

CHILDWISE News

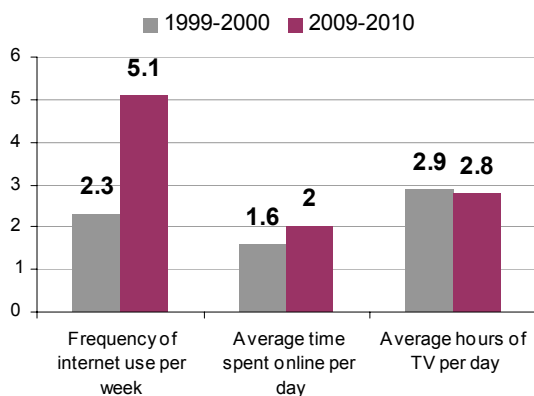
➔ Issue 3

Looking back with the kids...

2010 marks the start of a new decade, giving a good excuse to look back over the past 10 years and see how life has changed.

Would today's 11 year olds, embarking on the second decade of the twenty first century, have much in common with those who saw in the new millennium in 2000?

CHILDWISE have been tracking children's media use, purchasing behaviour, and other aspects of their lives, since 1994, via an annual survey of over 1000 children aged 5 to 16 years. Below we look back at data from 1999-2000, and compare the highlights with the results from our latest survey.



The biggest area of change relates to computer and internet use – in 1999-2000, two thirds of children had a computer at home (66%), and just 15% had their own PC or laptop. Now almost all have a computer at home (95%), and the majority of 5-16 year olds have a PC or laptop of their own (59%).

43% of children now have internet access in their own rooms, and four in five access at home at all (79%), compared with just one in five who did so ten years ago (22%). **Frequency of internet use has more than doubled** (an average of 5.1 times a week compared with 2.3 times in 2000-01, for those aged 7-16 who go online), and **the average time spent online has also grown**, to 2 hours a day (compared with 1.6 hours in 2002-03).

At the start of the decade, children's internet use was driven by schoolwork – favourite website in 2002-03 was *Google*, offering access to information for homework and for wider interests. Now it's all about leisure – top website is *Facebook*, followed at a distance by *YouTube*, plus a string of games sites. **In 2009-10, 86% of children aged 7-16 who access the internet have visited a social networking site, and two in three (65%) currently use one.**

Internet access via other devices is now of growing importance – one in four of all 5-16 year olds access the internet via their mobile phone (25%), and a similar number do so via their games console, to play online with friends and others.

Two in three now have their own games console (66%), compared with 43% in 1999-2000, driven partly by much wider popularity among girls – 55% of girls now have their own console, up from just 29% in 1999-2000, reflecting the growing popularity of the *Nintendo DS*, with its wide range of games and activities that appeal to girls, from virtual pets and cooking to celebrity fashion. One in three play games in bed at night before they go to sleep.

Ten years ago, only a handful of children had their own mobile phone – just 25% of 11-16 year olds. Now virtually all in this age group have a mobile (94%), as do 50% of 5-10 year olds. Texting is still the most widespread activity, but they can now take photos or videos, swap music with their friends or use their phone to go online. More than one in three would like to have an *iPhone* (37%).

Despite growing access to new technology, TV has shown surprising resilience – children watch almost as much now (2.8 hours per day) as they did ten years ago (2.9 hours). **In 1999-2000, just half of all 5-16 year olds had multi-channel access at home (50%), now almost all do so (93%), with 43% able to do so in their own rooms** (just 11% could do so ten years ago, and even these were often restricted to whatever was showing on the main family TV).

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PRE SCHOOL CHILDREN – CHILDWISE MONITOR SPECIAL REPORT 2009

The **CHILDWISE Monitor Special Report** is now available! The **Pre-School Report 2009** examines key behaviour patterns for children aged 0-4 years, as an extension to our annual Monitor Survey, which covers 5-16 year olds. The report updates an earlier survey carried out in summer 2001, and provides essential information on what is an economically significant group.

Key highlights:

- Pre school children spend an average of 2.2 hours a day watching TV, with viewing peaking in the early morning – 67% watch TV before 9am
- One in five children aged 0-4 access the Internet, and 30% use a games console
- Four in ten pre-schoolers go swimming
- 20% of 0-4 year olds can write their own name, whilst 31% can use a computer mouse



Findings are based on face to face interviews with **200 parents of 0-4 year olds**, carried out in June 2009. Data is presented in total, and separately for boys and girls, within two age bands – 0-2 years and 3-4 years.

Report includes...

