

The logo features the word "New" in a stylized, italicized font with a yellow-to-white gradient and a blue outline. Below it, "Generations" is written in a similar font with a yellow-to-white gradient and a blue outline. The year "2016" is centered below "Generations" in a pink, italicized font with a white outline. The entire logo is set against a blue background with yellow lightning bolt shapes.

**New
Generations
2016**

**POWER
TO THE KIDS**

Pogo **CN** **TOONAMI**
CARTOON NETWORK

PLURALS AND KIDS

Methodology



6,690
individuals

Kids
7 - 14yrs;
Parents of
Kids
4 - 14yrs

Face - to -
Face
interviews

All India
covering
Metros,
1Mn+ towns
& LC1

nielsen



Who are plurals?



1946 - 1964

BABY
BOOMER

1965 - 1976

GEN X

1977 - 1996

MILLENNIAL

1997 - 2015+

PLURALS
Ages 0 - 17



Plurals: what defines them?



Connected homes



Newer career choices



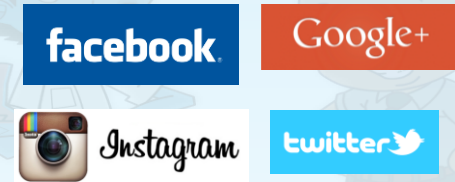
Higher spending power



Strong world awareness



Gamers alike:
Boys & Girls



Socially active
#SelfieGeneration



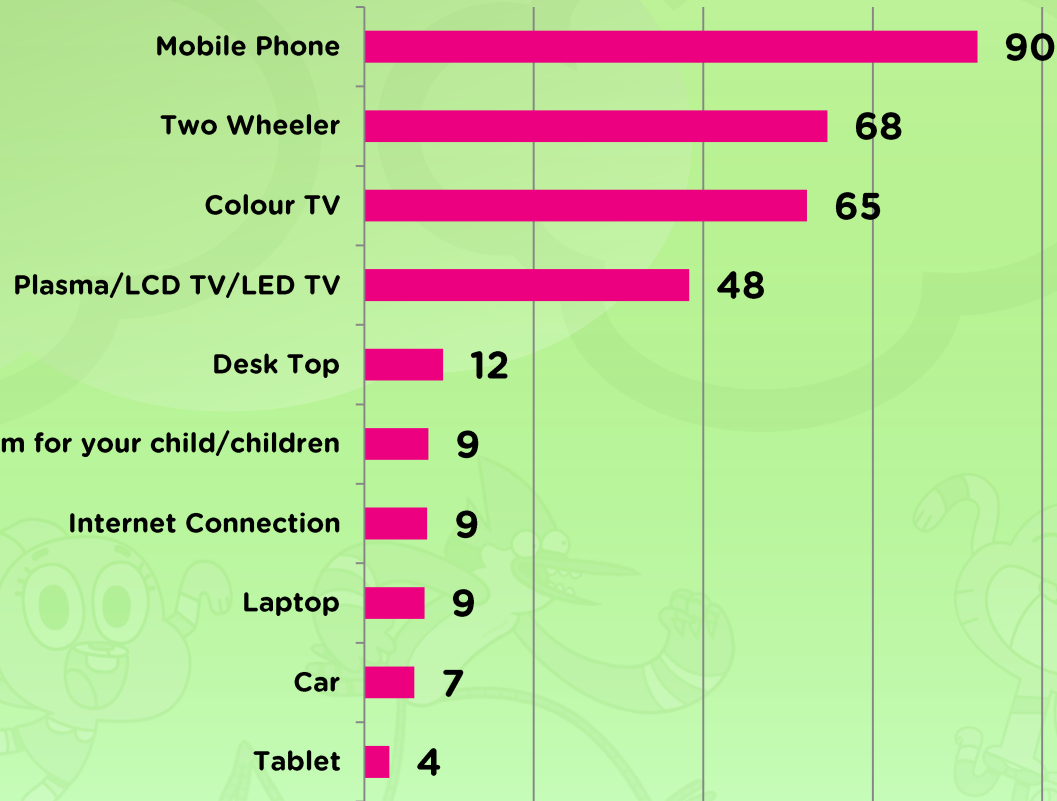
**New
Generations
2016**

**POWER
TO THE KIDS**



KIDS & MEDIA

Assets @ home



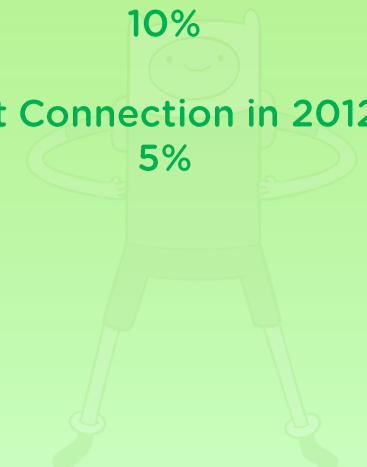
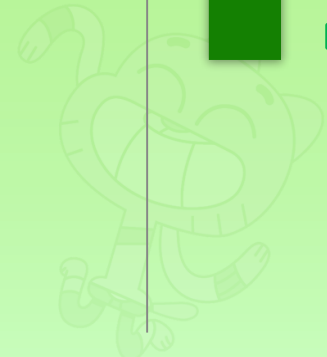
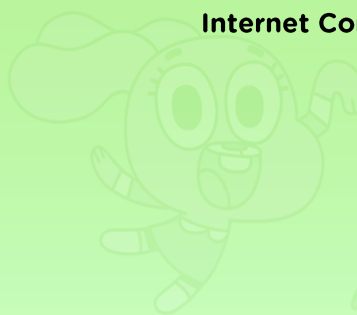
Colour TV in 2012 87%



