH

Getting BUSY
- HiGHLiGHtS -

- **Tweens have varied and active lifestyles. Almost all tweens are involved in sports. They have many favourite sports but their top picks are soccer, hockey, and basketball.**
- **Interestingly, these athletic interests contrast with tweens' preference to spend their spare time indoors. Boys like to play video games and girls like to read or listen to a story.**
- **Tweens also have a variety of at-home dinner preferences but pasta is a top favourite across age groups and among girls. Beef edges out pasta as the number one favourite among boys.**

ComQUEST RESEARCH

FAVOURITE SPORT
- BOYS VS GIRLS -

Boys		Girls	
Hockey	30%	Soccer	25%
Soccer	20%	Basketball	16%
Basketball	9%	Swimming	10%
Baseball	7%	Hockey	9%
Football	6%	Baseball	7%
Cycling	4%	Volleyball	6%
Skateboarding	4%	Dance	3%
Golf	3%	Figure Skating	3%
Swimming	2%	Horses	2%
Badminton	1%	Football	2%
None	1%	None	1%
Do not know/Refused	1%	Do not know/Refused	1%

ComQUEST RESEARCH

Q. What is your favourite sport?

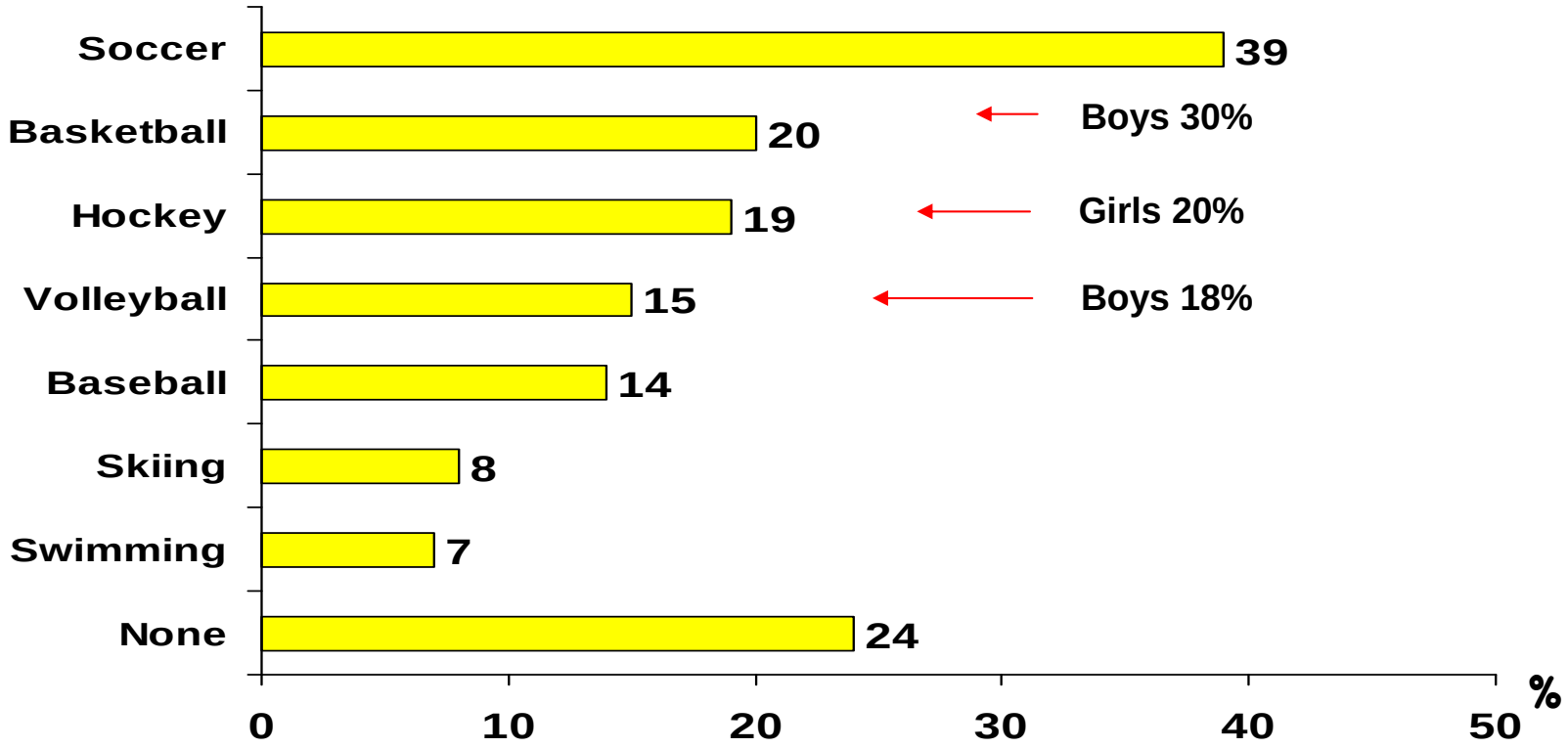
FAVOURite SPORt - BY AGE

9-10		13-14	
Soccer	25%	Soccer	17%
Hockey	23%	Basketball	17%
Baseball	9%	Hockey	16%
Basketball	7%	Football	7%
Swimming	7%	Volleyball	6%
Cycling	3%	Baseball	6%
Golf	3%	Skateboarding	5%
Figure Skating	2%	Swimming	4%
Football	2%	Dance	3%
Horses	2%	Cycling	3%
None	2%	None	1%
Do not know/Refused	2%	Do not know/Refused	1%

ComQUEST RESEARCH

Q. What is your favourite sport?

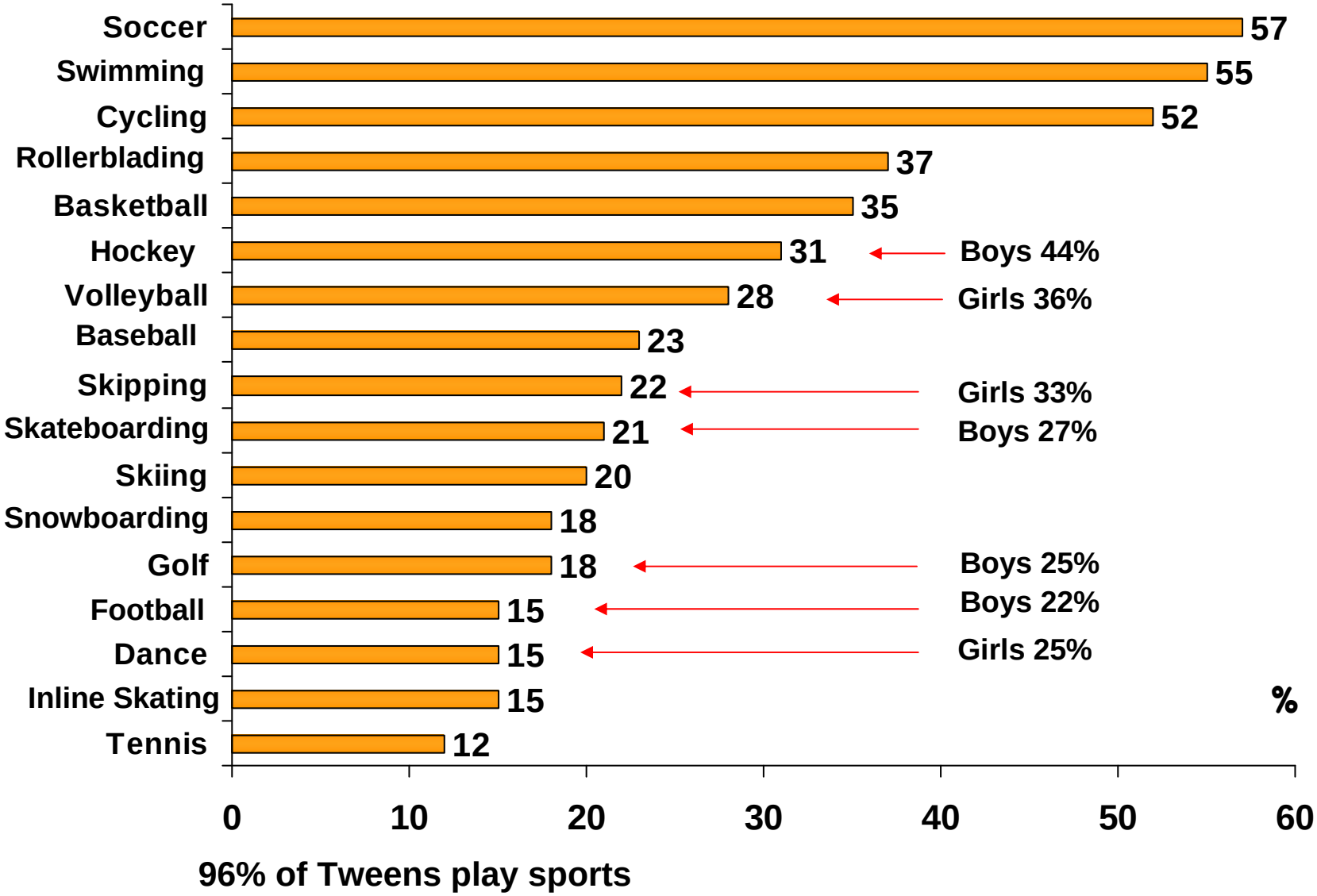
ORGANIZED SPORTS PARTICIPATION



Base: Tween parents

PQ. What sports does your child participate in an organized fashion?

SPORTS PLAYED MONTHLY IN SEASON



96% of Tweens play sports

FAVOURITE SPARE TIME ACTIVITY
- BOYS VS GIRLS -

Boys		Girls	
Play video games	15%	Read/hear a story	18%
Ride a bike	12%	Play with friends	14%
Play on computer	10%	Books (specified)	13%
Play outside	7%	Watch TV	8%
Read/hear a story	6%	Play on computer	7%
Play hockey	6%	Play outside	6%
Play with friends	5%	Arts/Crafts	6%
Watch TV	5%	Listen to music	4%
Skateboarding	5%	Ride a bike	3%
Books (specified)	5%	None	1%
None	2%	Do not know/Refused	4%
Do not know/Refused	2%	Miscellaneous	16%
Miscellaneous	20%		

ComQUEST RESEARCH

Q. What is your one favourite thing to do in your spare time?

FAVOURITE SPARE TIME ACTIVITY
- BY AGE -

9-10		13-14	
Play video games	10%	Read/hear a story	12%
Read/hear a story	10%	Play with friends	8%
Play outside	9%	Play video games	8%
Books (specified)	9%	Books (specified)	8%
Ride a bike	8%	Play on computer	8%
Play with friends	8%	Skateboarding/Rollerblading	8%
Play on computer	7%	Watch TV	6%
Watch TV	7%	Ride a bike	5%
Arts/Crafts	6%	Play basketball	5%
Play hockey	3%	Play soccer	4%
None	2%	None	1%
Do not know/Refused	2%	Do not know/Refused	3%
Miscellaneous	19%	Miscellaneous	24%

ComQUEST RESEARCH

Q. What is your one favourite thing to do in your spare time?

FAVOURITE FOOD FOR DINNER AT HOME
- BOYS VS GIRLS -

Boys		Girls	
Beef (all mentions)	17%	Pasta (all mentions)	22%
Pasta (all mentions)	16%	Chicken (all mentions)	13%
Pizza	15%	Pizza	10%
Chicken (all mentions)	10%	Beef (all mentions)	10%
Tacos, Nachos	5%	Tacos, Nachos	6%
Lasagna	4%	Potato	5%
Hot Dogs, Sausage	3%	Lasagna	4%
Pierogies	2%	Vegetables (all mentions)	3%
Rice	2%	Hot Dogs, Sausage	1%
Potato	2%	Rice	1%
None	5%	None	5%
Do not know/Refused	7%	Do not know/Refused	6%

ComQUEST RESEARCH

Q. What is your favourite food for dinner at home?

FAVOURITE FOOD FOR DINNER AT HOME - BY AGE -

9-10		13-14	
Pasta (all mentions)	23%	Pasta (all mentions)	17%
Beef (all mentions)	14%	Pizza	15%
Pizza	11%	Chicken (all mentions)	14%
Chicken (all mentions)	11%	Beef (all mentions)	13%
Tacos, Nachos	6%	Tacos, Nachos	4%
Potato	5%	Vegetables (all mentions)	2%
Hot Dogs, Sausage	3%	Rice	2%
Vegetables (all mentions)	3%	Potato	2%
Lasagna	2%	Stir Fry	2%
Seafood (all mentions)	1%	Pierogies	1%
None	3%	None	7%
Do not know/Refused	8%	Do not know/Refused	5%

ComQUEST RESEARCH

Q. What is your favourite food for dinner at home?

Section 5:
Pop Culture Icons

POP CULTURE ICONS
- CONTENTS -

- **Pop Culture Icons – Highlights** **64**
- **Favourite Actor or Actress** **65**
- **Favourite Athlete** **67**
- **Favourite Singer or Group** **69**

ComQUEST RESEARCH

POP CULTURE ICONS
- HIGHLIGHTS -

- **When asked to name their favourite celebrity from the movie, music and sports arenas, tweens' preference are more diverse than their choices in purchase and lifestyle favourites. This is particularly true for actors and actresses.**
- **Although there is no one clear favourite athletic hero among tweens, boys and tweens aged 9 to 10 have a big preference for hockey players. The favourite athletes for girls and tweens aged 13 to 14 reflect more of the variety in tweens' favourite sports, however both of these groups indicate a preference for basketball players.**
- **Meanwhile, tweens have a distinct preference in music: out of a lengthy list of artists, they consider Eminem and Avril Lavigne the coolest of all singers and musical groups.**

ComQUEST RESEARCH

FAVOURITE ACTOR OR ACTRESS
- BOYS VS GIRLS -

Boys		Girls	
Jim Carrey	9%	Jim Carrey	5%
Other Comedians	8%	Julia Roberts	4%
Arnold Schwarzenegger	4%	Jennifer Aniston	4%
Vin Diesel	4%	Hilary Duff	4%
Eddie Murphy	3%	Other Comedians	3%
Robin Williams	2%	Reese Witherspoon	3%
Mike Myers	2%	Jennifer Lopez	3%
Mel Gibson	1%	The Olsen Twins	3%
Jackie Chan	1%	Vin Diesel	2%
Daniel Radcliffe (Potter)	1%	Eddie Murphy	2%
None	25%	None	21%
Do not know/Refused	15%	Do not know/Refused	14%

ComQUEST RESEARCH

Q. Who is your favourite actor or actress?

FAVOURITE ACTOR OR ACTRESS
- BY AGE -

9-10		13-14	
Jim Carrey	6%	Other Comedians	8%
Eddie Murphy	6%	Jim Carrey	6%
Other Comedians	5%	Vin Diesel	4%
Hilary Duff	4%	Arnold Schwarzenegger	4%
Vin Diesel	3%	Jennifer Aniston	3%
Daniel Radcliffe (Potter)	2%	Mike Myers	3%
The Olsen Twins	2%	Reese Witherspoon	2%
Jennifer Lopez	2%	Julia Roberts	2%
Mike Myers	2%	Sandra Bullock	2%
Brad Pitt	2%	Robin Williams	2%
None	28%	None	20%
Do not know/Refused	21%	Do not know/Refused	12%

ComQUEST RESEARCH

Q. Who is your favourite actor or actress?

FAVOURite Athlete - BOYS VS GiRLS -

Boys		Girls	
Michael Jordan	5%	Michael Jordan	5%
Wayne Gretzky	4%	Wayne Gretzky	2%
Joe Sakic	3%	Mats Sundin	2%
Mats Sundin	3%	Mia Hamm	1%
Curtis Joseph	3%	Vince Carter	1%
Steve Yzerman	2%	Shaq O'Neill	1%
Patrick Roy	2%	Kobe Bryant	1%
Tiger Woods	2%	Curtis Joseph	1%
Martin Brodeur	2%	Steve Yzerman	1%
Tie Domi	2%	Ian Miller	1%
Do not know/Refused	21%	Do not know/Refused	33%

ComQUEST RESEARCH

Q. Who is your favourite athlete?

FAVOURite Athlete - BY AGE

9-10		13-14	
Mats Sundin	5%	Michael Jordan	4%
Michael Jordan	4%	Wayne Gretzky	3%
Wayne Gretzky	4%	Vince Carter	2%
Curtis Joseph	2%	Kobe Bryant	2%
Tiger Woods	2%	Mats Sundin	2%
Steve Yzerman	2%	Mia Hamm	2%
Tie Domie	2%	Steve Yzerman	2%
Patrick Roy	1%	Allen Iverson	2%
Martin Brodeur	1%	David Beckham	2%
Joe Sakic	1%	Joe Sakic	1%
Do not know/Refused	28%	Do not know/Refused	29%

Q. Who is your favourite athlete?

FAVOURite SINGER OR GROUP
- BOYS VS GIRLS -

Boys		Girls	
Eminem	14%	Avril Lavigne	19%
Sum 41	6%	Eminem	9%
50 Cent	5%	Shania Twain	4%
Linkin Park	3%	Sum 41	3%
AC/DC	3%	Good Charlotte	3%
Blink 182	3%	50 Cent	3%
Backstreet Boys	3%	Jennifer Lopez	2%
Avril Lavigne	2%	Pink	2%
Simple Plan	2%	Christina Aguilera	2%
Slip Knot	2%	Hilary Duff	2%
None	13%	None	11%

ComQUEST RESEARCH

Q. What singer or group do you think is the coolest?

FAVOURite SINGER OR GROUP - BY AGE

9-10		13-14	
Avril Lavigne	18%	Eminem	11%
Eminem	11%	Sum 41	5%
Sum 41	3%	Avril Lavigne	5%
Backstreet Boys	3%	50 Cent	4%
Shania Twain	3%	Good Charlotte	3%
50 Cent	2%	Linkin Park	3%
Jennifer Lopez	2%	Blink 182	3%
Hilary Duff	2%	AC/DC	2%
N Sync	2%	POD	2%
Nickelback	1%	Slip Knot	2%
Good Charlotte	1%	None	10%
None	13%		

ComQUEST RESEARCH

Q. What singer or group do you think is the coolest?

Section 6:
Choice Media

Choice Media
- Contents -

- **Choice Media – Highlights** **73**
- **Favourite TV Program** **74**
- **Favourite Website** **75**
- **Favourite Magazine** **77**
- **Number of Magazines Read per Month** **79**
- **Number of Books Read for Pleasure per Month** **80**

ComQUEST RESEARCH

CHOICE MEDIA
- HIGHLIGHTS -

- **As with their other favourites, there is plenty of variety in tweens' media favourites.**
- **Boys don't have a single website favourite but girls like hotmail.com and neopets.com. YTV.com is one of the top websites for both boys and ages 9 to 10. Email websites appear to become increasingly popular among tweens and in the 13 to 14 age group.**
- **The majority of tweens read at least one magazine per month. Books are even more popular with tweens than magazines. 56% of tweens aged 9 to 10 read three or more books per month, however this figure drops to 34% for tweens aged 13 to 14.**

FAVOURITE TV PROGRAM

	All Tweens	Boys	Girls	9-10	13-14
Simpsons	14%	19%	8%	8%	17%
Lizzie McGuire	5%	—	9%	6%	1%
Yu-Gi-Oh	5%	8%	1%	7%	1%
Friends	4%	2%	7%	1%	8%
SpongeBob SquarePants	3%	3%	2%	4%	2%
None	9%	9%	10%	8%	9%

ComQUEST RESEARCH

Q. What is your favourite TV Program?

FAVOURite WEBSite
- BOYS VS GIRLS -

Boys		Girls	
YTV.com	4%	hotmail.com	9%
CoffeeBreakArcade.com	3%	neopets.com	9%
AddictingGames.com	3%	google.ca	4%
neopets.com	3%	MSN.com	3%
Miniclip.com	3%	Yahoo.com	2%
google.ca	3%	google.com	3%
Bonus.com	3%	Bonus.com	2%
Yahoo.com	3%	Miniclip.com	1%
Lego.com	3%	candystand.com	1%
Runscape.com	3%	MSN.ca	1%
None	6%	None	8%
Do not know/Refused	10%	Do not know/Refused	14%

Base: Internet user

Q. What is your favourite website?

ComQUEST RESEARCH

FAVOURite WEBSITE - BY AGE

9-10		13-14	
neopets.com	8%	hotmail.com	10%
YTV.com	6%	Newground.com	5%
miniclips.com	4%	google.ca	4%
Bonus.com	3%	MSN.com	3%
Lego.com	3%	AddictingGames.com	3%
CartoonNetwork.com	3%	Yahoo.com	3%
candystand.com	3%	MSN.ca	2%
CoffeeBreakArcade.com	2%	CoffeeBreakArcade.com	2%
nhl.com	2%	Runscape.com	2%
google.com	2%	google.com	2%
None	7%	None	6%
Do not know/Refused	8%	Do not know/Refused	16%

Base: Internet user

ComQUEST RESEARCH

Q. What is your favourite website?

FAVOURITE MAGAZINE
- BOYS VS GIRLS -

Boys		Girls	
Sports Illustrated	4%	J-14	8%
Nintendo Power	3%	People, Teen People	6%
Skateboarding (general)	3%	YM	5%
Lego (all mentions)	3%	17, Seventeen	5%
Owl	2%	Cosmo, Cosmo Girl	4%
Mad, Mad Man	2%	Twist	4%
Transworld	1%	Teen	2%
People, Teen People	1%	M	2%
Not for Adults	1%	Owl	2%
Hockey News	1%	Chickadee	1%
None	29%	None	22%
Do not know/Refused	18%	Do not know/Refused	17%

ComQUEST RESEARCH

Q. What is your favourite magazine?

FAVOURite MAGAZine - BY AGE

9-10		13-14	
Owl	5%	Seventeen	6%
J-14	3%	YM	6%
Chickadee	3%	People, Teen People	5%
Sports Illustrated	2%	Cosmo, Cosmo Girl	5%
Avril Lavigne (special)	2%	Sports Illustrated	4%
Not for Adults	2%	J-14	3%
Kids World	1%	Twist	3%
People, Teen People	1%	Skateboarding (general)	3%
Yo-Gi-Oh	1%	Nintendo Power	2%
Nintendo Power	1%	Mad, Mad Man	2%
None	32%	None	21%
Do not know/Refused	23%	Do not know/Refused	11%

ComQUEST RESEARCH

Q. What is your favourite magazine?

Number of Magazines Read Per Month

	Boys	Girls	9-10	13-14
One	22%	23%	20%	25%
Two	12%	15%	10%	15%
Three or More	29%	34%	24%	37%
None	35%	27%	44%	22%

Q. Approximately how many magazines do you read outside of school in a month?

ComQUEST RESEARCH

Number of Books Read for Pleasure per Month

	Boys	Girls	9-10	13-14
One	26%	18%	19%	27%
Two	18%	18%	11%	20%
Three or More	40%	51%	56%	34%
None	13%	10%	8%	18%