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| <ul style="list-style-type: none"> ▪ TV viewing habits – when they watch ▪ Time spent watching TV ▪ TV in own room ▪ Channels watched ▪ Favourite TV programmes ▪ Key changes since 2001 ▪ Computer and Internet use ▪ Frequency and time spent online ▪ Online activities | <ul style="list-style-type: none"> ▪ Favourite websites ▪ Parents' Internet use ▪ Use of games consoles ▪ Favourite magazines and comics ▪ Pocket money ▪ Organised activities ▪ Key development skills ▪ Technical abilities ▪ Family structure and working status |
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To order your copy of the **CHILDWISE Monitor Special Report 2009**, or to find out more about it, contact rosemary.duff@childwise.co.uk or call 01603 630054

... Looking back with the kids

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In 1999-2000, almost two in three had their own TV set (65%), and a third had a video recorder (31%). **TV sets in their own room peaked mid decade, with 82% owning in 2005-06, but are now falling steadily** – just 71% now have their own TV set, whilst 63% have a DVD player. Laptops, games consoles and mobile phones are increasingly important alternatives, with children watching at their own convenience. 36% watch TV via the *BBC iPlayer*, 23% use the *CBBC iPlayer*, and 15% watch via *Sky+* on demand.

The terrestrial channels are less and less important to them. Numbers watching *BBC1* in the last week have fallen from 78% in 1999-2000 to 58% this year, whilst *ITV1* has fallen from 74% to 48%. At the start of the decade they had a choice of six children's channels, with *Nickelodeon* and *Cartoon Network* most popular. *CBeebies* was launched in 2002, and the *CBBC Channel* the year after – now there are more than 20 children's channels to choose from. **Top favourites are CBBC, Disney, Nickelodeon, CITV and Cartoon Network.**

But they also enjoy the wide range of other specialist channels – music, sport, and entertainment. **More than three in ten 5-16 year olds now watch each of 4Music, ITV2, BBCThree, E4, and Dave, also Sky Sports1 and Sky 1.**

Despite these changes, their top favourite programmes have shown far less change. The Simpsons and EastEnders have been top choices throughout the decade, and it is only this year that *Friends* has finally dropped out of the list. Back in 1999-2000, girls were watching *Sabrina the Teenage Witch* – now it's *Hollyoaks* and *Hannah Montana*. *Tom & Jerry* continues to entertain the younger children, with *Ben 10* the current favourite for younger boys. *Spongebob Squarepants* looks set to feature strongly for the next few years.

Access to music has grown sharply over the decade as mp3 players become widely available. **In 1999-2000, just 2% of children owned an mp3 player, now two in three do so (69%),** with the majority of these owning an *iPod* (46% of all 5-16s).

But 48% still buy CDs, whilst 42% download music regularly, and 38% share music with friends. One in five listen to the radio via their mobile phone or TV (each 21%), others do so over the internet (14%).

Favourite groups or singers at the start of the decade were *SClub7, Britney Spears, Steps, Eminem, Robbie Williams, 5ive, Westlife* and *Craig David*. Only Eminem makes it into this year's list – **top choices for 2009-10 are JLS and Michael Jackson**, followed by *Black Eyed Peas, Beyonce, NDubz, Lady Gaga, Akon, Girls Aloud* and *Cheryl Cole*.

Children's magazines has been the one area that has suffered over the decade. The number buying magazines has fallen steadily, from 44% in 1999-2000 to 30% this year. At the start of the decade, older girls were strong supporters of a range of titles, with almost two in three buying these for themselves, and 80% having a favourite title. Now fewer than half ever buy, and just two in three have a favourite title.

At the start of the decade, top title was the *Beano*, plus *PlayStation* (boys), and *Sugar, Girl talk, Top of the Pops, Smash Hits, Mizz* and *Bliss* for girls. This year, mainstream / adult magazines figure prominently – top choices are *OK, The Simpsons*, and *Heat*, plus *Match of the Day* and the *Beano* (boys), *Sugar* and *Look* (girls).

The number of children who say that they never read for pleasure has grown, from 12% in 1999-2000, to 25% this year, but the number who do so every day has also increased, up from 20% at the start of the decade, to 31% today. Looking to the future, 23% of 5-16 year olds have heard of e-readers, and 3% say that they own one.

There has been a change in children's access to money over the past decade, reflecting the growth of online purchasing and the ever-widening use of credit cards rather than cash. The number of children aged 5-16 who get regular pocket money or an allowance has fallen, from 73% in 1999-2000 to 68% this year, whilst **the number with a paid job has dropped from 32% to 23%**.

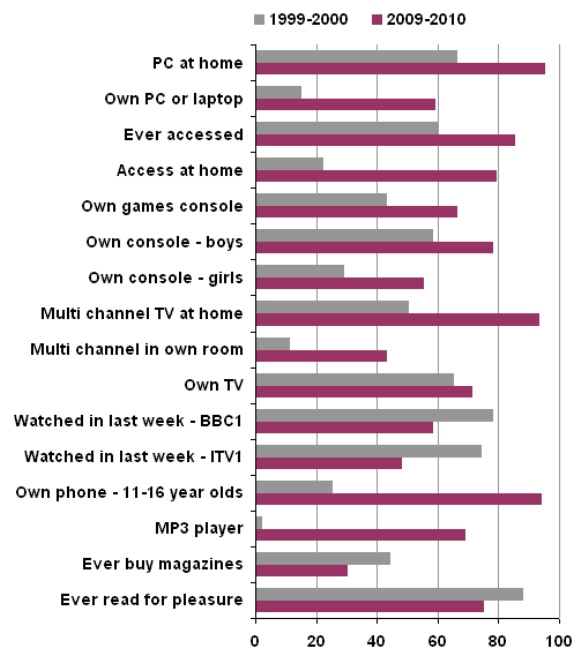
Children nowadays are more likely to receive ad hoc handouts, mainly from parents and grandparents, with 88% doing so, netting an average of £13 in the preceding week. This is greater than the £9.90 received in pocket money or from a job.

