

LIST OF EXHIBITS

FIGURES

Chapter One- Household Computer and Internet Characteristics

Figure 1-1	Households with Children That Have One or More Computers at Home (1995 – 2002).....	3
Figure 1-2	Number of Personal Computers in the Household.....	5
Figure 1-3	Main Uses of Computers by Age Segment.....	9
Figure 1-4	Family Household Internet Use.....	11
Figure 1-5	Internet Usage Among Children Ages 2-17 By Location.....	16
Figure 1-6	Broadband Access At Home.....	18
Figure 1-7	Type of Internet Connection.....	19
Figure 1-8	Internet Service Providers	22
Figure 1-9	Number of Phone Lines	24
Figure 1-10	Children With Own Phone Lines.....	25

Chapter 2 - What Children Do Online At Home

Figure 2-1	Average Time Online From Home (Hours per week)	33
Figure 2-2	Seasonality of Children's Internet Use From Home (Hours per week)	34
Figure 2-3	Trends in Online Activities 2002 vs. 2002.....	40
Figure 2-4	Growth in Creation of Personal Websites 2000 vs. 2002.....	49
Figure 2-5	Using the Internet With Others	53
Figure 2-6	Person With Whom Child Often Uses the Internet	54
Figure 2-7	Satisfaction With Amount of Time on the Internet (Want to Spend A Lot or A Little More Time Online)	61

Chapter 3 – What Children Like and How They Find It

Figure 3-1	Average Number of Websites Visited At Home Per Week	66
Figure 3-2	Visiting More or Fewer Website Compared to This Time Last Year.....	68
Figure 3-3	How Children Learn About New Websites to Visit From Home.....	70
Figure 3-4	How Children Learn About New Websites to Visit From Home – By Gender.....	72
Figure 3-5	Websites Children Ages 2-5 Have Visited More Than Once in the Past Year	81
Figure 3-6	Websites Children Ages 6-12 Have Visited More Than Once in the Past Year	83
Figure 3-7	Growth in Reach of Major Sites 2-8 Year Olds.....	84

List of Exhibits - Figures

Figure 3-8	Growth in Reach of Major Sites 9-12 Year Olds.....	85
Figure 3-9	Websites Teens Ages 13-17 Have Visited More Than Once in the Past Year	86
Figure 3-10	Growth in Reach of Major Sites 3-17 Year Olds.....	87
Figure 3-11	Features a Children’s Site Needs to Have.....	93
Figure 3-12	Best Feature Differentiation Opportunities..	94
Figure 3-13	Average Number of Children Told to Visit Websites.....	96
Figure 3-14	Frequency of Telling Children to Visit Websites	97

Chapter 4 – The Parental Role in Children’s Online Use

Figure 4-1	Parents’ Main Uses of the Internet (Top Ten Uses).....	104
Figure 4-2	Amount of Time Parent is Present When Child is Online at Home.....	107
Figure 4-3	Parents’ Knowledge About the Site Their Child Visits While Online At Home.....	109
Figure 4-4	Parental Knowledge of Children’s Online Activities.....	110
Figure 4-5	Growth in Parent’s Knowledge About Children’s Online Activities	111
Figure 4-6	Parents’ Satisfaction With Their Child’s Use of the Internet	115
Figure 4-7	Parents’ Reasons for Satisfaction.....	116
Figure 4-8	Parents’ Reasons For Dissatisfaction.....	118
Figure 4-9	Parents’ Restrictions of Children’s Internet Use	124
Figure 4-10	How Parents’ Restrict Children’s Internet Use.....	125
Figure 4-11	Parents’ View of Most Important Role 2000 vs. Today.....	127