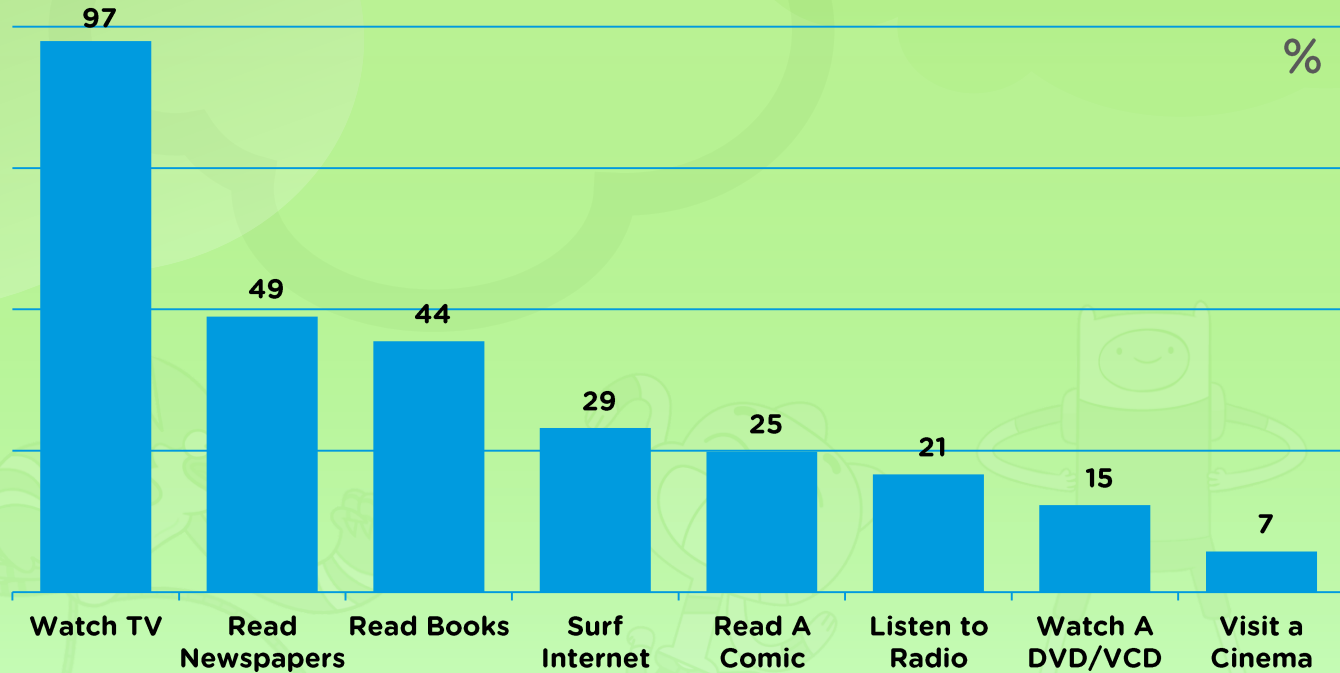
LCD Plasma in 2012 10%

Net Connection in 2012 5%

A separate room for your child/children



TV remains # 1



Kids' love cartoons the most!



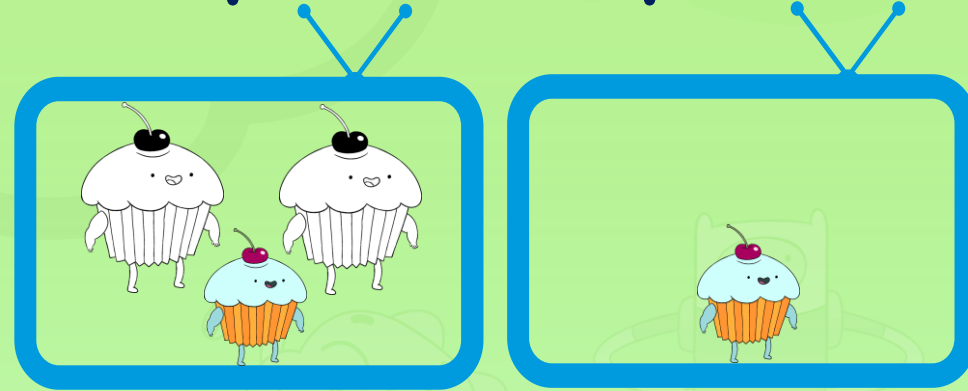
Type of Programme	All Kids	Male	Female	7-10 Kid	11-14 Kid
Cartoons	73	75	72	82	65
Comedy Shows	6	6	7	5	8
Movies	4	5	4	2	6
Family Serials	4	2	6	2	6
Dance/Music Shows	4	3	5	3	5
Kids Programs (Other Than Cartoons)	2	3	2	2	2
Game Shows	1	2	1	1	2
Sports / Adventure	1	2	0	1	1

Single TV households & Co-viewing

97%
households are
single TV
households

1 in 2

parent-couples



watched **TV** with their
child everyday of the
week



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**COMPUTERS &
INTERNET**

Computer usage



1 in 2 Kids
uses a Computer



16% Kids use at home

1 in 4 kids
accesses the internet

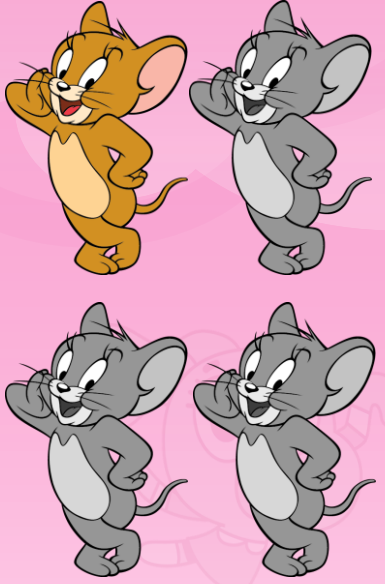


50% Kids access at home

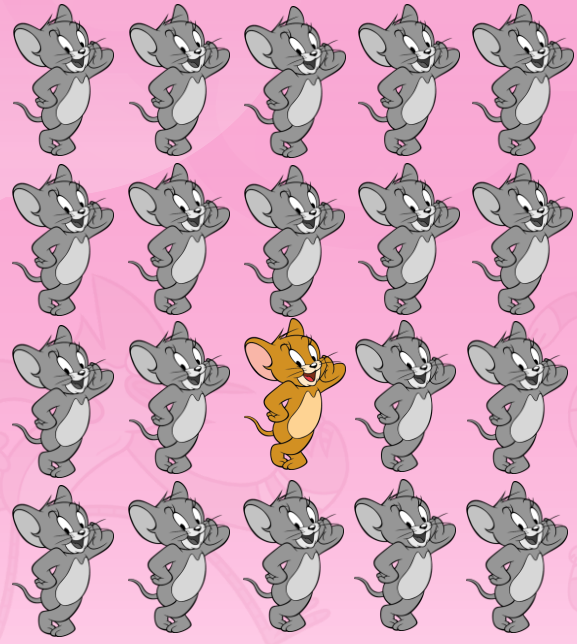
Parents unaware of kids' presence on social media