Areas of spending have changed – in 1999-2000, top areas of spend were sweets (57% bought), crisps (47%), magazines (44%), music (43%), soft drinks (40%), and computer software (34%). One in five bought clothes (20%).

This year, sweets (49%), crisps (42%), soft drinks (38%) and music (37%) are the main areas of spend, followed by DVDs (37%), and clothes (34%), with magazines and computer software both sharply down, at 30% and 16% respectively.

In 1999, children were less fazed about the significance of the coming millennium than their parents. Half of all 5-16 year olds thought that the forthcoming millennium was important – 17% thought it was very important, whilst a further 34% thought it was quite important. But they swiftly embraced it, and it gave them a benchmark by which to judge the past – pre-millennium was history, it was the last century.

MEDIA USE - 2000 vs 2010



Looking back at the shape of children's lives ten years ago, it is clear that in many ways they are right – 1999 offered very different options and opportunities. The past decade has seen the focus of their lives shift from the real to the virtual world, with a consequent blurring of boundaries as the two areas increasingly overlap.

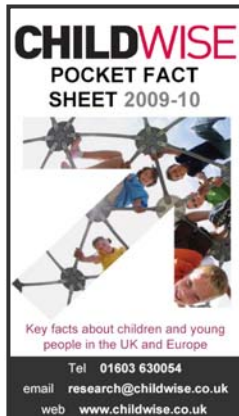
They are accustomed to a breadth of choice and targeted media that allows them to find what they want at almost any time, and, increasingly, wherever they might be. Because they have grown up with this, they see it as the norm, and look forward to continuing refinements. **For parents, it is a constant challenge to keep track and ensure that their children remain safe and are alert to the risks and dangers in this wider world.** □

CLIENT NEWS

➔ Research carried out last summer by **CHILDWISE**, on behalf of **GirlguidingUK**, has formed part of the youth organisation's Centenary celebrations. The survey among more than 1000 girls and young women aged 7-21 explored their views on a range of topical social phenomena. To find out more about the launch of their Centenary celebrations, please visit www.girlguiding100years.org.uk



Have you got your copy of the **CHILDWISE** Pocket Factsheet yet?



This pocket sized guide is a must have for anyone involved in marketing or communicating with children and young people.

Including child demographics and key facts about the lives of children, this factsheet is reliably sourced and up to date – and better still, it's available for **FREE**

Includes:

- ➔ *UK maps showing 2009 population numbers by region, Profile of children and young people aged 0-24 years, School information for England and Wales, plus a collection of insights into the lives of UK kids*

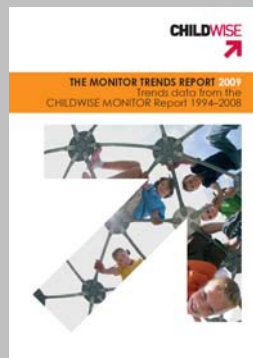
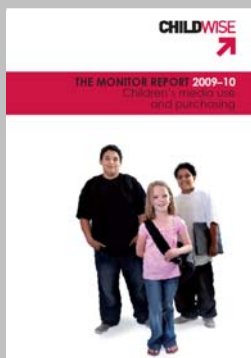
To request your free copy of the **CHILDWISE** Pocket Factsheet 2009-10, or to find out more about it, email research@childwise.co.uk or call 01603 630054

CHILDWISE Monitor Report 2009 -10

The sixteenth annual edition of the **CHILDWISE** Monitor Report is hot off the press! More than 2000 children across Great Britain have answered questions about their Internet use, TV viewing, and other media, as well as how they spend their money and what they do in their leisure time.

To find out what they had to say, order your copy of the **CHILDWISE** Monitor Report 2009-10 now. Email simon.leggett@childwise.co.uk to find out more

This year we asked what questions you wanted to know the answers to. We chose a selection of your suggestions, including the best and worst things about being a child, life as a thirty year old and online purchasing habits. These will be profiled further in the next edition of our newsletter, but if you can't wait that long, email simon.leggett@childwise.co.uk for a sneak preview of what the children had to say.



If you are interested in any of the **CHILDWISE** Reports or are considering commissioning research on children, teenagers or parents, we'd be delighted to talk to you about how we can help.

Please contact us on 01603 630054 or email research@childwise.co.uk