Chapter 5 – What Children Do Online at School

Figure 5-1	Frequency of Internet Use From School and Home	142
Figure 5-2	Comparison of Hours Online At School and Home Per Week.....	145
Figure 5-3	School Internet Access Locations.....	146
Figure 5-4	School Internet Access Locations 2000 vs. 2002.....	148
Figure 5-5	Internet Speed at School Compared to Home	149
Figure 5-6	Wireless Connections on Laptop at School Compared	150
Figure 5-7	Subjects for Which Children Use the Internet School	151
Figure 5-8	Subjects for Which Children Use the Internet School - By Gender.....	152
Figure 5-9	Subjects for Which Children Use the Internet School	154
Figure 5-10	Children Whose Schools Use Filtering/Blocking Software	158
Figure 5-11	Children Whose Schools Use Filtering/Blocking Software	158
Figure 5-12	Satisfaction with Schools Filtering/Blocking Software – By Gender (According to Online Children Ages 6-17).....	159
Figure 5-13	Satisfaction with Schools Filtering/Blocking Software – By Gender (According to Parents).....	160
Figure 5-14	Agreement that Teachers Know a Lot About the Internet – By Gender...	162

List of Exhibits - Figures

Figure 5-15	Agreement that Teachers Know a Lot About the Internet – By Age.....	163
Figure 5-16	Agreement that School is Doing a Good Job of Using the Latest Internet Education Tools – By Age.....	164
Figure 5-17	Children Who Say School Makes It Easy to Use the Internet Regularly .	165
Figure 5-18	How Often Children Choose Which Website to Visit at School	166
Figure 5-19	Satisfaction with Amount of Time Spent on the Internet At School	167
Figure 5-20	Rising Dissatisfaction with Children’s Time Online At School	168
Figure 5-21	Using the Internet At School Makes Learning Easier.....	169

Chapter 6 – The School-Home Connection

Figure 6-1	Homework Subjects for Which Children Use the Internet At Home	183
Figure 6-2	Homework Subjects for Which Children Use the Internet At Home – By Gender.....	184
Figure 6-3	Growth in Use of Internet for Homework 2000 vs. 2002.....	186
Figure 6-4	School Has Its Own Website.....	188
Figure 6-5	Interest in School Have a Website.....	190
Figure 6-6	Child / Family Ever Uses School Website.....	191
Figure 6-7	Reasons Family Does Not Use School Website	192
Figure 6-8	Agreement That School Spends Appropriate Amount of Money On Technology.....	196
Figure 6-9	Agreement That Parents Should Be Important Part of Schools Decision-Making Process on Technology.....	197

Chapter 7 – Digital Games and Music

Figure 7-1	Game System Brands Used At Home	205
Figure 7-2	House Per Day of Video Game Use on TV or Handheld.....	207
Figure 7-3	House Per Day of Video Game Use on TV or Handheld During the Summer – By Gender and Age.....	208
Figure 7-4	House Per Day of Video Game Use on TV or Handheld During the School Year – By Gender and Age	208
Figure 7-5	Children Who Play Games Online and Offline at Home.....	210
Figure 7-6	Children Who Play Games on the Internet at Home – By Gender and Age.....	211
Figure 7-7	Child/Family Ownership of Technology by Game System Usage.....	223
Figure 7-8	Educational Uses of the Internet Heavy Users vs. Light Users.....	225
Figure 7-9	Key Online Game Features Gamers vs. Non-Gamers.....	227
Figure 7-10	Average Number of Times Per Month Search Online for Product Information	228
Figure 7-11	Mean Level of Interest in New Concepts Gamers vs. Non-Gamers.....	229
Figure 7-12	Music Children Like.....	230
Figure 7-13	MP3 Player Ownership and Usage.....	235
Figure 7-14	Willingness to Pay to Download Music.....	239

List of Exhibits - Figures

Chapter 8 – E-Commerce and Business Models

Figure 8-1 Frequency With Which Parents Search For Different Product Types For Their Children (Times Per Month)..... 251

Figure 8-2 Websites Parents Use to Search for Product Information..... 252

Figure 8-3 What Parents Buy Online for Their Child..... 256

Figure 8-4 Total Online Spending By Parents For Children, By Product Category (2000 vs. Today)..... 260

