



Australian Government



CHILD'S PLAY
ISSUES IN
AUSTRALIAN
CHILDREN'S
TELEVISION 2013

FOCUS ON **THE CHILD AUDIENCE**

- **Viewing patterns:** Using ratings data, child viewing patterns were plotted across the broadcast day to determine what Australian children are watching and when.
- **Child audience attitudes and behaviours:** Screen Australia and the Australian Children's Television Foundation commissioned *What's On*, a survey of children aged 2–14 years, to understand how children engage with television, the influences on their viewing behaviour and their attitudes towards various types of content.

This paper is part of a series produced to inform discussion around children's television in Australia. The other papers and the summary report *Child's Play: Issues in Australian children's television 2013* can be accessed at www.screenaustralia.gov.au/childsplay

Child's Play draws from a number of sources. Screen Australia has undertaken all reasonable measures to ensure its accuracy and therefore cannot accept responsibility for inaccuracies and omissions.

3 MAY 2013

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Key findings

- Children are discerning media users who access content across multiple platforms.
- Parental control has a strong influence over what children watch and when they watch it, particularly for younger children.
- Children prefer to view content that is made specifically for them, with 91 per cent saying they 'liked' programs targeted for their age group and 54 per cent saying they liked them best. Favourite channels are dedicated children's channels.
- Children tend to have a preference for drama programs, and they are more engaged when they are watching drama than when they are watching other types of programs.
- While there is no 'home ground advantage' for local programs, children can identify what they like about Australian content.

METHODOLOGY

This report summarises a survey of 1060 children aged 2-14 and their parents, conducted 29 November – 11 December 2012 by Jigsaw Strategic Research on behalf of Screen Australia and the Australian Children's Television Foundation. Questionnaire design was informed by focus groups undertaken in October 2012.

The comment boxes in this report have been compiled from statements made during the focus groups.

WHAT CHILDREN ARE WATCHING

Television ratings can tell us what children are watching and when they are watching it. But that's only part of the story when it comes to understanding the motivations of the child audience.

While top-rating programs for children are, for the most part, skewed towards adults or the family, the question remains: what content do children seek out when they are in control of the remote and why?

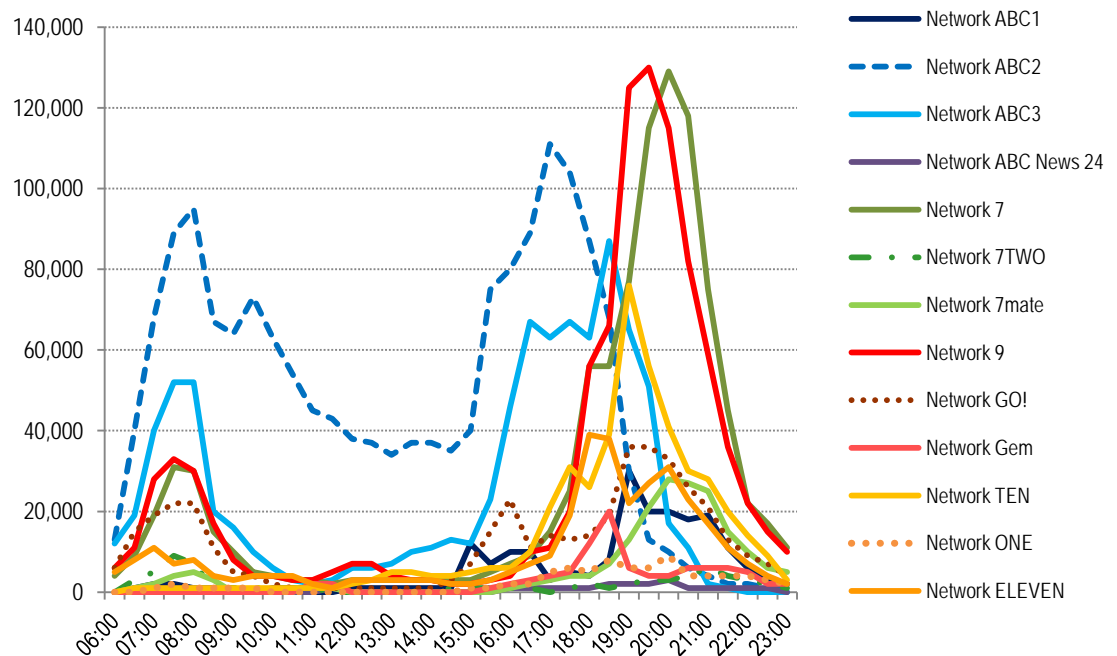
To better appreciate how children select and engage with the content they watch, Screen Australia and the Australian Children's Television Foundation commissioned *What's On*, a survey of children aged 2-14 years and their parents, exploring the influences on viewing habits, attitudes towards various types of content, factors that inform a child's decision to watch a certain piece of content or view a certain channel, and how these differ between younger and older children.

Viewing patterns: ratings analysis

Ratings analysis for children aged 2-14 years during October 2012 revealed peaks in children's viewing across most channels during mornings and afternoons, coinciding with the designated C and P program time bands set out for the commercial free-to-air broadcasters in the Children's Television Standard. However, the highest audience figures for children were during the early evening. The majority of viewing during this period is considered 'family friendly' with PG rated content such as *The Big Bang Theory* screening during this time; although, content specifically targeted at children is available on ABC3 until 9pm.

The ratings analysis of child audiences suggests that there are large numbers of children 'co-viewing' programs for general audiences with older family members during weekday evenings. Networks Seven and Nine have the highest audience spike in the early evening, attributed to programs such as *The X Factor* and *Big Brother*. However, ABC2 has a consistently higher level of viewership throughout the day, with animations such as *Peppa Pig* and *The WotWots* popular in the 5pm timeslot.

Child audience numbers across the day, 6am to midnight, weekdays



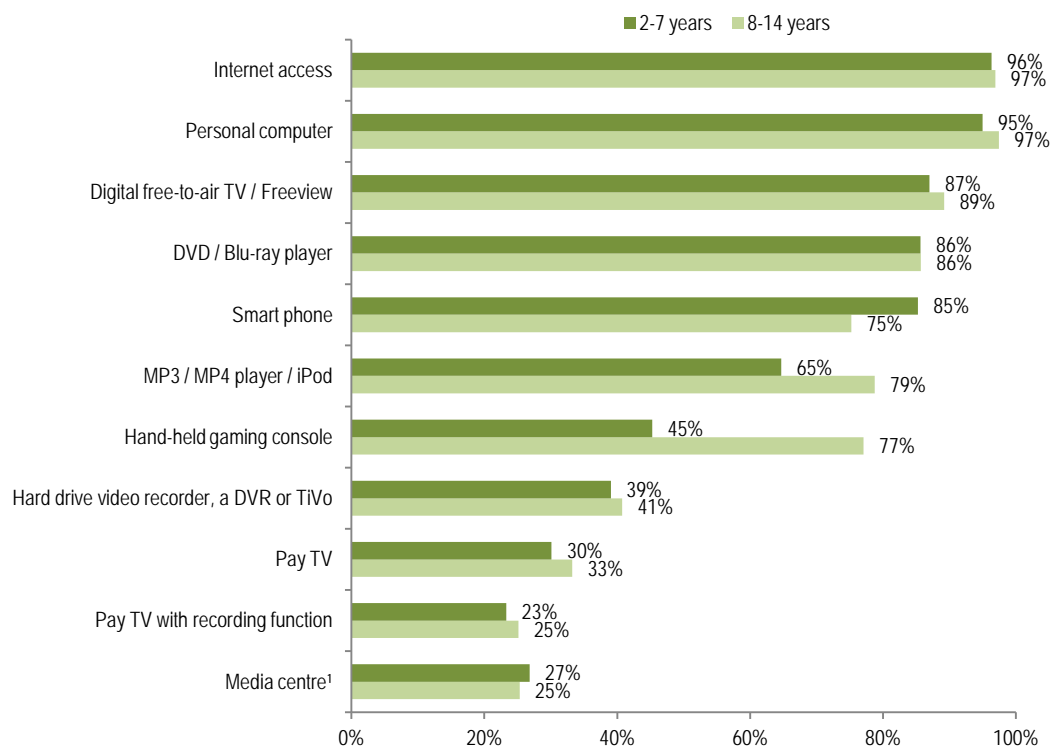
Source: OzTAM, 5-City-Metro, Average Audience across weekdays, 6am to midnight, Children 2-14, Weeks 42-45 2012, Consolidated.

