

Gaming is Nearly Ubiquitous with Kids Online

--Boys More Likely to Use Tips or Cheat Codes--

--Nearly One-Third of Kids Online Have Their Own Email Address--

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NEW YORK, NY: December 19, 2007—Asked what activities they did online in the last 30 days, 78.1% of children ages 6-11 reported they played online games, by far the largest percentage performing any particular online activity. The percentage of boys and girls who played online games was virtually the same, 77.7% vs. 78.5%, respectively.

Boys, however, were much more likely to report they went online to get “Tips” or “Cheats” for their gaming. Cheats are codes that can be entered into a video game to change the game’s behavior, alter characters’ look and abilities, skip levels, or access hidden features. One-quarter of boys (25.8%) versus only 5.6% of girls report they went online to get tips or cheats for their gaming.

Other top online activities among children are Doing Stuff for School/Homework (34.25); Listening to Music (28.6%); and Watching Videos (26.2%). Girls are significantly more likely than boys to have listened to music online in the past 30 days (33.0% vs. 24.1%). Boys, on the other hand, are slightly more likely than girls to have watched videos online in the past 30 days (28.9% vs. 23.5%).

Kids' Online Activities (Among Kids Ages 6-11 who Went Online in last 30 days)			
	%	%	%
	All Kids	Boys	Girls
Played Online Games	78.1	77.7	78.5
Did Stuff for School/Homework	34.2	32.8	35.5
Listened to Music	28.6	24.1	33.0
Watched Videos	26.2	28.9	23.5
Looked for Websites/Surfed the Web	22.7	21.1	24.2
Used Email	20.4	15.8	24.8
"Found Out About Different Things I Like"	15.7	16.0	15.3
Got Tips or Cheats on Games	15.6	25.8	5.6
Shopped or Looked at Things to Buy	13.1	14.1	12.1
Downloaded Music	12.7	12.0	13.4
Downloaded Games	11.8	13.7	10.0
Used Instant Messenger	9.3	6.6	11.9
Went to Chat Rooms	3.7	3.1	4.2
Have Their Own Email Address	29.2	26.3	32.0
Source: 2007 American Kids Study. Base: Kids who Went Online in Past 30 days. 65.9% of Kids			
Field Dates: April '06-August '06 and April '07-August '07			

Nearly one in three (29.2%) of children who went online in the past 30 days report they have their own email addresses. A larger percentage of girls than boys (32.0% vs. 26.3%) report they have their own e-mail address.

“Online gaming is clearly firmly entrenched as a pastime in the lives of most American kids,” said Anne Marie Kelly, Vice President of Marketing & Strategic Planning at MRI. “The wide gap between the percentage of boys and girls using cheats could suggest boys are more engaged with their games, an insight of interest to marketers targeting kids. Moreover, the level of personal e-mail addresses among kids speaks to how dramatically e-mail has changed, and will continue to change, the way we communicate.”

Approximately 5,000 children responded to the study, questionnaires for which were sent to households with children ages 6-11 that were interviewed for MRI’s *Survey of the American Consumer*.

About MRI...

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI is part of GfK Group AG, Nuremberg, Germany.