

Press release

Childhood 2016

New CHILDWISE report provides insight into UK children's mental health and wellbeing in 2016

Most children are happy and think that life is better for them this year than last. However, there is a small number for whom this is not the case, according to the latest 2016 CHILDWISE Monitor Report.

These negative feelings increase as children get older. By age 11-16, one in 10 boys and one in six girls say they are unhappy at all.

The 2016 CHILDWISE Monitor is a comprehensive annual report looking at five to 16-year-olds' media consumption, purchasing and social habits as well as key behaviour. This year the report includes a new section on children's health and wellbeing.

More than 2000 children in schools across the United Kingdom completed in-depth online surveys for the report.

"Health and wellbeing is now viewed as an important aspect of childhood, not least by children themselves who rate it as one of their greatest concerns," says Simon Leggett, Research Director from CHILDWISE.

"For the first time we have included the subject in the CHILDWISE Monitor report. Children aged five to 16 were asked about their own health and wellbeing, including how healthy they think they are."

"Pressures of school work and family issues are their main concerns, however their distress is not always easy to identify. Only half of teens say they are confident about telling friends about their feelings. Only one in three are confident about telling their family, making it easier for problems to be missed."

Findings of the report also include...

- 27% of children rate themselves as very healthy, 51% as quite healthy, 10% as not very healthy and 3% as not healthy at all.
- Young people age 11-16 were asked how confident they were to do a list of tasks. 59% are confident they could cook a meal for themselves, 31% in standing in front of a class to talk and 59% in looking after a younger sibling; 56% in using public transport. Fewer than half (46%) feel confident about coping with exams/getting a job.

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

The Monitor Report 2016 covers... Computers and the internet; websites and applications; gaming, YouTube; mobile phones; TV viewing; music; reading ; cinema; children's equipment; money; purchasing; sports & activities; health & wellbeing and social awareness.

Editorial notes: For more information or to interview Simon Leggett please contact Liz Hollis 07880 680302 liz@lzhollis.co.uk Childwise website www.childwise.co.uk