

Results of the Panorama On-line Activity Diary

As part of our research for Panorama: Is TV Bad For My Kids? we asked volunteers (through the website) to monitor the viewing habits of one of their children over a week. 25 people responded. Here are the results.

Thirteen of the 25 parents who kept the diary on behalf of their child said they were concerned about how much time their child was spending on screen based activities, as a result of taking part.

Sixteen of the 25 said they would take action as a result:

- ten said they would limit the amount of time their child spent watching TV
- six said they'd limit the time spent playing video games
- eight said they'd limit the time spent on the computer.

TV Viewing

The average TV viewing for the 25 children who kept the diary was 11.3 hours per week or one hour and 36 minutes a day.

That's quite a lot less than the national average.

According to ChildWise (a market research and strategy agency) children aged five to 16 watch an average of two hours and 24 minutes a day.

Source: Child wise Monitor Winter 2006-2007

The ChildWise figures break down into age groups as follows:

Five to seven year olds watch two hours and 30 minutes a day

Seven to ten year olds watch two hours and six minutes a day

Eleven to sixteen year olds watch two hours and 42 minutes a day

According to BARB (Broadcasters Audience Research Board) children aged four to fifteen watch an average of two hours and 13 minutes a day.

Source BARB/TRP

This breaks down into age groups as follows:

Four to six year olds watch two hours and 23 minutes a day

Seven to nine year olds watch two hours and 10 minutes a day

Ten to twelve year olds watch two hours and seven minutes a day

Thirteen to fifteen year olds watch two hours and 12 minutes a day

Computer Games

The average time spent on computer games by the 25 children who kept a diary for Panorama was 35 minutes (10 of the 25 children did not spend any time playing computer games).

This is a lot less than the national average.

According to ChildWise children with games consoles at home spend 1.4 hours playing computer games (that's 1 hour and 24 minutes)

Time spent on computer

The average amount of time spent online by the 25 children who kept a diary for one week for Panorama was 54 minutes (five of the children spent no time online at all).

According to ChildWise children aged seven to ten spend one hour and 18 minutes online per day. Whilst children aged 11- 16 spent two hours and six minutes per day online.

The *ChildWise Monitor is a comprehensive annual report focused on children's and teenagers' media consumption, brand attitudes and key behaviour. Each year, almost 1200 children aged five-16 are interviewed in depth on a range of topics.