Access to entertainment technology

Nearly all surveyed children across all age groups had access to computers, the internet, free-to-air television and DVD/Blu-ray players. The vast majority of older children (8-14 years) also had access to MP3/MP4 players or iPods and hand-held games consoles, while nearly all of the younger children (2-7 years) had access to smartphones. Around 40 per cent in each age group had access to recording devices (video recorders, DVRs or TiVos).

Entertainment technology in the home

Percentage of children with:	2-7 years	8-14 years	Total
Internet access	96%	97%	97%
Personal computer	95%	97%	96%
Digital free-to-air TV / Freeview	87%	89%	88%
DVD / Blu-ray player	86%	86%	86%
Smart phone	85%	75%	80%
MP3 / MP4 player / iPod	65%	79%	72%
Hand-held gaming console	45%	77%	62%
Hard drive video recorder, a DVR or TiVo	39%	41%	40%
Pay TV	30%	33%	32%
Pay TV with recording function	23%	25%	24%
NETT Pay TV	34%	38%	36%
Media centre ¹	27%	25%	26%



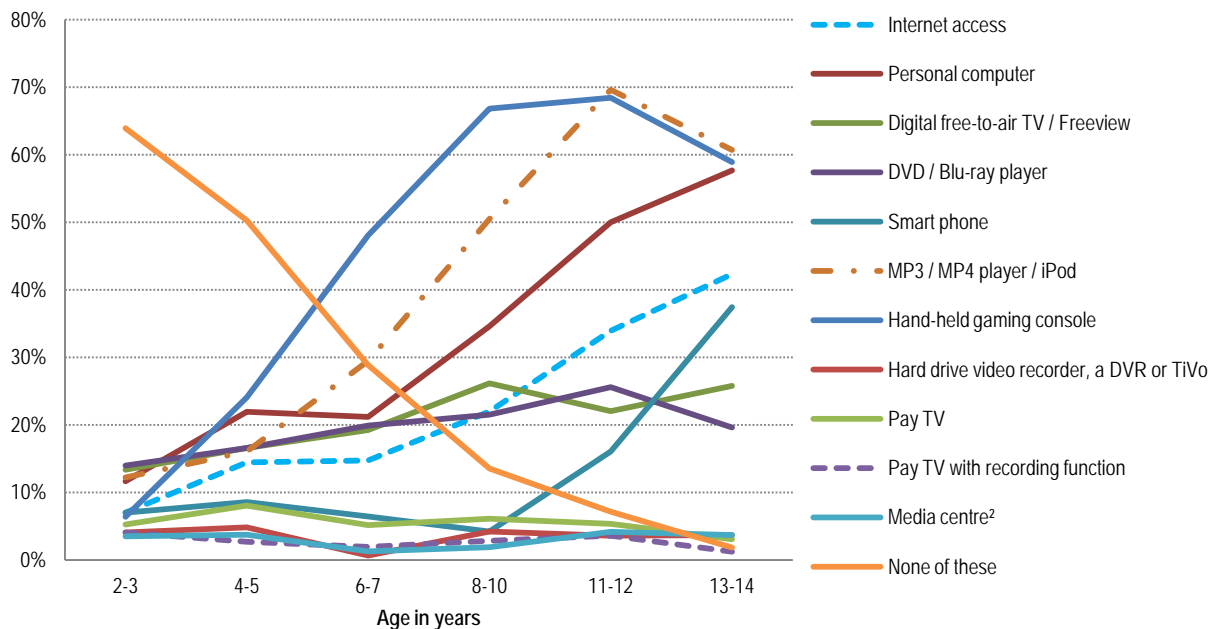
Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

¹ PC connected to TV & home entertainment equipment

The survey found that while children had access to multiple devices in the home, direct access from their own bedroom increased with the age of the child. Almost half of children aged 8-14 had a personal computer in their bedroom, a third had internet access and a quarter had digital free-to-air television. The highest penetration for 8-14 year olds was console games, at 65 per cent.

Entertainment technology in the bedroom, by age

Percentage of children with:	Age of child						TOTAL
	2-3	4-5	6-7	8-10	11-12	13-14	
Internet access	7%	14%	15%	22%	34%	42%	22%
Personal computer	12%	22%	21%	35%	50%	58%	33%
Digital free-to-air TV / Freeview	13%	17%	19%	26%	22%	26%	21%
DVD / Blu-ray player	14%	17%	20%	21%	26%	20%	20%
Smart phone	7%	9%	6%	4%	16%	37%	13%
MP3 / MP4 player / iPod	12%	16%	29%	50%	70%	61%	40%
Hand-held gaming console	6%	24%	48%	67%	68%	59%	46%
Hard drive video recorder, a DVR or TiVo	4%	5%	1%	4%	4%	4%	4%
Pay TV	5%	8%	5%	6%	5%	3%	6%
Pay TV with recording function	4%	3%	2%	3%	4%	1%	3%
Media centre ²	3%	4%	1%	2%	4%	4%	3%
None of these	64%	50%	29%	14%	7%	2%	28%



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

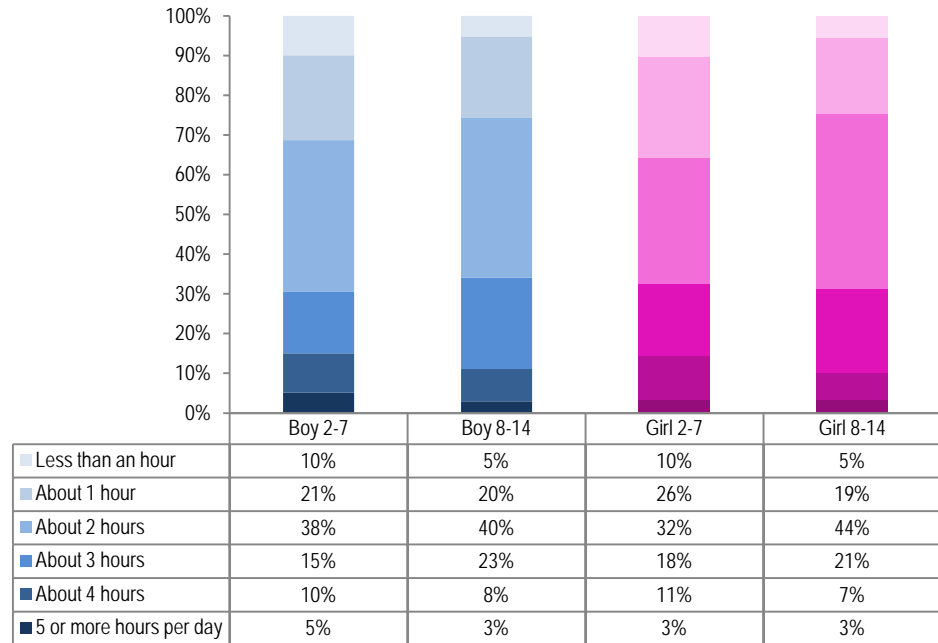
² PC connected to TV & home entertainment equipment

Television

Hours watched per day

Surveyed children across all age groups most commonly watched about two hours of television per day.