Q. Approximately how many books do you read outside of school in a month?

ComQUEST RESEARCH

Section 7:
Healthy Living

HEALTHY LIVING
- CONTENTS -

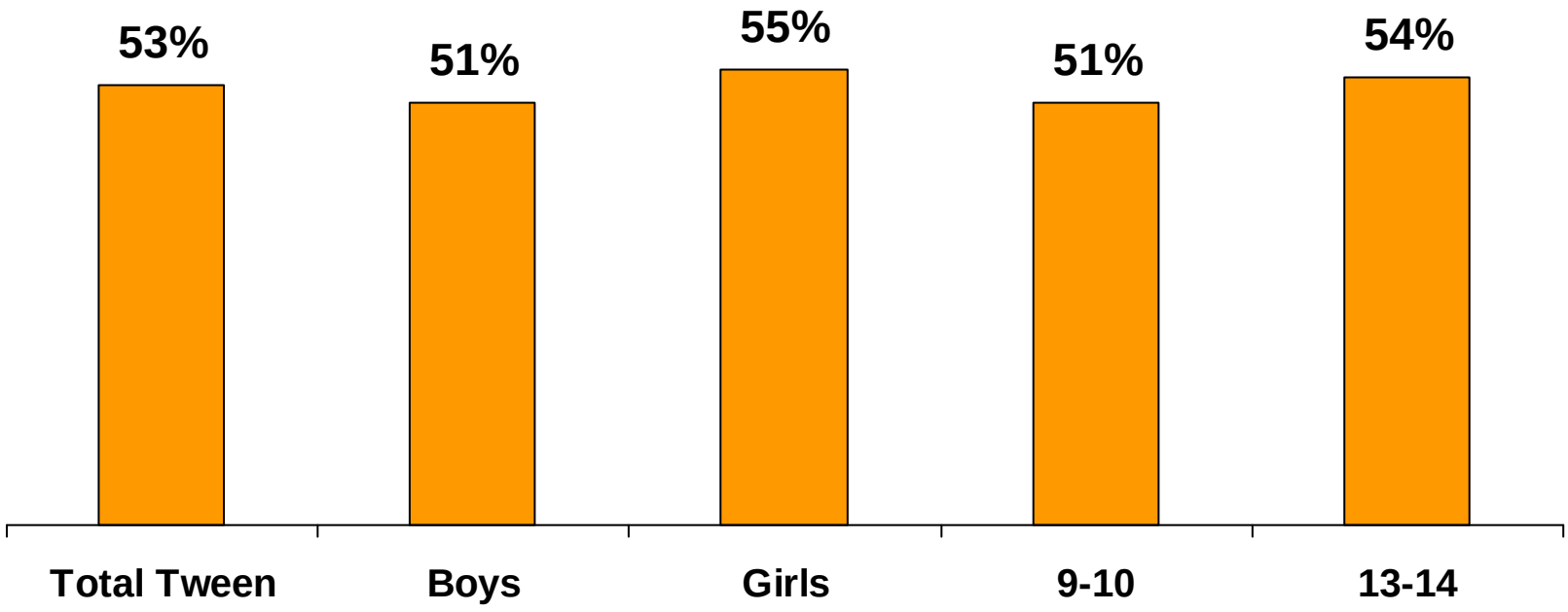
- **Healthy Living – Highlights** **83**
- **Weight Conscious Tweens** **84**
- **Obesity Concerns** **87**
- **Providing Support for Overweight Young People** **88**
- **Smoking** **89**
- **Healthy Eating** **90**
- **Incidence of Reading the Ingredients List** **91**
- **An Active Lifestyle** **92**

ComQUEST RESEARCH

HEALTHY LIVING
- HIGHLIGHTS -

- **Tweens are a very health conscious group. Almost all tweens think they lead an active lifestyle. 96% of tweens play a sport.**
- **More than half of all tweens pay attention to their weight, and girls more so than boys. Although most tweens think they are at an ideal weight, they also think childhood obesity is a problem. This suggests that tweens hold their contemporaries to a higher standard than they do with themselves. After all, 50% think one or more of their classmates is overweight. Childhood obesity is a concern especially among tweens aged 13 to 14.**
- **Half of tweens aged 13 to 14 know someone in their class who smokes. More girls than boys know someone in their class who smokes.**
- **Healthy eating is important to most tweens. Perhaps surprisingly, more than half of tweens claim to read the ingredients list on food packages.**

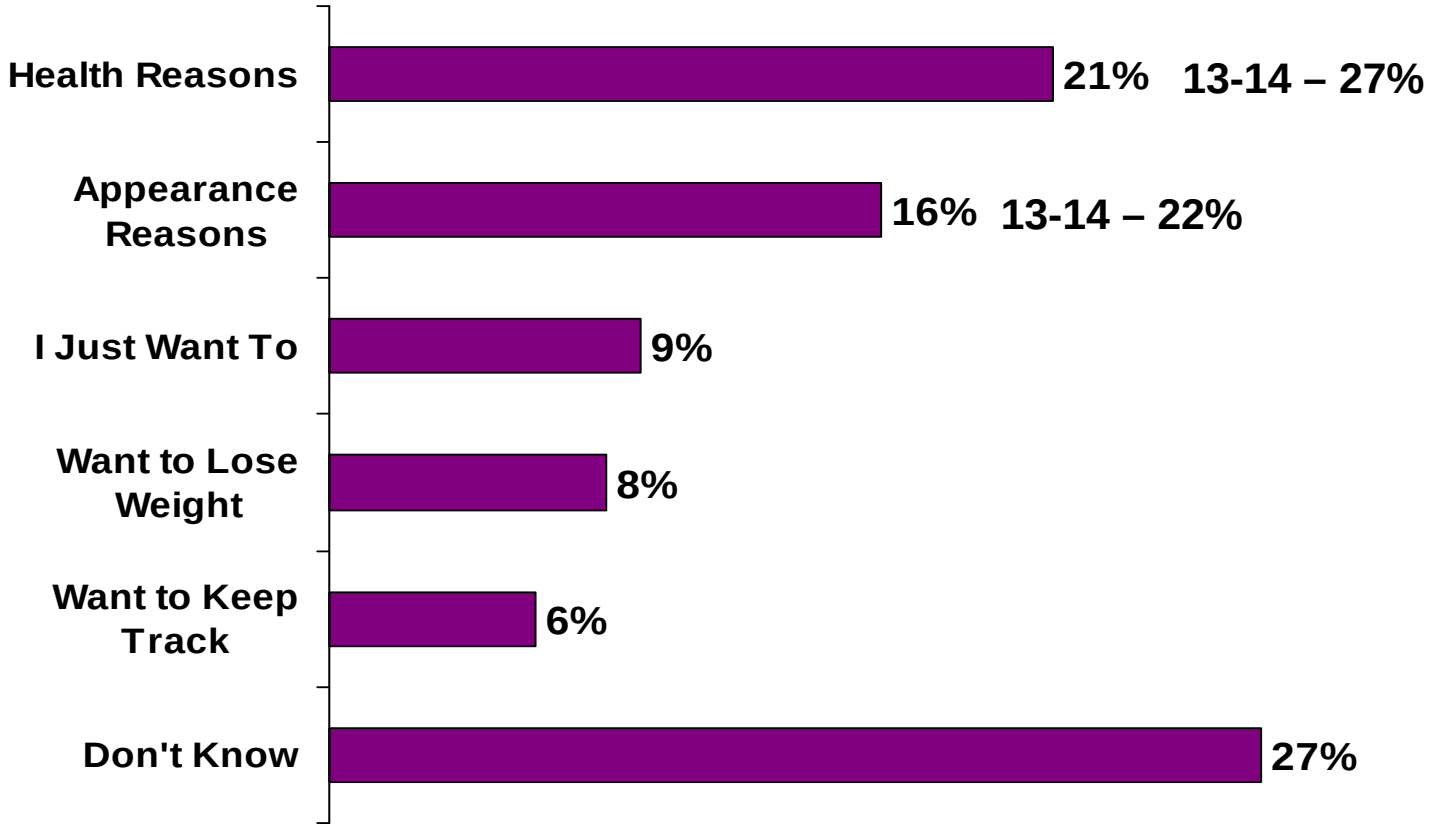
Weight Conscious Tweens



Q. Do you pay attention to how much you weigh?

Weight Conscious Tweens

53%of tweens pay attention to how much they weigh for these reasons:



Base: Answered "yes" to question: "do you pay attention to how much you weigh?"

Weight Conscious Tweens

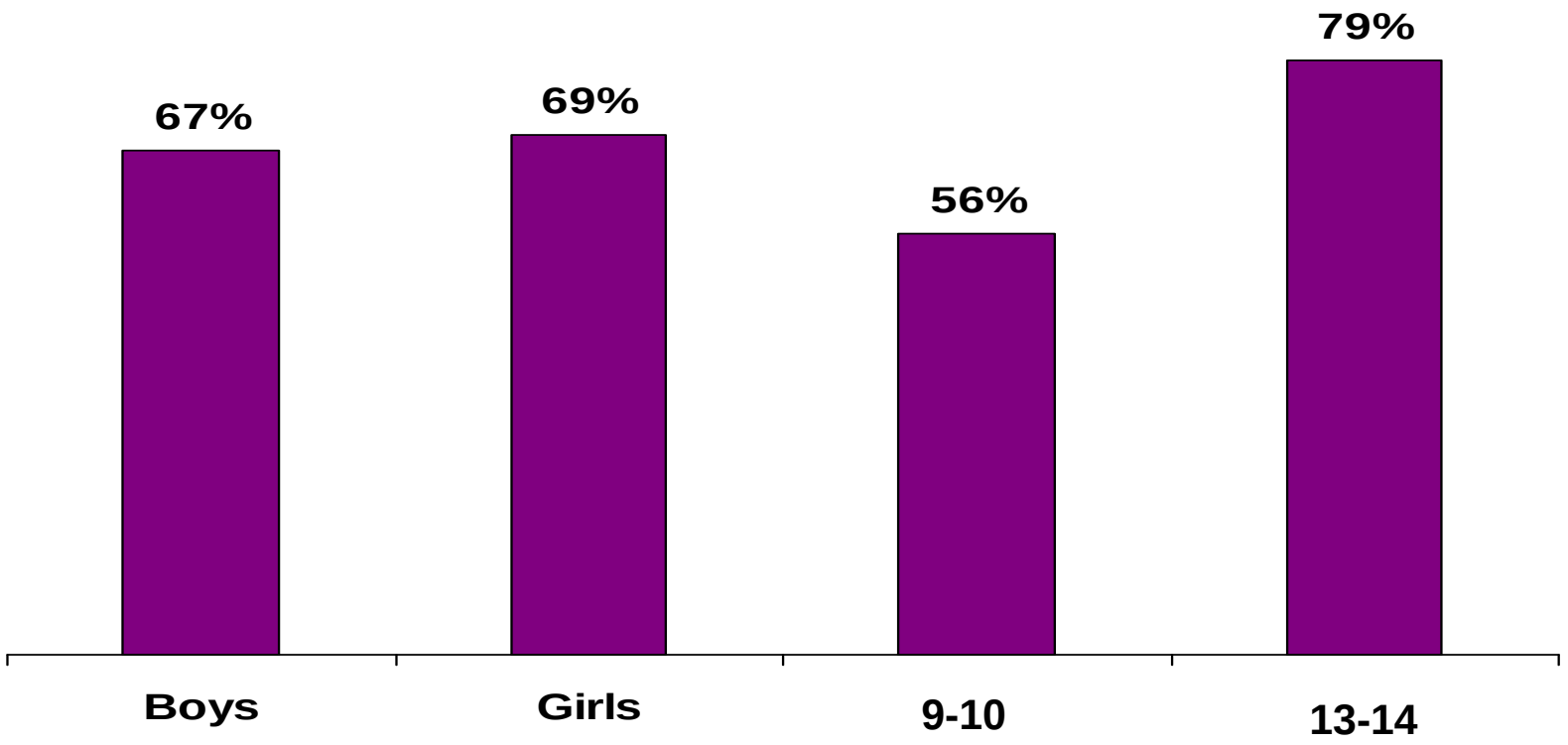
83% think they are just right

But…

50% think one or more of their classmates is overweight.

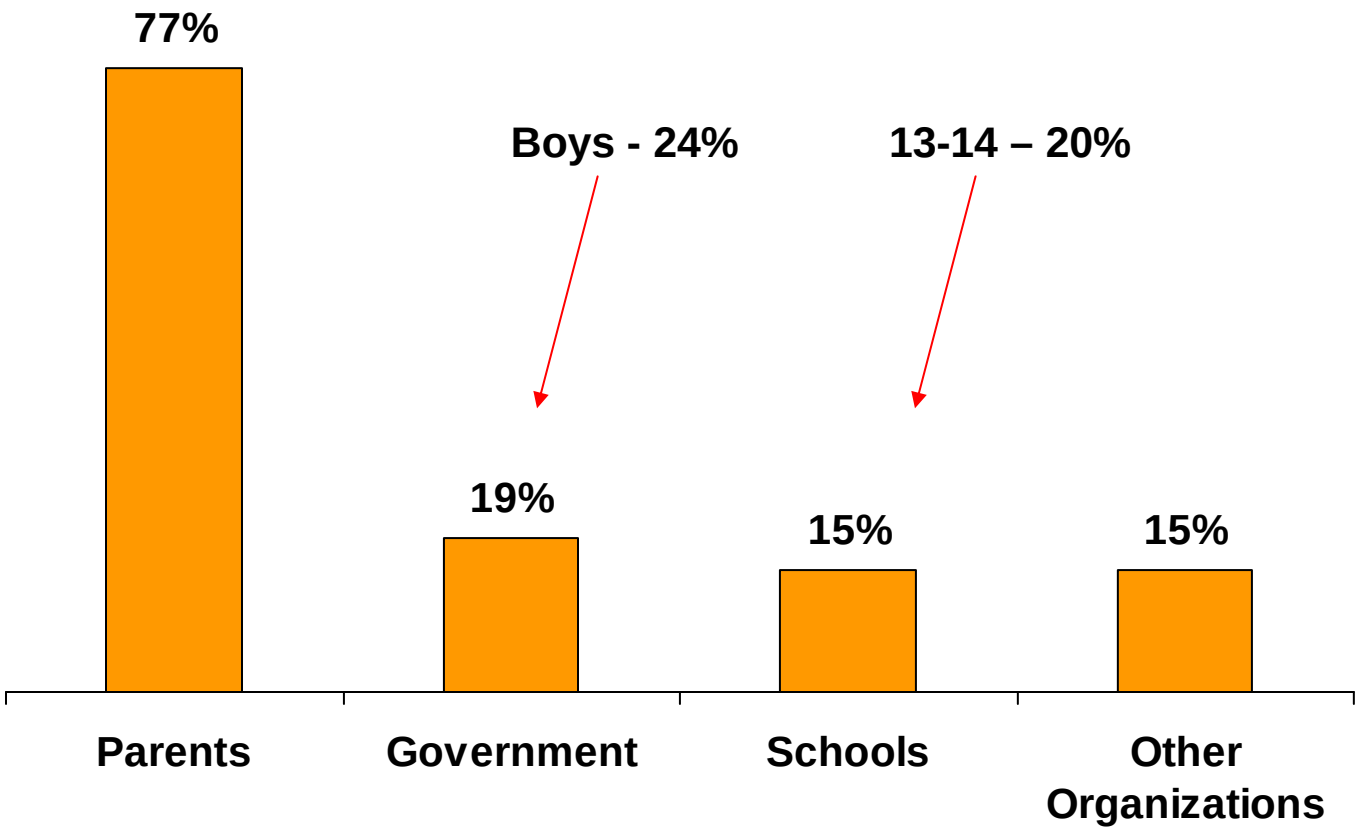
Q. Are you over or under weight?

Obesity Concerns



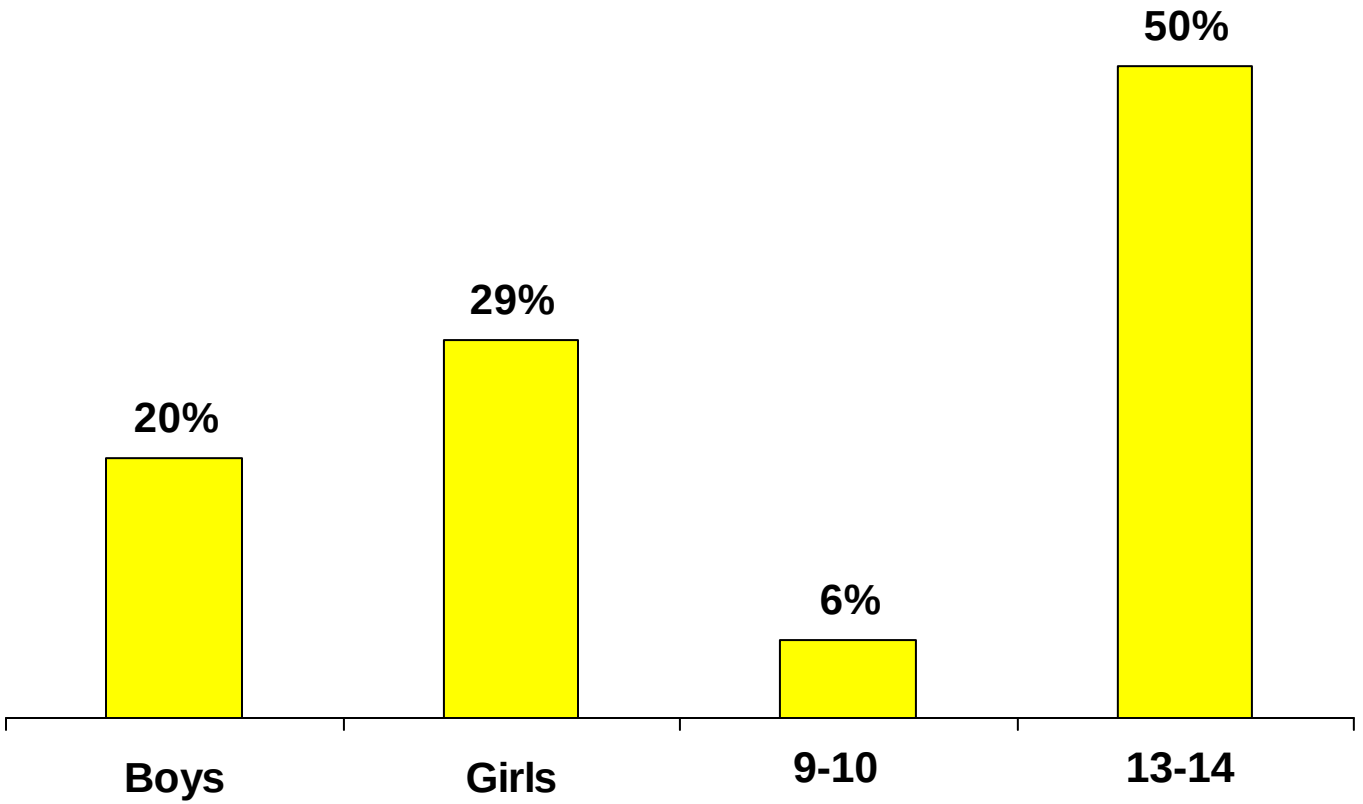
Q. Do you think childhood obesity or children who are overweight is a problem for young people today? Those who answered "yes"

WHO SHOULD PROVIDE SUPPORT FOR OVERWEIGHT YOUNG PEOPLE ?



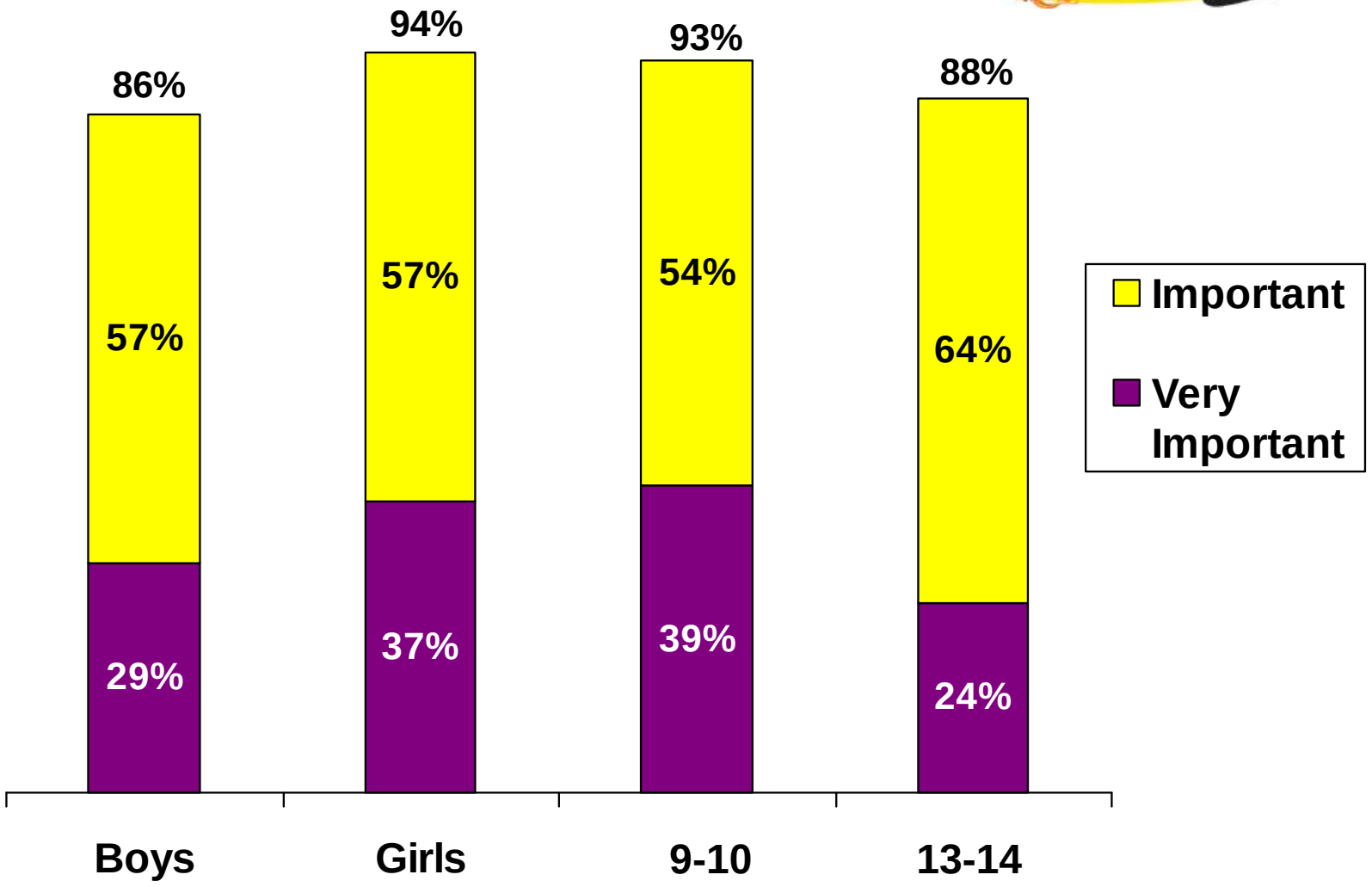
Base: Answered “Yes” to “Feels obesity is a problem for young people today”.

DO YOU KNOW ANYONE IN YOUR CLASS WHO SMOKES ?



