

ABOUT THE REPORT

Background to the report

This report looks at children's media consumption and purchasing behaviour, and at aspects of their wider life, presenting data from a sample of more than 2000 children aged 5–16 years across Great Britain. This is the sixteenth year that the survey has been conducted, following its introduction in 1994.

The sample is structured to allow analysis within tight age bands, and separately for boys and girls, to reflect the major changes in attitudes and behaviour that occur as children grow. Our target is 100 children per year group.

Children are interviewed via the CHILDWISE schools panel. From last year, the majority of interviews from age 7 upwards have been carried out online, whilst the youngest children (age 5–6) are interviewed face to face. A total of 101 schools took part this year.

By conducting research online in school, we circumvent any sampling issues that might arise because of restricted internet access, or parental concerns about children taking part in commercial online panels.

Fieldwork took place during October and November 2009.

This report

This report presents the data in charted format, with interpretative commentary, designed to support those working with or marketing to children.

Data is presented in total, and also for girls and boys, and by age. In particular, we look at the divide between children of primary and secondary school age (5–10 years/11–16 years), taking account of the major attitudinal and behavioural changes that take place at transfer to secondary school. We also look at more detailed age breaks where the data merits this.

Trends over time

Survey results from previous years enable us to look at changes across the key indicators, including media consumption. Significant trends are referred to as part of the main report, but we also issue a detailed Trends Report each Spring (provided free to those buying the main Monitor Report).

Last year's change in methodology, from exclusively face to face to primarily online interviewing, has had little effect on the responses given, with children's answers consistent over time. The main differences have occurred when we have used logos to prompt, rather than name lists, resulting in higher levels of mention across the board for certain measures.

Sample

We interviewed 2065 children and young people aged 5–16 years.

In order to accommodate the volume of data covered in the interview, the sample was split:

- All children answered topline questions across the main topic areas
- Sub-sample A also answered more detailed questions on television, games consoles, music & radio, money & spending
- Sub-sample B also answered more detailed questions on computers & the internet, mobile phones, magazines & comics, and sport

The sample was drawn from 101 schools from within the CHILDWISE panel, selected to give a representative mix of demographics

- range of abilities
- urban, suburban and rural
- across England, Wales and Scotland
- schools primarily within the state sector, but including independent schools in SE

We return to the same core schools year on year, interviewing the same age group: this ensures comparability, but also means that we do not speak to the same pupils, as those interviewed previously will have progressed a school year. This year and last year, with the expansion in sample size, the number of schools was increased.

This survey covers children from age five to those who have just turned seventeen.

Data was weighted to restore representation by age and sex, using separate weight matrices for the overall sample and for each of the sub samples.

The structure of the sample is shown below.

	Total sample	'A' sample	'B' sample
Total sample	2065	1117	1138
Boys	1048	553	592
Girls	1017	564	546
Age			
5–6 years	190	190	
7–8 years	356	124	232
9–10 years	390	214	176
11–12 years	409	216	193
13–14 years	403	221	182
15–16 years	317	152	165

Interview

This year and last year, the majority of interviews from age 7 upwards were carried out online, whilst the youngest children (age 5–6) were interviewed face to face. Prior to this, we have relied exclusively on face to face methodology, but the growth in internet availability in schools, and children's increasing online proficiency, has meant that an online approach is viable.

Each interview lasts between 15 and 20 minutes, and focuses on children and their media, the child consumer, and children and the outside world.

Question areas answered by the whole sample, and by each of the sub samples, are set out below:

Children and their Media	Sample
PC at home/own PC/going online	All
Use of computers and the Internet	B
Games consoles	A
Equipment you can't live without	All
Mobile phones	B
Own mobile	All
Television channels	All
TV, DVD/multi-channel/programmes	A
Music and radio	A
Magazines, comics and books	B

The Child Consumer	Sample
Pocket money and other income (pocket money, allowance or job)	A All
Purchasing behaviour	A

Children and the Outside World	Sample
Sports and the Olympics (hours of sport at/outside school)	A All
Current affairs/crime	13–16s
Best/Worst thing about being a child	A/B
What will the world be like at 30	All

Report Contents

The Monitor Report gives in-depth, interpretive commentary, plus illustrative charts on each topic.

