

Childwise Report: Trends in media use

Aims

This market research document aims to provide trend data on media and purchasing behaviours among children and young people.

Key Findings

- In 2014, 75% of children and young people aged 5-16 owned their own computer, up from 72% the year before. 45% had a tablet PC such as an iPad (up sharply from 36% the year before), 41% had a laptop, whilst 22% had a desktop PC. In total, 95% of children aged 5-16 had a PC at home.
- In 2014, 33% of children aged 5-10 and 94% of children aged 11-16 owned a mobile phone. 73% of all children with a mobile phone sometimes accessed the internet through this device. 51% of 5-10 year olds with a mobile phone used it to access the internet, as did 82% of 11-16 year olds with their own mobile. 66% of those aged 7-16 had a smart phone.
- In 2014, 47% of children aged 5-10 and 68% of children aged 11-16 had their own games console at home, spending an average of 1.6 and 1.9 hours per day on their console respectively.
- Only 1% of children and young people aged 7-16 had never accessed the internet in 2014. 94% of children and young people aged 7-16 accessed the internet at home, including 73% who accessed the internet in their own room, and 51% who accessed the internet at school.
- 51% of young people accessed the Internet via a PC or laptop in the last week, 48% via a tablet, 43% via a mobile phone, 28% via a games console, and 22% via an iPod touch.
- In total, young people who used the internet reported going online an average of 5.5 days per week in 2014. Children and young people who used the internet reported spending an average of 2.0 hours online per day in 2014.
- 75% of children and young people who used the internet reported visiting YouTube in the last week (23% said that this was their favourite website). This includes 57% of children aged 5-10 and 92% of children and young people aged 11-16.
- 45% of children and young people who used the internet reported visiting Facebook in the last week (11% said that this was their favourite website), down from a peak of 65% in 2010. This included 15% of children aged 5-10 and 71% of children and young people aged 11-16.

- 38% of children and young people who used the internet reported visiting Instagram or Snapchat in the last week (up sharply from 26% and 24% last year respectively), 29% reported visiting Skype, and 25% reported visiting Twitter in the last week.
- Minecraft was by far the most popular social gaming site amongst children who used the internet, with 38% of these children reporting a visit in the last week (up from 27% a year ago). This compared with just 15% who reported visiting Moshi Monsters (down from 22% last year), and 13% who reported visiting Bin Weevils or Club Penguin.
- In 2014, the majority of children said that they downloaded and used apps (81%), with almost half (45%) accessing apps on mobile phones or tablet computers. Favourite apps were YouTube, Snapchat, Facebook (each 9%), Instagram and Minecraft (both 8%).

Policy Context

Policymakers require accurate data relating to the internet usage of children and young people for the development of effective online safety policy.

Methodology

In this large scale, quantitative study, CHILDWISE consulted a sample of nearly 2200 children and young people aged 5–16 in 80 schools across the UK. Children aged 5 and 6 were subject to face to face interview, and children aged 7–16 were surveyed online. This survey has been administered each year since 1994.

Background

The CHILDWISE Monitor Report is a piece of market research designed to provide an overview of children's media use and purchasing habits. This study outlines trends in the use of computers, internet, games consoles and mobile phones.

Source www.childwise.co.uk

Research Team Simon Leggett and Jenny Ehren

Contact information simon.leggett@childwise.co.uk / jenny.ehren@childwise.co.uk

RH#73 has been produced by CHILDWISE for the UKCCIS Evidence Group