

Childwise Monitor Report: Trends in Media Use

Aims

The CHILDWISE Monitor Report aims to provide trend data on media and purchasing behaviours among children and young people aged 5-16.

Key Findings

- In 2016, 83% of children and young people aged 5-16 owned their own computer - 67% had a tablet PC (e.g., iPad), 39% had a laptop, whilst 18% had a desktop PC. In total, 94% of children aged 5-16 had a computer at home.
- In 2016, 39% of children aged 5-10 and 94% of children aged 11-16 owned a mobile phone. 74% of all children with a mobile phone sometimes access the internet through this device. 71% of 7-10 year olds with a mobile phone use it to access the internet, as do 76% of 11-16 year olds with their own mobile.
- In 2016, 53% of children aged 5-10 and 63% of children aged 11-16 had their own games console at home. 28% of children aged 5-16 had ever played games online with their friends, whilst one in eight (13%) had ever played games online with people they don't know.
- 90% of children and young people aged 5-16 accessed the internet at home, including 71% who accessed the internet in their own room, and 63% who accessed the internet elsewhere at home. A third (34%) said they accessed the internet whilst out and about.
- 60% of young people aged 7-16 said they normally accessed the internet via a mobile phone, 49% via a tablet, 39% via a laptop / netbook, 32% via a games console, 26% via a smart TV, and 22% via a desktop PC.
- Children and young people aged 5-16 reported spending an average of 2.9 hours online per day in 2016, rising from 1.4 hours amongst 5-6 year olds, up to 4.4 hours for 15-16s. 42% of 9-16s had ever used the internet at a time when they are not allowed to, 38% had ever went over the amount of time they are allowed on, 27% turned off or got around parental / safety controls, and 14% had ever shared their online passwords with their friends.
- Nine in ten children and young people aged 5-16 had ever used YouTube (91%), with half (52%) using it every day. Daily use rose from 39% of 5-10s, up to 66% of 11-16s. Users spent around 2.0 hours a day on YouTube. 27% of 7-16s spontaneously named YouTube as their favourite website / app.
- 47% of children aged 7-16 reported normally using Instagram (8% spontaneously mentioned this as their favourite website / app). Half of 9-16 year olds used Instagram to keep in touch with their friends (52%).

- 46% of children aged 7-16 reported normally using Snapchat (14% spontaneously mentioned this as their favourite website / app). Half of 9-16 year olds used Snapchat to keep in touch with their friends (48%).
- When 9-16 year olds were asked about the 'connected devices' they use to go online:
 - They said they checked these an average of 21 times per day, with 31% saying they checked every few minutes.
 - Around half said they used these to stop them being bored (55%), to learn new things (47%) and discover new interests (44%).
 - However, around a quarter say they felt they were missing out if they didn't use these (29%), found it difficult to go several hours without checking them (26%), or got told they spent too much time on them (26%).
 - A minority said they had missed out on sleep because of using these devices (23%), or would like to spend more time away from these (21%).

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 2000 children and young people aged 5-16 in 69 schools across the UK. Children aged 5 and 6 were surveyed online at home, and children aged 7-16 were surveyed online in school. 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 by children and young people aged 5-16. Data were collected during September and October 2016.

Source www.childwise.co.uk

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