

Press release

## Why even the youngest children prefer apps

App use among younger children has doubled in two years with 36% of 0-4 year olds accessing them up from 15% in 2012.

The data from the 2015 CHILDWISE Monitor reveals children's use of apps with 71% of primary age children and 93% of secondary age children accessing them.<sup>i</sup>

CHILDWISE Monitor is a comprehensive annual report looking at children's and young people's media consumption, purchasing and social habits as well as key behaviour.

YouTube is now the dominant app with all children – overtaking Facebook which is now in rapid decline with just 9% naming it their favourite app compared to 17% in 2013. YouTube recently launched a 'Kids' version of their app in the US, which allows children to explore content relevant to children whilst giving parents peace of mind that adult content cannot be accessed.

"In the mobile world of smartphones and tablets that children inhabit you are missing a key element in your communication if you have a website but not an app," says CHILDWISE researcher Matthew Nevard.

"The launch of the YouTube Kids app in the US shows that even the biggest brands are aware of the benefits of having an app designed for a young audience"

The research also shows a divide between age groups with younger children using tablets to access YouTube, games apps and TV crossover apps such as CBeebies Playtime. Meanwhile, older children like having their own mobile phone and use photo, video and social network apps to communicate.

43% of 5-10s choose a tablet to access apps compared to 23% of 11-16s. However, 49% of this older age group access apps via a mobile compared to 13% of 5-10s.

"Among pre-schoolers app usage is increasingly moving to tablets," says Matthew. "62% access apps via a parent's mobile compared to 80% in 2012 and 21% own their own tablet compared to just 3% in 2012."

According to the data 46% of all children have paid for an app and 30% have made an in-app purchase, such as a level-pack or virtual currency.

Music apps are also increasing in popularity with 57% using a music app compared to 48% last year.

### Media notes:

CHILDWISE is an independent market research agency specialising in children and young people. CHILDWISE has a programme of published independent research and also conducts research for government agencies, charities, broadcasters, publishers and brands [www.childwise.co.uk](http://www.childwise.co.uk)

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<sup>i</sup> 71% of 5-10s and 93% of 11-16s use apps.