

INDEX OF CONTENTS

OVERVIEW AND SUMMARY

INTRODUCTION

	PAGE
	1-4
	1
Background to the report	1
Sample	1
Interview	2
Report Contents	3
A note on ethnicity	3
A note on gender	3

CHILDREN AND THEIR MEDIA

1

TECHNOLOGY - SUMMARY

	1
1.1 Devices at home	2(4)
1.2 Own devices	2(5)
1.3 Devices used to access the internet	2(6)
1.4 Location of internet access	3(7)
1.5 Time online per day	3(8)

2

WEBSITES AND APPS - SUMMARY

	1
2.1 Favourite websites and apps by type	2(6-7)
2.2 Favourite websites and apps	2(8-9)
2.3 Use of listed websites and apps	3(10-11)
2.4 Frequency of using TikTok	3(12)
2.5 Time spent using TikTok	4(13)
2.6 Favourite TikTokers	4(14)
2.7 Attitudes towards TikTok	4(15-16)

3

YOUTUBE - SUMMARY

	1
3.1 Frequency of using YouTube	2(4)
3.2 Time spent using YouTube	2(5)
3.3 Devices used to access YouTube	2(6)
3.4 Favourite YouTuber / channel	2(7)
3.5 Attitudes towards YouTube	3(8-9)

4

GAMING - SUMMARY

	1
4.1 Devices used to play games on in the last week	2(3)
4.2 Ownership of games consoles	2(4)
4.3 Games console brands	2(5)
4.4 Time spent playing on games consoles	2(6)
4.5 Selected games played in the last week	2(7)

5

VIEWING HABITS - SUMMARY

	1
5.1 Viewing per day	2(3)
5.2 Balance of viewing across devices	2(4)
5.3 Watching on demand	2(5)
5.4 Using subtitles	2(6-7)

6

SERVICES AND CONTENT - SUMMARY

	1
6.1 Children's channels watched	2(5-6)
6.2 Other channels watched	2(7-8)
6.3 Channel types	2(9-10)
6.4 On demand services	3(11-12)
6.5 How is on demand different to TV?	3(13-14)
6.6 Favourite content watched by type	3(15-16)
6.7 Favourite content watched	4(17-18)

7

MOBILE PHONES - SUMMARY

	1
7.1 Ownership of mobile phones	2(4)
7.2 Mobile phone activities	2(5-6)
7.3 Time spent on their mobile phone	3(7)
7.4 Mobile phone access	3(8-9)

8

MUSIC - SUMMARY

	1
8.1 Services used to access music	2(4-5)
8.2 Devices used to access music	2(6-7)
8.3 Favourite group or singer by type	3(8-9)
8.4 Favourite group or singer	3(10-11)

PAGE

9	READING - SUMMARY	1
	9.1 Frequency of reading books	2(3)
	9.2 Frequency of reading magazines and comics	2(4)
	9.3 Time spent reading per day	2(5)
	9.4 Time spent reading online per day	2(6)

10	CHILDREN'S EQUIPMENT - SUMMARY	1
	10.1 Own computer devices	2(4)
	10.2 Own games consoles	2(5)
	10.3 Own mobile phones	2(6)
	10.4 Time spent using devices per day	2(7)
	10.5 Devices they could least live without	3(7)

THE CHILD CONSUMER

11	MONEY - SUMMARY	1
	11.1 Pocket money, allowance and jobs	2(3)
	11.2 Weekly income	2(4)
	11.3 Ad hoc handouts	2(5)
	11.4 Ad hoc handouts in the last week	2(6)

12	PURCHASING - SUMMARY	1
	12.1 Self purchase categories	2(3-4)

CHILDREN'S ATTITUDES AND ACTIVITIES

13	SPORT AND ACTIVITIES - SUMMARY	1
	13.1 Sport at school and out of school	2(4)
	13.2 Time spent playing sport at school	2(5)
	13.3 Time spent playing sport outside school	2(6)
	13.4 Types of sport played at school	2(7-8)
	13.5 Types of sport out of school	3(9-10)
	13.6 Out of school activities	3(11-12)

14	HEALTH AND WELLBEING - SUMMARY	1
	14.1 How healthy do you think you are	2(4)
	14.2 How happy are you most of the time	2(5)
	14.3 How often do they feel different emotions	2(6-13)
	14.4 Which words would they use to describe the future	3(14-15)

15	THE ROYAL FAMILY - SUMMARY	1
	15.1 The Queen	2
	15.2 The King	2
	15.3 Statements about the royal family	3(4-9)

APPENDIX	
About CHILDWISE	
CHILDWISE product purchasing terms and conditions	

