

Press release

New report reveals 50% of teenage girls consider themselves ‘stressed’

Half of girls age 13 to 16 describe themselves as ‘stressed’ compared to 23% of boys of the same age, according to a new CHILDWISE report. Just 23% of tween girls age 8-12 say they feel stressed compared to 20% of tween boys.

Teenage girls are also more likely to describe themselves as lazy (33%) or sad (10%).

The new spring 2015 CHILDWISE Playground Buzz report looks at how children age 8 to 16 perceive their feelings and personalities.

The data shows that boys are more likely to consider themselves ‘happy’, ‘active’, ‘relaxed’ and ‘cool’, while girls are more likely to consider themselves as ‘nice’, ‘stressed’ and ‘lazy’.

The report is based on interviews with 1,103 children in schools across the UK who were asked to indicate which of 14 feelings and traits related to them. These included happy, active, relaxed, nice, loud, cool, stressed, lazy and sad. ¹

“The way older girls describe themselves reflects growing concerns about the wellbeing of teenage girls in the UK, as reports of mental health issues continue to rise among this age group,” says Matthew Nevard, CHILDWISE Research Executive.

“Pressure at school in the lead up to exams is one of the main contributing factors, although issues with family and friendship groups can also add to these feelings.”

“However, it is positive to see that, overall, children across the UK are more likely to consider themselves ‘happy’ compared to any of the other personality traits profiled,” says Matthew.

Teen boys rate themselves as happier than teen girls (84% compared to 78%). Among tween boys, 90% rated themselves as ‘happy’ as did 87% of tween girls.

The report also reveals the most popular brands that children are engaging with – and Xbox, Minecraft and YouTube top the spring 2015 list.

CHILDWISE Playground Buzz measures the favourite brands of 8-16 year olds across products including TV, music, games, websites, apps and gadgets.

“Playground Buzz looks at what children have been talking about recently and what their favourite things are. Brands mentioned have been extracted and are listed as a top 10.”

“The first issue in spring 2015 is dominated by a few power brands mentioned by children of all ages.”

“Research found boys of all ages tend to choose the same, or similar, favourites. Boys particularly favour football and gaming. Conversely, girls’ interests tend to be more varied and draw from a variety of influences.”

“As a result, the most popular brands appeal either solely to boys, or both genders in equal measure. Interestingly, only one brand, YouTube, features as a favourite across all four gender and age groups.”

Top favourite brands among eight to 16-year-olds are...

- **Tween boys (8 to 12): Xbox, Minecraft, YouTube**
- **Tween girls (8 to 12): Minecraft, iPad, YouTube**
- **Teen boys (13-16): Xbox, Minecraft, YouTube**
- **Teen girls (13-16): YouTube, Pretty Little Liars, Instagram**

Editors’ note

CHILDWISE Playground Buzz will have spring, summer and autumn editions each year, coinciding with the academic school terms. 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

For more information about the report or to interview Matthew Nevard, please contact Liz Hollis liz@lizhollis.co.uk or tel +44 (0) 7889 680 302

¹ Feelings and personality options included in the study were: happy, prefer being with friends, active, relaxed, cool, nice, loud, naughty, quiet, stressed, lazy, geeky, prefer being alone, sad.