Figure 8-5 Average Annual Expenditures by Parents Who Buy Online For Their Children..... 261

Figure 8-6 Top Ten Reasons Parents Chose Not To Purchase Products Online for Their Child..... 262

Figure 8-7 Times Per Month Children Search for Products Online 264

Figure 8-8 Websites Children Use to Search for Information About Products..... 266

Figure 8-9 What Children 9-17 Years Old Say They Buy Online..... 270

Figure 8-10 How Children 9-17 Years Old Say They Pay for Items Bought Online..... 271

Figure 8-11 Essential Elements to Online Purchase Decisions..... 273

Figure 8-12 Top Features Parents Consider “Nice to Have” When Making Purchases Online..... 276

Figure 8-13 Top Features Parents Consider “Essential”/ “Nice to Have” When Purchasing Online..... 277

Figure 8-14 What Features Children Want When Deciding to Purchase Products Online..... 278

Figure 8-15 What Makes Children’s Product Searches Not Enjoyable..... 280

Figure 8-16 Proportion of Families Subscribing or Planning to Subscribe to One or More Premium Online Services..... 284

Figure 8-17 Top Ten Premium Services Families Expect to Subscribe to in Next Year (Among Those Who Expect to Subscribe)..... 286

Figure 8-18 Reasons Current Subscribers Do Not Subscribe to More Sites/Services..... 288

Figure 8-19 Reasons for Not Subscribing (Among Non-Subscribers)..... 291

Figure 8-20 Attitudes About Advertising / Sponsorship on Subscription Sites (% Agree Strongly / Somewhat) Among Current Subscribers and Those Who Plan to Subscribe..... 293

Figure 8-21 Purchase Intent From a Company That Sponsors..... (% Definitely / Probably Buy From a Company)..... 294

Chapter 9 – Television and Other Online / Offline Connections

Figure 9-1 Digital Media vs. Television (Hours Per Day)..... 304

Figure 9-2 Net Change in Online-Offline Tradeoffs Teens Vs. All Children Ages 6-17..... 306

Figure 9-3 Net Change in Online-Offline Tradeoffs Boys vs. Girls 307

Figure 9-4 Net Change in Online-Offline Tradeoffs High vs. Low Income Households..... 307

List of Exhibits - Figures

Figure 9-5 Participation in Extracurricular Activities..... 310
 Figure 9-6 Participation in School Clubs..... 311
 Figure 9-7 Participation in School Clubs By Level of Home Internet Usage..... 312

Figure 9-8 Multitasking: Performing Other Activities While Online At Home 313
 Figure 9-9 Increases in Multitasking: From 2000 to 2002.....314
 Figure 9-10 Listening to the Radio While Online At Home.....315
 Figure 9-11 Watching TV While Online At Home.....316
 Figure 9-12 Online Activities of Children Who Report Animated Programs are Favorites..... 320
 Figure 9-13 Online Activities of Children Who Report Dramas are Favorites..... 322
 Figure 9-14 Online Activities of Children Who Report Comedies are Favorites..... 323
 Figure 9-15 Online Activities of Children Who Report Children Dramas/Comedies are Favorites..... 324
 Figure 9-16 Online Activities of Children Who Report Realty, Talk or Game Shows Are Favorites..... 326
 Figure 9-17 Online Activities of Children Who Report Music Shows are Favorites.... 327
 Figure 9-18 Online Activities of Children Who Report News or Educational Shows Are Favorites..... 328
 Figure 9-19 Online Activities of Children Who Report Sports Shows are Favorites ... 329
 Figure 9-20 TV to Internet: Passion Attrition Average Network Shares for “Favorite Show” “Favorite Site” 330
 Figure 9-21 Heavy TV Viewers and Internet Innovation Mean Level of Interest in New Concepts..... 336
 Figure 9-22 Computer Uses: Children Who Actively Multitask Between Internet and TV vs. Those That Don’t..... 340
 Figure 9-23 Active TV / Internet Multitaskers: Internet Expectations, Interest in New Concepts..... 344
 Figure 9-24 Premium Sites: Percent of Parents Who Do Not Want Other Business Models - By Region..... 353
 Figure 9-25 Expectations and Reality of the Internet Among the Extreme Rural Population..... 360