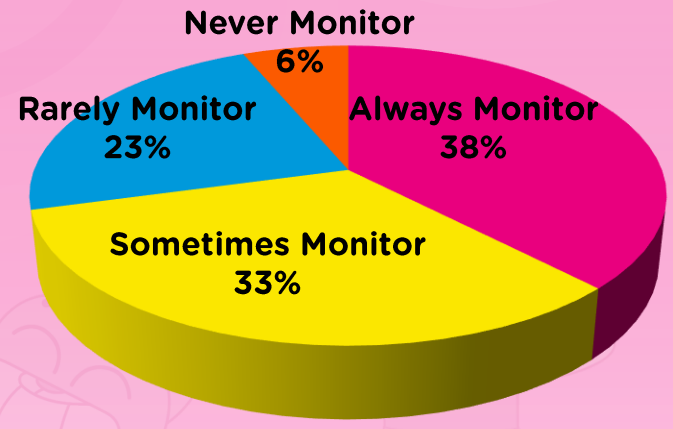
1 in 4 kids claim to be active on Social Networks



Parents' believe only **1 in 20** kids active on Social Networks



9.4 in 10 parents monitor kids' behaviour on social networking websites



New Generations 2016

POWER
TO THE KIDS

MOBILE



Connected homes



Kids in homes with a mobile phone

71% kids are mobile phone users

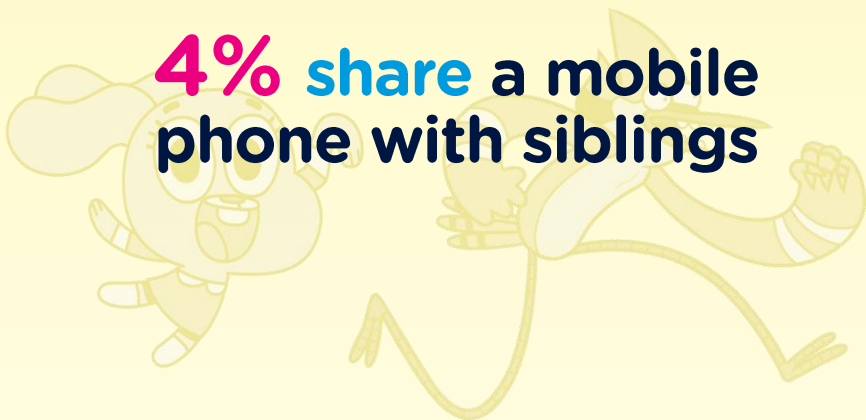
17% parents use more than one mobile phone



	Metros	5 - 10 Lakh	1 - 5 Lakh	LC1
Kids using Mobile Phones	81%	71%	65%	57%

62% use
parents'/other family
members'/relatives'
phone

4% share a mobile
phone with siblings



Things kids do on
mobile phones

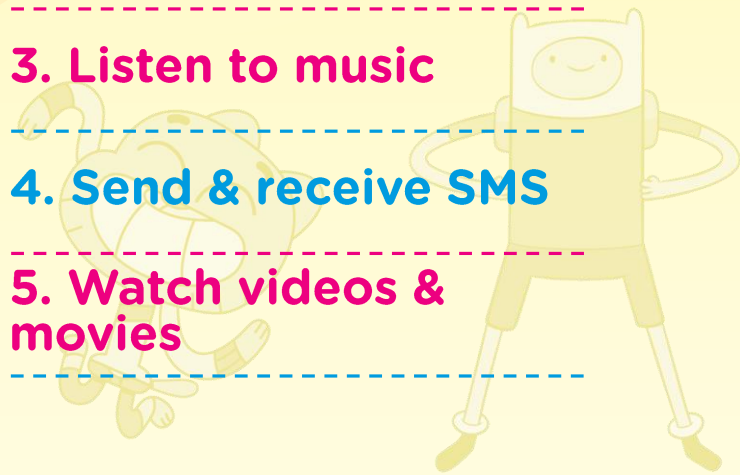
1. Play games

2. Make & receive calls

3. Listen to music

4. Send & receive SMS

5. Watch videos &
movies





**New
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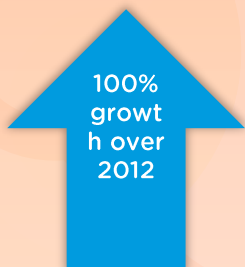


**POCKET & GIFT
MONEY**

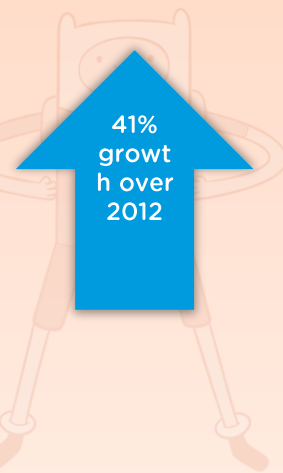
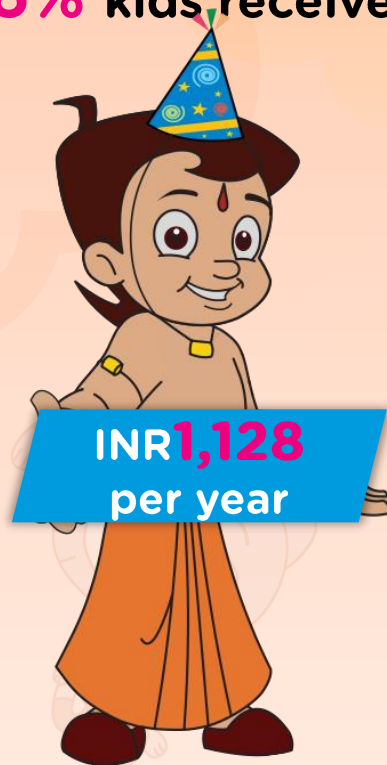
Pocket Money & Gift Money



52% kids receive Pocket Money



46% kids receive Gift Money





**New
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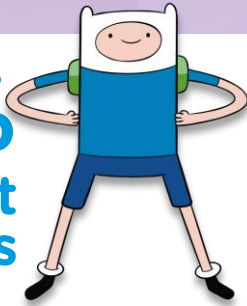


**TOYS, SPORTS &
GAMES**

Gender biases?