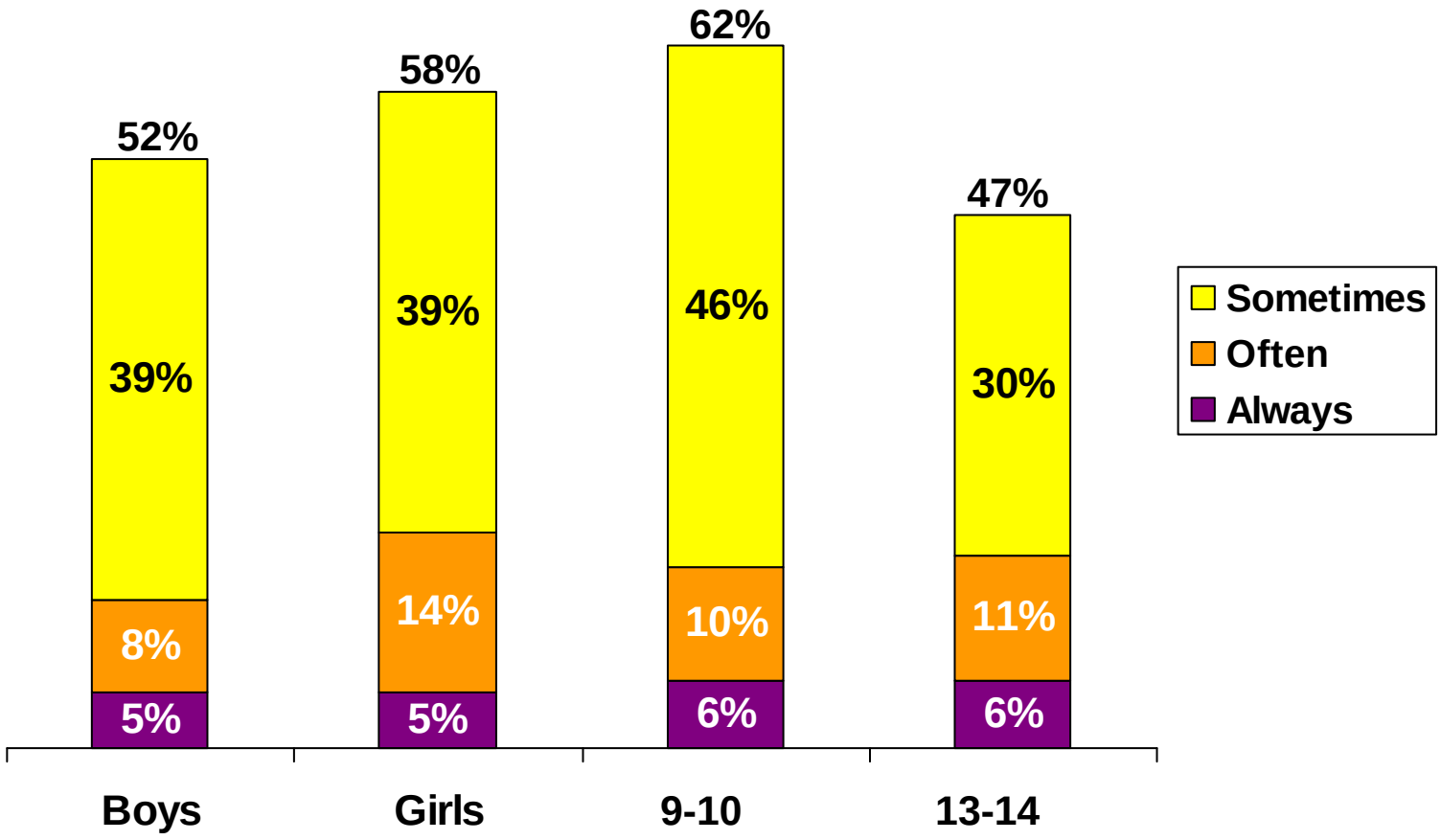
Base: Those who answered "yes" to above question

HEALTHY EATING IS IMPORTANT



Q. How important is healthy eating to you?

Incidence of Reading the Ingredients List on Food Packages



Q. How often do you read the ingredients list on food packages to make sure you're eating healthy?

An Active Lifestyle

92% of tweens think they live an active lifestyle and get enough exercise.

ComQUEST RESEARCH

Section 8:
On Their Minds

On Their Minds
- Contents -

- On Their Minds – Highlights 95
- What is most important to me in my life 96
- Tween Aspirations 97
- Future Entrepreneurs 98
- What worries / concerns me at school 99
- I feel stressed 101

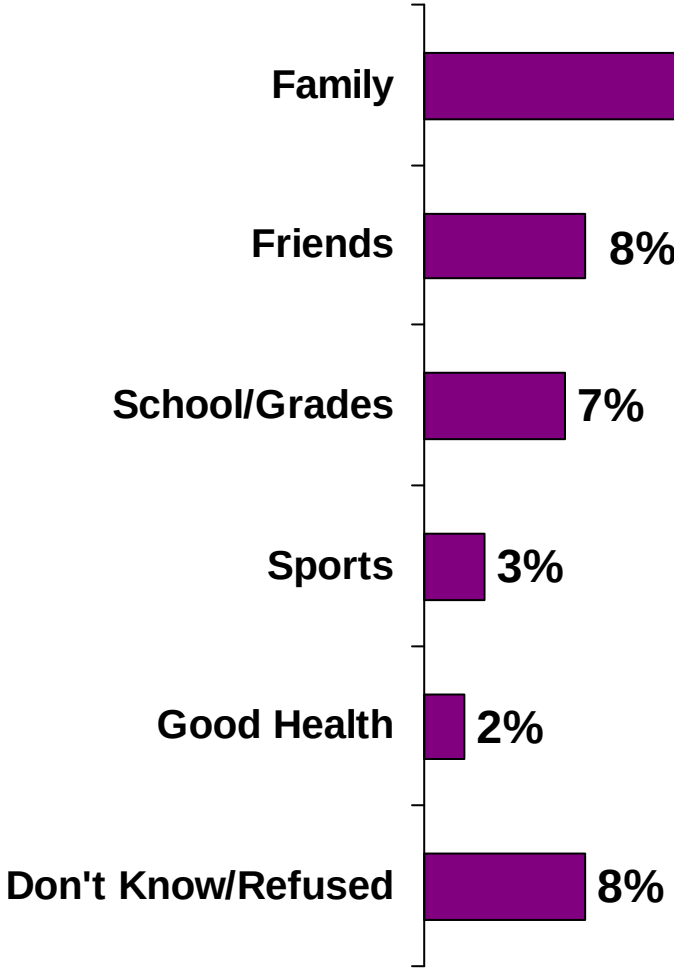
ComQUEST RESEARCH

On Their Minds
- Highlights -

- **Although tweens are a health conscious group, good health is not nearly as important to tweens as family.**
- **Tweens worry about getting good grades and they aspire to go to university.**
- **In most cases, girls worry somewhat more than boys about school issues.**
- **Tweens also aspire to have full time jobs and to own their own homes. Some even look towards starting their own businesses.**
- **Tweens are optimistic but their stress levels increase with age, taking the biggest jump between ages 11 to 12 and 13 to 14.**

ComQUEST RESEARCH

WHAT'S MOST IMPORTANT TO YOU IN YOUR LIFE

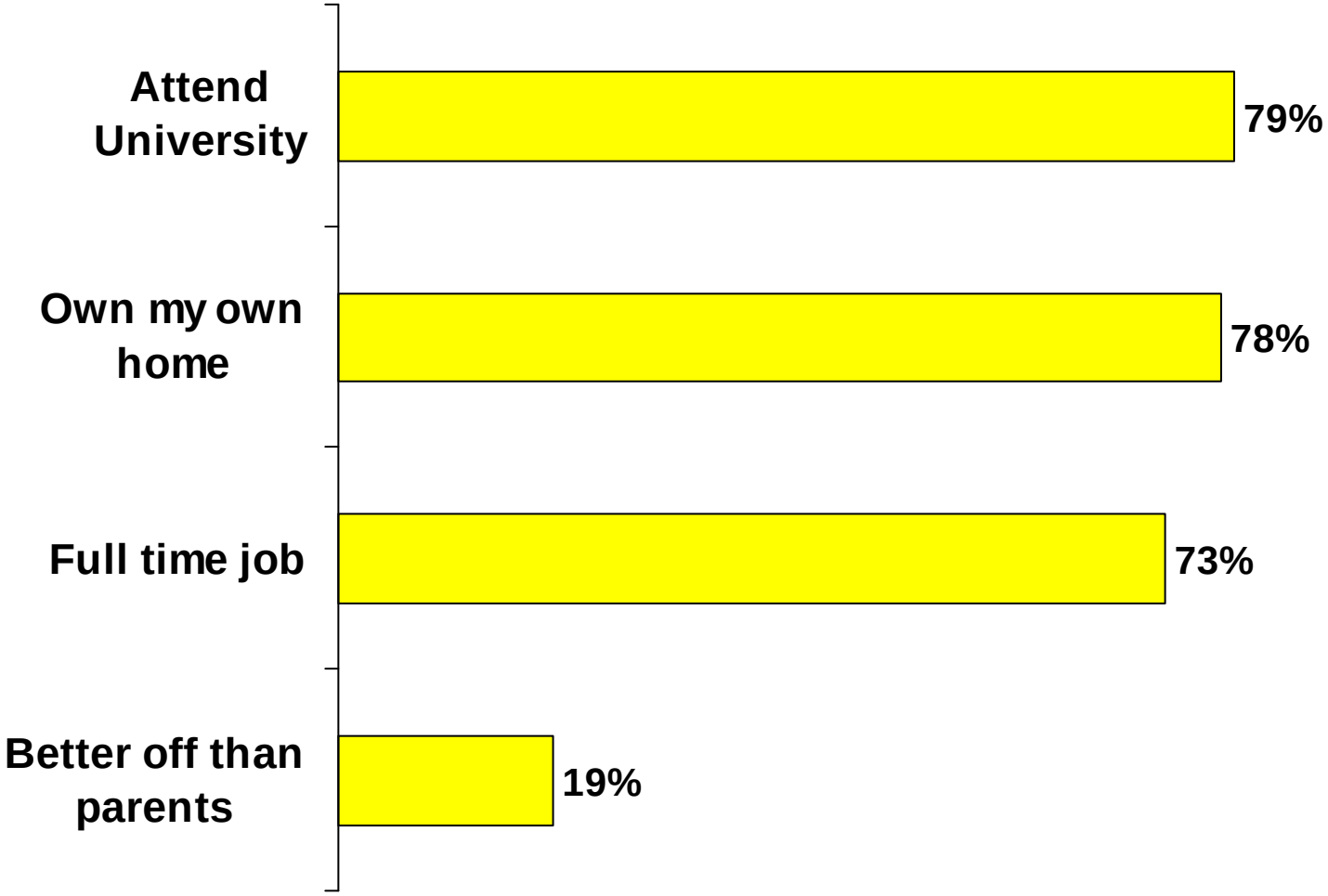


Things that don't matter as much (<2%)

- Getting a good job
- Being a success
- Money
- Career

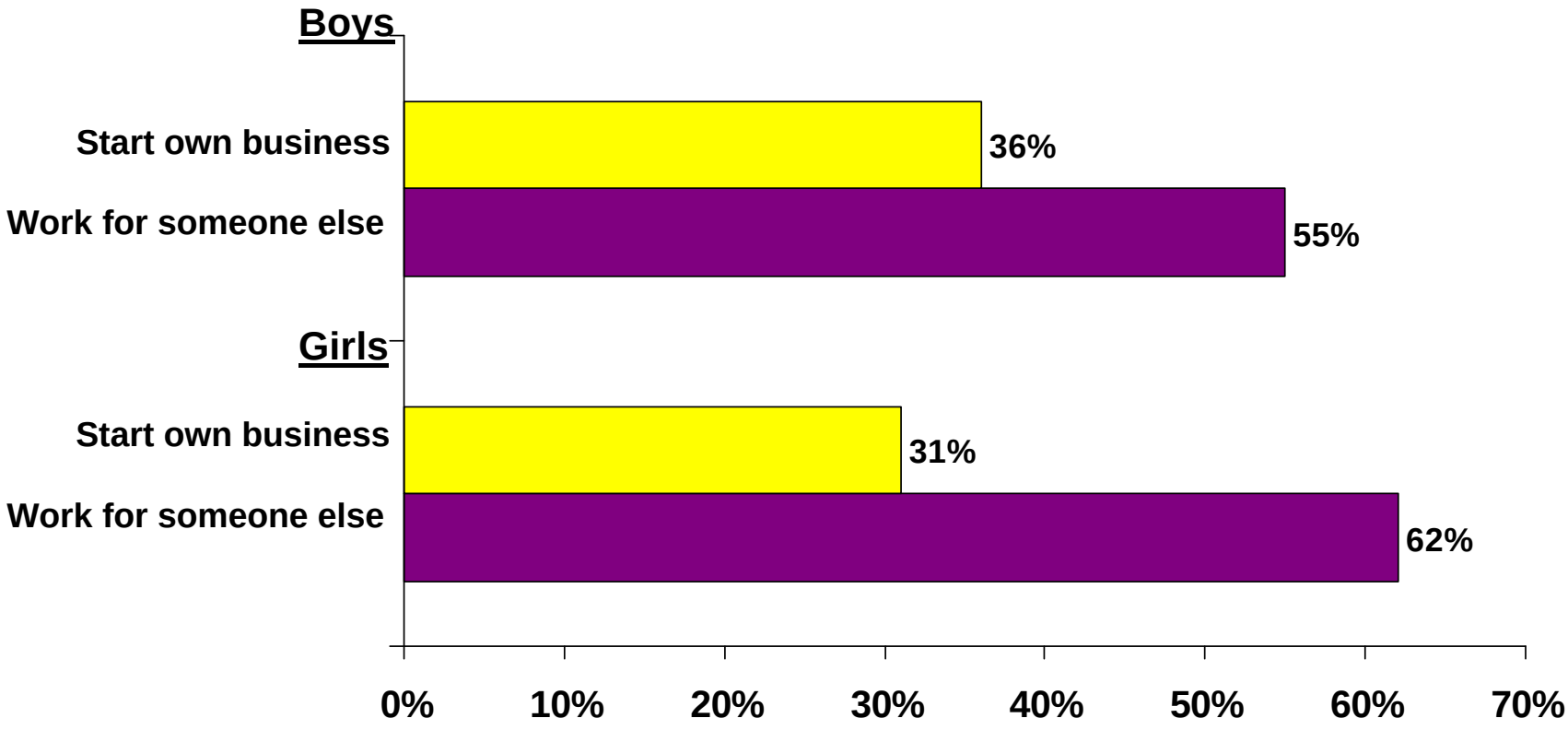
Q. What is most important to you in your life?

Tween ASPiRAtiONS



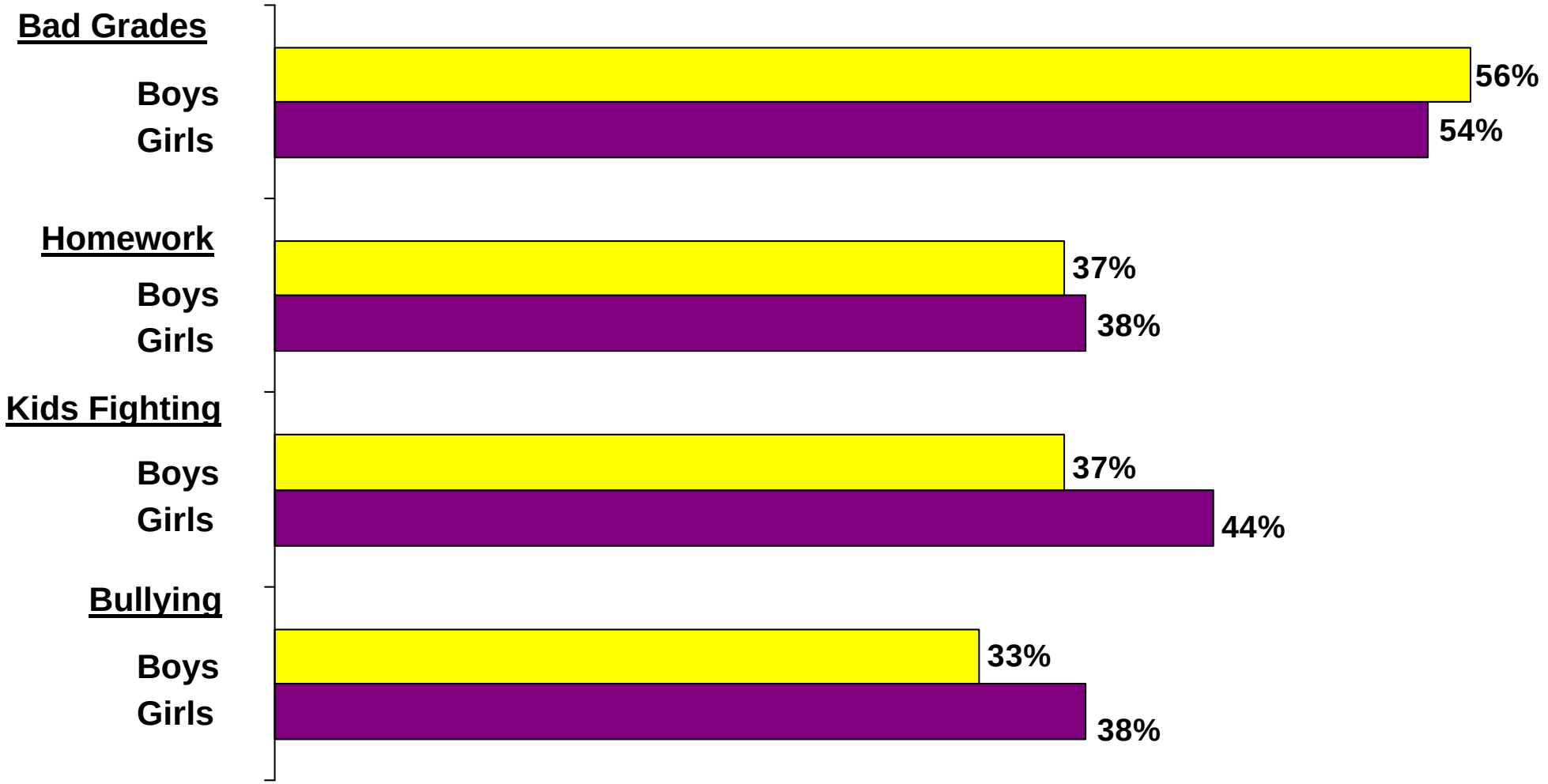
Q. “I plan to go to college or university some day”
Percent who say this is exactly what they think

Future Entrepreneurs



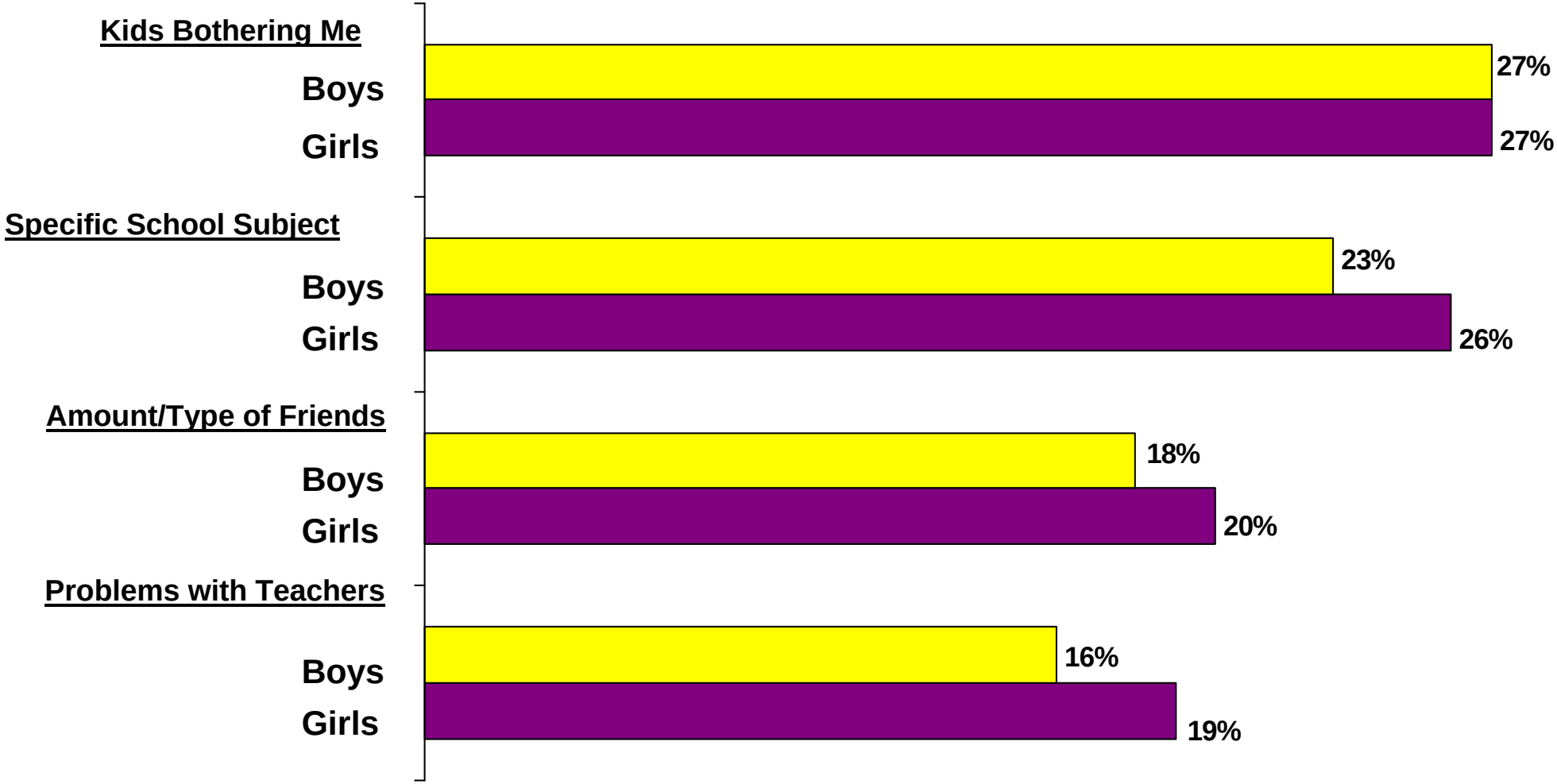
Q. When you grow up, do you think you would prefer to start your own business or would you prefer to work for someone else?

WHAT WORRIES/CONCERNS YOU AT SCHOOL



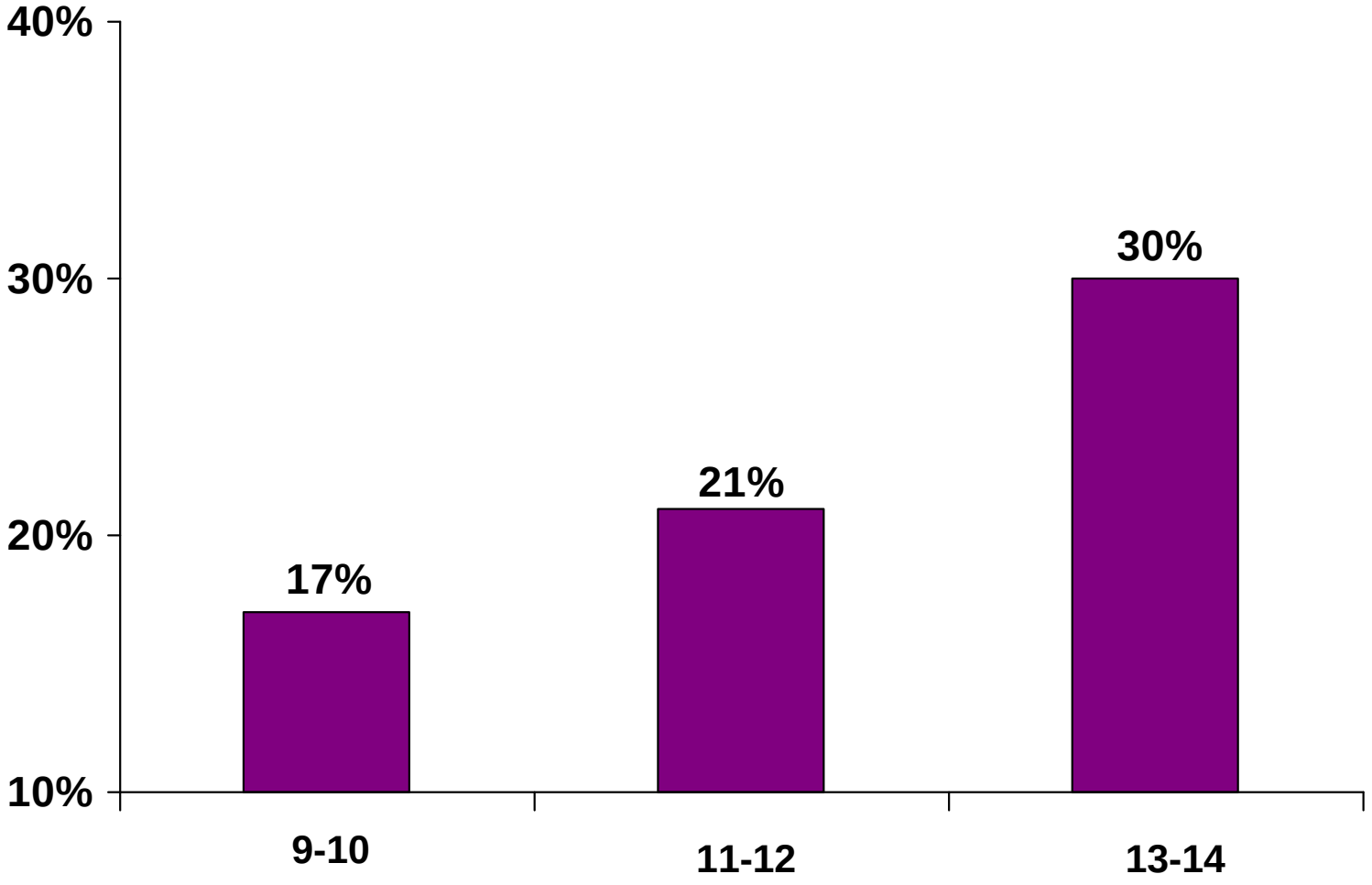
Q. What worries or concerns you at school?