Chapter 10: Impact of Broadband

Figure 10-1 Top Ten Motivators to Get Broadband..... 367
 Figure 10-2 Top Ten Ways Children’s Online Use Has Changed Since Getting Broadband..... 369
 Figure 10-3 Top Ways Parents’ Online Use Has Changed Since Getting Broadband..... 371
 Figure 10-4 Impact of Broadband On Offline Activities (Parent Responses)..... 374
 Figure 10-5 Impact of Broadband on Offline Activities (Child Responses)..... 375
 Figure 10-6 Broadband vs. Dial-up: Percent of Children Who Say Most Sites They Visit..... 379

List of Exhibits - Figures

Figure 10-7	Broadband vs. Dial-up: Percent of Parents Who Say They Would “Definitely” Buy Products from Sponsors Who Sponsor Specific Types of Sites.....	381
Figure 10-8	Broadband vs. Dial-up: Reasons for Not Buying Online.....	382
Figure 10-9	Broadband vs. Dial-up: Mean Levels of Interest in New Concepts.....	383
Figure 10-10	Motivations to Get Broadband.....	385

Chapter 11: New Technologies, Influencers and the Future

Figure 11-1	Family Ownership of Wireless / Handheld Devices.....	390
Figure 11-2	Child Usage of Wireless Handheld Devices.....	397
Figure 11-3	Intent to Purchase Wireless Devices.....	398
Figure 11-4	Future Intent to Purchase for Child Ages 2-17.....	400
Figure 11-5	Motivations to Purchase Wireless Devices for Child Ages 2-17.....	401
Figure 11-6	Family Ownership of New Technologies.....	403
Figure 11-7	Children Ages 6-17 Use of Devices.....	405
Figure 11-8	Teen 13-17 Use of Devices.....	406
Figure 11-9	Interest in New Concepts by Device Users.....	415
Figure 11-10	Parents’ Intent to Buy Technologies in the Next 12 Months.....	416
Figure 11-11	Influencers’ Internet Uses vs. Others.....	420
Figure 11-12	Change in Influencer Activities Since Getting Broadband.....	421
Figure 11-13	Influencer Product Search Frequency.....	423
Figure 11-14	Influencer Product Buying.....	424
Figure 11-15	Daily Community Use of the Internet by Influencers.....	425
Figure 11-16	Weekly or More Community Use of the Internet by Influencers.....	426
Figure 11-17	Importance of Community Features in Sites.....	427
Figure 11-18	Frequency With Which Influencers Engage in Music Related Activities.....	430
Figure 11-19	Influencers’ High Aspirations for the Internet.....	431
Figure 11-20	Influencers’ High Interest in New Concepts.....	432
Figure 11-21	Sources of Information About New Sites.....	433
Figure 11-22	Influencers and Multitasking.....	436
Figure 11-23	Influencers Favorite Online Games.....	439
Figure 11-24	Influencers and Education.....	442
Figure 11-25	Children’s Aspirations vs. Realities.....	448
Figure 11-26	Parents’ Aspirations vs. Realities.....	449
Figure 11-27	Children’s and Parents Interest in New Collaborative / Community Concepts.....	456
Figure 11-28	Children’s and Parents’ Interest in New Educational / Developmental Concepts.....	457
Figure 11-29	Parents’ Interest in “Out There” Concepts.....	458

List of Exhibits - Figures

Projections

Figure 11-30	Total Percentage of Children Online Ages 2-17.....	461
Figure 11-31	Percentage of Children Online Ages 6-8.....	462
Figure 11-32	Percentage of Children Online Ages 9-12.....	462
Figure 11-33	Percentage of Children Online Ages 13-17.....	463
Figure 11-34	Total Children Online Ages 2-17.....	465
Figure 11-35	Total Children Online Ages 6-8.....	466
Figure 11-36	Total Children Online Ages 9-12.....	466
Figure 11-37	Total Children Online Ages 13-17.....	467

