

Npower reports Newcastle teens spending more time watching sport than playing it

Submitted by: pr-sending-enterprises

Thursday, 21 June 2012

npower research has revealed that a quarter (24%) of teens in Newcastle spend more time watching sport on TV than playing sport outdoors. Even more revealing is that one in four (25%) of children in Newcastle admitted they have no one to take them out or there are not enough facilities for them to enjoy the great outdoors.

The research, commissioned by npower to celebrate the launch of its No Power Hour Road Show (<http://www.npower.com/no-power-hour/road-shows/index.htm>) 2012, reveals that half (50%) of Newcastle kids admit they're addicted to TV, the computer or video games.

However, the unprecedented number of sporting events and national celebrations this summer may be inspiring a newfound wave of patriotism, uptake of sport and community spirit, with over a fifth (21%) of Newcastle's children attending their first ever street party or picnic this year. One in four (24%) has also been inspired to take up a new sport or hobby this year, with athletics, track and field being the most popular choice (70%), closely followed by football (30%) and then swimming and/or diving (20%).

As the title sponsor of The npower Football League (<http://www.npower.com/fl/fan-club/index.htm>), the energy company is treating kids in four major cities to yet another fab free summer event with a football-tastic display of themed activity zones, including a penalty shootout area, keepy-uppy contests and a dribbling zone to practice footie skills. The npower No Power Hour (<http://www.npower.com/no-power-hour/index.htm>). Road Shows aim to show how football can be just one of many activities kids can take part in if they just turn off their gadgets and technology for an hour each day.

Clare McDougall, npower's head of education and community, says: "Our research shows that there is a real desire amongst children to spend time outdoors but they are constrained by being constantly switched on to video games, TV and the computer or have no one available to take them outside.

"This summer's spectacular series of events is providing inspiration for young people to switch off technology and spend time with friends, family and neighbours, learn new sports and hobbies and get out and about within their communities.

"Our npower No Power Hour Road Show will visit four of the UK's major cities to energise families and show just how much fun can be had outside, away from gadgets, using their own energy (<http://www.npower.com/home/index.htm>)."

About npower

npower is one of Britain's largest electricity suppliers and supplies gas, electricity and related services to 6.6 million customers across the UK.

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