WHAT WORRIES/CONCERNS YOU AT SCHOOL (CONT'D)



Q. What worries or concerns you at school?

I Feel Stressed



Q. Asked if they "feel stressed" – answers to "exactly what I think" and "kind of what I think"

Section 9:
Parental Concerns

PARENTAL CONCERNS
- CONTENTS-

- Parental Concerns – Highlights 104
- Quality of Public School Education 105
- Violence In and Around School 106
- Not Enough Money for Child's University Education 107
- My Child May Have Fewer Opportunities Than I Had 108

Parental Concerns
- Highlights -

While tweens are generally optimistic, their parents have a number of concerns. Parental concerns include the following:

- **Almost 3 out of 4 parents are worried about the quality of public school education**
- **Almost 8 in 10 worry about violence in the school**
- **70% are concerned about university funding**

Despite these issues, about two thirds of parents are not concerned that their tweens will have fewer opportunities than they had.

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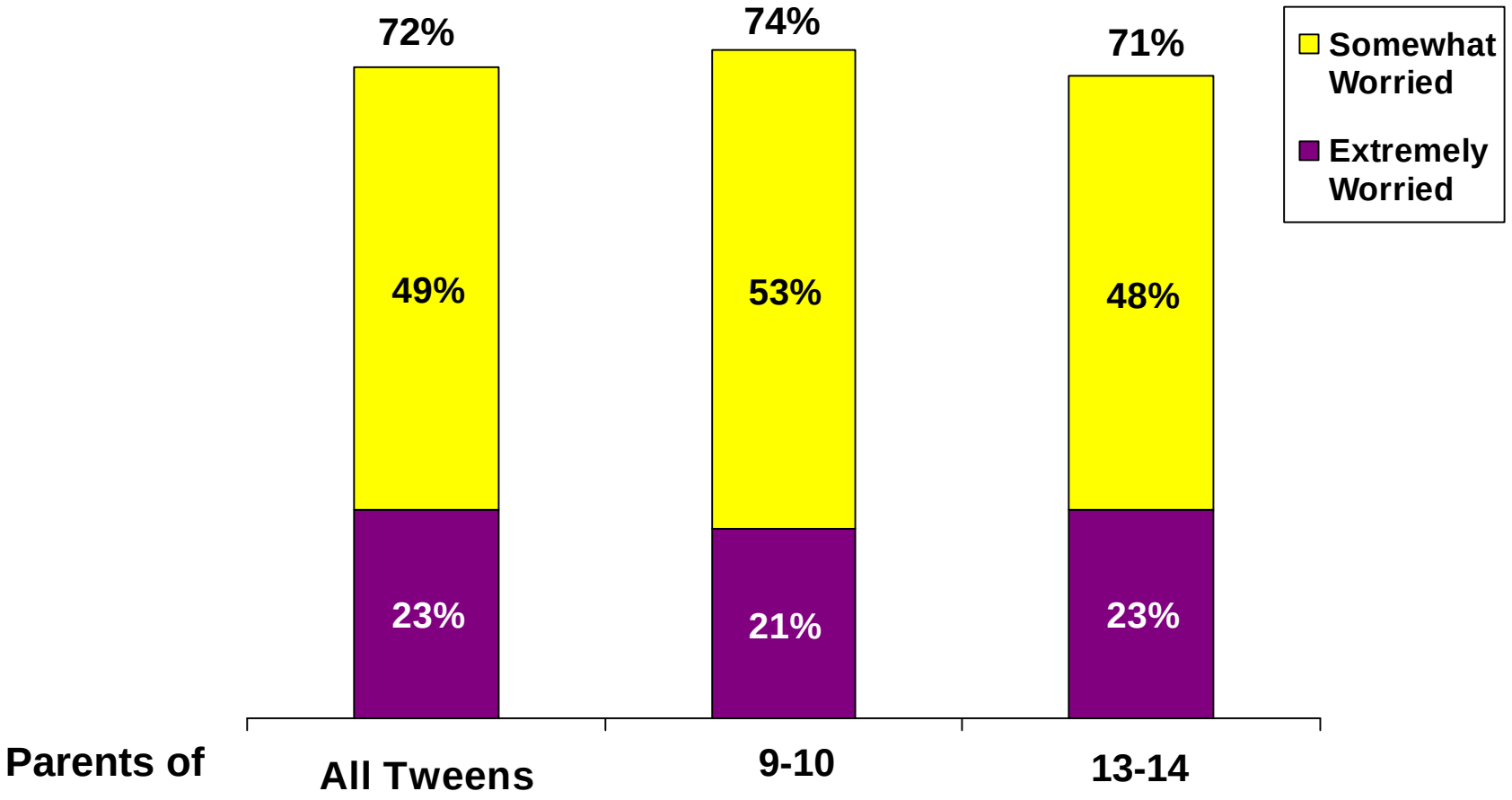
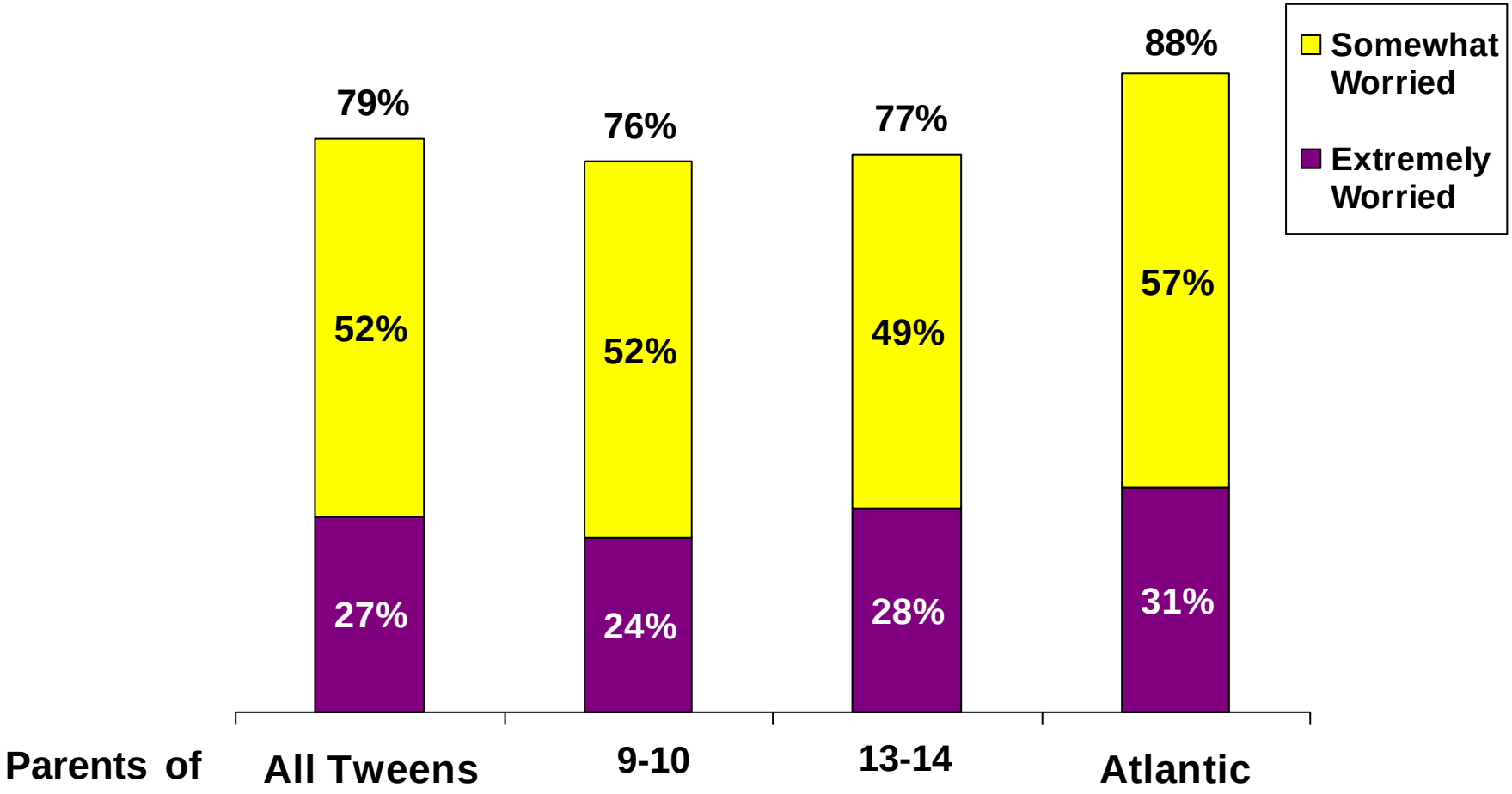
QUALITY OF PUBLIC SCHOOL EDUCATION



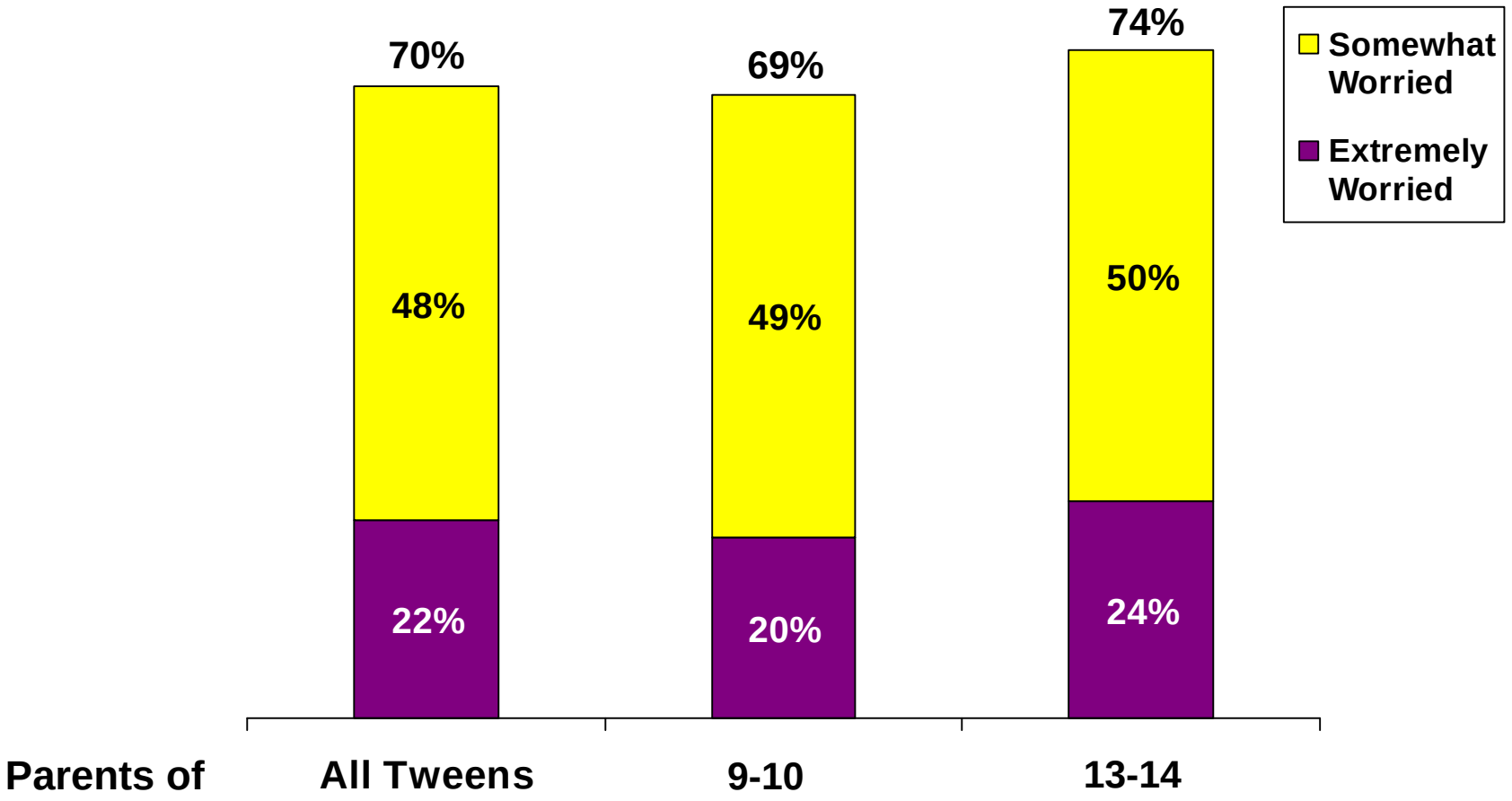
PQ. Are you extremely worried, somewhat worried or not at all worried about "the quality of public school education"

Violence in and around school



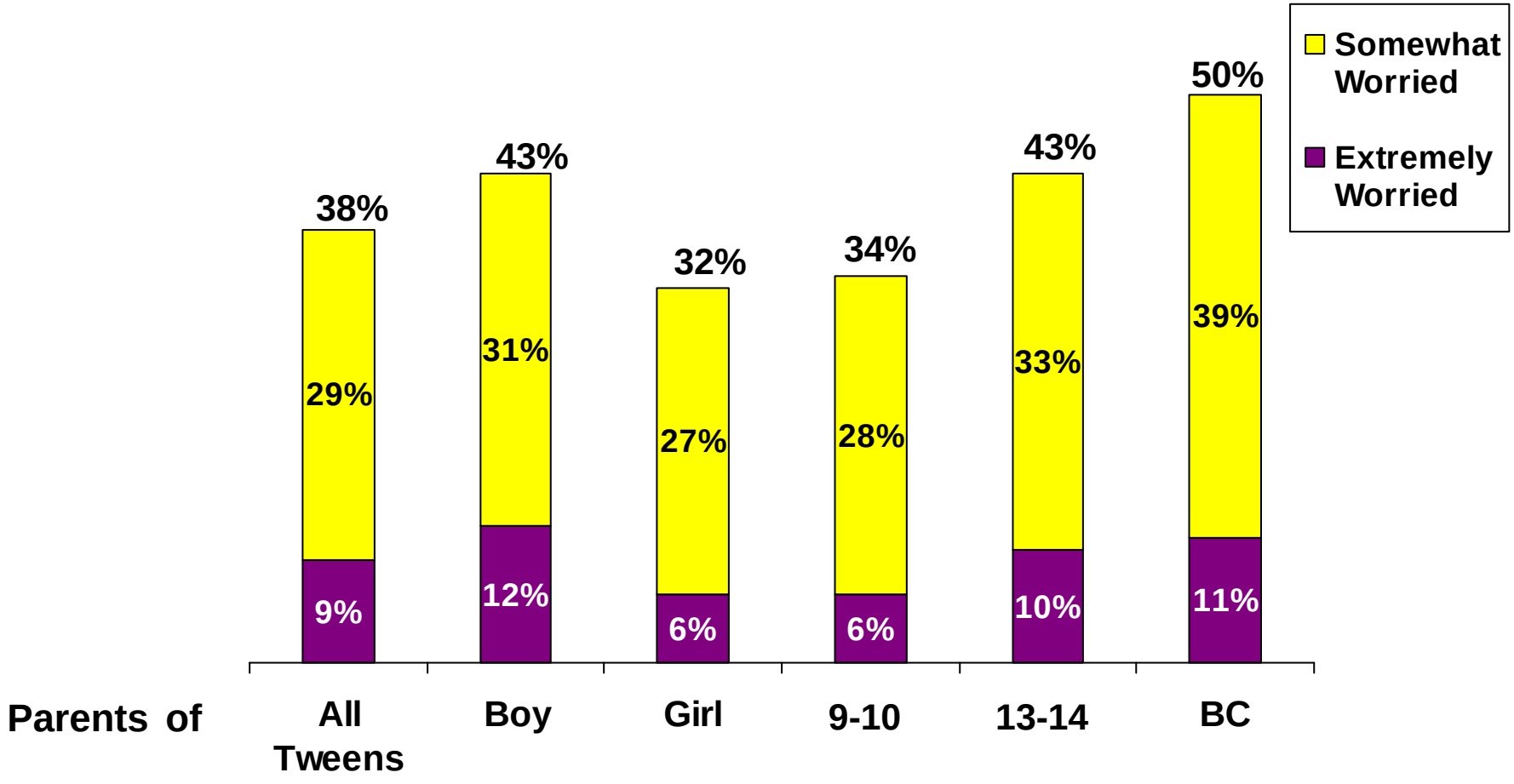
PQ. Are you extremely worried, somewhat worried or not at all worried about "violence in and around the school"

Not Enough Money for Child's University Education



PQ. Are you extremely worried, somewhat worried or not at all worried that "you may not have enough money for my college or university education

MY CHILD MAY HAVE FEWER OPPORTUNITIES THAN I HAD



PQ. Are you extremely worried, somewhat worried or not at all worried that "your child may have fewer opportunities than you had"?

Section 10:
Money Sense

Money Sense
- Contents -

- Money Sense – Highlights 111
- Tween Source Of Money 112
- Average Weekly Allowance 113
- Earning Allowance Through Chores 114
- Tweens' Annual Income 115
- Average Amount On Last Birthday 116
- Average Amount On Last Major Holiday 117
- Tween Jobs 118
- Average Number of Hours Worked Per Week 119
- Average Weekly Earnings 120
- What Tweens Buy – First Mention 121
- What Tweens Buy – All Mentions 122
- Average Amount For Back-To-School Clothes/Supplies 123
- Parent's Back-To-School Spending 124

ComQUEST RESEARCH

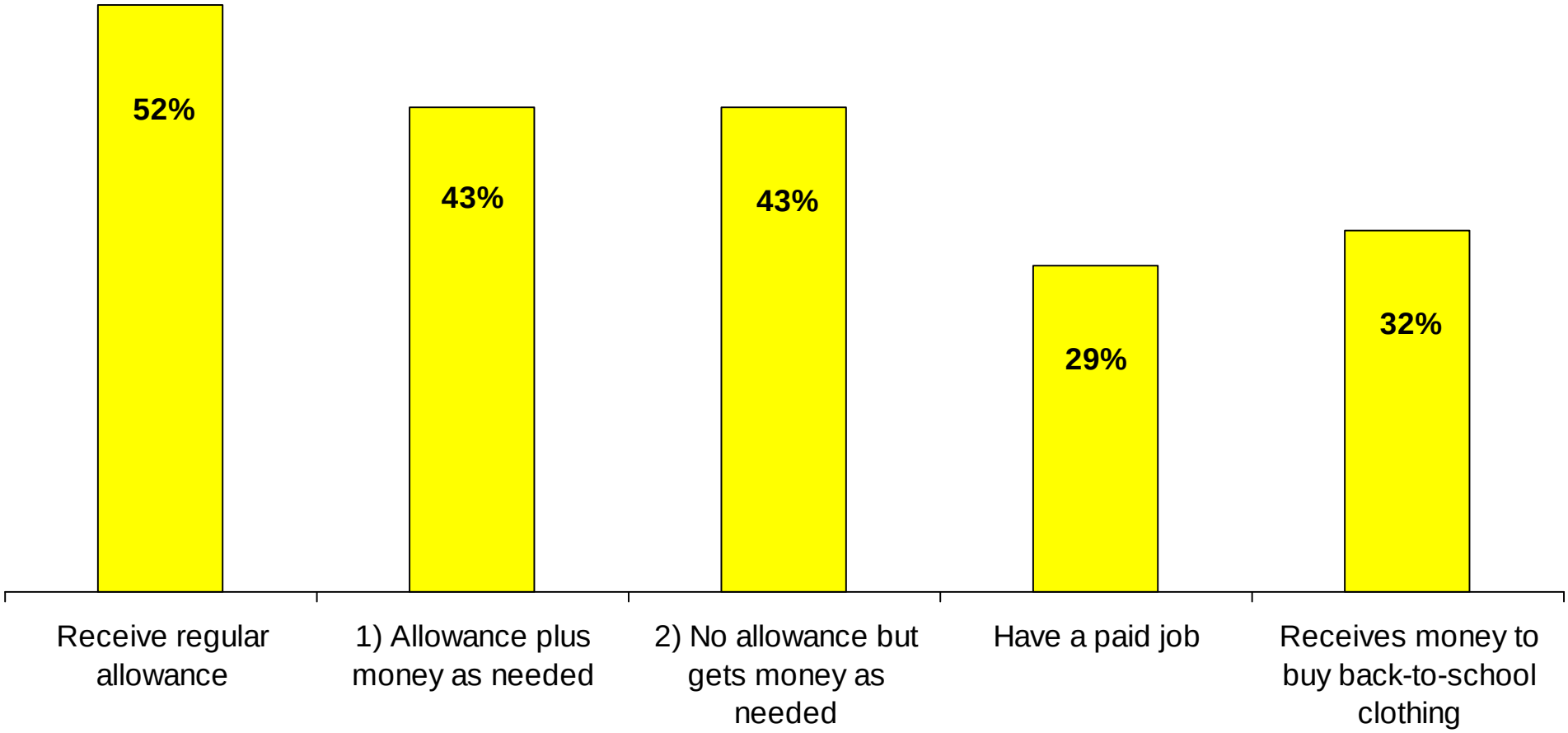
Money Sense
- HiGHLiGHtS -

- **Tweens have several sources of money and the amount of money available to them increases with age. The 2.5 million Canadian tweens in 2003 are estimated to have an annual discretionary income totalling $1.9 billion annually.**
- **There are disparities regarding money across gender. Boys receive more allowance, more gift money, and more back-to-school money is spent on them than girls. Girls work 33% longer than boys but earn only 7% more money. Girls tend to stick with babysitting as a means of earning money, whereas boys are much more diversified in their jobs.**
- **There are also differences between regions. Ontario tweens who get paid for work earn less than the other regions. Quebec tweens receive the least amount of money to spend on back-to-school clothes and supplies. Meanwhile, although tweens in the Atlantic provinces receive larger allowances than the other regions, fewer Atlantic tweens are required to do chores in order to earn that money as compared with the other regions.**
- **Tweens spend their money on a wide variety of merchandise. 57% of girls buy clothes or shoes. 37% of boys buy food or drink.**

ComQUEST RESEARCH

Tween Source of Money

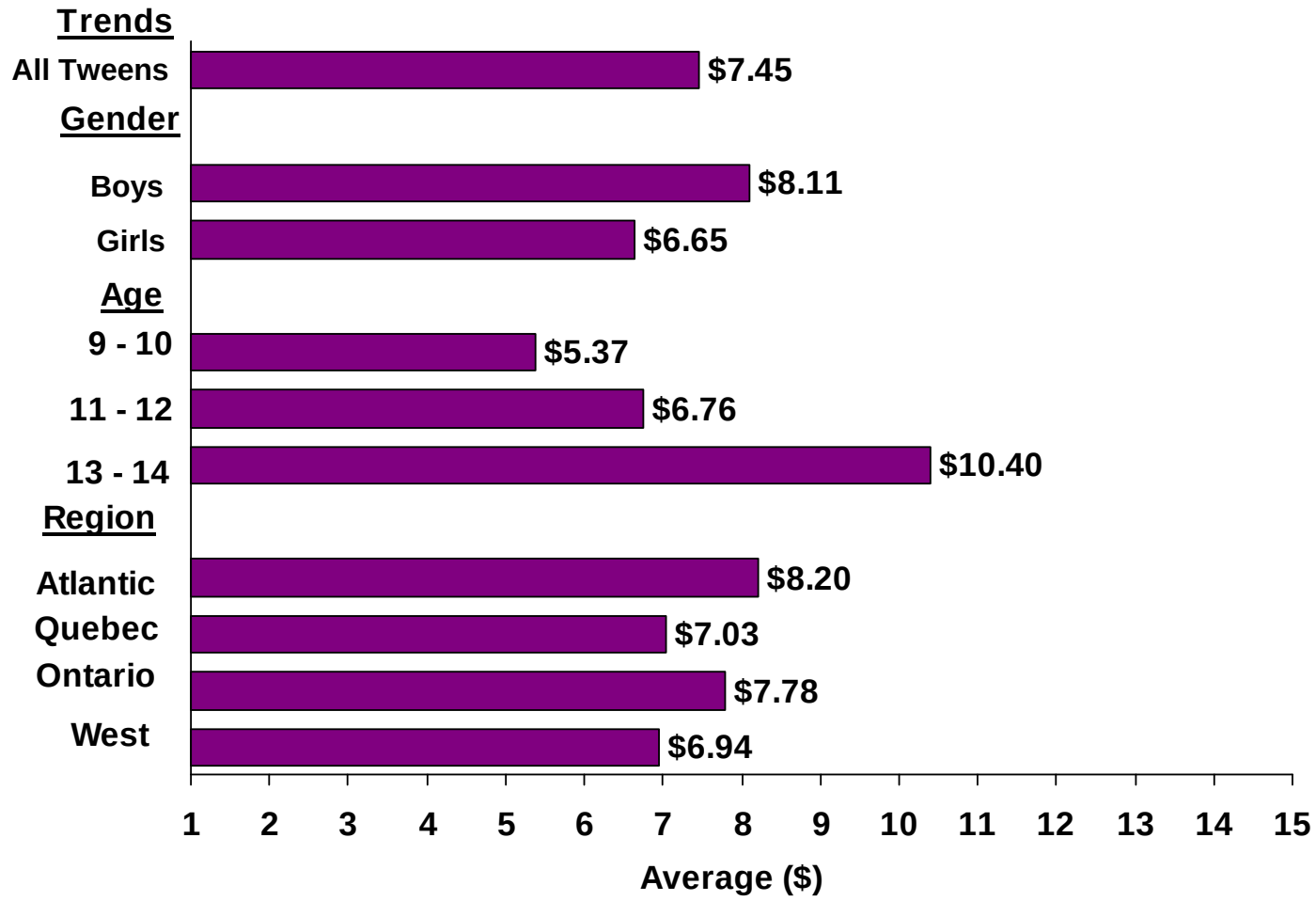
% of Tweens who receive money/earn money



1) Do you ever receive additional money aside from a regular allowance to buy specific things you want or need?

