

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 2011, 74% of children and young people aged 5-16 owned their own computer, rising sharply from 62% the year before. 61% have a portable device – 52% have a laptop, 11% have a netbook, and 11% have a tablet PC such as an iPad, whilst 26% have a desktop PC. In total, 97% of children aged 5-16 had a PC at home.
- In 2011, 47% of children aged 5-10 and 94% of children aged 11-16 owned a mobile phone. 52% of all children with a mobile phone sometimes access the internet through this device. 31% of 5-10 year olds with a mobile phone use it to access the internet, as do 63% of 11-16 year olds with their own mobile.
- In 2011, 61% of children aged 5-10 and 71% of children aged 11-16 had their own games console at home, spending an average of 1.4 and 1.7 hours per day on their console respectively.
- Only 1% of children and young people aged 7-16 had never accessed the internet in 2011. 91% of children and young people aged 7-16 accessed the internet at home, 66% accessed the internet in their own room (rising from 53% the year before) and 66% accessed the internet at school.
- In total, children aged 7-16 who use the internet reported going online an average of 5.2 days per week in 2011, rising from 2.3 days in 2000. Children and young people aged 7-16 who use the internet reported spending an average of 1.8 hours online per day in 2011, rising from 1.6 hours per day in 2002. However, both frequency and average time spent online are marginally lower than a year ago.
- 68% of children and young people aged 7-16 who use the internet reported visiting YouTube *in the last week*. This includes 53% of children aged 7-10 and 78% of children and young people aged 11-16.
- 56% 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 25% of children aged 7-10 and 75% of children and young people aged 11-16.
- Moshi Monsters is now the most popular social gaming site amongst children aged 7-10 who use the Internet, with 48% of these children reporting a visit in the last week, compared with 40% who reported visiting Club Penguin, and 36% who reported visiting Bin Weevils.

- In 2011, 68% of children and young people aged 9-16 who use the internet reported having a profile on Facebook, including 33% who said they used this regularly. Amongst 9-12 year olds, who are too young to officially have their own Facebook account, 46% report having a profile, with 23% saying that they use this regularly. Back in 2009, 58% of 9-16s using the internet claimed to have a Facebook account, including 40% of 9-12 year olds.
- In 2011, 19% of young people aged 11-16 who use the internet reported using geo-location sites such as Foursquare, or Gowalla, or the location sharing options on Twitter and Facebook. This includes 13% of 11-12 year olds, and 23% of teenagers. The proportion using has doubled since 2010, when 9% said they used at all.

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 2800 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 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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