

Late-night viewing at an early age

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Favourite programmes genres among children vary by gender and also change as they grow older. While cartoons remain firmly at the number one position for both sexes in the 7-10 age band, pop music shows are the favourite for 11-14-year-old girls, while their male peers prefer comedy.

Among 7-10-year-olds, the proportion who claim to watch television beyond the watershed remains the same as it was 10 years ago – around 8 per cent say that watch past 9pm on weekdays and Sundays, but around double that rate stay up for late viewing on a Saturday

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