LIST OF EXHIBITS

TABLES

Chapter One- Household Computer and Internet Characteristics		Page
Table 1-1	Presence of Home Computers.....	4
Table 1-2	Number of Personal Computers in the Household.....	6
Table 1-3	Children With Dedicated Computers.....	7
Table 1-4	Computer Usage Among Children 2-17 from Any Location.....	8
Table 1-5	Household Internet Use From Any Location.....	12
Table 1-6	Household Internet Use From Home.....	12
Table 1-7	Parent Internet Use From Any Location.....	13
Table 1-8	Internet Usage Among Children Ages 2-17 From Any Location.....	14
Table 1-9	Where Children Use the Internet By Age of Child.....	16
Table 1-10	Where Children Use the Internet By Ethnicity of Child.....	17
Table 1-11	Where Children Use the Internet By Household Income.....	17
Table 1-12	Type of Internet Connection.....	20
Table 1-14	Number of Phone Lines.....	23
Table 1-15	Children with Own Phone Lines.....	26
 Chapter 2 - What Children Do Online At Home		
Table 2-1	Frequency of Internet Use at Home.....	31
Table 2-2	Length of Children's Internet Sessions from Home.....	35
Table 2-3	What Children Do Online From Home: General Results.....	36
Table 2-4	Online Activities Engaged in At Least Once a Week By Age.....	37
Table 2-5	Online Activities Engaged in At Least Once a Week By Gender.....	38
Table 2-6	Online Activities Engaged in At Least Once a Week By Ethnicity & Income.....	39
Table 2-7	Children's Top Ten Online Activities (Average Times per Month).....	41
Table 2-8	Online Community Activities Engaged in At Least Once a Week.....	43
Table 2-9	Educational Activities Engaged in At Least Once a Week.....	45
Table 2-10	Multimedia Activities Engaged in At Least Once a Week.....	46
Table 2-11	Special Interest, News, and Commerce Activities Engaged in At Least Once a Week.....	47
Table 2-12	Reasons for Having their Own, Personal Website.....	50

List of Exhibits - Tables

Table 2-13	Tools Needed for their Own, Personal Website.....	51
Table 2-14	Change in Children’s Home Internet Use During Prior 12 Months.....	56
Table 2-15	Reasons for Increased Internet Use at Home for Children Ages 6-17.....	57
Table 2-16	Reasons for Decreased Internet use at Home for Children Ages 6-17.....	59
Table 2-17	Reasons for Not Using the Internet At Home More Than They Already Do.....	60

Chapter 3 – What Children Like and How They Find It

Table 3-1	How Children Learn About Websites.....	71
Table 3-2	Children’s Favorite Site Genres.....	73
Table 3-3	Children’s Favorite Entertainment Site Genres.....	75
Table 3-4	Children’s Favorite Search/Community Site Genres.....	77
Table 3-5	Children’s Favorite Shopping/Educational Site Genres.....	78
Table 3-6	Most Frequently Visited Websites at Home.....	79
Table 3-7	Children with Unique – Or No – Favorites.....	80
Table 3-8	Most Appealing Website Features.....	88
Table 3-9	Top Website Turnoffs.....	90
Table 3-10	Percentage of Children Reporting that Most Websites They Visit have Appealing Features.....	92
Table 3-11	Reasons for Telling Other Children to Visit Websites.....	98