15%
Boys got
Cricket Kits



14%
Girls got
Dolls, Dollhouses &
Pretend Play

Cars, Trains & Automobiles - 11%

Remote Control Car Games - 8%

Board Games - 6%

= Soft Toys - 6%

**65% Kids
are gifted
toys by
their
parents**

Soft Toys - 13%

Board Games - 6%

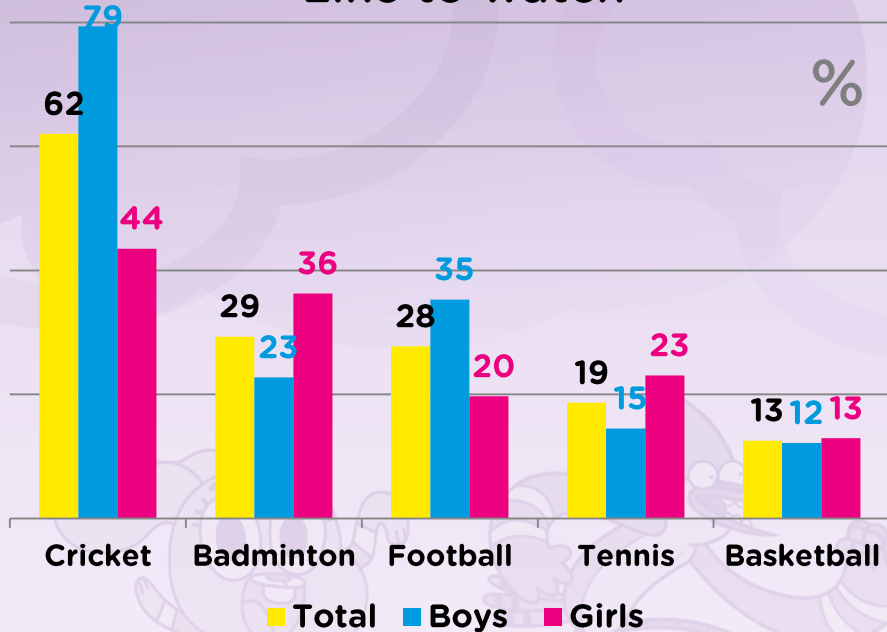
Cars, Trains & Automobiles
- 5%

= Puzzles - 5%

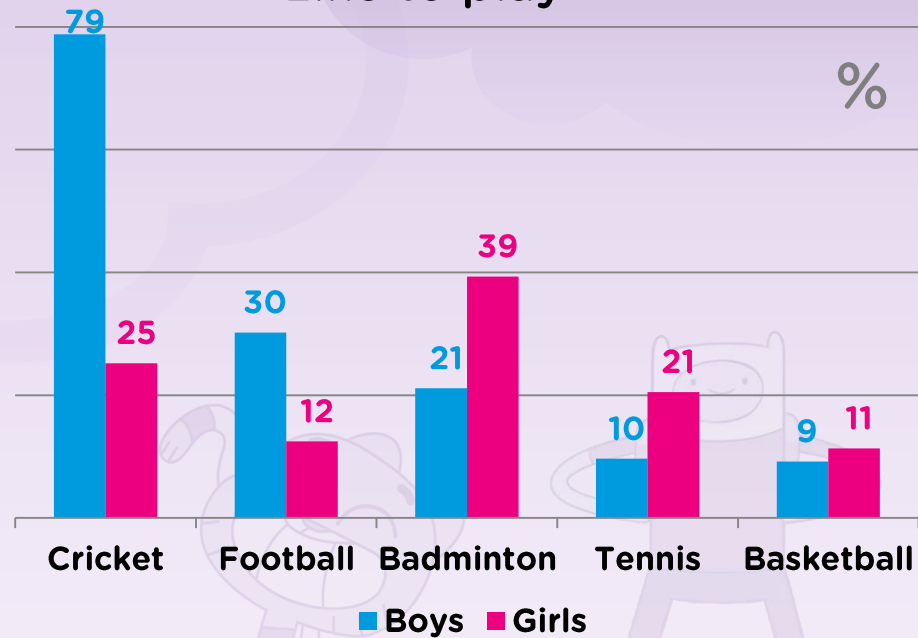
Boys love Cricket, while girls prefer Badminton



Like to watch



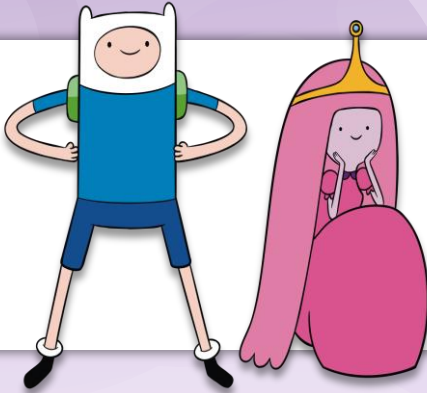
Like to play



Kids play video games: boys & girls alike!



