

## 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 2010, 62% of children and young people aged 5-16 owned a PC or laptop, and 7% owned an iPad. In total, 95% of children aged 5-16 had a PC at home.
- In 2010, 44% of children aged 5-10 and 95% of children aged 11-16 owned a mobile phone. 25% of all children with a mobile phone access the internet through this device.
- In 2010, 79% of children aged 5-10 and 89% of children aged 11-16 have their own games console at home, spending an average of 1.5 and 1.6 hours per day on their console respectively.
- 4% of children and young people aged 7-16 had never accessed the internet in 2010. 89% of children and young people aged 7-16 access the internet at home, 53% access the internet in their own room and 32% access the internet at school.
- In total, children aged 7-16 who use the internet reported going online an average of 5.5 times per week in 2010, rising from 2.3 times in 2000. Similarly, children and young people aged 7-16 who use the internet reported spending an average of 2 hours online per day in 2010, rising from 1.6 hours per day in 2002.
- 65% of children and young people aged 7-16 who use the internet reported visiting Facebook *in the last week*, including 63% of boys, 67% of girls, 38% of children aged 7-10 and 82% of children and young people aged 11-16.
- However, Club Penguin was the most popular social networking site children aged 7-10 reported visiting in the last week, with 42% of children aged 7-10 visiting Club Penguin, compared with 39% who reported visiting Moshi Monsters and 38% who reported visiting Facebook.
- In 2009, 51% of children and young people aged 7-16 who use the internet reported having a profile on Facebook, including 50% of boys and 51% of girls, and 21% of children aged 7-10 and 69% of children aged 11-16. This is a significant increase on the number of children and young people who reported having a profile on Facebook in 2008, where 20% of children and young people aged 7-10 reported having a profile on Facebook.

- Club Penguin is more popular than Facebook among children aged 7-10, where 36% of children aged 7-16 who use the internet in 2009 reported having a profile on Club Penguin, compared with 21% who reported having a profile on Facebook.

### 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 2500 children and young people aged 5 – 16 in over 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 2000.

### 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](http://www.childwise.co.uk)

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