

INDEX OF CONTENTS

PAGE

OVERVIEW AND SUMMARY

INTRODUCTION

Background to the report	1
Sample	1
Interview	2
Report Contents	3
A note on gender	3
A note on ethnicity	3

CHILDREN AND THEIR MEDIA

1

TECHNOLOGY - SUMMARY

1.1	Computers in home	2-4
1.2	Using the internet	5-7
1.3	Time spent online	8
1.4	Awareness of voice recognition technology	9-10
1.5	What children ask their smart speakers	11-12
1.6	Differences between subgroups	13

2

WEBSITES AND APPS - SUMMARY

2.1	Favourite websites or apps	2-5
2.2	Use of social networking websites and apps	6-8

3

YOUTUBE - SUMMARY

3.1	Frequency of using YouTube	2
3.2	Time spent using YouTube	3
3.3	Devices used to access YouTube content in the last week	4-5
3.4	Favourite types of YouTube channel	6
3.5	Favourite YouTubers / YouTube channels	7-8

4

GAMING - SUMMARY

4.1	Devices used to play games on in the last week	2-3
4.2	Ownership of games consoles	4-5
4.3	Games console brands	6-7
4.4	Time spent playing on games consoles	8-9
4.5	Selected games played in the last week	10-11
4.6	Gaming subscriptions	12

5

VIEWING HABITS - SUMMARY

5.1	Viewing per day	2
5.2	Balance of viewing across television and other devices	3
5.3	On demand vs. linear TV	4-5
5.4	Devices used for on demand viewing	6-7

6

SERVICES AND CONTENT - SUMMARY

6.1	Channels watched in the last week	2-7
6.2	Variations in viewing between boys and girls by age	8-9
6.3	On demand services	10-11
6.4	Favourite programmes	12-16
6.5	Mobile programming—Services	17

7

MOBILE PHONES - SUMMARY

7.1	Ownership of mobile phones	2
7.2	Mobile phone usage	3
7.3	Mobile phone activities	4-6

8

MUSIC - SUMMARY

8.1	Music websites / services used	2-3
8.2	Where children listen to music	4-5
8.3	Favourite group or singer	6-8
8.4	Listening to podcasts	9
8.5	Where children listen to podcasts	10-11

9

READING - SUMMARY

9.1	Amount of time spent reading	2
9.2	Reading books	3
9.3	Reading magazines and comics	4
9.4	Purchase of books	5
9.5	Purchase of magazines and comics	6
9.6	Time spent reading online	7

10	CHILDREN'S EQUIPMENT - SUMMARY	1
	10.1 Equipment overview	2-3
	10.2 Devices used to access media in the last week	4
	10.3 Equipment children can't live without	5

THE CHILD CONSUMER

11	MONEY - SUMMARY	1
	11.1 Pocket money, allowance and jobs	2-3
	11.2 Weekly income	4-5
	11.3 Other money from other sources	6-8

12	CHILDREN'S PURCHASING - SUMMARY	1
	12.1 Overall purchasing	2-3
	12.2 Sweets and chocolate	4
	12.3 Crisps and snacks	5
	12.4 Soft drinks	6
	12.5 Clothes	7
	12.6 Going out (eg Cinema, McDonald's)	8
	12.7 Computer / Console games	9
	12.8 Footwear	10
	12.9 Accessories (eg Jewellery)	11
	12.10 Toys	12
	12.11 Sports gear and equipment	13
	12.12 Books	14
	12.13 Apps	15
	12.14 Toiletries / hair products / make-up	16
	12.15 Movies / Films	17
	12.16 Music	18
	12.17 Magazines and comics	19
	12.18 Percentage ever buying (in last month) by age and gender	20-21
12.19 Online shopping	22-24	

CHILDREN'S ATTITUDES AND ACTIVITIES

13	SPORT AND ACTIVITIES - SUMMARY	1
	13.1 Time spent playing sport	2-4
	13.2 Sports played at school	5-7
	13.3 Sports played outside of school	8-10
	13.4 Out of school activities	11-12

14	HEALTH AND WELLBEING - SUMMARY	1
	14.1 How healthy do you think you are	2-3
	14.2 How happy are you most of the time	4-5
	14.3 How often do you feel or experience these things	6-8

15	LOCKDOWN 1.0 - SUMMARY	1
	15.1 Attending school during lockdown	2-3
	15.2 Activities participated in during lockdown	4
	15.3 Statements about lockdown 1.0	5-9

APPENDIX

- About CHILDWISE
- CHILDWISE product purchasing terms and conditions