53%
Boys are
video gamers



44%
Girls are
video gamers

Gaming Console	All Kids	Males	Females
PC Games	15	14	17
X-Box	15	15	16
Sony PSP	14	14	14
X-Box 360	13	14	11
PlayStation 2	9	9	8
PlayStation 3	7	8	5



**New
Generations
2016**

**POWER
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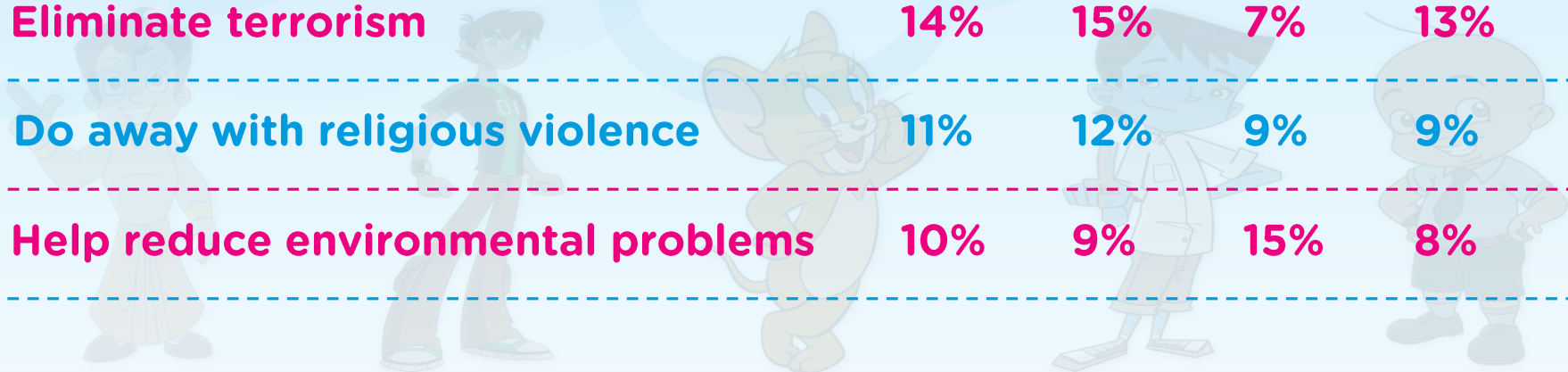
**KIDS & THE WORLD
AROUND THEM**

Kids' & Superhero Powers



Kids react to immediate environment when tasked with addressing larger issues

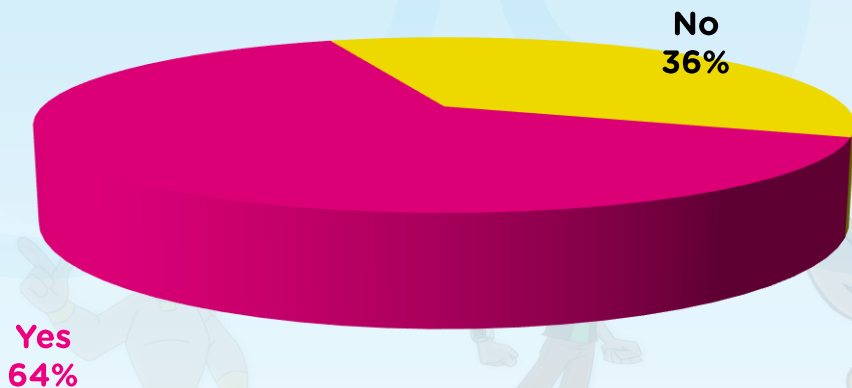
	All Kids	North	South	East	West
1. Eliminate poverty/hunger	27%	27%	27%	38%	21%
2. Promote peace and stop violence	17%	17%	18%	15%	17%
3. Eliminate terrorism	14%	15%	7%	13%	21%
4. Do away with religious violence	11%	12%	9%	9%	13%
5. Help reduce environmental problems	10%	9%	15%	8%	7%



