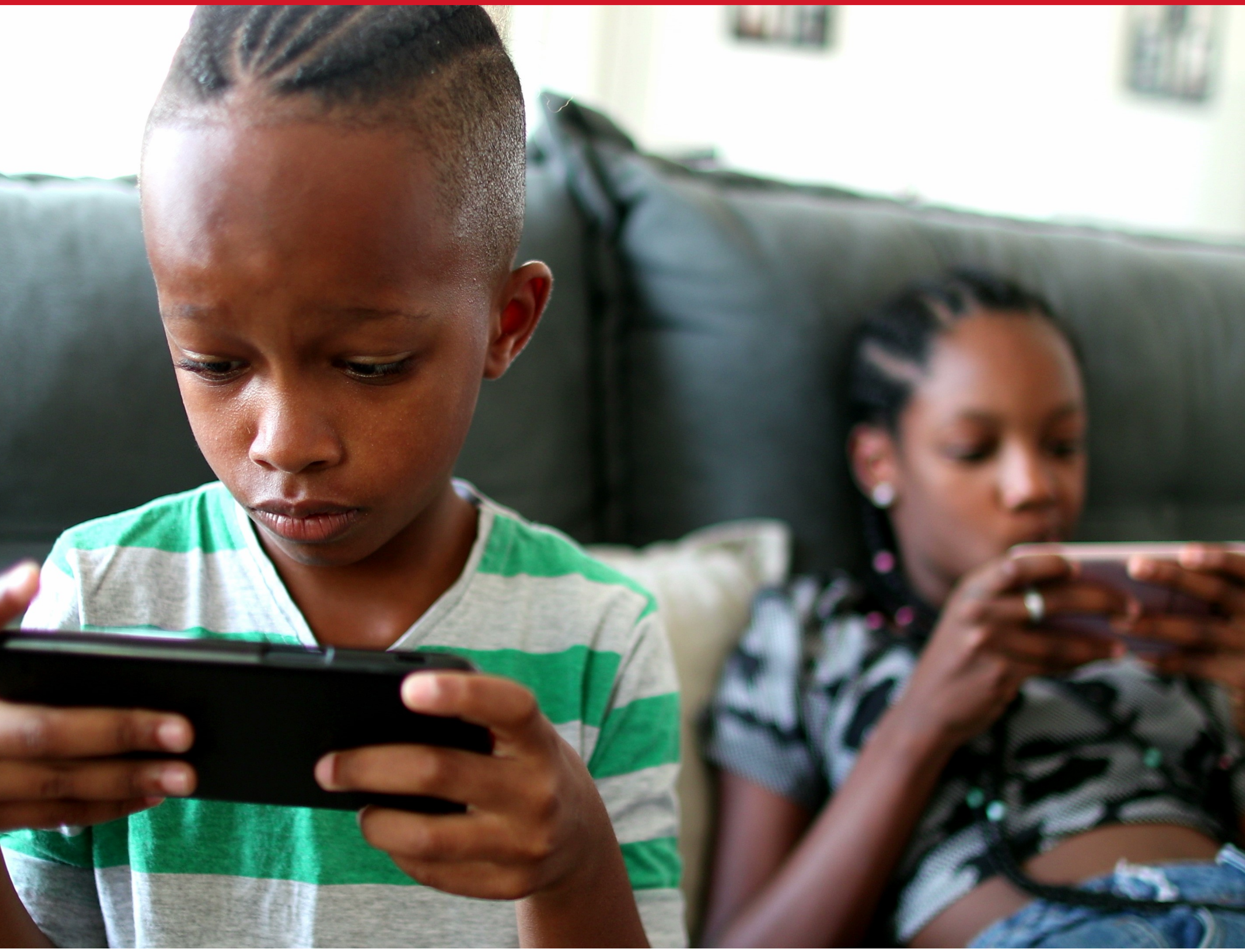
THE MONITOR REPORT 2023
Children's media use, purchasing, attitudes and activities



LONDON BOROUGH OF BARNET

INDEX OF CONTENTS

MONITOR REPORT 2023

With the third UK national lockdown fully lifted by early 2022, this year's Monitor survey is the first fully post pandemic, with all schools open during fieldwork (Autumn 2022), and life getting back to some sense of normality for most young people. For now they can put worries about Covid19 behind them, but it is clear that worries about the cost of living crisis are not far from their thoughts...

