

National Survey

Cultural Consumption of Children Aged 11 to 17 in Argentina

Organized by

**School and
Media
Program**

**Ministry of
Education, Science
& Technology**

Sponsored by

Arcor

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Access

In my home

• Television	100 % (60% 2 or more)
• Radio	95 % (60% 2 or more)
• Books (many)	65 % (35 % few or none)
• Landline telephone	65 %
• Newspapers/Magazines	60 %
• CD Player	55 %
• Cell/mobile telephone	55 %
• VCR	45 %
• DVD	35 %
• Computer	30 %
• Video games	20 %
• Internet	15 %
• Cinema (in the last year)	65 %

Home – Socio-Economic Level (SEL)

	Higher Income	Lower Income
• Computer	75 %	10 %
• Telephone	90 %	35 %
• Video	70 %	25 %
• Internet	45 %	3 %
• Newspaper/Magazines	80 %	40 %
• Books (many)	85 %	55 %
• CD Player	70 %	40 %
• Cell phone	65 %	45 %
• Video games	30 %	10 %

TV and Radio are the most democratic media,
with no social differentiation

In my room

• Books	65 %
• Cell phone	40 %
• Magazines	40 %
• Radio	40 %
• Television	40 %
• CD Player	20 %
• Video games	15 %
• Computer	10 %
• Internet	5 %
• VCR/DVD	5 %

- **4 out of 10 spend more than half their time in their rooms**

Which would you hate to lose?

		Higher Income	Lower Income
• Television:	75 %	60 %	80 %
• Cell phone:	35 %		
• CD:	35 %		
• Radio:	30 %	10 %	45 %
• Computer:	25 %	60 %	5 %
• DVD:	15 %		
• Telephone:	15 %		
• Books:	10 %		
• Video games:	7 %		

The most used medium is the one they would most hate to lose

Exposure

A young person between 11 and 17 years of age...

- Watches 2 - 3 hours of **television** per day (30 %, 4 - 6 hours)
- Listens to **music** 2 - 3 hours per day (**radio/CD**)
- Watches 1 - 3 **videos** per month (20 % don't watch **videos**)
- Uses the **computer** from 1 - 3 days per week (15% don't use it)
- Is connected to the **Internet** from _ - 1 hour
- Reads one to three **books** per year (70 %)
- Reads the **newspaper** once a week (50 %)
- Watches 1 - 4 **movies** at the **cinema** per year (80 %)
- Does not go to the **theater** (85 %)

**>>> A young person spends
approximately 6 hours per day using these media <<<**

Preferences

Young People from 11 to 17 prefer ...

- On **television**: movies, musicals and serials (10% news shows)
- **Books**: horror and science fiction
- **Movies**: horror and science fiction. Only 5% saw Argentine movies
- **Videos**: from North America (90%)
- In **newspapers**: sports and general information
- On the **radio**: music on FM
- **Magazines**: comics and entertainment
- **Music**:, pop, and national rock
- **Web**: Google, Hotmail, Yahoo, games, and music sites

What do they use the computer for?

	Higher Income	Lower Income
• 65% use it for Chatting	65 %	75 %
• 55% use it for games	70 %	85 %
• 50% look for information	60 %	35 %
• 45% use e-mail		
• 45% download/listen to music		
• 40% do homework	70 %	30 %
• 5% download/watch movies	50 %	25 %

What do you value each medium for?

	TV	Book	Newspaper	Cine	Internet
Kill time	60%				
Entertain	80%	45%	45%	90%	50%
Inform	45%	40%	90%	18%	45%
Learn	30%	55%	55%	28%	28%
Talk to friends					60%

Challenging Some Old Myths

The media are used simultaneously

- While watching TV, 50% do their homework, 30% listen to music (CD/Radio), 10% use the PC, 10% read, 10% talk on the phone.
- **A cumulative effect**

Argentina in the World: France & the UK

- Availability at home is 2 and 3 times greater in Europe

	France	UK	Argentina
Books (many)	100%	100%	65%
CDs	90%	97%	55%
Magazines	90%	70%	50%
Video	90%	90%	40%
Computer	70%	70%	30%
Internet	50%	67%	15%

- Widest social gap: Video: ARG: 65% / 20%; UK: 98% / 94%
Few activities where they live: ARG: 40% / 75%; UK: 65% / 72%
- Least access to the cinema:
ARG: 60% go to the movies twice a year. In FR: 60% go 12 times

Conclusions

- **Two countries in one**
- **Gaps and fragmentation**
- **Access conditions use of new media**
- **Multimedia Generation**