Time spent watching television per day, by age and sex



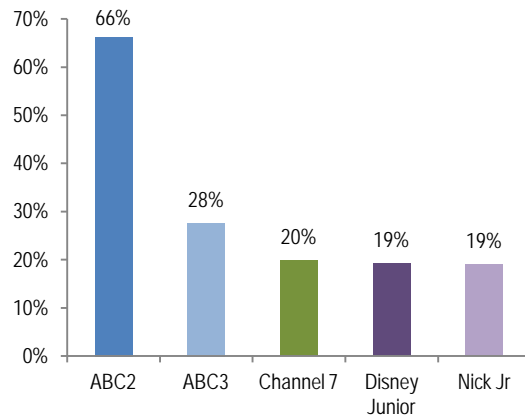
Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

Channel choices

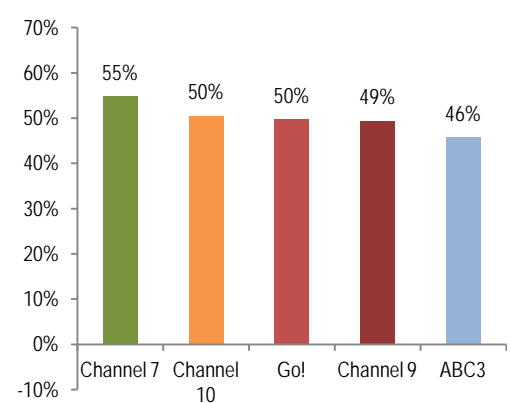
With preschool programs running 6am to 7pm daily, ABC2 was overwhelmingly the channel that most younger children reported watching. The preference amongst older children for a broader range of programs is reflected in their viewing a greater variety of channels, with ABC3, the commercial free-to-air main channels and Nine's digital multi-channel GO! all watched by similar numbers of 8-14 year olds.

Top 5 channels watched

... by children aged 2-7 years



... by children aged 8-14 years

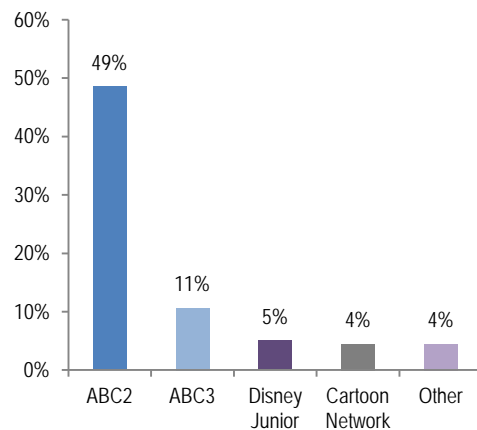


Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

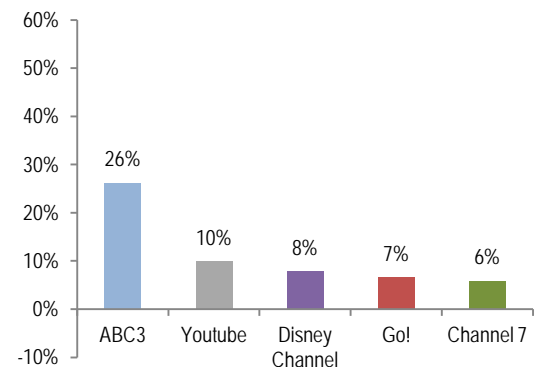
When asked what their favourite channel was, the majority of responses were child-dedicated channels. ABC2 was the overwhelming favourite for children aged 2-7 years with almost half citing this channel. It was a similar story for ages 8-14 with the older skewed ABC3 a firm favourite at 26 per cent.

Top 5 favourite channels

... children aged 2-7 years



... children aged 8-14 years



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

Internet

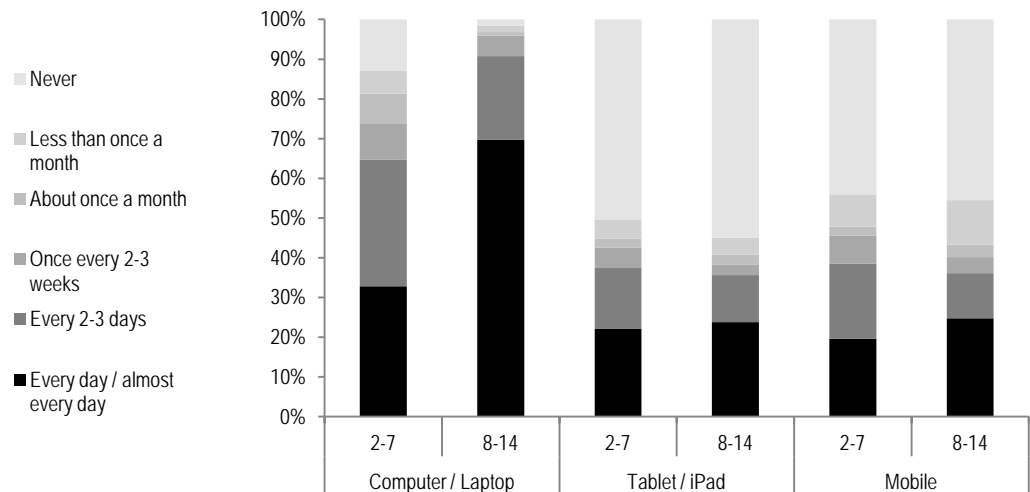
The research found that children spent an average of 3.7 hours per week on the internet via a desktop or laptop computer and 1.7 hours per week accessing online content each on tablets and mobile devices.

Amongst surveyed children, computers were the most common method used to access the internet, particularly for older children. 81 per cent of 8-14 year olds reported doing so daily or every 2-3 days, compared to just over half of 2-7 year olds.

Children across all age ranges showed similar experience in accessing the internet from mobiles or tablets – around 20 per cent on a daily basis and around half rarely or never.

Frequency of internet use by device

Frequency cited:	Computer / Laptop		Tablet / iPad		Mobile	
	2-7	8-14	2-7	8-14	2-7	8-14
Never	10%	1%	44%	51%	39%	41%
Less than once a month	5%	1%	4%	4%	7%	10%
About once a month	6%	1%	2%	2%	2%	3%
Once every 2-3 weeks	7%	5%	5%	2%	6%	4%
About once a week	19%	11%	12%	7%	12%	10%
Every 2-3 days	26%	19%	13%	11%	17%	10%
Every day / almost every day	26%	62%	20%	22%	17%	22%
<i>NETT Ever</i>	<i>90%</i>	<i>99%</i>	<i>56%</i>	<i>49%</i>	<i>61%</i>	<i>59%</i>



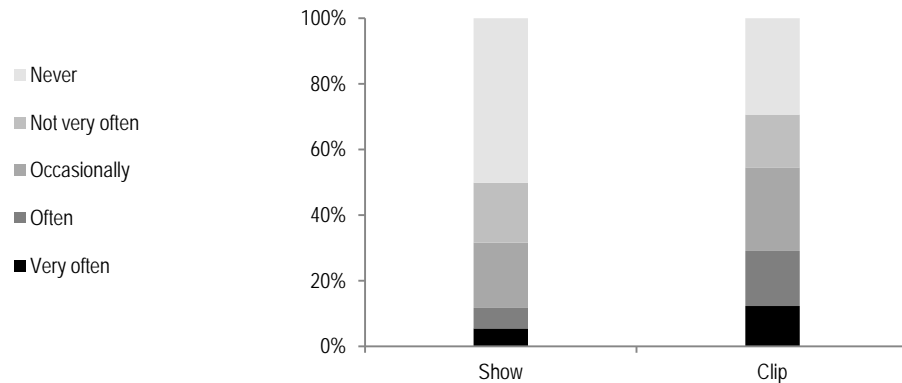
Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

WATCHING VIDEO ONLINE

Half of all surveyed children reported watching video online. Short clips were most commonly viewed, but 20 per cent were occasionally watching a full TV show and 12 per cent watching one often to very often.

