Kids Value Humour and Kindness Above All Else

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• New study to mark return of kids’ creative competition Cartoon Network Imagination Studios shows kids are increasingly visual but haven’t forgotten the importance of personality

• Today’s kids still value the simple things in life, with 66% favouring kindness over popularity, and humour being the #1 expectation for both their imaginary characters and real life friends

• More than 50% of parents and teachers agree that animation helps develop children’s creativity and humour – and although the number of working parents is at a 20-year high, parents are really in tune with their kids preferences

A nationwide survey of 6-12 year olds, their parents and teachers has revealed that kids have a positive view of the world and seek out laughter more than anything else. Launched alongside the return of cartoon-making competition Imagination Studios, the study also found that, whilst 63% of kids prefer to draw over write and the majority would start by designing how their character looks, they place a greater emphasis on characters being “good”; a trend that carries over to the expectations they have for their friends.

When asked which traits they would choose for their own original character, 66% of kids opted for kind over popular, 53% chose clever over cool and 63% went for funny over friendly. Humour also came out as the attribute kids considered most important for their character to be and the number one thing they like best about their friends. Added to this, the study showed that children from an early age recognise the positive qualities in their friends: they like their friends to be funny, friendly and kind; they don’t want naughty friends.

The findings also reaffirmed children’s strong affinity with animals across both the real and animated worlds – following a recent Sky Kids survey that named Scooby-Doo and Tom & Jerry (renowned for their family-friendly, slapstick humour) as the top kids’ TV shows of all time. 33% of kids overall said they would choose to create a character in animal form, led by girls with 48%, and Vet was the #2 job choice for kids overall; the #1 choice for girls.

Perhaps reflective of one of the most recent major shifts in the UK national curriculum, Computer Game Designer came out as the #1 job for kids overall and was also the job more parents would choose for their child, over Doctor/Nurse or Lawyer. The results also showed how in tune today’s parents are with their kids’ creative and everyday life preferences – bolstered by research that shows parents are watching TV with their kids as much as than ever.

Dr Sam Wass, expert child psychologist and academic at the University of East London and the University of Cambridge commented: “This research shows that, in an era of ever increasing sophistication and complication, kids still value the simple things in life like kindness and humour. Even with developments in technology and the evolution of cartoons, they have retained the simplicity and relatability that kids and their parents love. This new opportunity for children to engage in their own creative play, by creating drawings of their own family, or of real-life situations that they have encountered, is a wonderful way to encourage children to draw links between the imaginary and the
real world."

Launched for the first time last year, Cartoon Network Imagination Studios offers kids a unique insight into how some of their favourite cartoons are created and offers them an opportunity to enter their own creations and win the chance to see their work animated and shown on air!

Whether you like to write or draw, the competition is now open to all kids aged 6-13. Visit www.cartoonnetwork.co.uk/imaginationcompetition to find out more.

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About Cartoon Network EMEA:
Turner’s Cartoon Network is a universally appealing boy focused, girl inclusive channel driven by its exciting slate of surprising comedy and adventure. The programming line-up explores the relatable themes of humour, friendship, imagination, action and adventure. Cartoon Network targets boys and girls aged 6-12 and aims to champion kids being themselves through its rich mix of entertaining and globally successful content. The programming slate includes leading comedy animations The Amazing World of Gumball, Adventure Time, Regular Show, Clarence, Steven Universe and Uncle Grandpa and action-adventure shows, The Powerpuff Girls, Ben 10 Omniverse and Teen Titans Go!

Since launching as a pan-European channel in 1993, Cartoon Network now has localised services throughout Europe, the Middle East and Africa where it is available in 18 languages in more than 131 million homes across over 70 countries. Cartoon Network can also be experienced through its award-winning website, as well as via games, video on demand, mobile and an array of licensing and merchandising. Cartoon Network is a brand owned by Turner, a Time Warner company.