Chapter 4 – The Parental Role in Children’s Online Use

Table 4-1	Percent of Time That Children Control the Keyboard When Online with a Parent.....	108
Table 4-2	Parents’ Influence on Sites Children Visits at Home.....	113
Table 4-3	Parents Recommending Sites to Their Children.....	114
Table 4-4	Online Safety vs. Other Parental Concerns.....	119
Table 4-5	Changes in Parents’ Concerns about Safety of Their Child While Online.....	120
Table 4-6	Top Parental Concerns about Children’s Internet Use.....	121
Table 4-7	Top Parental Internet Concerns (2000 vs. Today).....	123
Table 4-8	Top 10 Reasons Parents Recommend Sites to Their Children.....	128
Table 4-9	Top Five Reasons Parents Avoid Recommending Sites to Their Children.....	131
Table 4-10	Parents’ Attitudes About Their Involvement in Children’ Sites.....	133
Table 4-11	Children’ Attitudes About Parents’ Involvement in Sites.....	135
Table 4-12	Children Who Don’t Want Greater Parental Involvement.....	136

List of Exhibits - Tables

Chapter 5 – What Children Do Online at School

Table 5-1	Daily Internet Use at School.....	143
Table 5-2	Length of Children’s Internet Sessions from School.....	144
Table 5-3	School Internet Access Locations by Age.....	146
Table 5-4	Subjects for which Children Use the Internet in School by Age.....	153
Table 5-5	Most Frequently Visited Websites at School by Age.....	155
Table 5-6	Most Frequently Used Site Types at School.....	156
Table 5-7	Satisfaction with School’s Filtering/Blocking Software by Age (According to Online Children.....)	160
Table 5-8	Satisfaction with School’s Filtering/Blocking Software by Age (According to Online Parents).....	161
Table 5-9	Effect of Internet on Children’s Attitude Toward School (According to Online Children Ages 6-17).....	170
Table 5-10	Effect of Internet on Children’s Attitude Toward School (According to Online Parents).....	170

Chapter 6 – The School-Home Connection

Table 6-1	How School/Schoolwork has Changed Internet Use at Home.....	176
Table 6-2	How Child’s School has Influenced Parents.....	178
Table 6-3	School-Related Online Activities at Home Every day or At least once per week.....	180
Table 6-4	School-Related Online Activities at Home by Age Every day or At least once per week.....	180
Table 6-5	School-Related Online Activities at Home by Ethnicity Every day or At least once per week.....	181
Table 6-6	School-Related Online Activities at Home Every day or At least once per week.....	181
Table 6-7	Subjects for which Children Use the Internet for Homework at Home by Age.....	185
Table 6-8	Degree to which Using the Internet at Home Makes Homework Easier.....	187
Table 6-9	School has its Own Website by Age.....	189
Table 6-10	Topics on the School Website.....	193
Table 6-11	Topics Often Looked at on the School Website.....	194
Table 6-12	Topics which Parents/Children Wish Were on The School Website.....	195

Chapter 7 – Digital Games and Music

Table 7-1	Game System Brands Used at Home by Gender and Age.....	206
Table 7-2	Online Games Played Regularly.....	212
Table 7-3	Favorite Online Games.....	212

List of Exhibits - Tables

Table 7-4	Online Games Features Liked.....	215
Table 7-5	Online Games Features Liked by Age.....	216
Table 7-6	Online Games Features Disliked.....	219
Table 7-7	Online Games Features Disliked by Age.....	220
Table 7-8	Musical Tastes of Heavy Internet Users	231
Table 7-9	Average Number of Times Per Month Engage in Music Related Activity.....	233
Table 7-10	Features Children Want to See on Websites of Their Favorite Singers/Bands.....	236
Table 7-11	Features Children Who File Share Want to See on Websites of their Favorite Singers/Bands.....	238
Table 7-12	Interest in Website Where Pay to Download Music.....	240

Chapter 8 – Business Models and E-Commerce

Table 8-1	What Parents Searched for Online for Their Child.....	249
Table 8-2	Parents' Buying Online for Children.....	255
Table 8-3	What Parents Buy Online for Their Child.....	257
Table 8-4	Total Online Spending by Parents on Target Child in Last 12 Months.....	259
Table 8-5	Children Who Search for Information about Products For Themselves, Other Family Members, or Both (Child Responses).....	263
Table 8-6	Percent of Children Ages 9-17 Who Say They Buy Products Online.....	269
Table 8-7	Purchase Intent From a Company that Sponsors... (% Definitely/Probably Would Buy From a Company).....	296
Table 8-8	Purchase Intent From a Company that Sponsors.....	297