Frequency of watching a show or clip online

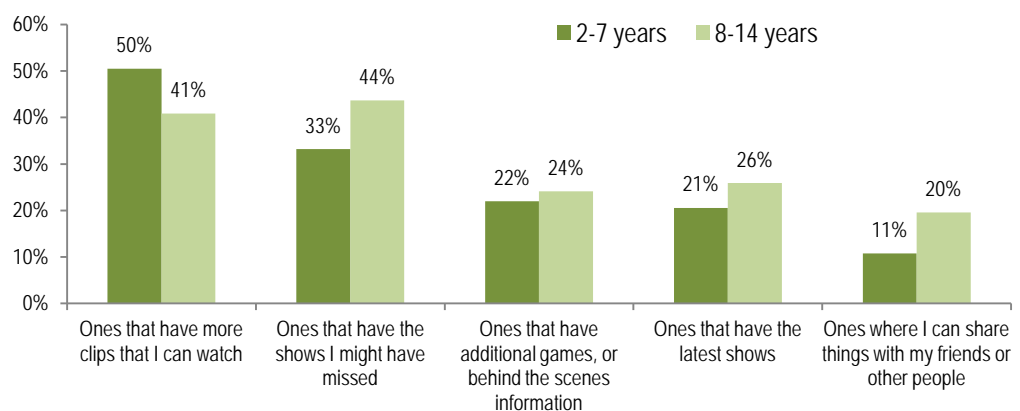
Frequency cited:	TV show			Clip		
	TOTAL	2-7	8-14	TOTAL	2-7	8-14
Never	50%	52%	49%	29%	38%	24%
NETT Ever	50%	48%	51%	71%	62%	76%
Not very often	18%	16%	20%	16%	16%	16%
Occasionally	20%	20%	20%	25%	23%	27%
Often	6%	8%	5%	17%	15%	18%
Very often	5%	5%	6%	12%	8%	15%



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

In choosing sites to watch TV shows or clips on the internet, older children were most focused on catch-up TV, and younger children were most interested in TV sites that offered additional clips for viewing online.

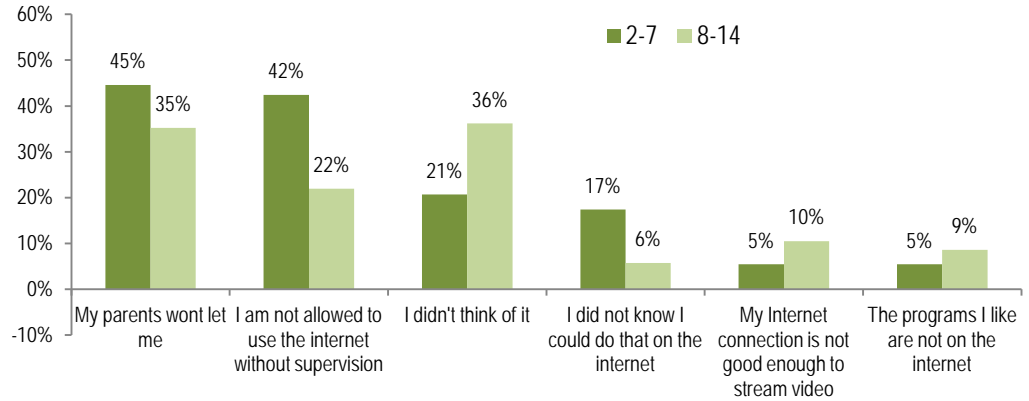
Sites preferred for watching TV shows or clips online



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

As with conventional television viewing (see page 14), parental control influenced online viewing: 45 per cent of younger children didn't watch content online because their parents didn't let them. This was less common for older children, at 35 per cent, but still one of the main reasons for not watching content online, along with 'I didn't think of it'.

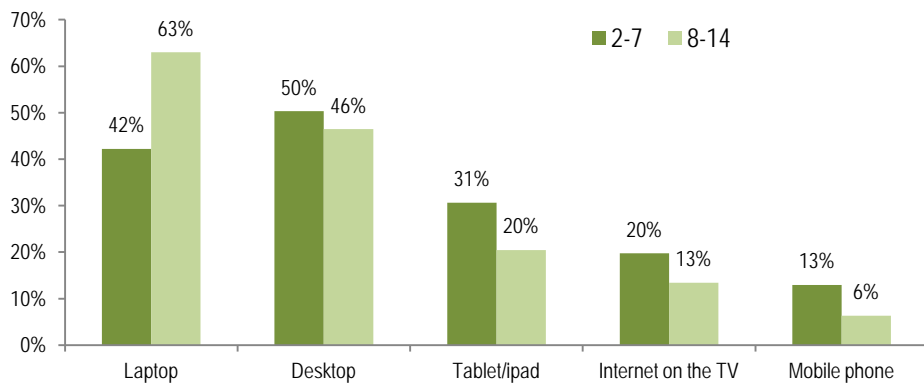
Reasons for not viewing content online



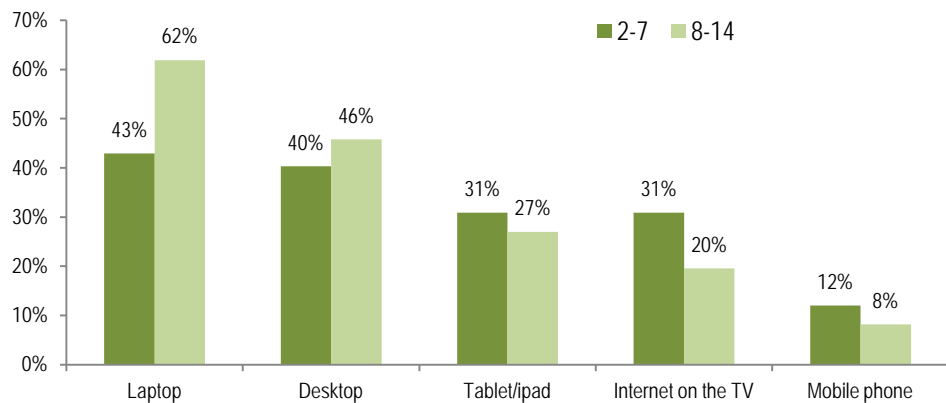
Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

Most viewing of online content was done using desktop or laptop computers, with the majority of older children favouring laptops for both clips and full shows. Younger children were more likely than older children to use mobile and tablet devices.

Devices used to watch ... a show online



... a clip online



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

OPPORTUNITIES TO WATCH

Parental control

Children's viewing choices across all types of content and platforms is strongly influenced by parents. This applied particularly to younger children: 92 per cent of 2–7 year-olds had parental restrictions placed on their television viewing, and nearly all in this age group had restrictions on their use of other entertainment technology. The trend was similar, though less pronounced, for older children, with 80–90 per cent subject to parental restrictions across the various media. A large proportion of surveyed children were not allowed to use mobile phones at all (41 per cent of younger children and 33 per cent of older children).