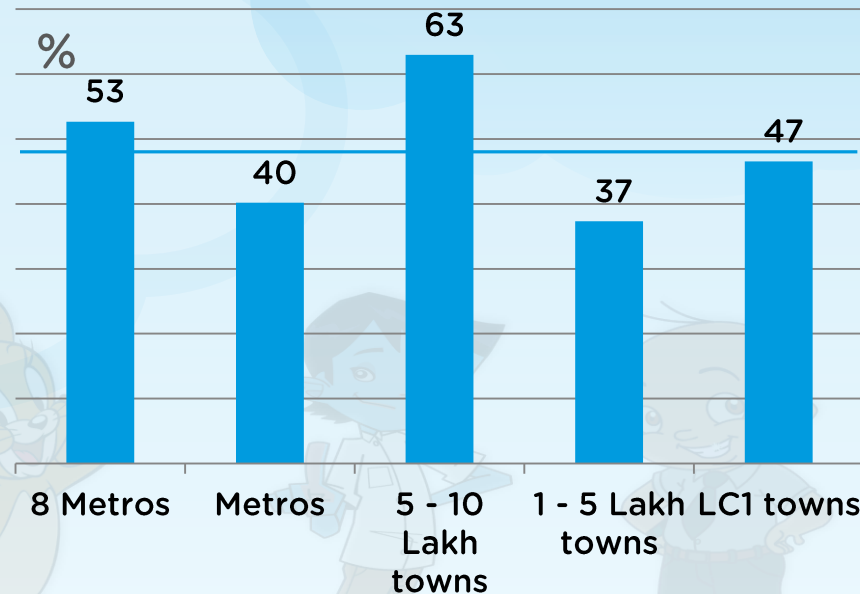
General Awareness high for kids



2 in 3 kids
aware of Swachh Bharat Abhiyan



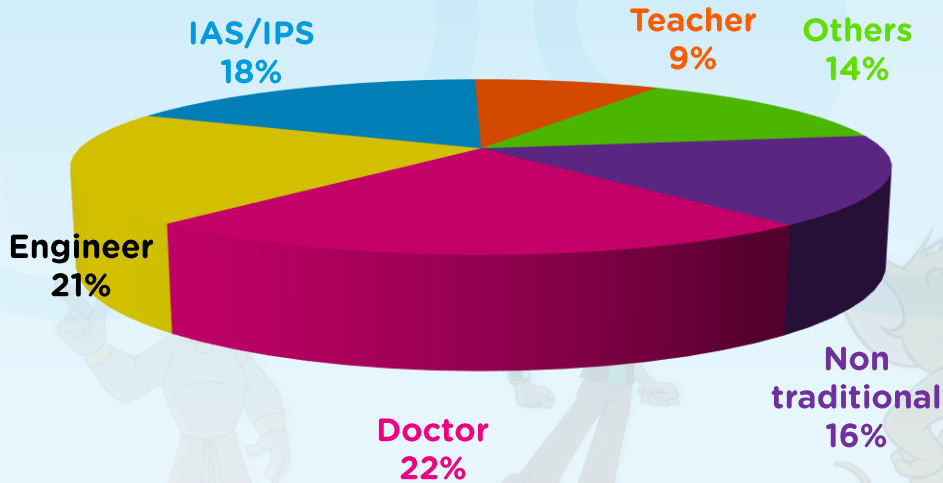
Participated in Swachh Bharat events



Kids ready to explore new career paths



1 in 6 kids
ready to break away from
“traditionally accepted” careers



1. Social Worker 3%

= **Dancer** 3%

= **Singer** 3%

4. Pilot 2%

= **Photographer** 2%

6. Business person 1%

= **Scientist** 1%

= **Painter/Artist** 1%

= **Politician** 1%

**Choreographers, Air
steward/stewardess, Chef,
Mathematician**



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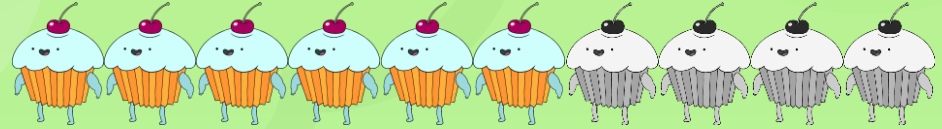


**PARENTS & THEIR
KIDS**

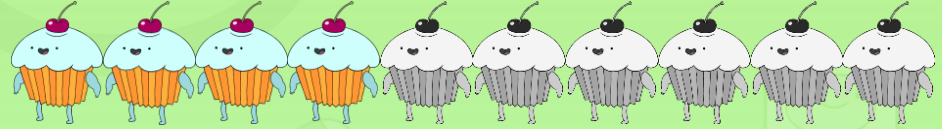
Parents encourage their Kids to read

55% parents **encourage** their child to read
Physical books not out-of-style...yet