The majority of results are presented in two-year age bands, with additional reference to younger (5–10 yrs) and older (11–16 yrs) children, plus boys and girls, where appropriate.

Topic area for each section is noted at the top of the page, along with page number. Sections are page numbered within each topic area to allow sections to be individually distributed.

We have included short descriptions of typical children within the different sections, drawing together various aspects of their behaviour, to give more of a flavour of the way in which children respond. These descriptions are a composite of individual children taking part in the survey.

The summary and overview includes overall profiles of children’s behaviour within three age groups – 5–8 year olds, 9–12s (tweens) and 13–16s (teens). This draws together data across the full survey, creating a short sketch for each age level.

About the children

Just under two thirds of the children who took part in this year’s survey live with both mum and dad (64%), whilst 9% live with their mum and stepdad or their mum’s partner, and 1% live with dad and his partner or their stepmum.

A total of 2% divide their time between mum and dad (with step parents/partners).

A further **one in five (20%) live with a single parent** – in most cases their mum (18%), but a few live with just dad (2%). The number living with just mum has increased from 16% last year.

A small number (4%) live with neither mum nor dad, some looked after by grandparents or other relatives, others include looked after children.

The number of children living with both mum and dad decreases as they grow older, from three quarters of those aged 5–6 (75%), down to fewer than two in three of those aged 11 to 16.

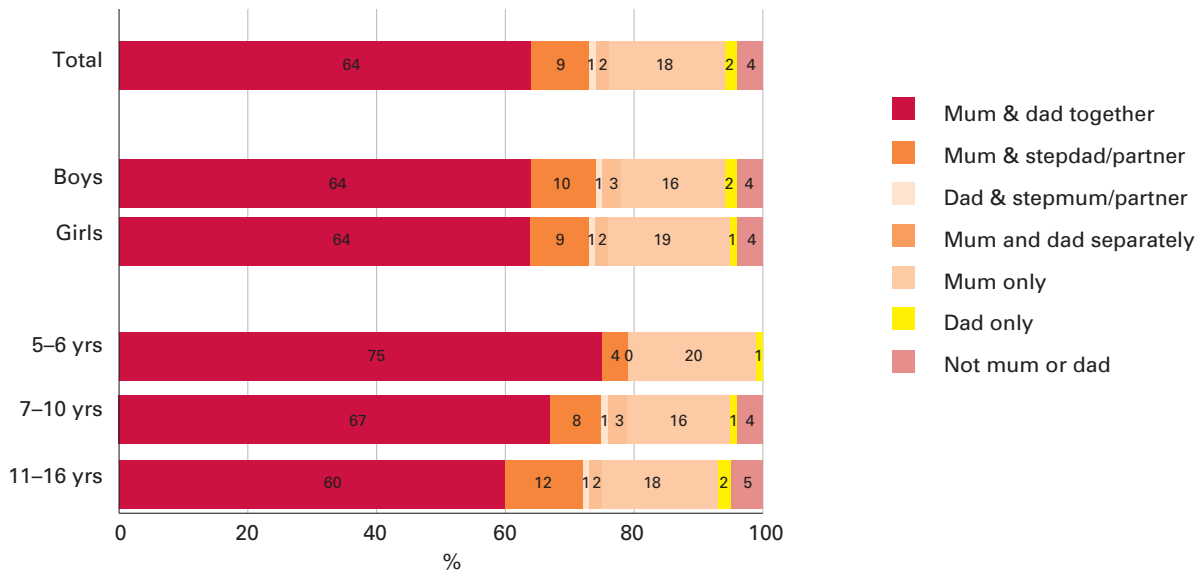
Almost four in five have brothers or sisters living at home (78%).

Of those who gave details of their ethnicity, 20% are from ethnic minority or mixed race background:

- Indian, Pakistani, Bangladeshi, Other Asian – 9%
- Black Caribbean, Black African, Other black – 6%
- Chinese – 1%
- Mixed race – 3%
- Other ethnic minority – 1%

77% are White British, and a further 3% are from other White backgrounds.

WHO LIVES IN YOUR HOUSE WITH YOU?



Base: All aged 5 to 16 (2065)

CHILD NUMBERS – UK – BIRTHS BY YEAR