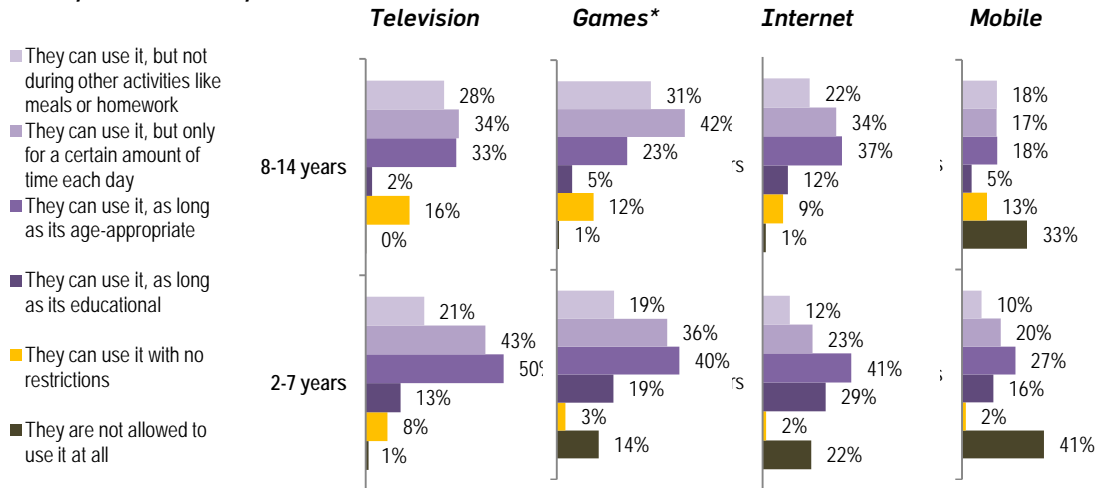
The actual restrictions placed on viewing varied slightly between the two age groups and across the media. For younger children, restrictions tended to focus on age-appropriateness, followed by daily time limitations. These were also the main concerns when it came to older children's use of the internet, but other activities such as meals and homework were also likely to factor into their use of computers, television and mobile phones.

Rules for child's use of devices

Parental restrictions cited:				
2-7 years	Television	Games*	Internet	Mobile
They are not allowed to use it at all	1%	14%	22%	41%
They can use it with no restrictions	8%	3%	2%	2%
They can use it, as long as its educational	13%	19%	29%	16%
They can use it, as long as its age-appropriate	50%	40%	41%	27%
They can use it, but only for a certain amount of time each day	43%	36%	23%	20%
They can use it, but not during other activities like meals or homework	21%	19%	12%	10%
8-14 years	Television	Games*	Internet	Mobile
They are not allowed to use it at all	0%	1%	1%	33%
They can use it with no restrictions	16%	12%	9%	13%
They can use it, as long as its educational	2%	5%	12%	5%
They can use it, as long as its age-appropriate	33%	23%	37%	18%
They can use it, but only for a certain amount of time each day	34%	42%	34%	17%
They can use it, but not during other activities like meals or homework	28%	31%	22%	18%
TOTAL	Television	Games*	Internet	Mobile
They are not allowed to use it at all	1%	7%	12%	37%
They can use it with no restrictions	12%	7%	6%	7%
They can use it, as long as its educational	7%	11%	20%	10%
They can use it, as long as its age-appropriate	41%	31%	39%	22%
They can use it, but only for a certain amount of time each day	38%	38%	28%	18%
They can use it, but not during other activities like meals or homework	25%	25%	17%	14%
We do not have this in our house	0%	3%	0%	2%

* Computer, console or handheld

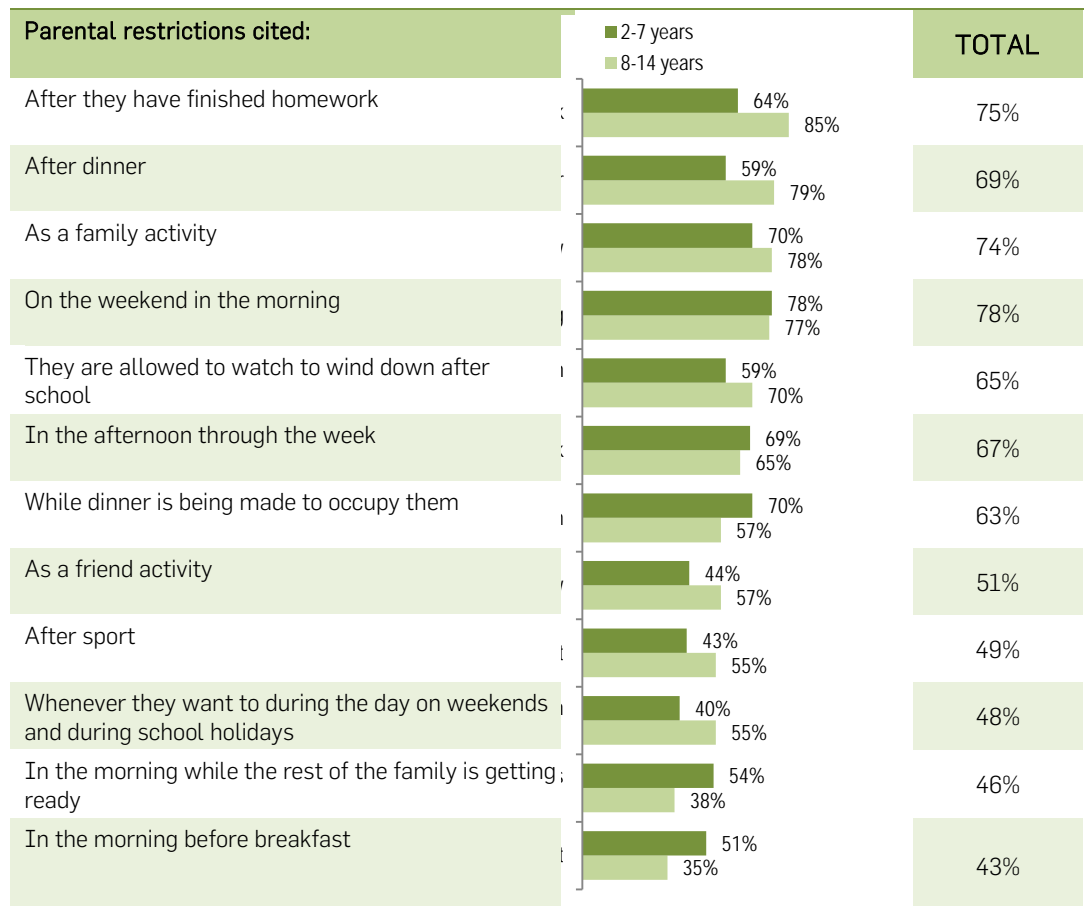
Rules for child's use of devices



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research
 * Computer, console or handheld

Control of television watching

Parents also placed restrictions on the circumstances under which children were allowed to watch television, with some conditions based on family routine and other activities. Older children were less likely than younger children to be allowed to watch television in the morning, but they were more likely to be allowed to watch after dinner. Most families restricted television viewing for older children until homework was completed. The most common time that children across all ages were allowed to watch was weekend mornings. A large proportion of parents also supported viewing as a family activity.



“I just have to get my homework done then I am allowed to watch whatever I like.”

Child aged 12

"I am allowed to watch most channels."