17-18 year olds...

This year, after several years of data collection, we have included the views of 17-18 year olds for the first time. Young people this age in England are now expected to carry on with some form of education, whether this is staying in full-time education, for example at a college, starting an apprenticeship or traineeship, or spending 20 hours or more a week working or volunteering while in part-time education or training.

TikTok and YouTube wars...

This year, YouTube has finally been unseated as children's favourite website or app. YouTube has been their top favourite for the last ten years, since 2013 when it replaced Facebook at the top of the list. Snapchat has been a close contender with YouTube over the years, but interest peaked in 2017 and has declined ever since.

So this year, TikTok becomes their new top favourite, as it just nudges ahead in popularity. Whilst more children claim to use YouTube than TikTok (more than half say they use YouTube every day), YouTube is becoming more functional and therefore the excitement of using it is wearing off.

The key area where TikTok excels over YouTube for children is the ease of use - compared with YouTube, far more children using TikTok say they don't have to think about what to watch, it just recommends for them, and the main gripe about YouTube (adverts) is nowhere near as worrisome for TikTok users.

A shift away from favourite programmes...

This year, recognising that children and young people are less likely to refer to 'TV' and 'programmes' when thinking about what they like to watch, we reworded our question to the more general 'What are some of the things you're watching in your free time at the moment'. Most could still name something they are watching, but mentions of specific programmes only really start to appear among older children, with most choosing to mention providers such as YouTube and Netflix, plus social media such as TikTok as the 'channel' they are watching most of at the moment.

Emotional stability...

This year there seems to have been a drop in the number of children and young people saying they feel stressed about school work, worried or anxious, that they don't look good enough, that they are not good enough, or that the way they look holds them back, and in most cases agreement with the list of statements returns to proportions last seen in 2020, after a spike in 2021, when the UK entered its third national lockdown and the future remained uncertain.

Generally speaking, children and young people are typically more likely to say they ever experience these sorts of emotions as they get older, and girls remain more likely than boys to say they ever experience feelings like this.

Despite fewer registering negative emotions, there is a small but growing proportion of young people who say they are not happy most of the time, especially among older girls.

Changes across the age range

The following two pages summarise the media habits and behaviour of children and young people as they grow, looking at four different age groups, the youngest aged 5-7, those spanning the transition from primary to secondary school aged 8-12, those in their early teens aged 13-16, and 17-18 year olds who have moved into further education.

The figures shown in brackets indicate the year on year change for that measure, showing by how many percentage points the measure has increased (▲) or decreased (▼) over the last year, or whether it has not changed at all (=).

