

Press release

New 2015 CHILDWISE report provides insight into children and teenagers' technology and media use

YouTube is now the number one website and Minecraft the number one game, according to the 2015 CHILDWISE Monitor Report.

Meanwhile, Facebook is losing ground to Instagram and Snapchat and vloggers are now the new media stars for the younger generation, according to the latest data.

The independent report also shows that the equipment mix is changing. Most children have their own computer or tablet, phone, games console and television – but console, television and to an extent, phone ownership, is falling. Tablet ownership continues to grow, although it's slowing.

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.

The report shows the irresistible rise of YouTube. It is now the number one site for boys and girls, displacing Facebook among all but the older girls. Two in three visit each week.

"Past concerns about the risks of encountering unacceptable material on YouTube have largely disappeared, with parents of even the youngest children now happy to let them use it. In the same way that Google images superceded Google as the search portal of choice, YouTube has taken this a step further," says Simon Leggett, research director at CHILDWISE.

Minecraft is now *the* game for boys and girls of all ages and accessed across channels and equipment – from playing the game on a tablet to reading about it in print manuals.

"The initial attraction, especially for older children, is that it is collaborative and user directed, comparatively non-commercial by today's online standards with an anarchic slant. However, the user profile is becoming ever younger and the recent sale to Microsoft has been greeted with concern by some hard-core users, worried that commercial imperatives will change the game. How this plays out in 2015 will be one to watch," says Simon Leggett.

The equipment mix is changing, reveals the report. "The major tablet ownership increase is among younger children, where ownership has doubled this year. One in three children aged five to seven has their own tablet. Tablets have become the technology of choice over computers, laptops and even games consoles, and removing the need for parents to consider a mobile phone," says Simon Leggett.

"Parents like tablets because they are controllable – a tablet can be taken away to reflect good or bad behaviour, in a way that is not possible with a TV or computer. Apps can be purchased as rewards, and with the growing use of tablets in primary schools there are strong perceived educational advantages," he adds.

For older children, the tablet is slower to displace existing allegiance to laptop or smartphone, especially among teens. Mobile phones are increasingly used for internet access, and are the main way of listening to music among older children.

Facebook is losing out to Instagram and Snapchat. The report shows Facebook has lost the primacy it enjoyed a few years ago. It remains a must-use website for most older children, but now sits alongside Instagram, Snapchat and to a lesser extent Twitter, as a place to keep in touch and share experiences with friends.

Vloggers are the new media stars. Vloggers, such as Zoella and Alfie Deyes are the new media stars.

“These sites give teens a chance to tune into the thoughts and antics of others not so dissimilar to themselves, and feel part of a wider community, which is reassuringly hard for adults to comprehend,” says Simon.

Editors’ note:

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

Editorial notes: For more information or to interview Simon Leggett please contact Liz Hollis 07880 680302 liz@lizhollis.co.uk