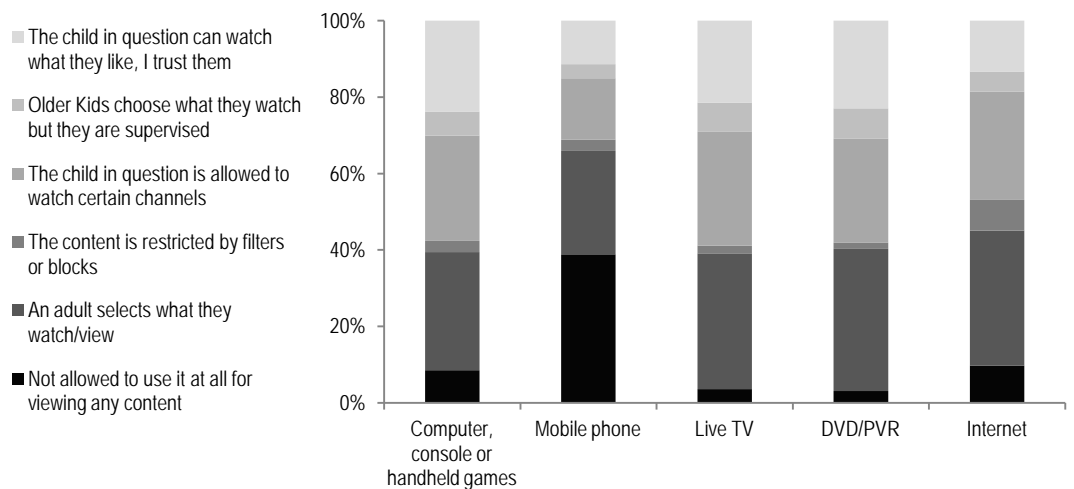
Child aged 9

Choosing what to watch

Parental restrictions also played a role in the selection of content that children viewed on the various platforms. Most commonly content was either selected by an adult for the child, or children were able to select content from a specified set of channels.

Who chooses what to watch, by device, children aged 2-14

Method cited:	Computer, console or handheld games	Mobile phone	Live TV	DVD/PVR	Internet
The child in question can watch what they like, I trust them	24%	11%	21%	23%	13%
Older kids choose what they watch but they are supervised	6%	4%	8%	8%	5%
The child in question is allowed to watch certain channels	28%	16%	30%	27%	28%
The content is restricted by filters or blocks	3%	3%	2%	2%	8%
An adult selects what they watch/view	31%	27%	36%	37%	35%
Not allowed to use it at all for viewing any content	9%	39%	4%	3%	10%



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

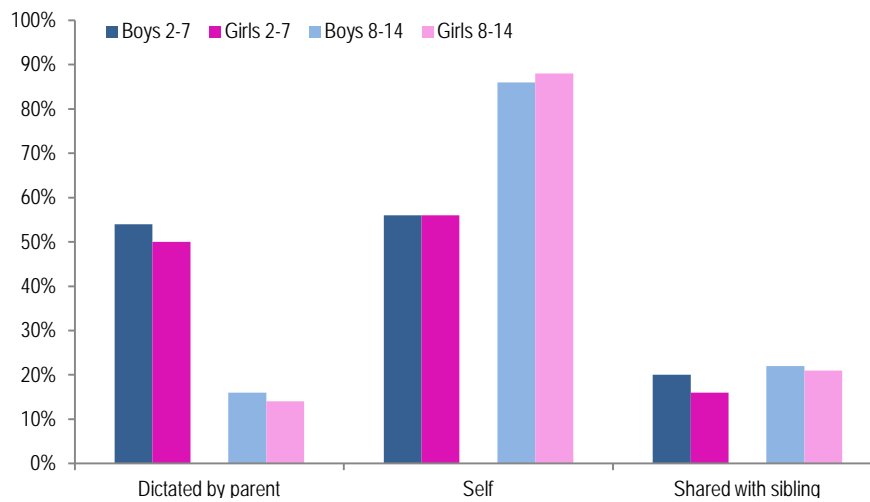
When children were asked about who chooses what to watch on television, the majority of older children indicated that at least some of the time, they chose content themselves. This included choosing from pre-recorded material and from programs broadcast within set time periods. Just over half of all younger children indicated that they chose content themselves, and a similar proportion had programs choices dictated by a parent or another adult. The impact on children's viewing choices from their siblings remained constant across the age groups.

“My little sister watches lots of cartoons, so I just watch them with her.”

Child aged 13

How children choose what television program to watch

Method cited:	Aged 2-7		Aged 8-14	
	Boys	Girls	Boys	Girls
Dictated by parent	54%	50%	16%	14%
Parent or another adult chooses what to watch for me	54%	50%	16%	14%
Self	56%	56%	86%	88%
I choose from the menu but mainly from kids channels	30%	29%	32%	34%
I just flip channels to find programs I like	15%	15%	43%	46%
I select from the schedule menu on the TV screen and can pick any channel to watch	5%	6%	22%	24%
I choose recorded programs from the PVR and/or DVD etc.	15%	12%	12%	17%
I get to choose myself during set times of the morning or day	10%	9%	17%	17%
Shared with sibling	20%	16%	22%	21%
Me and my brother or sister take it in turns to decide what to watch	15%	10%	19%	16%
An older brother or sister tends to choose what we watch	6%	5%	3%	4%
I have to watch whatever my younger brother or sister watches	3%	3%	3%	5%



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

Note: Multiple responses possible.

Discovering narrative content

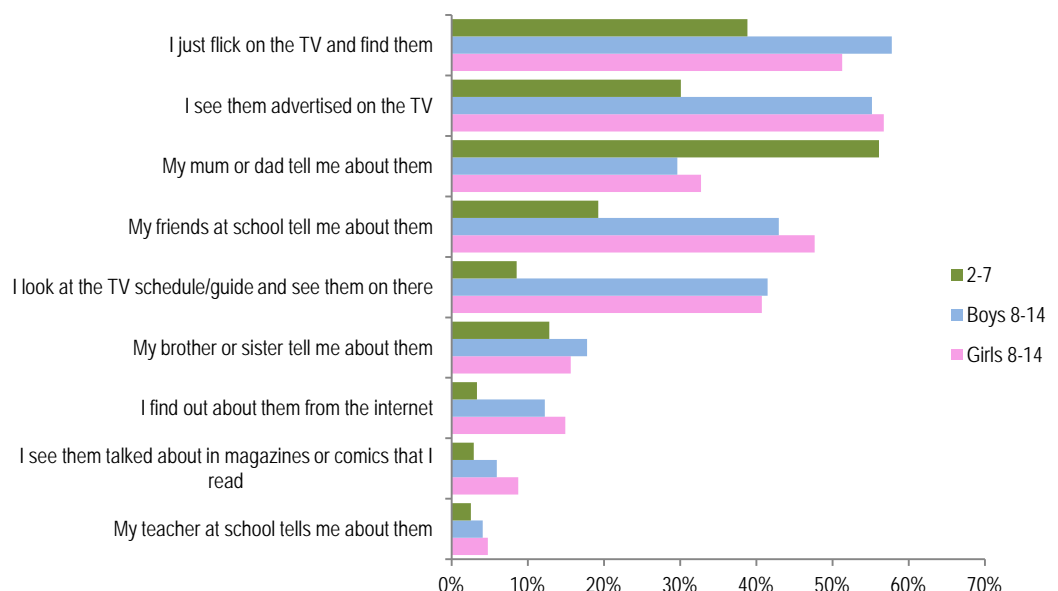
Younger children mainly find out about programs through their parents, but this was much less relevant for older children.

Older children were more likely to find out about programs by just flicking on the TV and finding them or by seeing them advertised on television. A high proportion of older children (particularly girls) were also influenced by friends at school telling them about programs.

