

## Press release

# New CHILDWISE report provides insight into UK childhood in 2015

More children now own a tablet than own a laptop<sup>i</sup> with YouTube and Minecraft the biggest internet hits of the year among 11-16 year olds, according to the latest 2015 CHILDWISE Monitor Report.

The data also reveals that one in five children send more than 100 texts a day, girls are increasingly participating in traditional male sports like rugby, the average pocket money is £13.10 a week and more 11-16 year olds can upload pictures than boil an egg.

The 2015 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.

"More than 2000 children aged five-16 in schools across the United Kingdom were interviewed in depth for the report," says Simon Leggett, research director from CHILDWISE.

"Questions included what they spend their money on and how much pocket money they get, sports they play, plans for the future, and what technology they use and for how long."

"The report looks at children's media consumption and purchasing behaviour and at aspects of their wider life. It is structured to allow analysis within age bands and gender which means it can reflect the major changes in attitude and behaviour that occur as children grow," says Simon.

"Survey results from previous years enable us to look at significant trends in the lives of children and young people.

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)

Findings of the report include...

- YouTube is the top favourite site for boys and girls across the age range, displacing Facebook in all bar the oldest girls.
- Tablets have become the technology of choice over computers and laptops and use continues to grow, especially among younger children. Console, mobile phone and television ownership is falling.
- Printed books growing in success but magazine reading falling
- Children's television viewing shifts to paid for on demand services, such as Netflix and continuing shift away from mainstream channels.
- Half of 11-16 year olds plan to go on to university or Higher Education.
- Most turn to parents for advice about jobs and careers and most are confident they can find a job they enjoy.
- Seven out of ten teens say they are likely to vote in a general election when eligible.

The Monitor Report 2015 covers...

Computers and the internet; games consoles; mobile phones; applications; television viewing; music; reading; children's equipment; money; children's purchasing; sports & activities; current affairs; careers & education

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<sup>i</sup> 45% tablet ownership compared to 41% owning a laptop