

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 2012, 73% of children and young people aged 5-16 owned their own computer, changing little from 74% the year before. 63% have a portable device – 51% have a laptop, 22% have a desktop PC (26% the year before), 20% have a tablet PC such as an iPad (up sharply from 11% the year before), whilst 11% have a netbook. In total, 96% of children aged 5-16 had a PC at home.
- In 2012, 44% of children aged 5-10 and 96% of children aged 11-16 owned a mobile phone. 59% of all children with a mobile phone sometimes access the internet through this device. 33% of 5-10 year olds with a mobile phone use it to access the internet, as do 72% of 11-16 year olds with their own mobile.
- In 2012, 56% of children aged 5-10 and 73% of children aged 11-16 had their own games console at home, spending an average of 1.5 and 1.7 hours per day on their console respectively.
- Only 2% of children and young people aged 7-16 had never accessed the internet in 2012. 92% of children and young people aged 7-16 accessed the internet at home, 70% accessed the internet in their own room (rising from 66% the year before) and 63% accessed the internet at school.
- In total, children aged 7-16 who use the internet reported going online an average of 5.4 days per week in 2012, rising from 2.3 days in 2000. Children and young people aged 7-16 who use the internet reported spending an average of 1.9 hours online per day in 2012, rising from 1.6 hours per day in 2002.
- 65% of children and young people aged 7-16 who use the internet reported visiting YouTube *in the last week*. This includes 42% of children aged 7-10 and 80% of children and young people aged 11-16.
- 50% of children and young people aged 7-16 who use the internet reported visiting Facebook *in the last week*, down from a peak of 65% in 2010. This includes 15% of children aged 7-10 and 74% of children and young people aged 11-16.
- Moshi Monsters remains the most popular social gaming site amongst children aged 7-10 who use the Internet, with 47% of these children reporting a visit in the last week, compared with 33% who reported visiting Club Penguin (down from 40% last year), and 31% who reported visiting Bin Weevils (down from 36%).

- In 2012, 63% of children and young people aged 9-16 who use the internet reported having a profile on Facebook, including 23% who said they used this regularly (falling year on year from 68% and 33% respectively). Amongst 9-12 year olds, who are too young to officially have their own Facebook account, 36% report having a profile, with 13% saying that they use this regularly (down from 46% and 23%).
- In 2012, 30% of children and young people aged 7-16 who use the internet reported knowing someone who had nasty, unkind or untrue comments posted about them on social media, whilst 18% knew someone who had posted comments like these. 11% had these sort of comments posted about them, and 4% admitted to posting comments like this themselves.

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 almost 3000 children and young people aged 5–16 in 100 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 'Trends Report' is a piece of market research designed to provide an overview of trends in the media use and purchasing habits of children and young people since 1997. This study outlines trends in the use of computers, internet, games consoles and mobile phones.

Source www.childwise.co.uk

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