Ways children found out about programs with actors playing characters:

Method cited:	Aged 2-7	Aged 8-14	
		Boys	Girls
I just flick on the TV and find them	39%	58%	51%
I see them advertised on the TV	30%	55%	57%
My mum or dad tell me about them	56%	30%	33%
My friends at school tell me about them	19%	43%	48%
I look at the TV schedule/guide and see them on there	9%	41%	41%
My brother or sister tell me about them	13%	18%	16%
I find out about them from the internet	3%	12%	15%
I see them talked about in magazines or comics that I read	3%	6%	9%
My teacher at school tells me about them	3%	4%	5%

Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

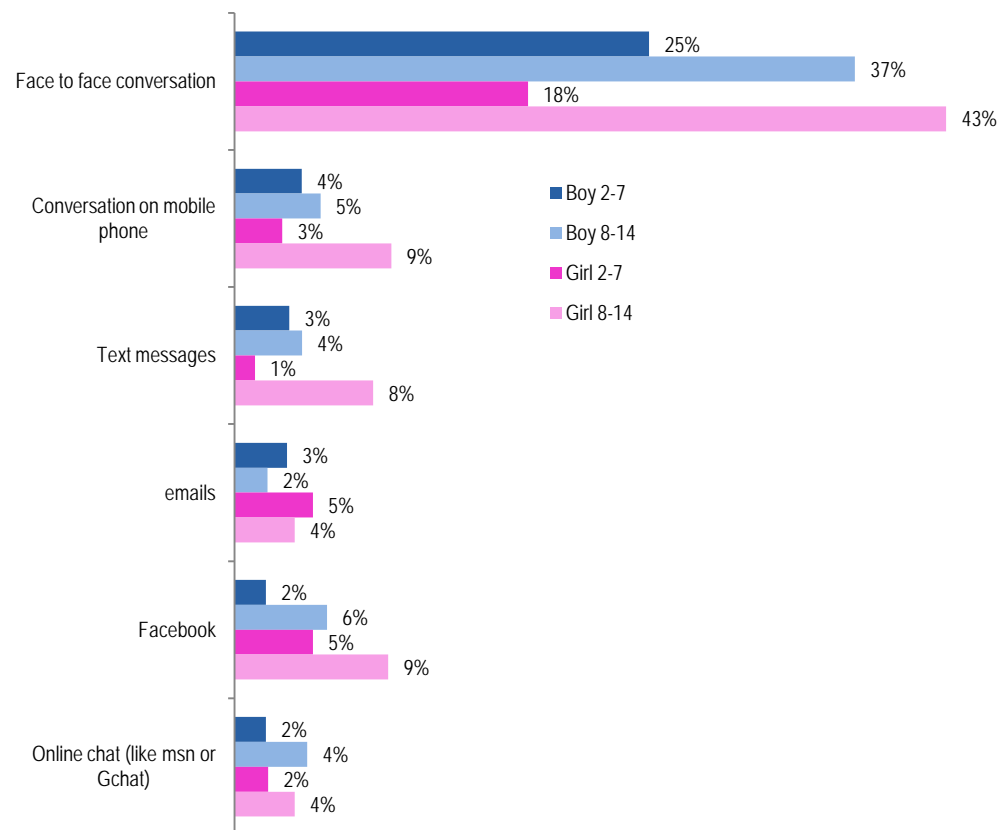
Communicating about content

Around a third of surveyed children, particularly girls in the older age group, reported that they speak face to face with others about television shows or clips they have seen. This suggests that watching television can play an important role in children's social development.

Unsurprisingly, older children (again, especially girls) were more likely than younger children to chat about shows or clips using Facebook, emails, text messages or online chat mediums, but this was still quite rare across all age groups.

Proportions of children who tell others about television shows or clips using the following:

	Aged 2-7		Aged 8-14	
	Boys	Girls	Boys	Girls
Face to face conversation	25%	37%	18%	43%
Conversation on mobile phone	4%	5%	3%	9%
Text messages	3%	4%	1%	8%
Emails	3%	2%	5%	4%
Facebook	2%	6%	5%	9%
Online chat (like msn or Gchat)	2%	4%	2%	4%



“I made sure I watched *Glee* because if you missed it you didn't know what was happening.”

Child aged 12

Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

WHAT CHILDREN WANT TO WATCH

Identification of program types

The research found that children are discerning viewers who can identify the differences between children's, family and adult programming. Younger children correctly identified *Play School* and *Peppa Pig* as suitable for their age group, while older children cited *iCarly* and *The Simpsons* as appropriate viewing for 8–14 year-olds. Children of all ages identified *Australia's Funniest Home Videos* and *Modern Family* as appropriate family viewing, and news and crimes shows such as *NCIS* as suitable for adults.

Top 10 programs identified as children's, family or adult viewing, 2-14 years

Children's	Family	Adult
Ben 10	Australia's Funniest Home Videos	The News
Spongebob Squarepants	Modern Family	NCIS
Octonauts	The Simpsons	Home & Away
Play School	Home & Away	CSI
Horrible Histories	Masterchef	Family Guy
iCarly	X-Factor	Big Brother
Thomas the Tank Engine	Play School	Bones
The Simpsons	The Big Bang Theory	The Big Bang Theory
Giggle and Hoot	Big Brother	Modern Family
The Wiggles	Deal or No Deal	The Simpsons

Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

Program preferences

There is evidence that some children 'watch up', with one in five younger children, a third of older girls and half the older boys saying they liked to watch programs for adults. A large proportion of children also said they liked to watch shows made for the whole family – a result reflected in the high ratings for episodes of *The Voice* and *The Block* in the 2–14 age group.³

However, most children gravitate to children's programs when they have control of the remote, and the survey found that children preferred to view content made specifically for them. In fact, not only did 91 per cent say that they 'liked' programs targeted for their age group, but 54 per cent said that they 'liked them the best'. This contrasts with just 11 per cent and 4 per cent who respectively liked family and adult programs the best.

This is not to say that children exclusively preferred children's content, as 76 per cent of younger children 'liked' family programs and just over 40 per cent of older children 'liked' adult programs, but the overwhelming preference was for child-specific content.

³ Top rating episodes for ages 2-14 years, 1 Jan – 31 Dec 2012. Source: OzTAM, 5-city-metro, Consolidated.

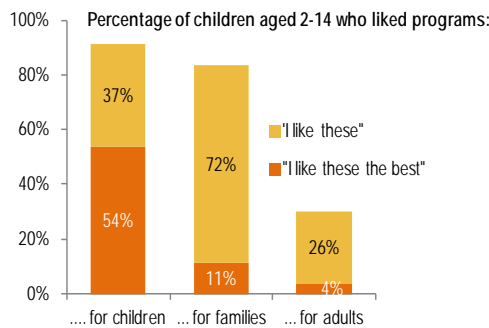
Children indicating the extent to which they liked various types of TV shows:

% of all children who said:	Programs for children	Programs for families	Programs for adults
I like these the best	54%	11%	4%
I like these	37%	72%	26%
Total like	91%	83%	30%
Not sure	6%	14%	35%
I don't like these	2%	2%	24%
I dislike these the most	0%	0%	11%
Total don't like	3%	2%	35%

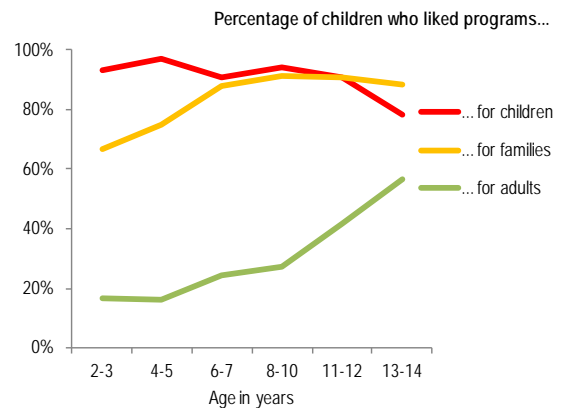
Children who liked programs, by age

% of children:	Programs for children	Programs for families	Programs for adults
2-3	93%	67%	17%
4-5	97%	75%	16%
6-7	91%	88%	25%
8-10	94%	91%	27%
11-12	91%	91%	42%
13-14	78%	88%	57%

Program preferences



... by age



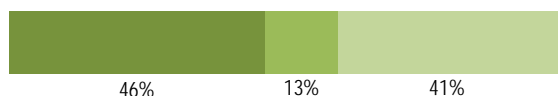
Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

Drama versus non-drama programs

Nearly half of all surveyed children indicated a preference for drama programs over other program types.

