

## Press release

# Children rate Cancer Research UK their top charity

## New CHILDWISE report reveals UK children's social and charity awareness in 2016

Children care most about protecting children from cruelty, medical research and kids' mental health – and rank Cancer Research UK as their top charity, according to a new report.

The latest 2016 CHILDWISE Monitor Report shows that children's main social concern is protecting children from cruelty, with more than two in five considering this important<sup>1</sup>.

Medical research (such as cancer) is chosen by a third and around a quarter of children say help with mental health issues is important.

Children<sup>2</sup> were also shown a list of 17 charities that are either well known or have links to children and young people.

Three charities are recognised by two in three children, **Comic Relief** (68%), **Cancer Research UK** (67%) and **Childline** (66%). The **NSPCC** is recognised by only 42% of children.

However, seven in 10 girls are aware of Comic Relief compared with just two in three boys.

The 2016 CHILDWISE Monitor is a comprehensive annual report looking at children's media consumption, purchasing and behaviour. More than 2000 children in schools across the United Kingdom completed in-depth online surveys for the report.

A section on Social Awareness asked children aged seven-16 about the causes that most concern them and their awareness of popular and child-related charities.

Among children aware of the charities, seven in 10 can say which one is their favourite/the most important to them. A fifth say that **Cancer Research UK** is their top charity (22%) followed by **Comic Relief** (14%); **RSPCA** (8%); **Help for Heroes** (5%); **Childline** (5%) and **Macmillan** (5%).

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<sup>1</sup> All children aged 9-16 were asked which, of a list of causes that can concern young people, they thought were the most important - 44% said protecting children from cruelty; 32% named medical research and 27% mental health issues.

<sup>2</sup> Children age 7-16 were questioned for this section.

“Children’s concerns tend to be based on the immediate world around them, issues affecting them and their friends and family. Worries about mental health are a recent development, much more prevalent now than in the past, especially for older children,” says Simon Leggett, Research Director from CHILDWISE.

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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