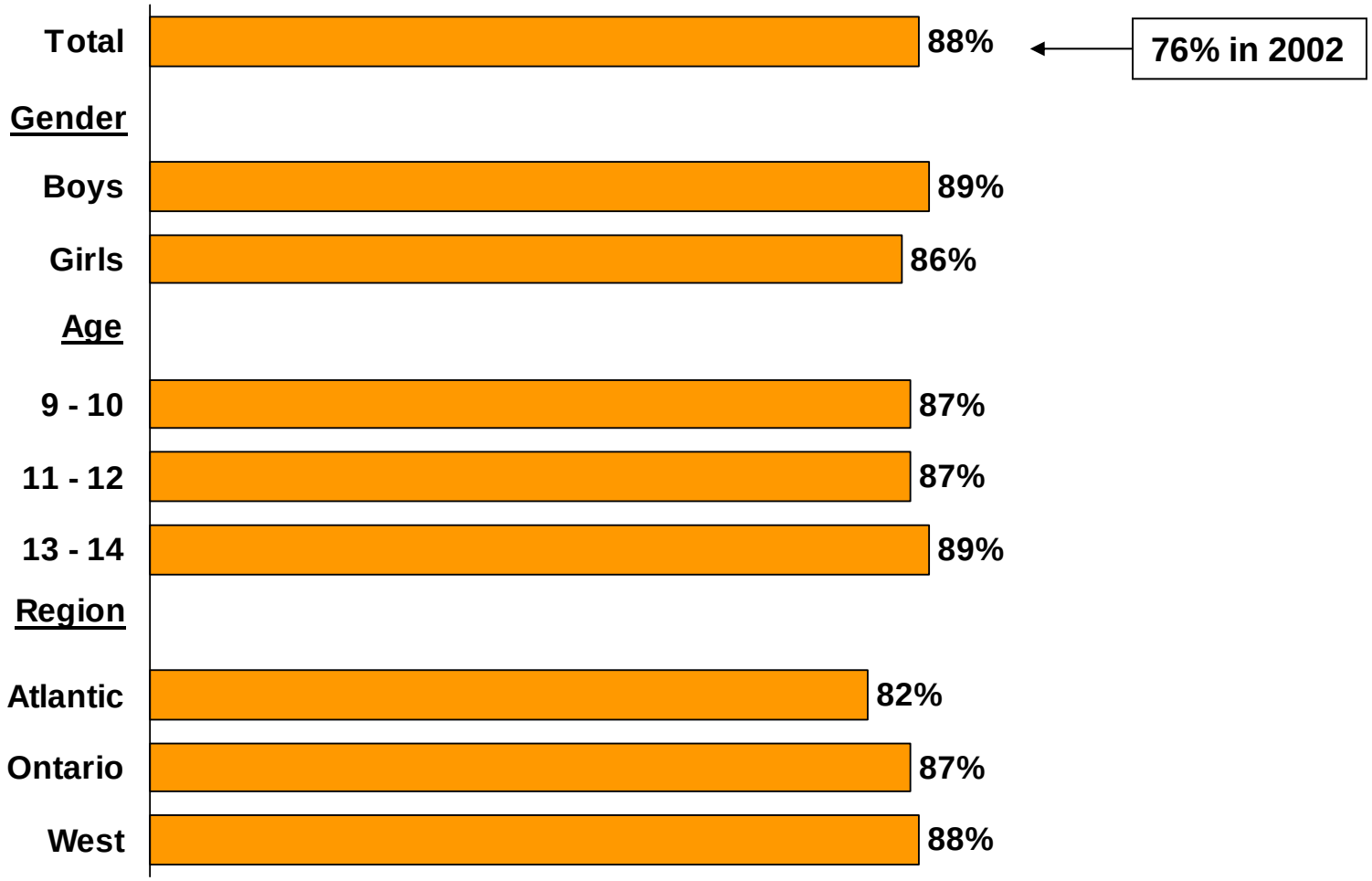
2) Although you don't receive an allowance do you ever receive money to buy specific things you want or need?

AVERAGE WEEKLY ALLOWANCE



Base: Tweens Who Receive Regular Allowance

EARNING ALLOWANCE THROUGH CHORES



Base: Tweens Who Receive Regular Allowance

Note: Quebec has been omitted from the regional comparison due to small sample size.

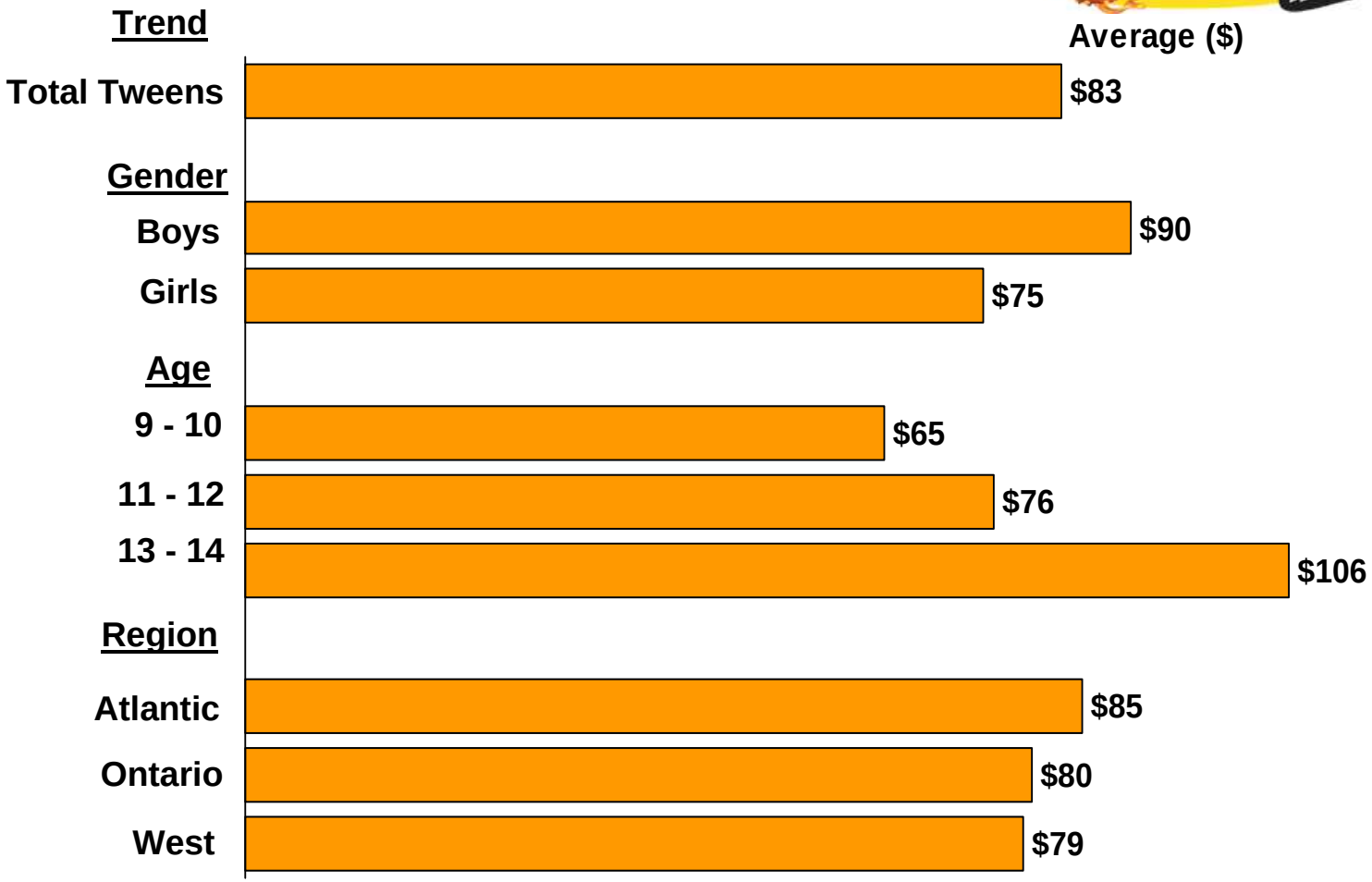
Tweens' Annual Income

Estimated TOTAL ANNUAL INCOME $1.9 billion

	% Who Receive	Average Amount
Job or paid for work done	29%	$1,321
Regular allowance	52%	$387
Received money on last birthday	92%	$83
Received gift money on major holidays	68%	$85
Received back to school clothes money	32%	$98
Allowance and receives additional money	43%	N/a
No allowance but receives additional money	43%	N/a

ComQUEST RESEARCH

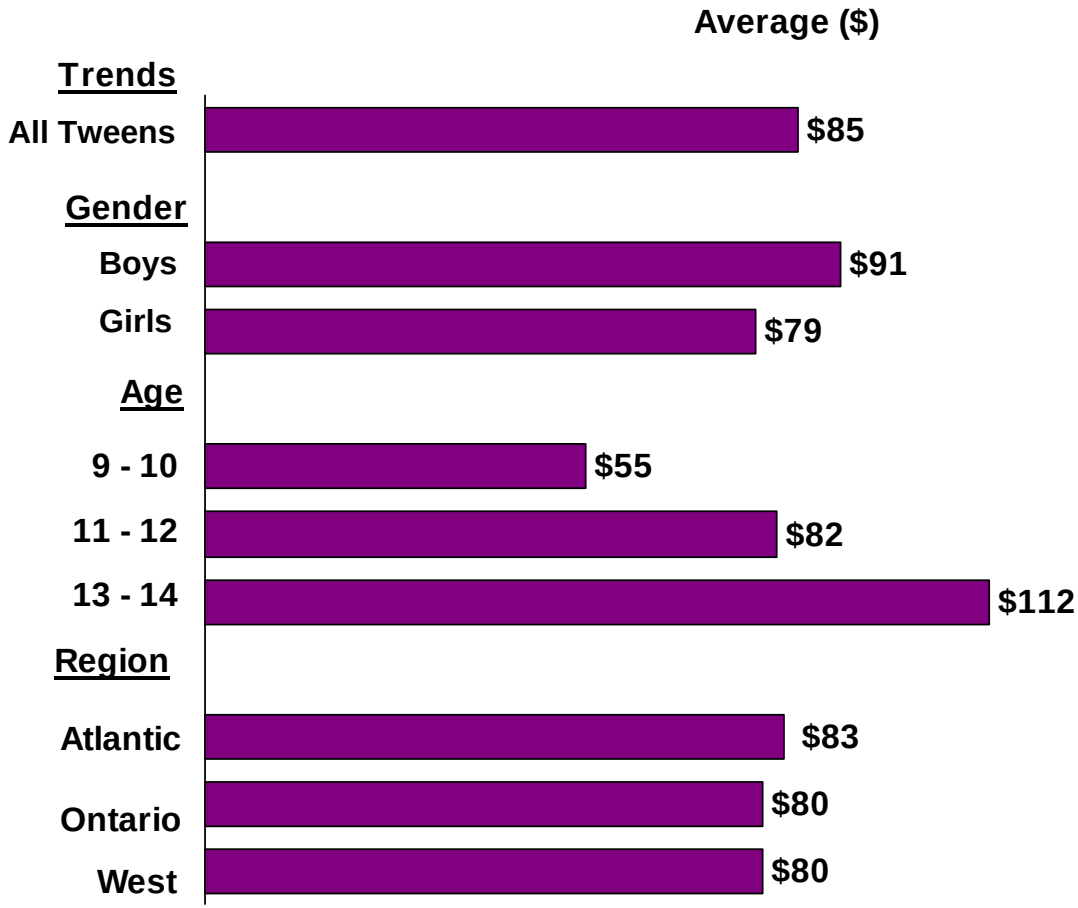
Average Amount Received on Last Birthday



Base: Tweens Who Received Money On Last Birthday

Note: Quebec has been omitted from the regional comparison due to small sample size.

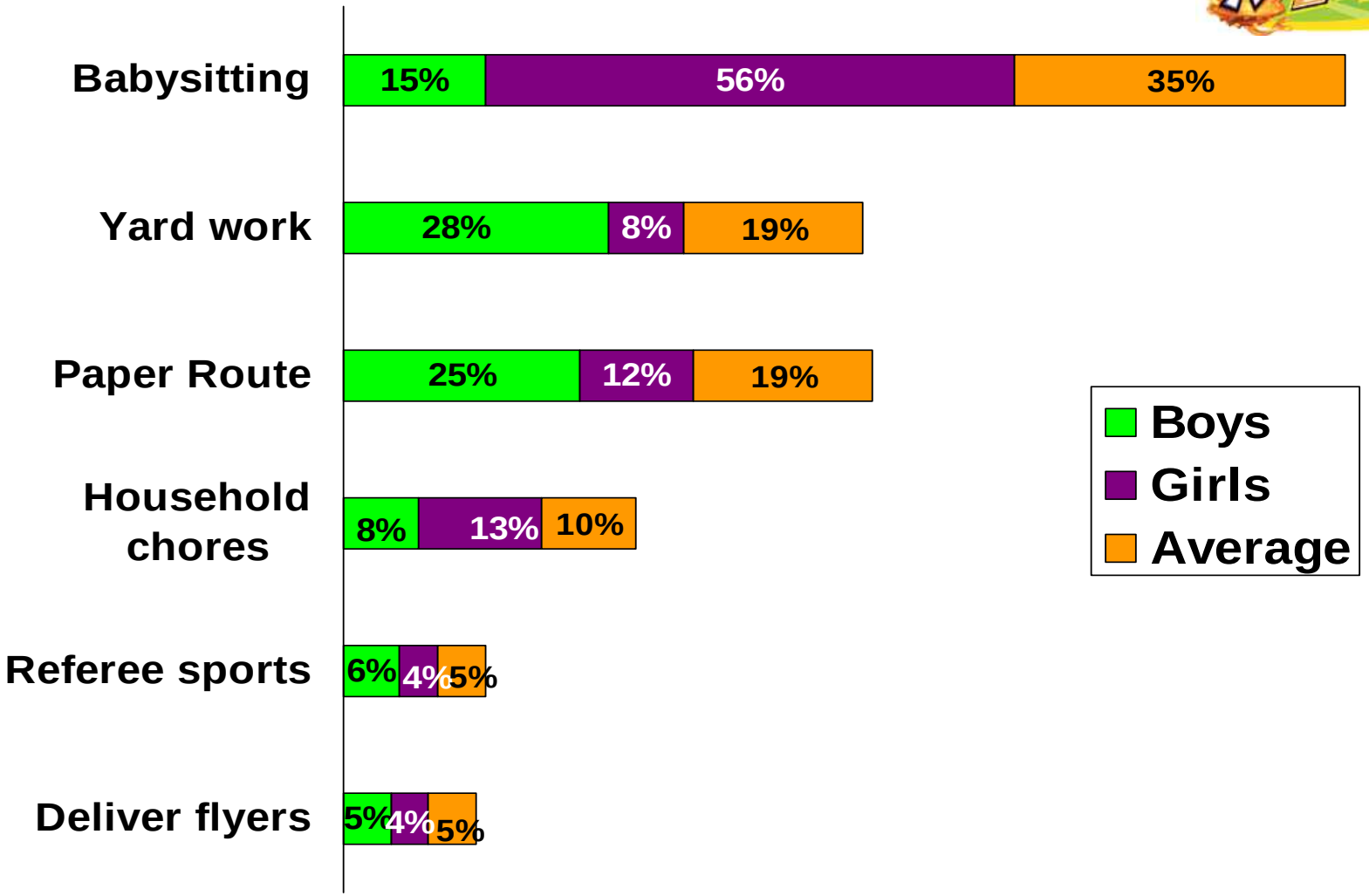
Average Amount Received on Last Major Holiday



Base: Tweens Who Receive Money On Major Holiday

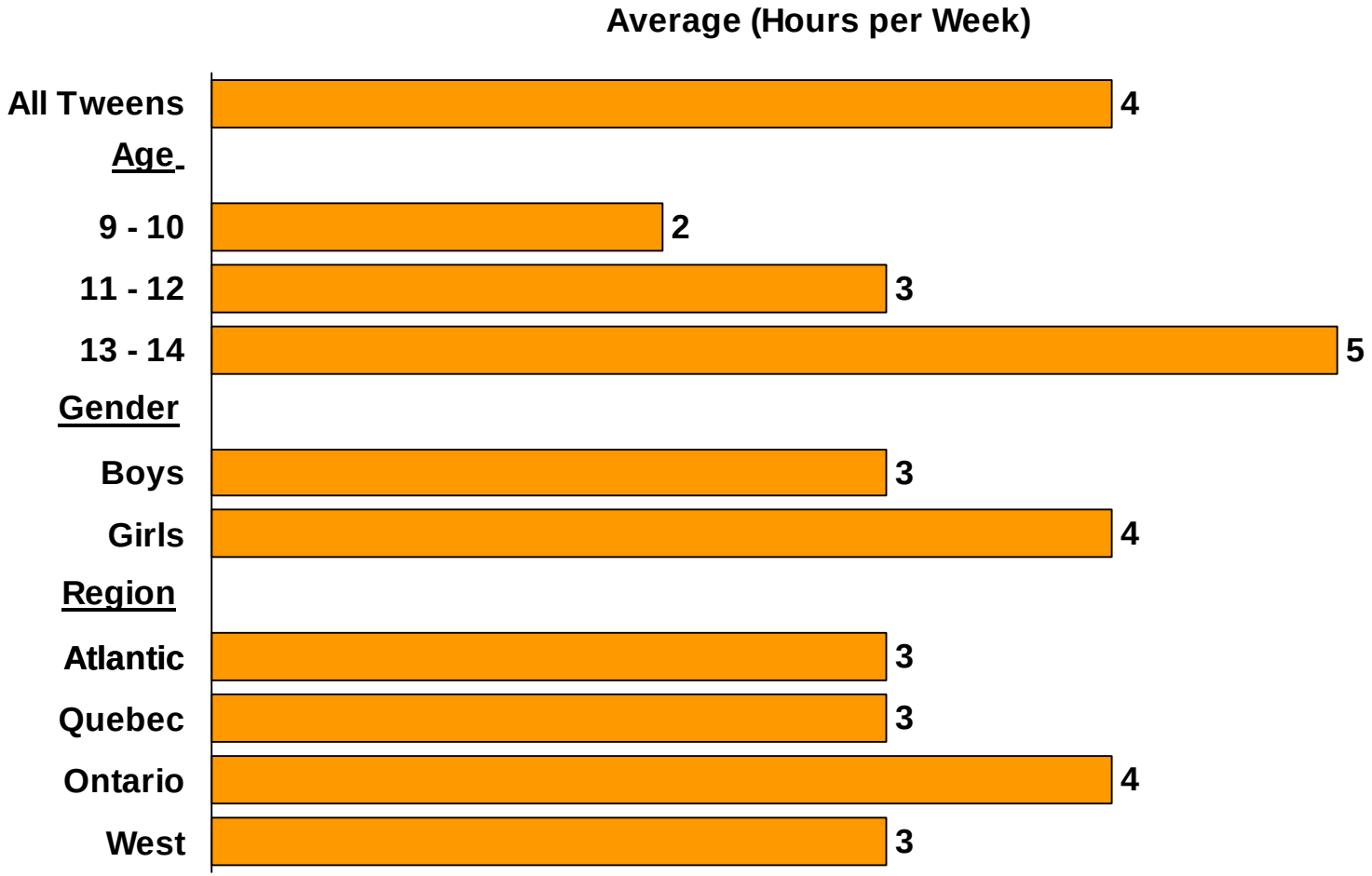
Note: 1 outlier was removed. Quebec has been omitted from the regional comparison due to small sample size.