I read physical books



I read on mobile/smartphone



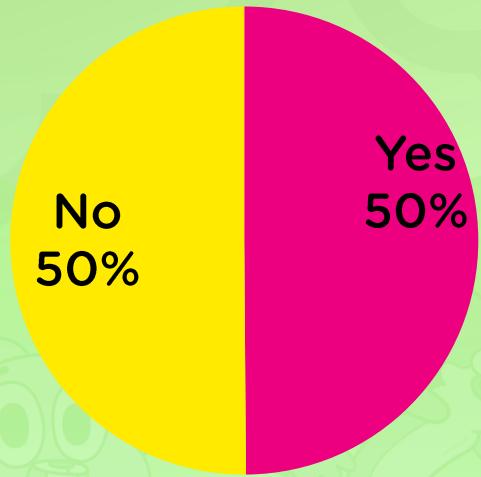
I read on tablet



I read e-books on e-readers like
Kindle

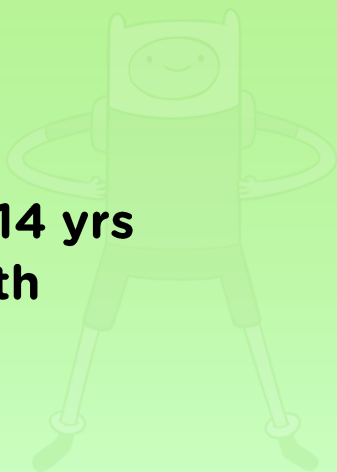


Parents spend time with their kids



65% parents of kids 4 - 6 yrs spent time playing with their kids last week

46% parents of kids 7 - 14 yrs spent time playing with their kids last week



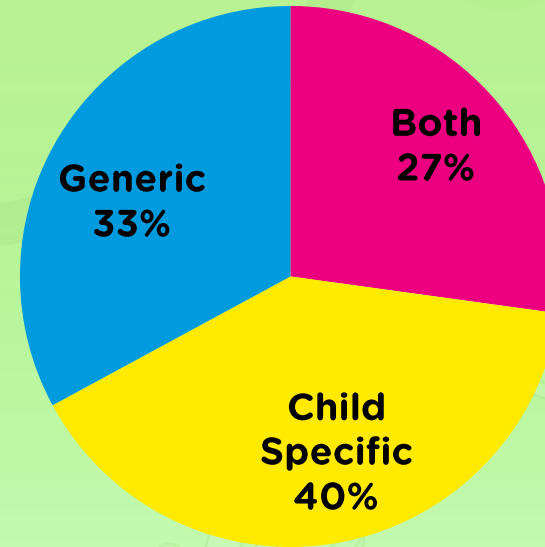
Parents save for their Kids



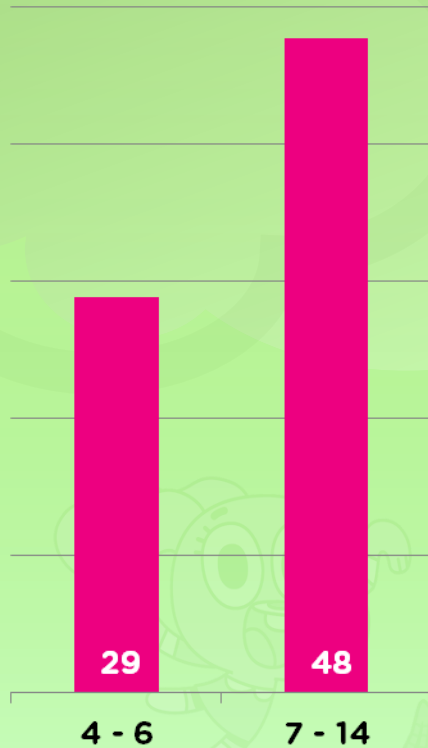
62% parents
save for their child



Child specific schemes
over generic schemes



Parents send their kids for tuitions

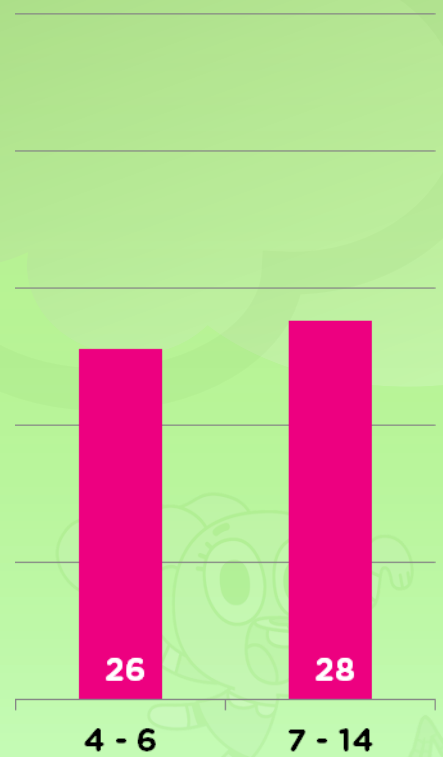


Subject	North	South	East	West
English	73%	42%	71%	58%
Mathematics	58%	36%	68%	48%
Science	33%	20%	46%	24%
Hindi	34%	23%	13%	17%
History/Civics	14%	7%	13%	9%

Parents like their children to participate in extracurricular activities



Social mores evident in different preferences by region

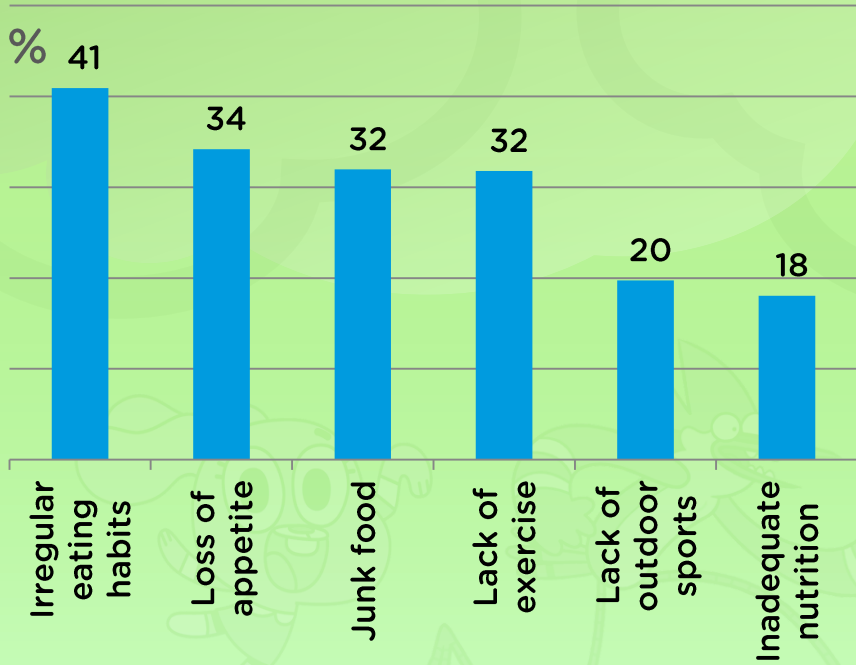


Subject	North	South	East	West
Dancing	37%	49%	30%	58%
Drawing	26%	39%	88%	17%
Cricket	27%	20%	13%	25%
Musical Instrument	12%	25%	8%	7%
Pottery	14%	12%	2%	5%
Karate	3%	14%	3%	11%
Swimming	5%	10%	11%	9%
Football	12%	8%	5%	9%

Most parents satisfied with kids' health



Worries increase as kids grow older



Worry	4 - 6yrs	7 - 14yrs
Irregular eating habits	42%	41%
Loss of appetite	31%	35%
Junk food consumption	32%	32%
Lack of exercise	28%	33%
Lack of outdoor sports	16%	21%
Inadequate nutrition	14%	19%

Kids & Parents think alike on holidaying & destination selection



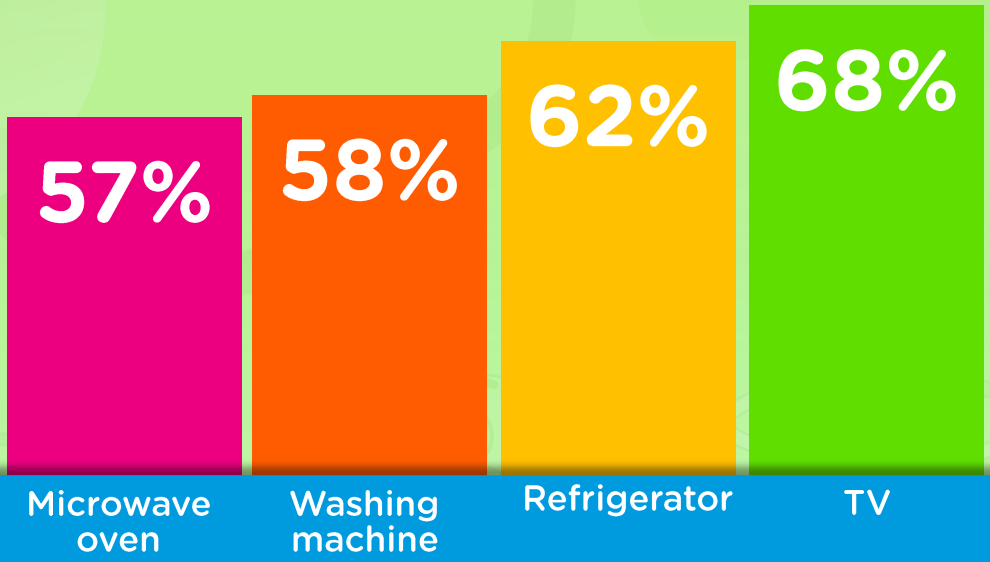
78% Kids help their parents in choosing their travel destination

