

Press release

Childhood 2016

New CHILDWISE report reveals children's favourite internet vloggers

Zoella, real name Zoe Sugg, is children's favourite YouTuber, followed by TheDiamondMinecart, Thatcher Joe, KSI and Stampy.

For the first time the CHILDWISE Monitor report asked children age 7 to 16 that used YouTube who their favourite YouTubers were or what were their favourite channels on the site.

The YouTuber with the most mentions was fashion and beauty vlogger Zoella. She was a favourite among girls with 15% naming her as favourite and 8% naming her overall.

TheDiamondMinecart, real name Daniel Middleton, posts daily videos about the popular game Minecraft. He was popular among boys, chosen by 6%, compared to 4% overall.

Zoella's boyfriend Alfie Deyes of PointlessBlog fame (named by 2% overall) and her brother Joe Sugg, known as Thatcher Joe (4%) are continuing favourites.

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 use of YouTube.

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

"This is the year YouTube use has exploded among children with almost half (48%) using it every day and just 10% never using it," says Simon Leggett, Research Director from CHILDWISE.

"Around a third of children who use YouTube watch vlogs/blogs. Girls are much more likely to be interested in these than boys and viewing is highest for older children, peaking at half of 11-12 year olds."

However, the majority of children are passive consumers, rather than contributors to YouTube, rarely going beyond liking/disliking content or subscribing to channels. Only a minority ever post comments, share or upload videos.

"Children of all ages, both boys and girls, find somebody to follow on YouTube who speaks directly to them and reflects their interests, coming across as authentic and unmediated," says Simon Leggett.

“For older girls, vloggers are filling the role previously held by magazines – somewhere to read about other people’s lives, problems, cringes, new ideas and fashion.”

Boys of all ages enjoy FIFA football gaming commentary by vloggers such as Joe Weller and Miniminter. Younger boys like Minecraft gameplay vloggers such as TheDiamondMiner, Stampy and iBallisticSquid. Older boys favour KSI.

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.

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