	5-7 year olds		8-12 year olds	
Technology	**94%** have a **computer at home**	(▲ 4%)	**91%** have a **computer at home**	(▼ 3%)
	64% have their **own computer** at home	(▼ 6%)	**86%** have their **own computer** at home	(▼ 2%)
	57% have their own **tablet device** at home	(▼ 2%)	**63%** have their own **tablet device** at home	(▲ 1%)
	47% go online on a **tablet device**	(▲ 6%)	**62%** go online on a **mobile phone**	(▼ 7%)
	67% go online in their **own room**	(▲ 7%)	**73%** go online in their **own room**	(▼ 7%)
	35% say **Roblox** is their favourite website / app	(▲ 18%)	**25%** say **YouTube** is their favourite website / app	(▼ 3%)
	3.0 hours online per day	(▲ 0.8)	**3.2 hours** online per day	(▲ 0.2)
YouTube and TikTok	**51%** use **YouTube** every day	(▲ 8%)	**57%** use **YouTube** every day	(▼ 1%)
	44% use a **tablet device** to go on YouTube (users)	(▲ 31%)	**52%** use a **mobile phone** to go on YouTube (users)	(▼ 11%)
	n/a		**32%** think most things on YouTube are true (users)	(n/a)
	2.8 hours on YouTube per day	(▼ 0.1)	**2.1 hours** on YouTube per day	(▲ 0.4)
	7% use **TikTok** every day	(=)	**30%** use **TikTok** every day	(▲ 3%)
	n/a		**24%** think most things on TikTok are true (users)	(n/a)
	2.3 hours on TikTok per day	(▲ 1.5)	**2.1 hours** on TikTok per day	(▼ 0.8)
Gaming	**79%** have access to a **games console** at home	(▲ 15%)	**78%** have access to a **games console** at home	(▼ 1%)
	71% have their **own games console** at home	(▲ 20%)	**68%** have their **own games console** at home	(=)
	28% have a **Nintendo Switch** at home	(▲ 15%)	**30%** have a **Nintendo Switch** at home	(▲ 1%)
	59% used a **tablet device** to play games last week	(▲ 18%)	**53%** used a **mobile phone** to play games last week	(▼ 3%)
	66% played **Roblox** in the last week	(▲ 18%)	**58%** played **Roblox** in the last week	(▲ 10%)
	2.4 hours gaming per day	(▼ 0.8)	**2.3 hours** gaming per day	(▼ 0.8)
Viewing and listening	**39%** mostly / always watch on **non-TV devices**	(▲ 4%)	**50%** mostly / always watch on **non-TV devices**	(▼ 6%)
	29% watched **Channel 4** as top channel last week	(▲ 18%)	**36%** watched **Sky Sports** as top channel last week	(▲ 7%)
	50% are currently watching content on **YouTube**	(n/a)	**43%** are currently watching content on **YouTube**	(n/a)
	78% Netflix is top on demand provider	(▲ 20%)	**85% YouTube** is top on demand provider	(=)
	2.4 hours of watching video content per day	(▲ 0.3)	**2.7 hours** of watching video content per day	(▼ 0.1)
	8% say **The Beatles** are their favourite group	(▲ 8%)	**5%** say **Ed Sheeran** is their favourite singer	(▲ 1%)
Mobile phones	**16%** have their **own mobile phone**	(▼ 13%)	**69%** have their **own mobile phone**	(▼ 5%)
	11% have no phone but **use someone else's**	(▼ 7%)	**11%** have no phone but **use someone else's**	(▼ 1%)
	69% play games on their mobile phone (users)	(▲ 12%)	**78% play games** on their mobile phone (users)	(▼ 4%)
	39% have access to their phone **at all times** (users)	(▲ 7%)	**50%** have access to their phone **at all times** (users)	(▼ 4%)
	10% mostly keep their phone on **silent** (users)	(▼ 8%)	**35%** mostly keep their phone on **silent** (users)	(▼ 15%)
	3.3 hours using their mobile phone per day	(▲ 2.0)	**3.0 hours** using their mobile phone per day	(▲ 0.9)
Reading	**88%** ever read **books**	(▲ 15%)	**80%** ever read **books**	(▼ 6%)
	51% read books **every day**	(▲ 16%)	**33%** read books **every day**	(▼ 8%)
	32% ever read **magazines and comics**	(▼ 12%)	**37%** ever read **magazines and comics**	(▼ 4%)
	13% read magazines and comics **every day**	(▲ 1%)	**7%** read magazines and comics **every day**	(=)
	0.8 hours reading for pleasure every day	(▲ 0.2)	**0.6 hours** reading for pleasure every day	(▼ 0.1)
	n/a		**0.4 hours** reading **online** every day	(▼ 0.1)
Money and purchasing	**57%** get **pocket money** or an **allowance**	(▲ 3%)	**56%** get **pocket money** or an **allowance**	(▼ 3%)
	26% get money from a paid **job** (or chores)	(▲ 7%)	**18%** get money from a paid **job** (or chores)	(▲ 4%)
	£1.60 in regular income in the **last week**	(▼£1.80)	**£5.50** in regular income in the **last week**	(▼£2.50)
	73% ever get **ad hoc handouts**	(▼ 14%)	**89%** ever get **ad hoc handouts**	(▲ 3%)
	18% got an ad hoc handout in the **last week**	(▼ 30%)	**46%** got an ad hoc handout in the **last week**	(▼ 3%)
	£0.90 in ad hoc handouts in the **last week**	(▼£7.10)	**£7.20** in ad hoc handouts in the **last week**	(▼£4.80)
	57% ever buy **toys** for themselves	(▲ 15%)	**50%** ever buy **sweets and chocolate** for themselves	(=)
Sport and wellbeing	**90%** play **sport at all** (85% at school / 81% outside)	(▲ 1%)	**91%** play **sport at all** (84% at school / 84% outside)	(▼ 2%)
	50% play **football** as their top sport **at school**	(▼ 17%)	**62%** play **football** as their top sport **at school**	(=)
	42% play **football** as their top sport **outside school**	(▼ 8%)	**51%** play **football** as their top sport **outside school**	(▲ 4%)
	1.2 hours of sport **at school** per week	(▼ 0.4)	**1.6 hours** of sport **at school** per week	(▼ 0.4)
	1.5 hours of sport **outside of school** per week	(▼ 0.2)	**2.3 hours** of sport **outside of school** per week	(=)
	92% think they are **very / quite healthy**	(▲ 12%)	**84%** think they are **very / quite healthy**	(▼ 3%)
	93% say they are mostly **very / quite happy**	(▲ 3%)	**83%** say they are mostly **very / quite happy**	(▼ 1%)