Parameter	Parent	Child
Malls	35	33
Natural Attraction	18	18
Zoo/Aquarium	14	19
Amusement Parks	12	15
Historical Monument	10	7
Adventure Activities	4	6

Kids influence their parents' purchases



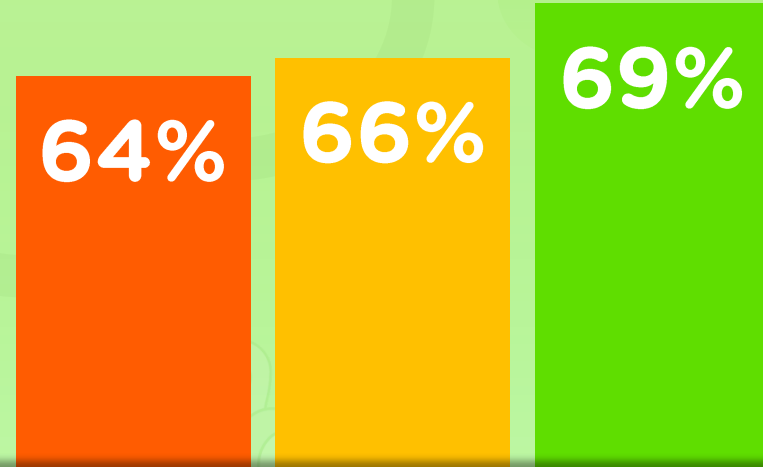
>50% Kids Have Influence Consumer Durables



Kids influence their parents' purchases



>60% Kids Have Influence
Consumer Durables



Mobile

Car

Motorcycle/
Scooter



CELEBRITY SPOTTING!

Favorite Actors



Salman Khan
20%



Shahrukh Khan
13%



Hrithik Roshan
8%



Ranbir Kapoor
5%



Amitabh Bachchan
5%

Favorite Actresses



Katrina Kaif 11%



Deepika Padukone 9%



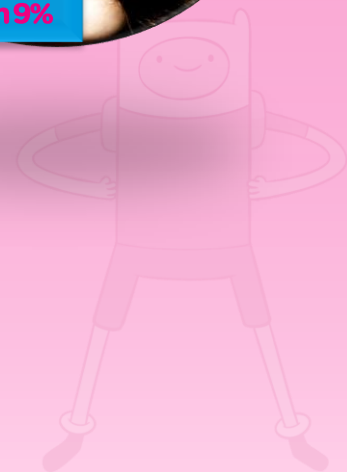
Aishwarya Rai Bachchan 9%



Kareena Kapoor 8%



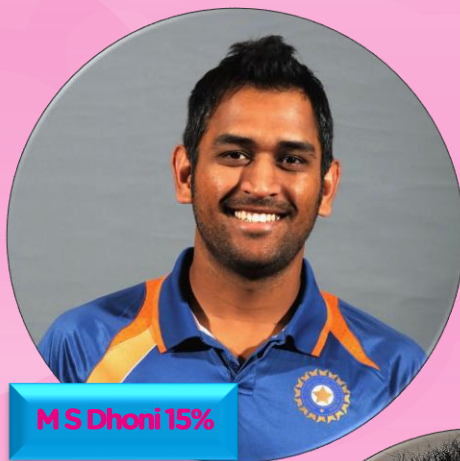
Priyanka Chopra 6%



Favorite Sportsman



Sachin
Tendulkar 21%



M S Dhoni 15%



Virat Kohli 13%



Yuvraj Singh 7%

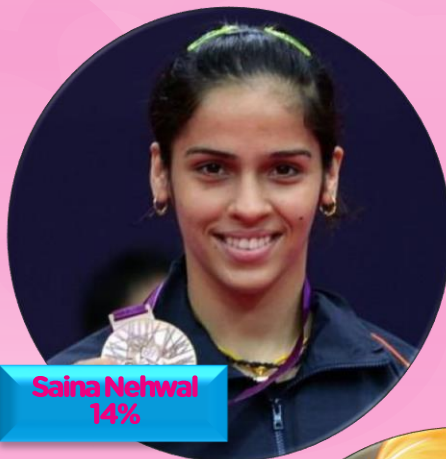


Rohit Sharma
5%

Favorite Sportswoman



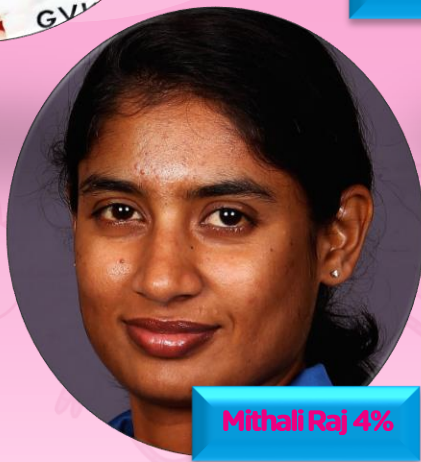
Sania Mirza 31%



**Saina Nehwal
14%**



Mary Kom 7%



Mithali Raj 4%



**Serena Williams
3%**

The background features several faint, light blue cartoon characters from the 'New Generations' series, including characters resembling Kamen Rider and other heroes, positioned around the central text.

New Generations 2016

POWER
TO THE KIDS

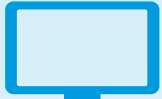
Pogo **CN** **TOONAMI**
CARTOON NETWORK

SUMMARY

Summary



Watching TV #1 media activity



High purchase influence



Homes with Kids are adopting technology fast



Kids ready to explore non-traditional careers



Pocket Money doubled over 2012



Gaming is the #1 online leisure activity



The background features faint, light blue outlines of several cartoon characters from the Cartoon Network. On the left, there is a character in a traditional Indian outfit pointing upwards. On the right, there is a character in a school uniform holding a book. At the bottom, there is a character in a dark, sleek outfit and another character in a school uniform. The central text is framed by yellow lightning bolt shapes.

New Generations 2016

POWER
TO THE KIDS

Pogo **CN** **TOON** **AM**
CARTOON NETWORK