Chapter 9 – Television and Other Online / Offline Connections

Table 9-1	Changes in Time Spent on Offline Activities Since Home Internet Access Acquired.....	305
Table 9-2	Net Internet Change in Activities 2000 vs. 2002 Since Home Internet Access Acquired.....	309
Table 9-3	Radio-Related Activities While Online at Home.....	318
Table 9-4	TV-Related Activities While Online at Home.....	318
Table 9-5	Phone-Related Activities While Online at Home.....	319
Table 9-6	Heavy Internet Users and Television: Opportunities.....	332
Table 9-7	Heavy Internet Users and Television: Warning Signs.....	333
Table 9-8	Heavy TV Viewers and Internet Enthusiasm.....	335
Table 9-9	Heavy TV Viewers TV/Online Synergies Percentage of Online Children Ages 6-17 who Say they.	337
Table 9-10	Community Interests of Children Who Actively Multitask between Internet & TV	342
Table 9-11	Regional Differences in Children's Media Use (Hours per day).....	346
Table 9-12	Internet Use by Parents - By Region.....	348

List of Exhibits - Tables

Table 9-13	Types of Websites Parents Use for Product Information Searches For Their Children – By Region).....	350
Table 9-14	Internet Aspirations by Region (According to Online Parents of 2-17 Year Olds).....	354
Table 9-15	Products/Services at Home by Population Density.....	356
Table 9-16	Frequency of Online Product Searching by Population Density (Average days per month).....	358

Chapter 10: Impact of Broadband

Table 10-1	Broadband Access at Home Among Internet Enabled Households with Children.....	365
Table 10-2	Top Ways Children' Online Use Has Changed Since Getting Broadband - By Age.....	370
Table 10-3	Broadband Children and Other Technologies.....	377

Chapter 11: New Technologies, Influencers and the Future

Table 11-1	Parental Use of Wireless / Handheld Devices.....	391
Table 11-2	Children's Use of Wireless or Handheld Devices.....	394
Table 11-3	Top 10 Reasons for Wireless Device Purchases.....	395
Table 11-4	Ownership of Leading Edge Technologies.....	404
Table 11-5	Children's Use of Devices.....	408
Table 11-6	Demographics of Children Who Use Wireless Handhelds, Digital Cameras, and MP3 Players.....	409
Table 11-7	Children Device Users and Broadband.....	411
Table 11-8	Exploration, Sources of Information For Children Device Users.....	412
Table 11-9	School Influence on Device Users.....	414
Table 11-10	Demographics of Influencers.....	418
Table 11-11	Influencers' Time Online, Number of Sites Visited.....	419
Table 11-12	Momentum in Internet Use: Influencers vs. Other Children.....	421
Table 11-13	Influencers and Product Searching.....	422
Table 11-14	Lack of Community As An Influencer Turn-off.....	428
Table 11-15	Influencers and Musical Sophistication.....	429
Table 11-16	Influencers and Word of Mouth Effects.....	434
Table 11-17	Influencers Use of Other Media.....	435
Table 11-18	Site Types Influencers Most Frequently Visit.....	437
Table 11-19	Influencers and Parental Involvement.....	440
Table 11-20	Influence And Schools.....	441
Table 11-21	Influencer School Access and Use.....	441
Table 11-22	Children's Aspirations for the Internet.....	444
Table 11-23	Parent's Aspirations for the Internet.....	446
Table 11-24	Children's Interest in New Concepts.....	451
Table 11-25	Parents' Interest in New Concepts.....	453
Table 11-26	Forecast of Children Online (In percentages).....	464
Table 11-27	Forecast of Children Online (in Millions of Children).....	468