

TRADITIONAL VALUES BACK

TERRORISM, ENVIRONMENT AND POVERTY CONCERNS SURFACE

1 IN 3 USE THE INTERNET UNSUPERVISED

RESEARCH FINDINGS FROM AUSTRALIA'S MOST COMPREHENSIVE 'TWEEN' (6-12 YRS) STUDY REVEALED

Monday 30th August 2010 – Pacific Magazines today announced findings from “Tween Tracker”, a significant biennial research study considering the social and cognitive development of over 1,200 Australian tweens (youths aged 6-12 years).

“Australia has over 2.3 million tweens, who account for 15% of the total population and control \$1.35 billion in annual income - making them a force to be reckoned with,” comments Miriam Condon, Strategy and Planning Director, Pacific Magazines.

“Traditional values such as the importance of family, financial prudence and home cooking are back. On the other hand, the environment, poverty and terrorism have surfaced as more ‘modern’ worries.

“A few areas of concern are raised, such as one in three tweens using the internet unsupervised, one third ‘struggle to juggle everything on their plate’ and more than 25% are not eating breakfast everyday.”

Key findings include:

LEISURE TIME

- 1 in 3 tweens say their parents do not check what they are doing online
- 44% are on Facebook (and most shouldn't be according to Facebook 13+ guidelines)
- 67% have an iPod; 64% own a mobile phone
- Most enjoyed activities include: reading magazines (70%) and reading books (69%), which are more popular than visiting websites (57%) or sport (55%)
- 1 in 3 are concerned about not having enough time to juggle everything on their plate

FINANCES / MONEY

- 1 in 3 have over \$500 in their bank account
- 2 in 5 are saving ‘for their future’
- More financially savvy than previous studies – amplified by the GFC

Pacific magazines

We create magazines people love

CONCERNS

The world

- The environment (69%)
- Finding cures for diseases (67%)
- Global warming (63%)
- Poverty (51%)
- Terrorism (45%)

My life

- Friendships (61%)
- My future (60%)
- Family issues (42%)
- Pressure to do well at school (42%)
- Body image (37%)

LIFESTYLE

- 9 in 10 are eating vegetables every / most days
- 7 in 10 enjoy helping Mum or Dad cook at home
- More than a quarter (28%) don't eat breakfast every day

HAPPINESS (what brings the most happiness in their lives)

- Family (82%), friends (80%) pets (49%)
- Magazines (41%), internet (39%), toys (20%)

Mychelle Vanderburg, Youth Publisher, Pacific Magazines, said, "Tween Tracker is the most comprehensive research study of its kind in the country – and a unique insight into the hearts and minds of Australian youth today."

"Tween' is a very important period in life, during which children develop many of their relationships and opinions that stay with them right into adulthood. It's also a period of intense learning and at the same time intense fun.

"We need to remember that in addition to all the changes, pressures and concerns that Tweens are experiencing, having fun is still one of the most important things in life."

Ends.

For further information, please contact:

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Pacific Magazines' youth titles (K-Zone and Total Girl) hold a dominant 48% market share of the youth category. Total Girl is Australia's no.1 tween girls' magazine, selling an average of 51,566 copies – this is more than double the copy sales of any other tween girls' title.



K-Zone is the country's the number one selling tween boys title, with an average net paid sales audit of 50,272 copies. K-Zone owns 24% market share of the tween magazine category and 54% of the tween boys category.