TYPES OF JOBS TWEENS HAVE



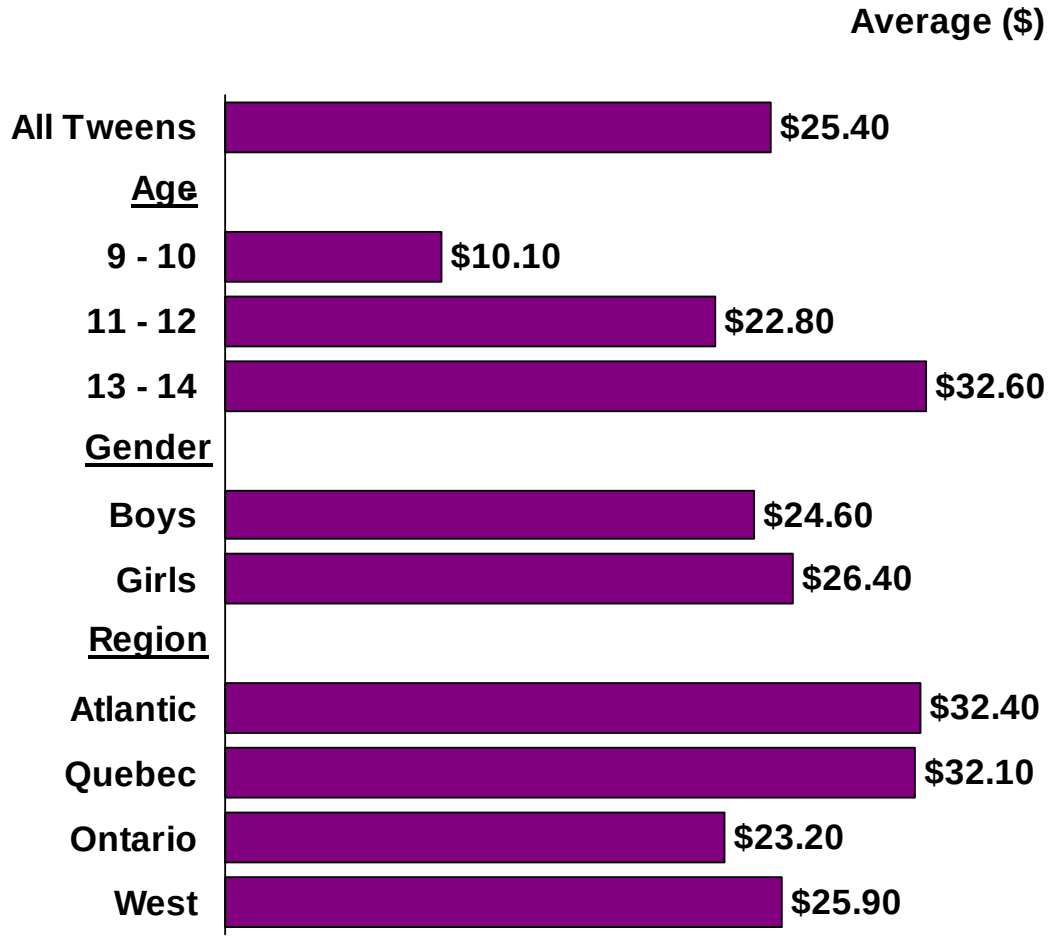
Base: Tweens Who Have Jobs

Average Number of Hours Worked Per Week



Base: Tweens Who Have A Job or Get Paid for Work Done

AVERAGE WEEKLY EARNINGS



Base: Tweens Who Have A Job or Get Paid for Work Done

WHAT TWEENS BUY
- 1st Mention -

Boys		Girls	
Food/Drinks	20%	Clothes/Shoes	37%
Games/Toys-not electric	17%	Food/Drink	12%
Video Games	16%	Games/Toys-not electric	11%
Clothes/Shoes	10%	Candy	9%
Candy	10%	Music (CDs, Tapes)	7%

ComQUEST RESEARCH

Q. What are the top three items you buy most often with your money? Answers to their 1st mention.

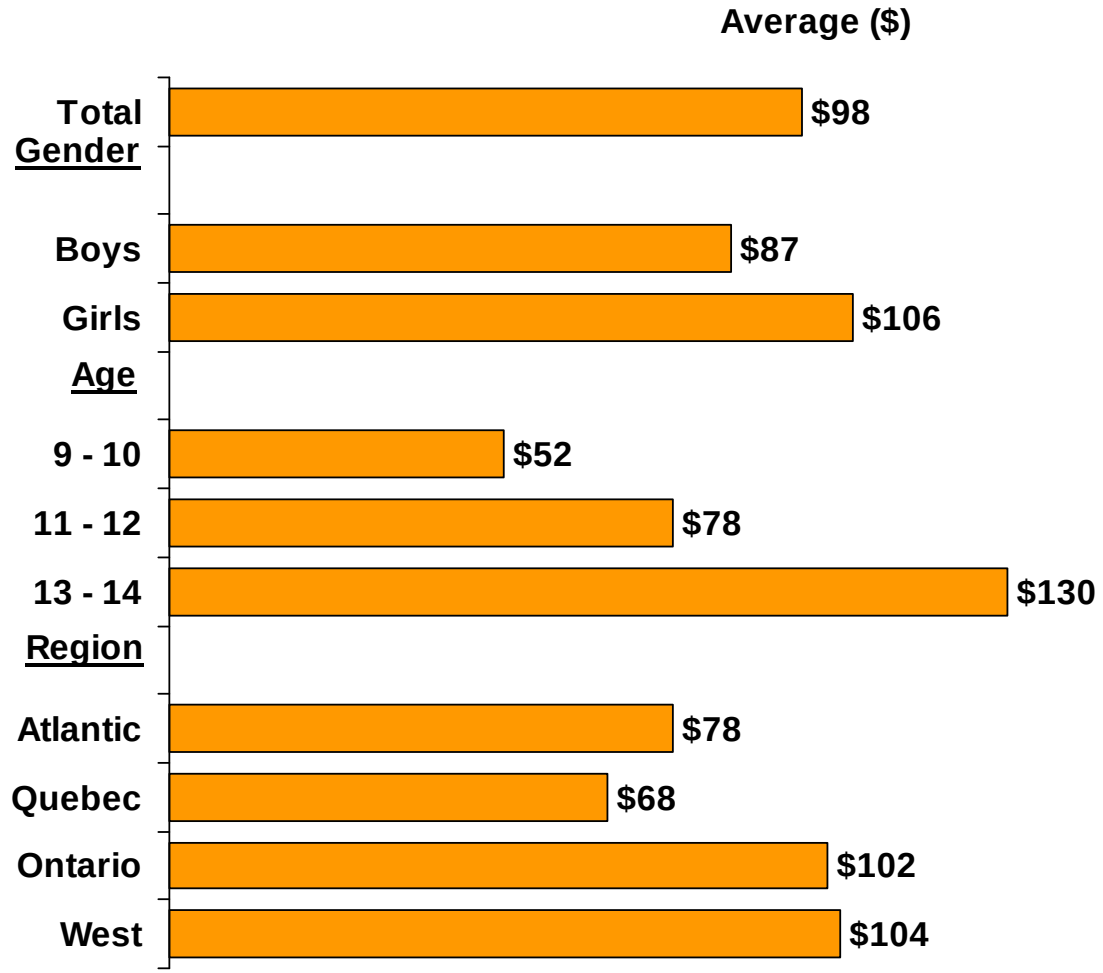
WHAt Tweens BUY
- ALL mentions -

Boys		Girls	
Food/Drink	37%	Clothes/Shoes	57%
Games/Toys-not electric	35%	Food/Drink	28%
Video Games	35%	Games/Toys-not electric	25%
Clothes/Shoes	22%	Music/CD's/Tapes	20%
Candy	20%	Candy	19%
Trading Cards	15%	Make up	18%
Sports Equipment	14%	Books/Magazines	13%
Music/CD's/Tapes	11%	Hair Accessories	10%
Books/Magazines	11%	Video Games	8%
Movies at a theatre	6%	Jewelry	8%
Computer Software	5%	Movies at a theatre	6%
Movies/DVD's/Cassettes	5%	Gifts/Presents	5%
Junk Food	4%	Movie/DVD's/Cassettes	4%
Pop	4%	Sports Equipment	3%
Rented Movies	4%	School activities	3%
Fast Food	3%	Edible treats (unspecified)	3%

ComQUEST RESEARCH

Q. What are the 3 items you buy most often with your money? Total mentions.

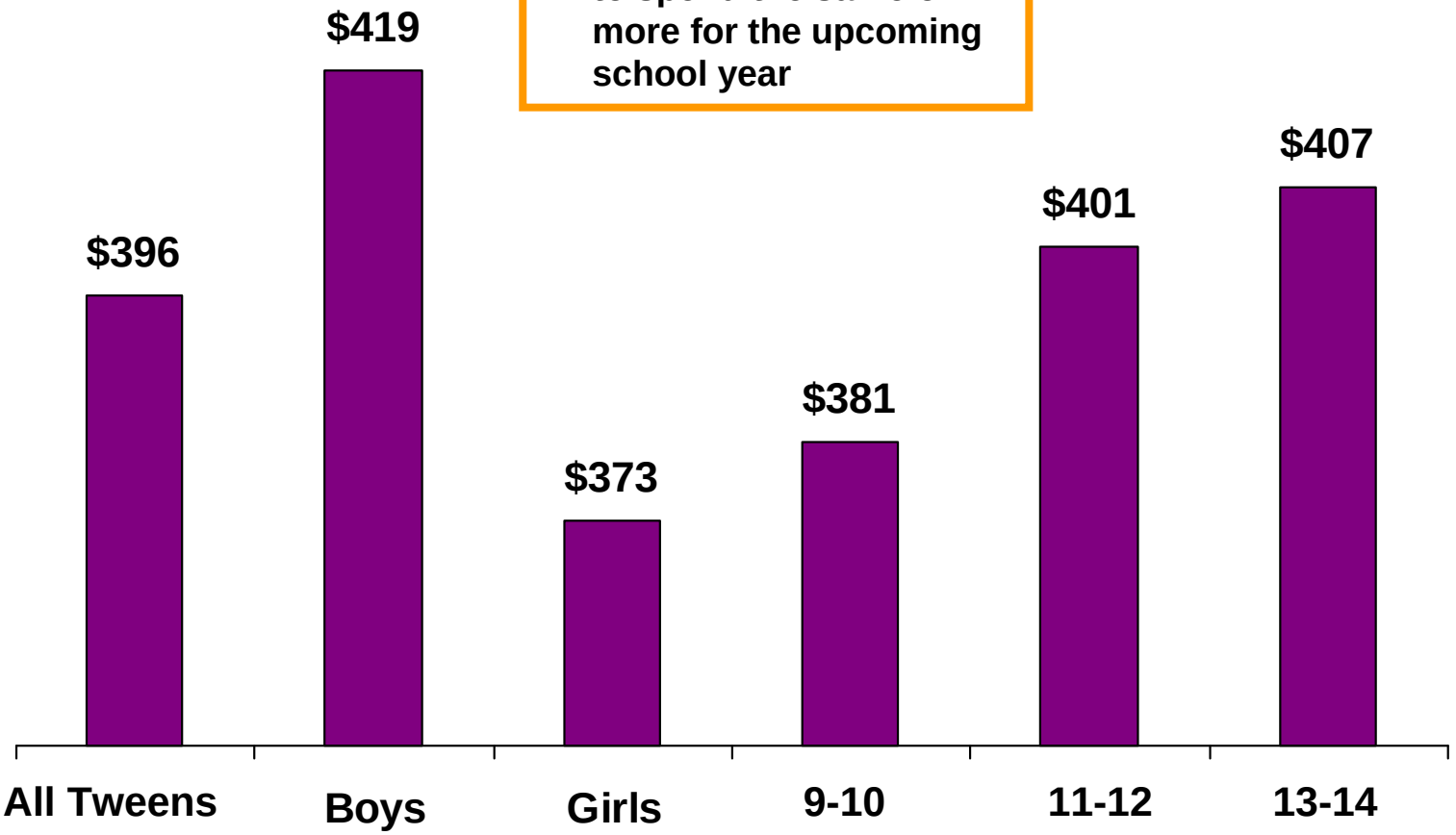
Average Amount Received for Back-to-School Clothes/Supplies



Base: Tweens Who Receive Money For Back-To-School Clothes/Supplies

PARent's BACK-to-SCHOOL SPENDING

94% of parents expect to spend the same or more for the upcoming school year



PQ. For this child approximately how much did you spend on back-to-school clothing and supplies in the past year?

WHY PARENTS WILL SPEND MORE ON BACK-TO-SCHOOL

Parents of Boys		Parents of Girls	
He's bigger	40%	She's getting older	29%
Needs to look good	24%	Needs to look good	28%
He's changing schools	22%	She's bigger	26%
It costs more	18%	She's changing schools	23%
He's getting older	18%	It costs more	16%
Needs/wants more things	15%	Needs/wants more things	12%

ComQUEST RESEARCH

Base: Parents Who Anticipate Spending More on Back-to-school

Section 11:
Totally Wired

TOTALLY WIRED
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- Primary Reason For Tweens Owning A Cell Phone 132
- Favourite Way To Talk To Friends When Not Together 133
- Length Of Time Spent On The Phone Per Day 134
- Television Locations 135
- Incidence of Setting Limits On Tweens' TV Time 136
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TOTALLY WIRED
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- Internet Activities When Surfing The Net 143
- Main Internet Activity 144
- Information Tweens Look For On The Net 146
- Tweens Practice Multi-Tasking 147
- Tween Internet Usage – Tweens vs. Parents Perception 149

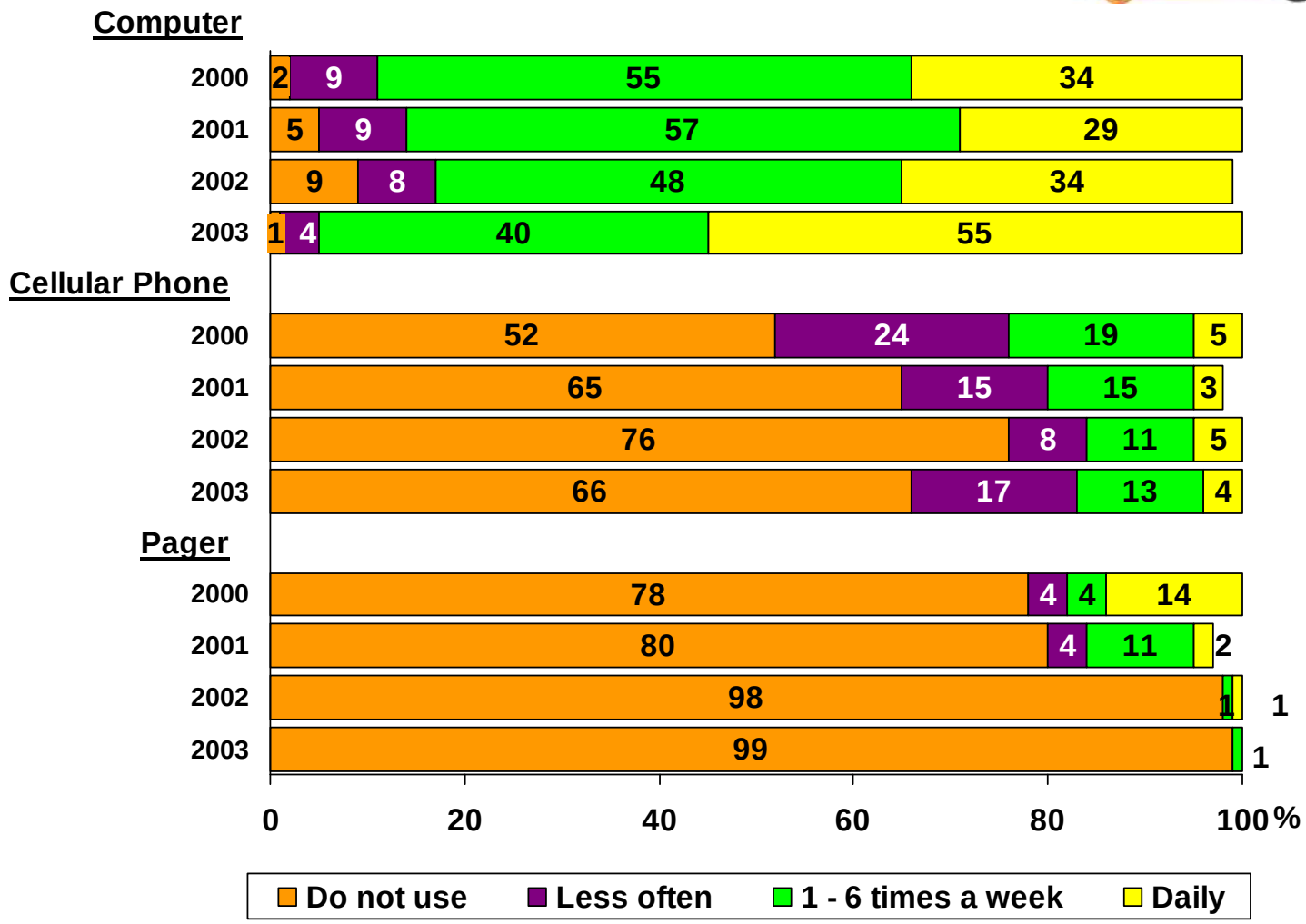
ComQUEST RESEARCH

TOTALLY WIRED
- HIGHLIGHTS -

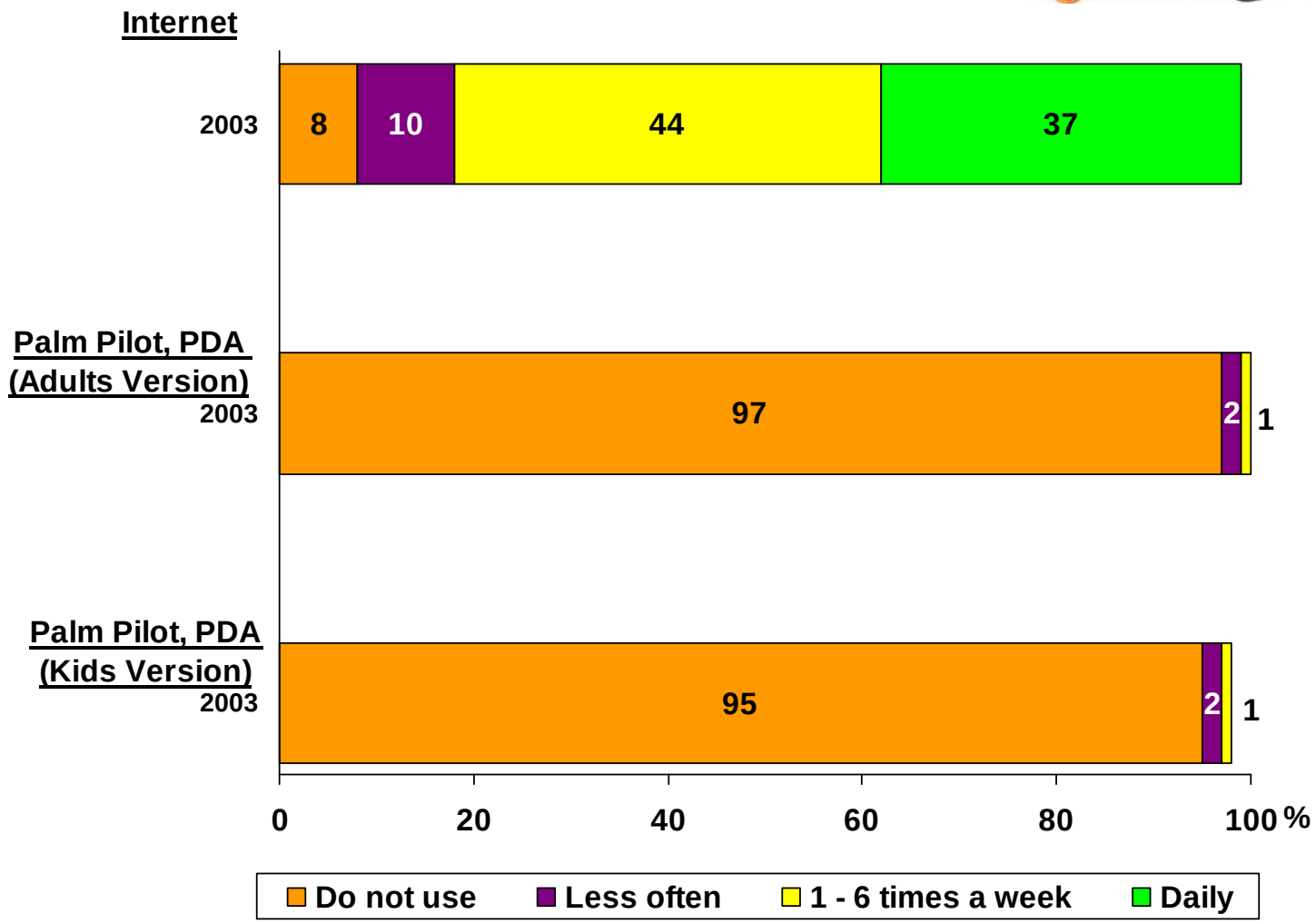
- **Tweens are heavy computer and Internet users. 91% of tweens have a working computer in the home. 55% of tweens who have a computer use it on a daily basis. 81% of tweens who have the Internet use it at least once a week. Very few tweens use PDAs or pagers.**
- **Cell phone use among tweens was declining but has increased over the past year. Meanwhile, regular telephone use is declining. An explanation for this trend could be the popularity of the Internet as a communication tool, particularly among girls and tweens aged 13 to 14. Notable is the dramatic increase in popularity of instant messaging over the past year.**
- **The growing popularity of the Internet among tweens and their unabated interest in TV viewing has spawned a generation of youth who are adept in multi-tasking. Almost half of tweens with a computer have a TV in the same room, and 40% of them use the TV while online.**
- **Both parents and tweens agree that tweens are spending more time on the Internet than they were a year ago. Parental limitations on tweens' computer and TV time are placed more on boys than girls. Time spent on the Internet jumps with each age group, from almost 3 hours per week for the youngest tweens to over 8 hours per week for tweens aged 13 to 14.**

ComQUEST RESEARCH

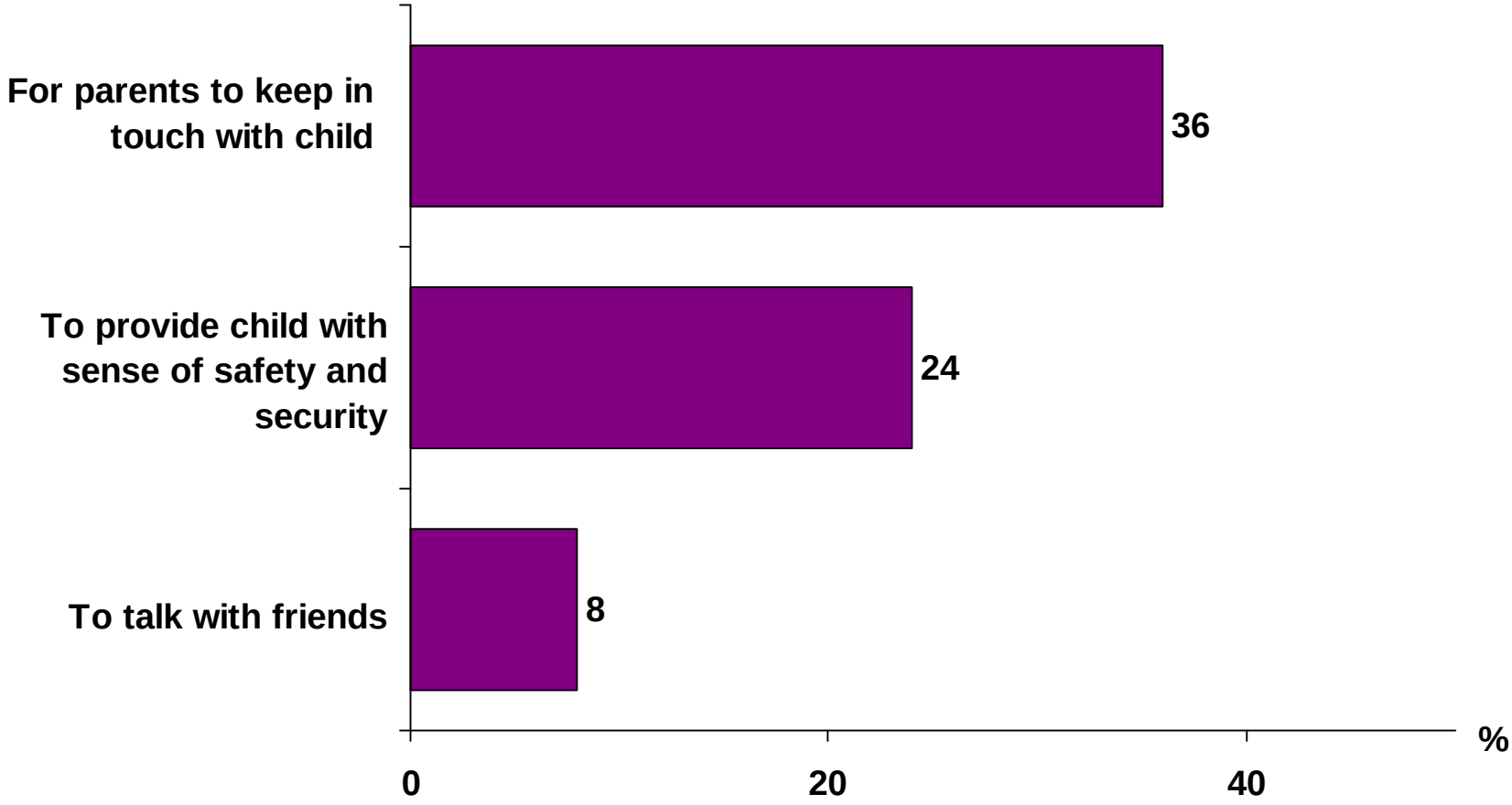
Frequency of Tweens Using Electronic Equipment



Frequency of Tweens Using Electronic Equipment (cont'd)