Types of shows children like best

- The ones with actors playing characters in them
- The ones with presenters and guest on them
- I like them both equally



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

“I like when things happen that could never really happen in real life.”

Boy aged 9

Australian content

The majority of children said it didn't matter to them where a TV show was made, although of those who did have a preference, almost all preferred Australian programs over foreign ones. Much like their older counterparts, most children just want to watch good shows, regardless of the country of origin.

But when asked to nominate their favourite shows, Australian titles featured prominently. *Giggle and Hoot* and *Play School* were way ahead of all other titles for two to seven year-olds. *Home & Away*, *Neighbours* and *Dance Academy* were all in the top 10 favourite dramas for older children (with *Home & Away* at number two after *Modern Family*), and all of their top five favourite non-dramas were Australian, led by *Australia's Funniest Home Videos*, *X-Factor* and *Good Game*.

Preference for Australian content, all children 2-14

	2-7	8-14	TOTAL
It doesn't matter to me where a TV show is made	74%	84%	80%
I like watching TV shows that are made in Australia more	23%	13%	17%
I prefer to watch TV shows that are made in other countries	3%	3%	3%

Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

And while younger children were often unable to distinguish Australian programs from foreign ones, older children could identify reasons for enjoying uniquely Australian content.

More than half the older boys enjoyed seeing recognisable places on screen whereas girls preferred to have an Australian character or person on screen that they could identify with. These responses reveal a strong desire for identification with fictional characters and narratives that unfold in familiar contexts.

What children like about Australian television shows

	Boys 8-14	Girls 8-14
I like seeing people/actors I recognise	35%	43%
I like seeing places I recognise	51%	47%
I like characters or people that remind me of myself or friends	42%	49%
I stories that I think might happen to me or friends	35%	41%
Other	5%	6%

Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

"We went to the Opera House and you could see where it was made."

Girl aged 9 discussing *Dance Academy*

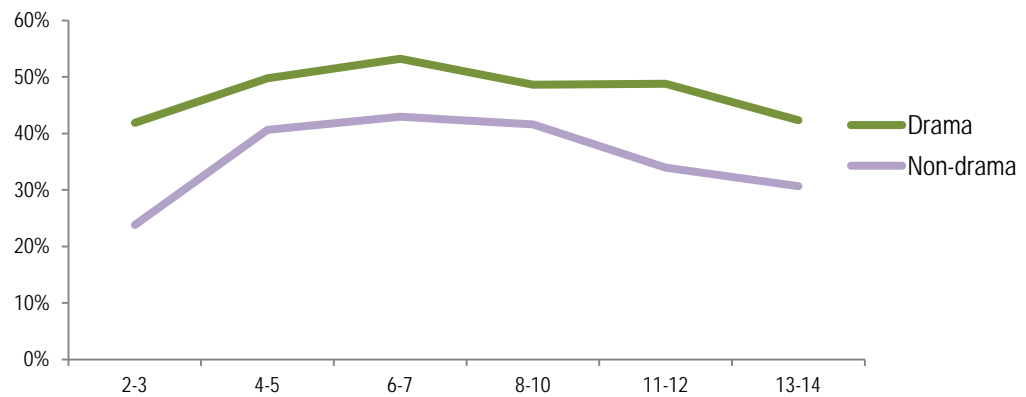
Program engagement and multi-tasking

As well as liking drama programs, children were also significantly more engaged with them, with 80 per cent indicating that when they watched narrative content, they were often or sometimes just watching the show and not doing any other activities at the same time. This rate was not as high, particularly among older children, when watching other types of presenter-driven programs.

How often children 'just watch the show and don't do anything else', drama versus non-drama

	Drama	Non-drama
Very often	47%	36%
Only sometimes	33%	32%
Not very often	13%	17%
Not at all	7%	15%

...by age



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research

Other things children are doing while watching TV shows

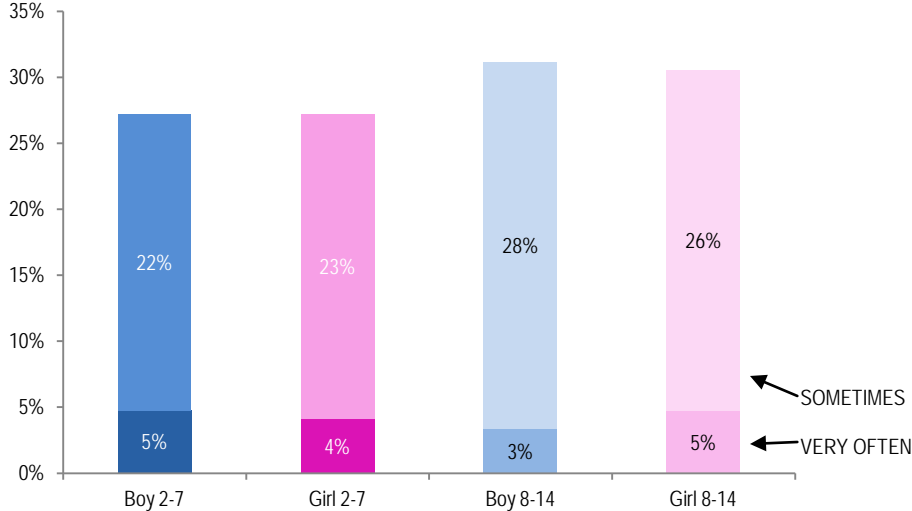
	2-3	4-5	6-7	8-10	11-12	13-14
DRAMA (TV shows with actors playing characters)						
Eating dinner	15%	14%	13%	18%	17%	20%
Activities on a mobile phone or ipad/tablet	6%	5%	3%	6%	14%	16%
Playing an electronic game	2%	5%	3%	9%	13%	7%
Reading	6%	6%	4%	6%	5%	4%
Doing homework	1%	3%	2%	5%	4%	9%
Doing other activities on the computer	3%	7%	3%	8%	11%	18%
Doing something else	17%	16%	5%	5%	9%	6%
NON DRAMA						
Eating dinner	10%	12%	8%	12%	11%	15%
Activities on a mobile phone or ipad/tablet	3%	5%	6%	7%	11%	13%
Playing an electronic game	5%	5%	3%	9%	8%	15%
Reading	6%	6%	6%	7%	5%	4%
Doing homework	2%	6%	3%	6%	2%	4%
Doing other activities on the computer	12%	10%	6%	11%	8%	10%
Doing something else	18%	14%	9%	9%	6%	9%

"I will watch *Mythbusters* and play a game at the same time in the parts that don't interest me."

Boy aged 8

Importantly, however, multi-tasking did not always imply that children were less engaged with the content they were viewing. Overall, 31 per cent of children reported that at least some of the time, they were doing activities related to the television program they were watching.

How often is what you are doing related to what you are watching on TV?



Source: Compiled by Screen Australia from research survey *What's On* conducted by Jigsaw Strategic Research