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# THE LIFE OF A MODERN BOY

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New research from Cartoon Network reveals little lads are awake for 14 hours a day, get sent to their room once a week and spend more time reading books than playing football

The modern boy aged 6-12 spends a total of 29 days and nine hours playing video games, attends four birthday parties and receives 143 pieces of homework all in a single year, according to new research.

And the typical lad will wear a hole into at least two items of clothing every term, have friends over to their house 67 times and spend 103 hours on their bike over the course of 12 months.

On average, those surveyed will read 42 books a year, will play outside for two hours each day and be told off by their parents on 161 occasions annually - nearly three times a week!

Commissioned to launch the new series of Ben 10 airing on Cartoon Network on Saturdays at 10am, the research of 1,200 boys aged 6-12 also found they have approximately 10 pals and the stereotype rings true - their favourite colour is still blue.

On an average school day, the modern boy will get up at 6.55am in the morning and will go to bed at 8.38pm at night meaning they're awake for a hefty 14 hours a day.

And contrary to popular belief, the modern boy enjoys reading more than a kick about on the pitch, spending 20 days, 20 hours stuck in a good book compared to just five days and 16 hours every year playing football and other sports—despite soccer being the most popular active hobby among those polled.

The average youngster is also a bit of a rascal, receiving a telling-off from their teachers 51 times over the course of an academic year.

While parents will send their sons to their room on 55 occasions, ground them 41 times and there will be 52 instances where their favourite toy is confiscated or banned all during a typical year.

However, it's not all bad. Boys will be rewarded or praised for good behaviour a whopping 154 times over the course of a 12-month period and dedicate an average of one hour and 47 minutes to doing homework every day.

Sean Gorman, Programming Director, Kids Channels UK and Ireland, Turner said: "This insight into how boys spend their time is a real eye opener - particularly their keen interest in books, dedication to homework and the fact that their good behaviour outnumbers their mischief making by three times. Like Ben Tennyson, the superhero in Ben 10, British boys have active lives, going to parties, spending time with their friends and riding their bikes outside. It's no wonder they wear holes into so many of their clothes - their parents must be exhausted trying to keep up with their comings and goings!"

Those surveyed are also tech savvy, spending 22 days, 12 hours using mobile phones and tablets, and 29 days, one hour watching TV - unsurprisingly the number one way boys choose to unwind from a busy day at school or playing with their pals.

Riding a bike is the second most favourite physical activity followed by swimming in third place and trampolining in fourth.

The most popular toys are games consoles, while handheld tablet devices are also highly favoured in second place closely followed by interlocking plastic bricks in third.

And the most loved meal is the Sunday roast, while fish and chips, spaghetti bolognese and lasagne also go down well with the modern boy.

Justin Bieber is the average respondent's number one pop performer, while Ed Sheeran came second and One Direction came third.

The animated phenomenon, Ben 10 stars a 10 year-old wide-eyed and adventurous Ben, who discovers an out-of-this-world alien-morphing watch - the Omnitrix - while on summer holidays with his Grandpa Max and cousin Gwen.

The all-new series of Ben 10 airs weekends at 10am on Cartoon Network.

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Notes to editors

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About Cartoon Network:

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, We Bare Bears, Steven Universe and Uncle Grandpa and action-adventure shows, Ben 10 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.

About Turner International:

Turner International operates versions of core Turner brands, including CNN, TNT, Cartoon Network, Boomerang and TCM Turner Classic Movies, as well as country- and region-specific networks and businesses in Latin America, Europe, the Middle East, Africa and Asia Pacific. It manages the business of Pay- and Free-TV-channels, as well as Internet-based services, and oversees commercial partnerships with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner's global reach. Turner operates more than 180 channels showcasing 38 brands in 35 languages in over 200 countries. Turner International is a Time Warner company.