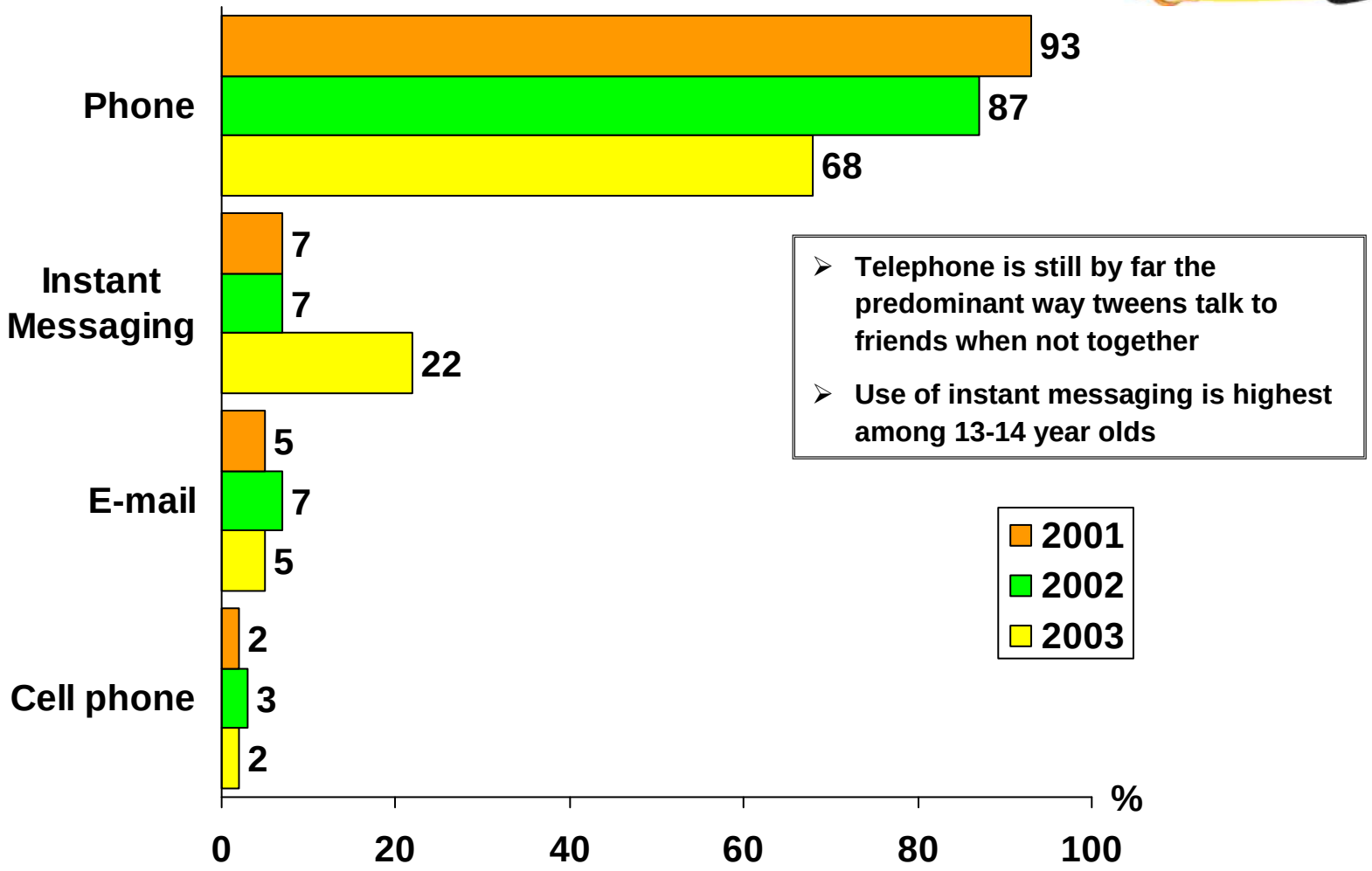


Primary Reason for Tweens Owning a Cell Phone



Base: Parents of Tweens Who Use a Cell Phone

FAVOURITE WAY TO TALK TO FRIENDS WHEN NOT TOGETHER



- Telephone is still by far the predominant way tweens talk to friends when not together
- Use of instant messaging is highest among 13-14 year olds

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Q. What is your favourite way to talk to friends when you are not together?

Length of Time Spent on the Phone per Day

	Boys	Girls	9-10	13-14
Less than 1 hour	65%	55%	72%	48%
1 – 2 hours	20%	20%	12%	25%
2 – 3 hours	2%	10%	3%	9%
3 + hours	5%	9%	3%	14%

- Denote significant differences

Q. In a typical day, approximately how many hours do you spend on the phone, including a cellular phone?

Television Locations

- **In households with a computer, 45% say there is a TV set in the same room as the computer they use most often.**
- **37% of tweens say they have a TV set in their bedroom.**
- **Older tweens are more likely to have a TV set in their bedroom than younger tweens.**
- **More boys than girls have TVs in their bedrooms (43% versus 31%).**
- **The Atlantic region has the highest percentage of tweens with a TV set in their bedroom at 54%. This is more than twice as many as the region with the lowest percentage which is the Prairies with only 26% of tweens with a TV set in their bedroom.**

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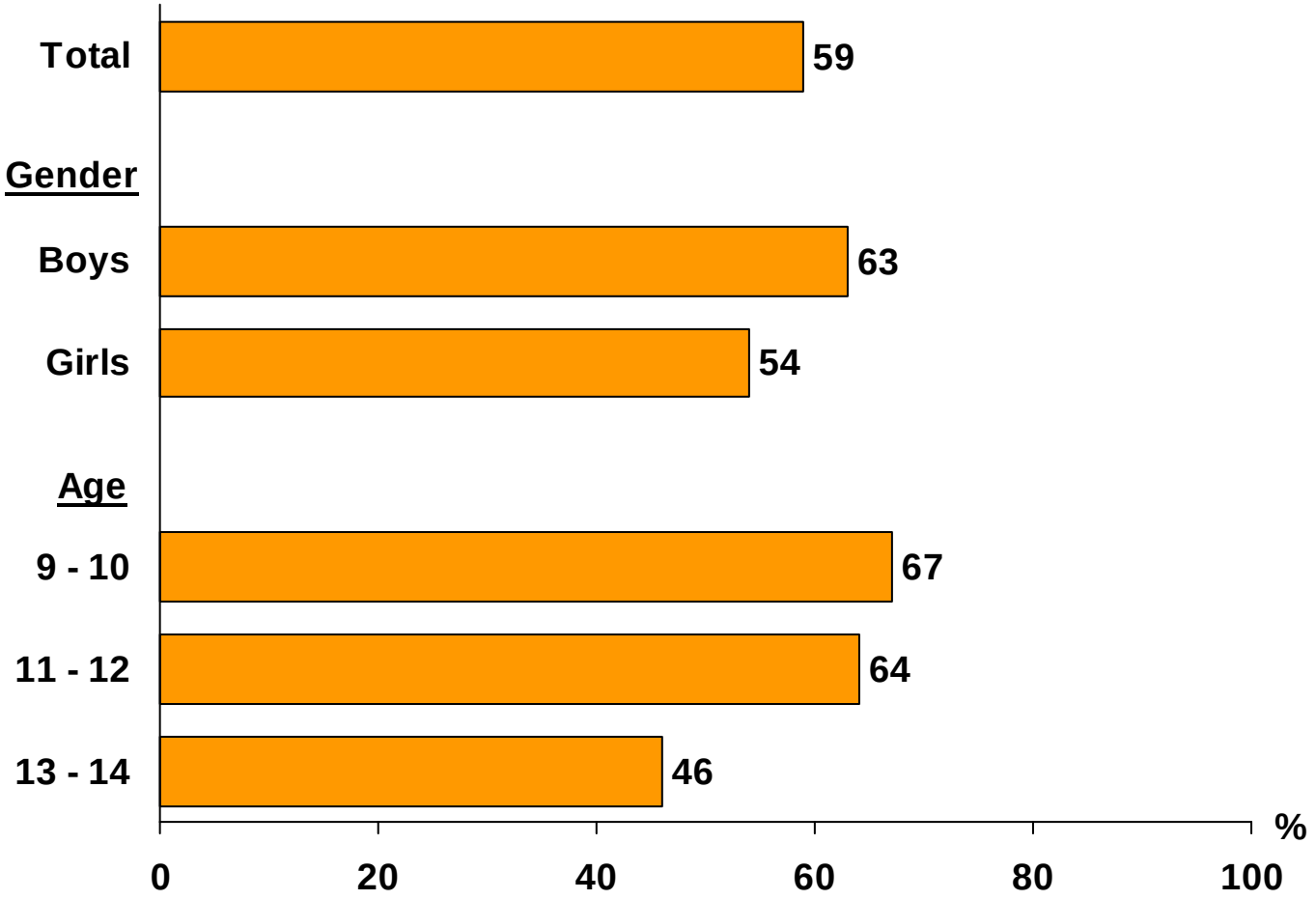
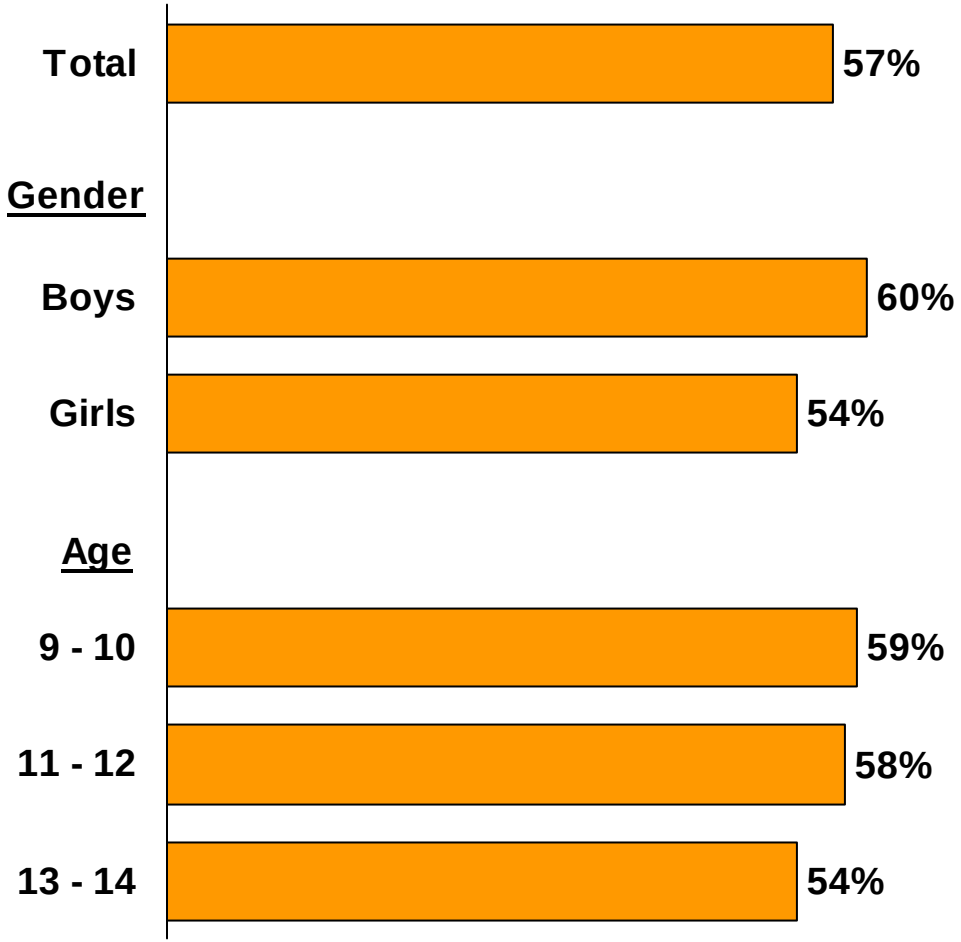
Incidence of Setting Limits on Tweens' TV Time



Base: Tween parents

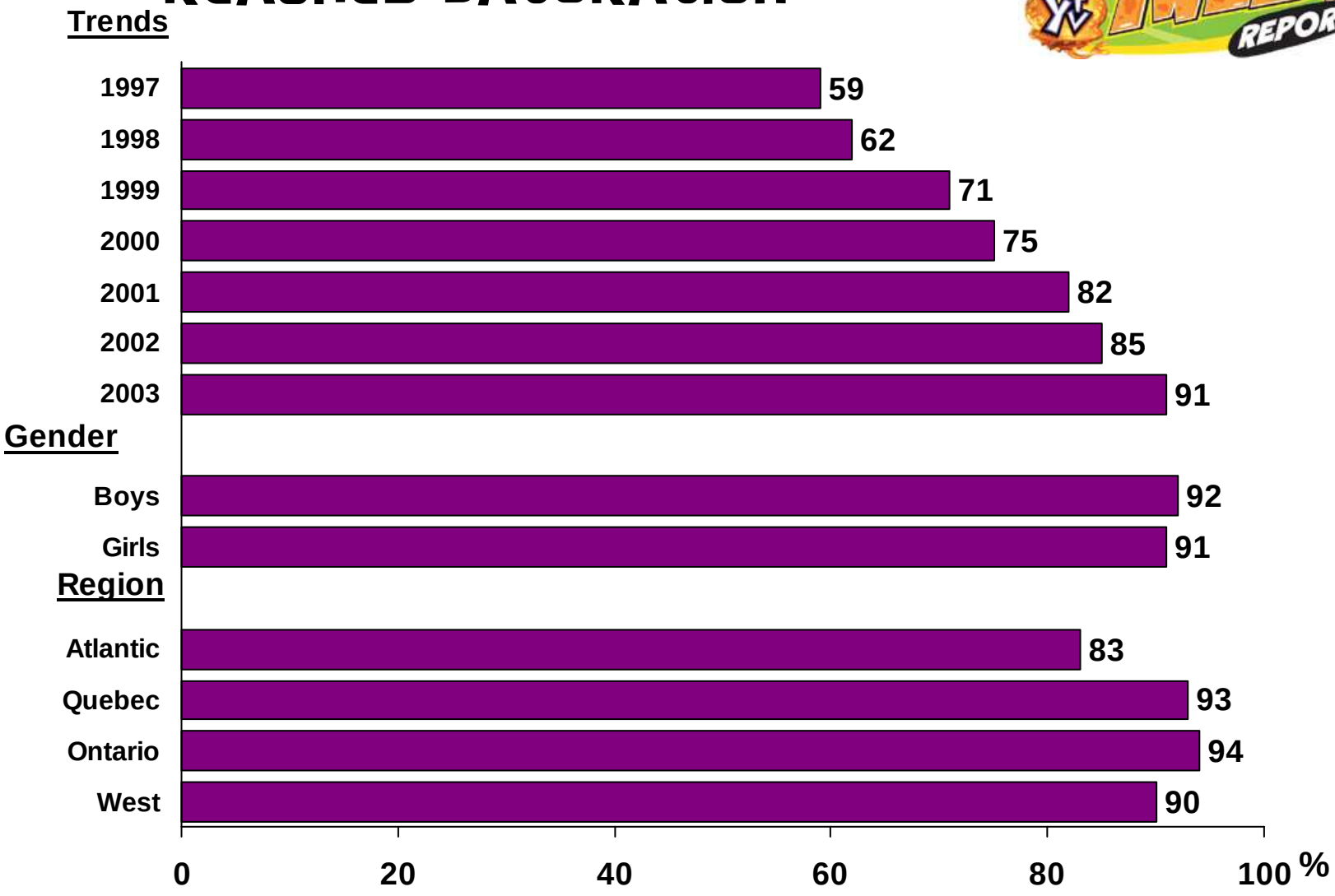
PQ. Do you set limits on your child's TV time?

Incidence of Setting Limits on Tweens' Time on the Computer



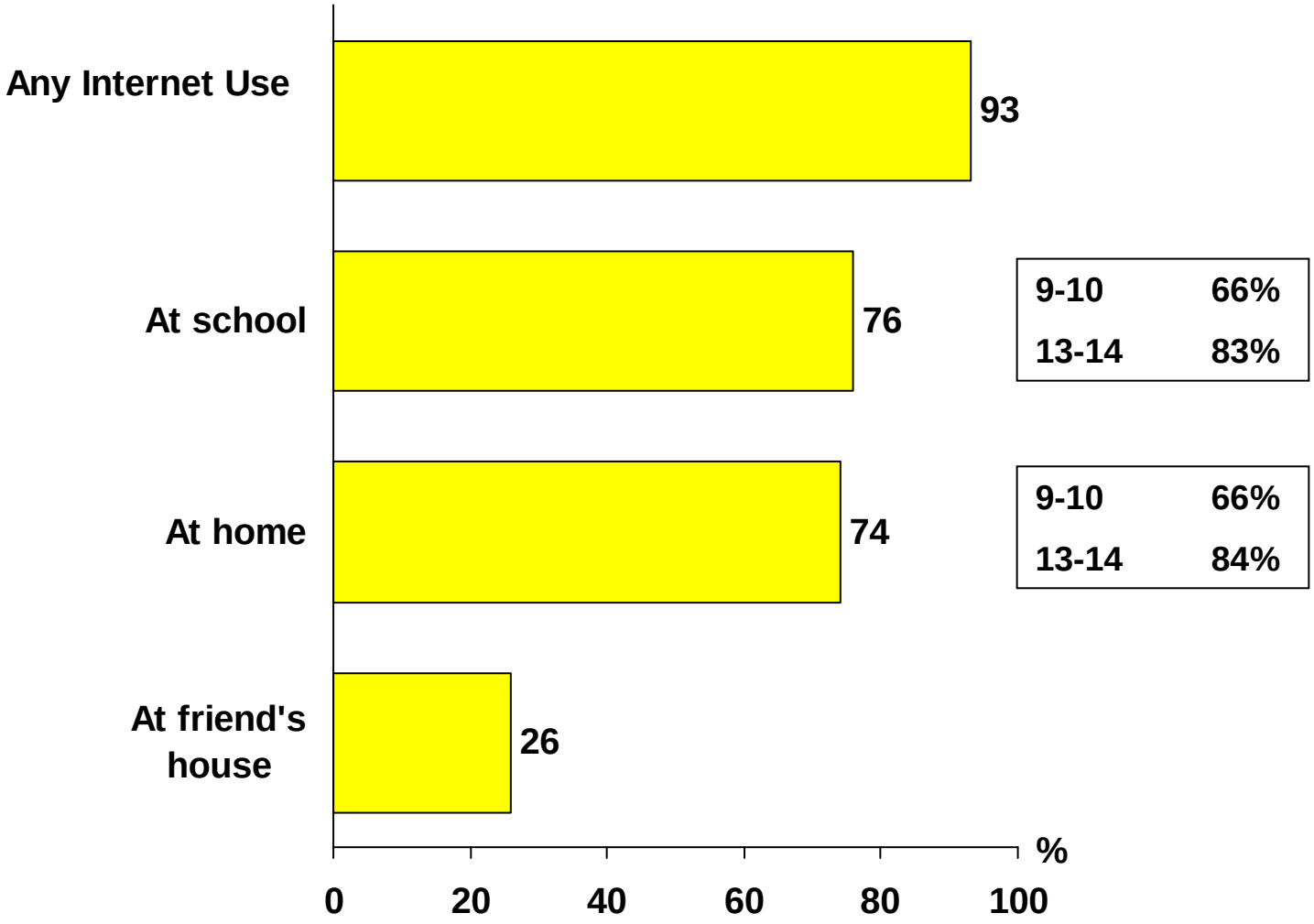
PQ. Do you set limits on your child's computer time?

Computer ownership has almost reached saturation



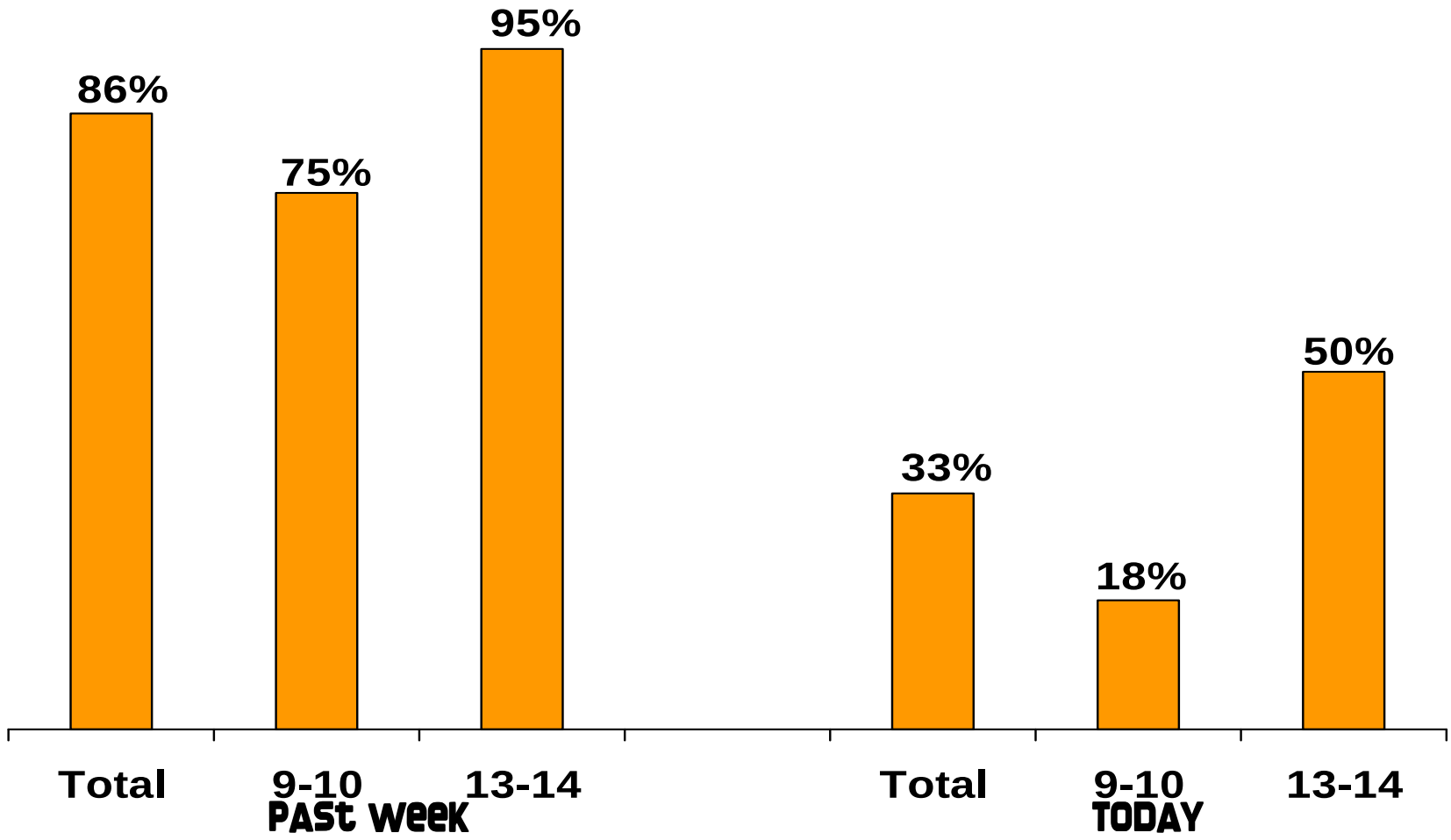
Q. How many computers do you have at home that are currently working? (many tween households have more than 1 working computer)

Tween Internet Use



Q. Do you use the World Wide Web?

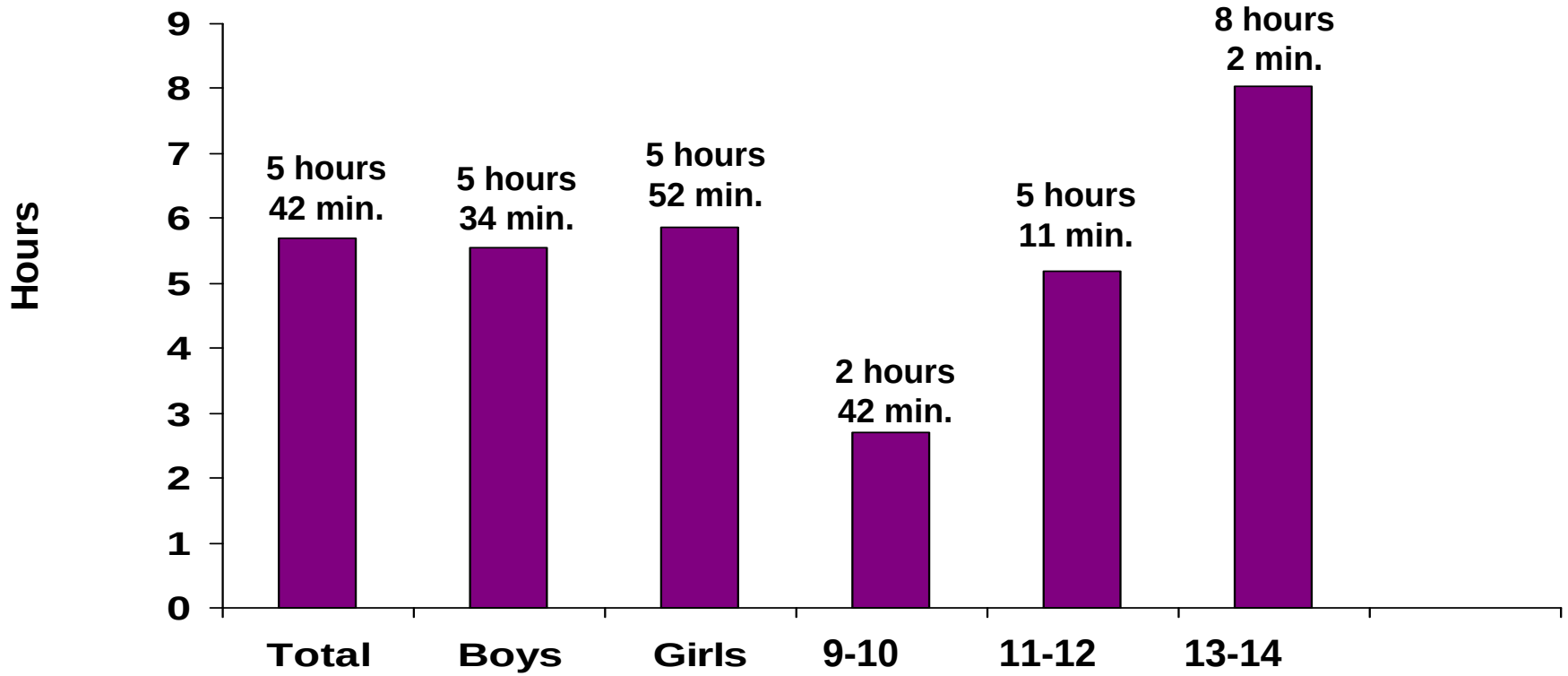
How Often Tweens Use the Internet



Base: Internet users

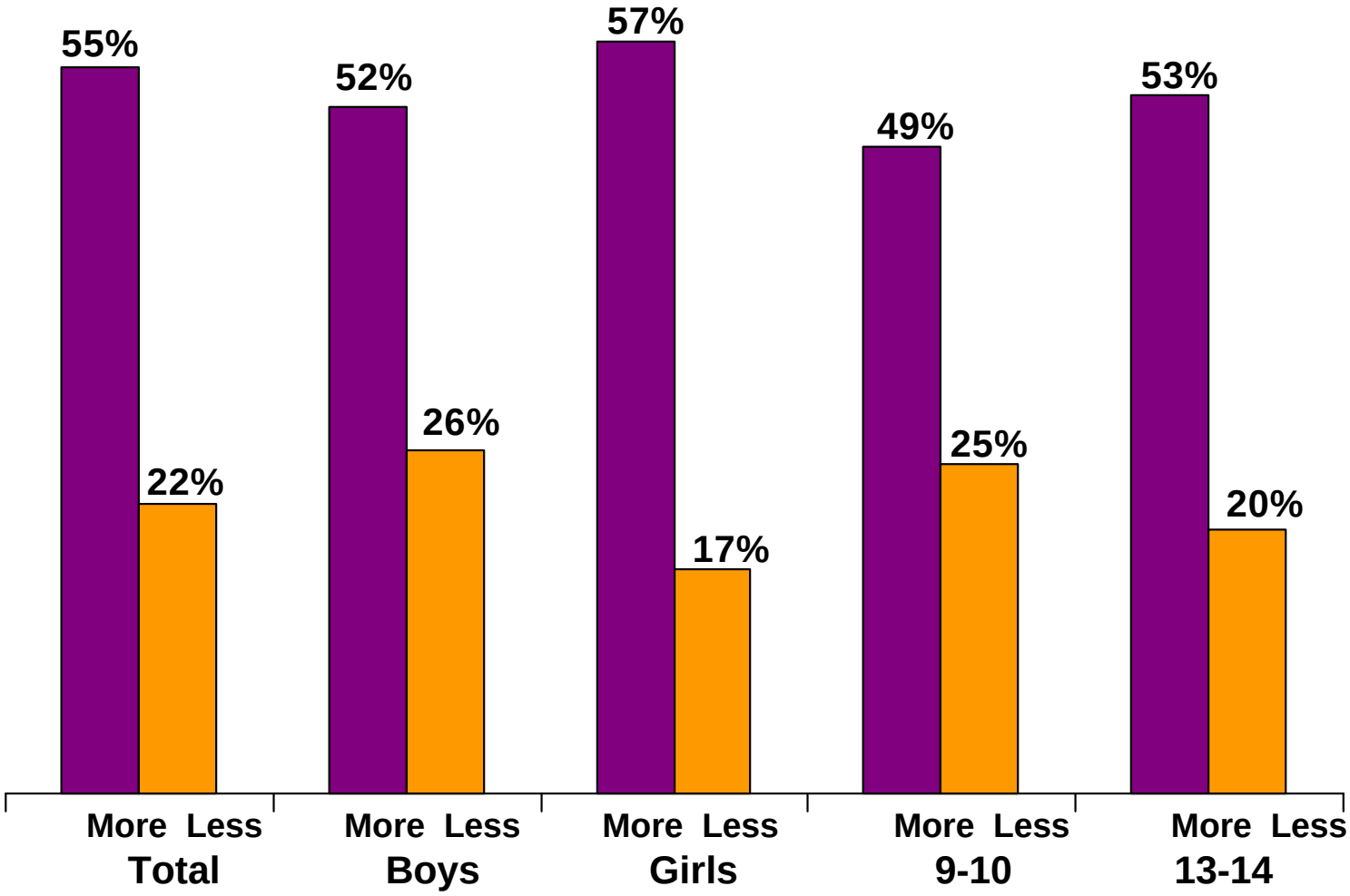
Q. When was the last time you used the Internet?

Time Spent on the Internet Per Week



Base: Internet users who used the Internet in the past week

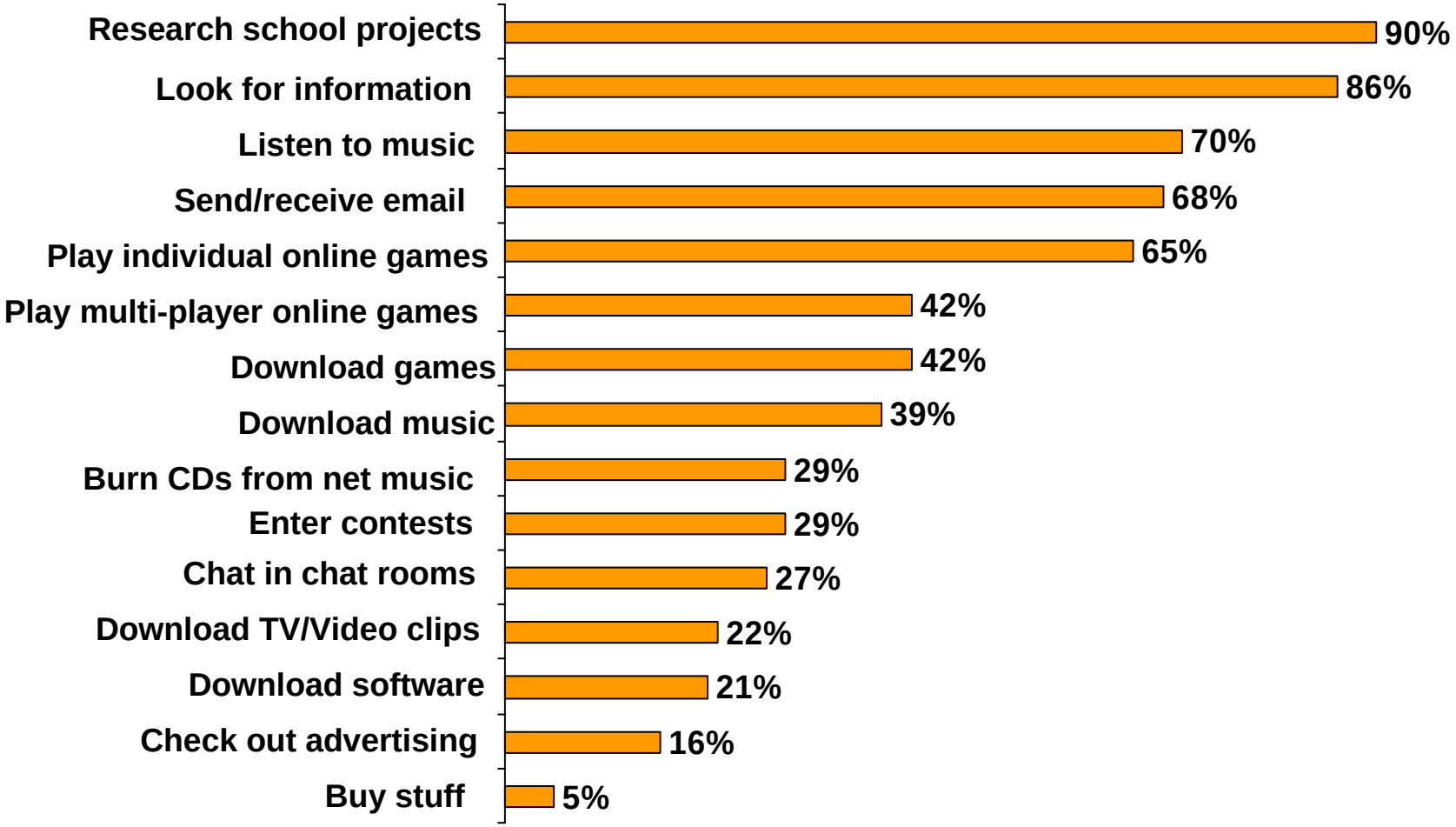
Spent More or Less Time on Internet At Home



Base: Home Internet users

Q. Compared to last year, are you spending more or less time on the internet at home?

Internet Activities



Base: Internet users

Q. Which of these do you do when you "surf the net"?

Main Internet Activity
- BOYS VS GIRLS -

Boys		Girls	
Play Games (all mentions)	47%	Play Games (all mentions)	28%
Research School Projects	8%	Instant Messaging (all)	14%
Chat in Chat Rooms	6%	Research School Projects	11%
Instant Messaging (all)	6%	Chat in Chat Rooms	10%
Explore	5%	Send/Receive email	9%
Download Music	3%	Explore	5%
Send/Receive email	2%	Download Music	3%
Listen to Music	2%	Listen to Music	2%
Info About Games	2%	Look for Info	2%
Download Games	2%	Chat with Friends	1%
Do not know/Refused	5%	None	3%
		Do not know/Refused	5%

Base: Internet users

Q. Which online activity do you spend the most time doing?

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Main Internet Activity - By Age

9-10		13-14	
Play Games (all mentions)	51%	Play Games (all mentions)	26%
Research School Projects	8%	Instant Messaging (all)	16%
Explore	5%	Chat in Chat Rooms	14%
Look for Info	4%	Research School Projects	10%
Writing/Typing	2%	Send/Receive email	9%
Instant Messaging (all)	2%	Download Music	6%
Chat in Chat Rooms	2%	Explore	4%
Info About Games	1%	Listen to Music	2%
Send/Receive email	1%	Chat to Friends	1%
Listen to Music	1%	Pictures, Screen Savers	1%
None	4%	Do not know/Refused	3%
Do not know/Refused	8%		

Base: Internet users

ComQUEST RESEARCH

Q. Which online activity do you spend the most time doing?

Information Tweens Look For On the Net - Boys vs Girls

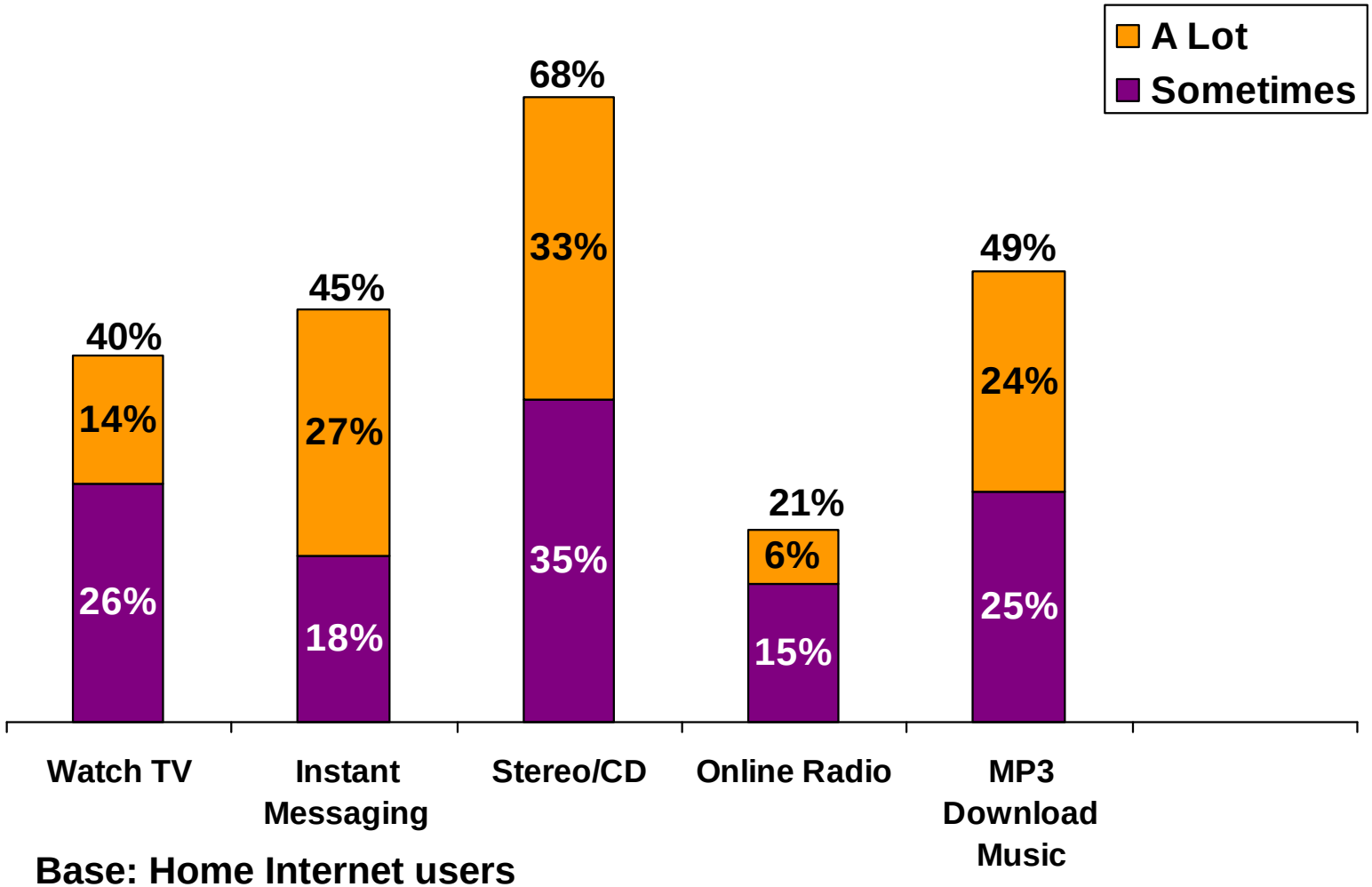
Boys		Girls	
Games (cheats)	17%	Music	16%
Sports	15%	Science	11%
Science	12%	Animals	10%
Music	8%	Movies	9%
Movies	7%	Sports	8%
Animals	6%	Celebrities	8%
News	4%	Fashion/Clothes	6%

Base: Internet users

ComQUEST RESEARCH

Q. What do you do when you surf the Internet

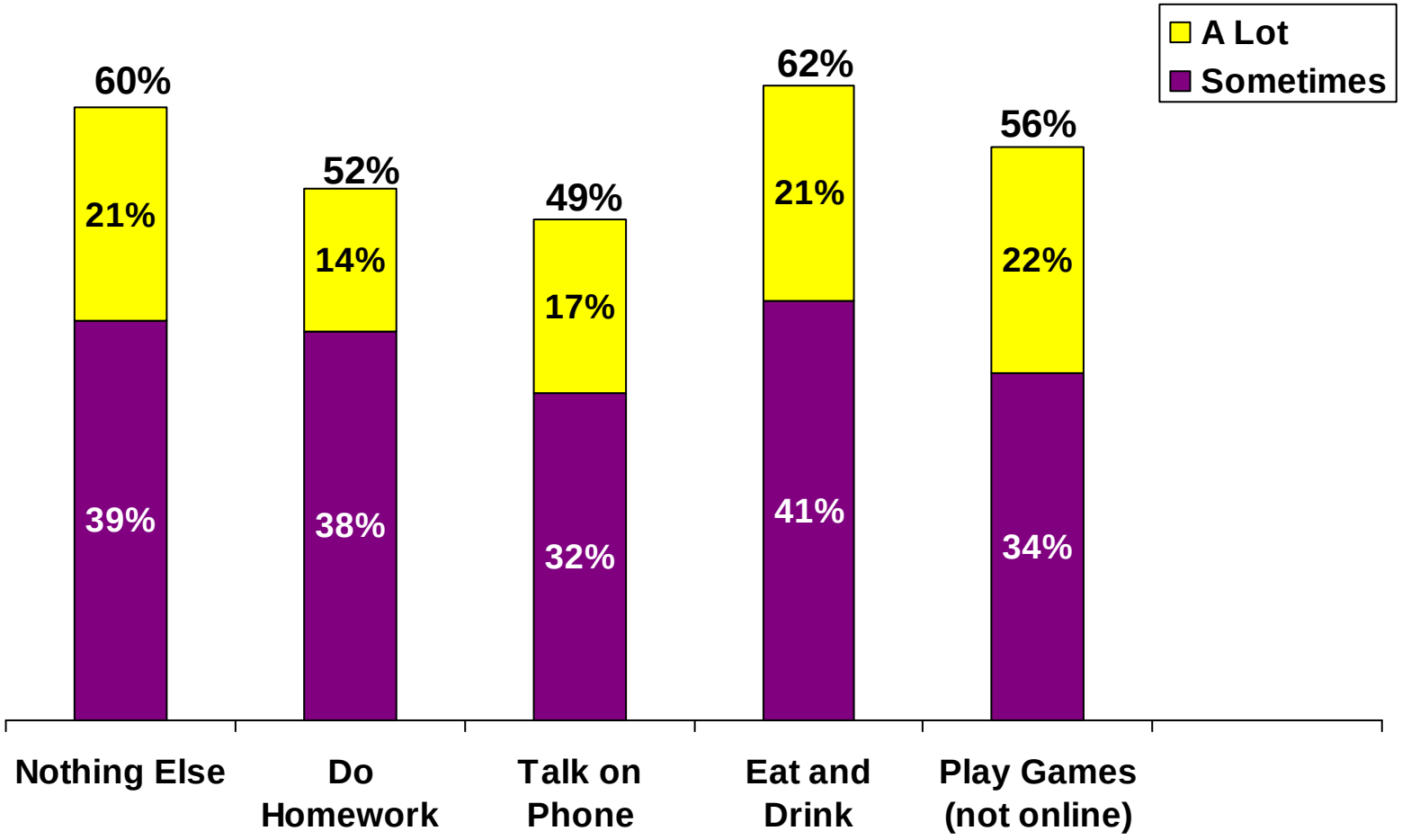
Tweens Practice Multi-Tasking



Base: Home Internet users

Q. How often, if at all, do you do the following things while you are online at home?

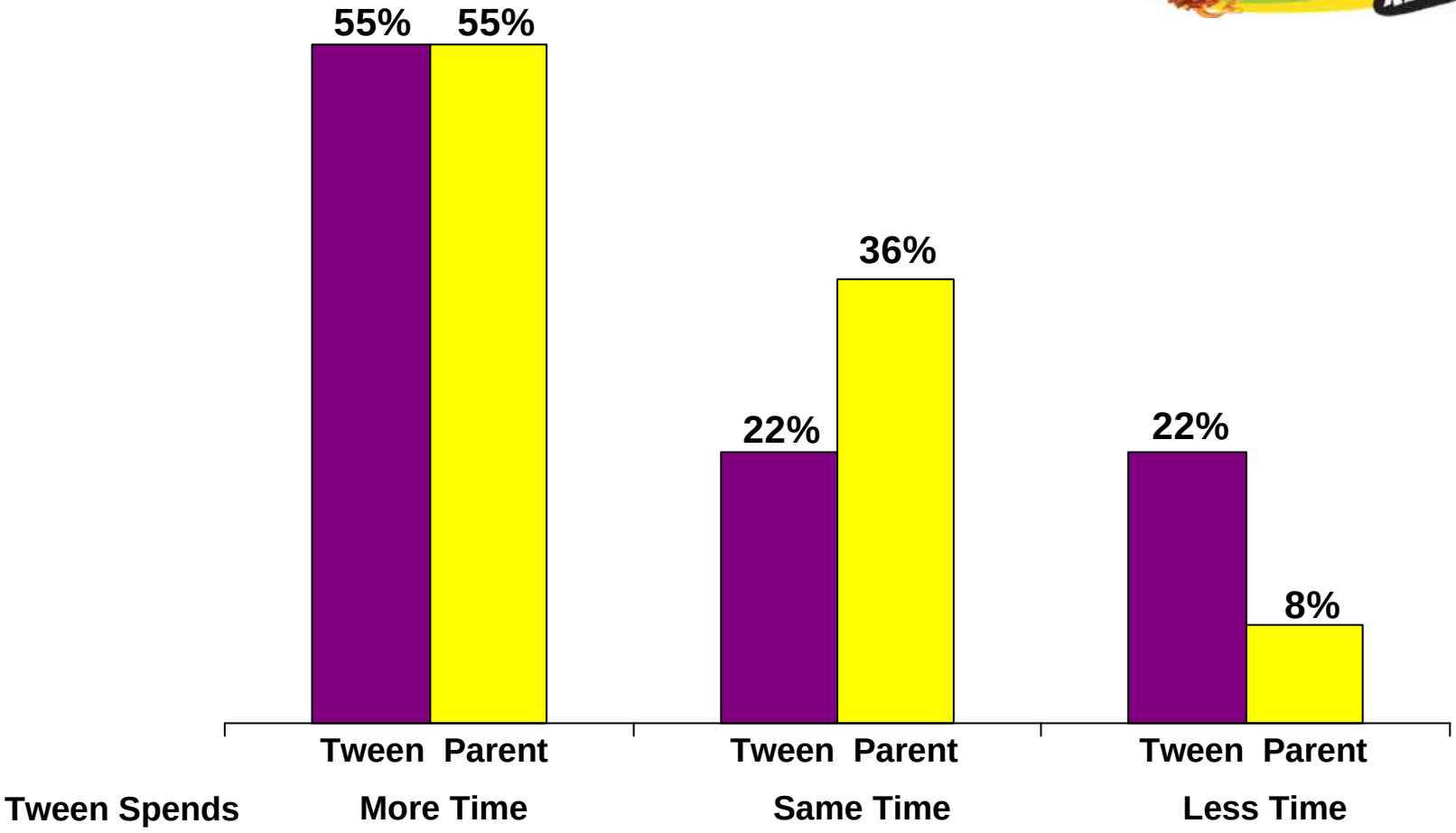
Tweens PRACtiCe MULti-TASKiNG (CONT'D)



Base: Home Internet users

Q. How often, if at all, do you do the following things while you are online at home?

Perception of Tween Internet Usage (Tween vs. Parents)



Base: Home Internet users

This question was posed to Tweens and their parents.
Q. Are you (your child) spending more, the same, or less time using the Internet than a year ago?