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Technology

13-16 year olds		17-18 year olds	
95% have a **computer at home**	(▼ 2%)	**97%** have a **computer at home**	(▼ 2%)
93% have their **own computer** at home	(▼ 1%)	**98%** have their **own computer** at home	(▼ 1%)
60% have their own **laptop / netbook** at home	(▼ 5%)	**71%** have their own **laptop / netbook** at home	(▲ 7%)
91% go online on a **mobile phone**	(▼ 2%)	**95%** go online on a **mobile phone**	(=)
92% go online in their **own room**	(=)	**98%** go online in **their own room**	(▲ 2%)
28% say **TikTok** is their favourite website / app	(▲ 3%)	**34%** say **TikTok** is their favourite website / app	(▲ 23%)
4.0 hours online per day	(▼ 0.1)	**4.3 hours** online per day	(▼ 0.4)

YouTube and TikTok

13-16 year olds		17-18 year olds	
51% use **YouTube** every day	(▼ 8%)	**67%** use **YouTube** every day	(▼ 4%)
78% use a **mobile phone** to go on YouTube (users)	(▼ 6%)	**100%** use a **mobile phone** to go on YouTube (users)	(▲ 6%)
1.9 hours on YouTube per day	(▲ 0.1)	**2.3 hours** on YouTube per day	(▲ 0.4)
33% think most things on YouTube are true (users)	(n/a)	**53%** think most things on YouTube are true (users)	(n/a)
69% use **TikTok** every day	(▲ 7%)	**74%** use **TikTok** every day	(▲ 21%)
24% think most things on TikTok are true (users)	(n/a)	**33%** think most things on TikTok are true (users)	(n/a)
2.5 hours on TikTok per day	(▼ 0.1)	**1.9 hours** on TikTok per day	(▼ 0.4)

Gaming

13-16 year olds		17-18 year olds	
74% have access to a **games console** at home	(▼ 6%)	**80%** have access to a **games console** at home	(▲ 6%)
65% have their **own games console** at home	(▼ 3%)	**74%** have their **own games console** at home	(▲ 5%)
28% have a **Playstation 4** at home	(▼ 5%)	**45%** have an **Xbox One** at home	(▲ 15%)
63% used a **mobile phone** to play games last week	(▲ 4%)	**58%** used a **games console** to play games last week	(▲ 5%)
30% played **Minecraft** in the last week	(▼ 4%)	**35%** played **Minecraft** in the last week	(▲ 7%)
2.2 hours gaming per day	(▼ 0.5)	**2.7 hours** gaming per day	(=)

Viewing and listening

13-16 year olds		17-18 year olds	
70% mostly / always watch on **non-TV devices**	(▲ 1%)	**73%** mostly / always watch on **non-TV devices**	(▼ 7%)
34% watched **BBC One** as top channel last week	(▲ 5%)	**52%** watched **BBC One** as top channel last week	(▲ 15%)
41% are currently watching content on **YouTube**	(n/a)	**28%** are currently watching content on **TikTok**	(n/a)
88% YouTube is top on demand provider	(▲ 2%)	**91% Netflix** is top on demand provider	(▲ 9%)
3.5 hours of watching video content per day	(▼ 0.2)	**3.9 hours** of watching video content per day	(▼ 0.1)
6% say **Arctic Monkeys** is their favourite group	(▲ 3%)	**7%** say **Arctic Monkeys** is their favourite group	(▲ 7%)

Mobile phones

13-16 year olds		17-18 year olds	
93% have their **own mobile phone**	(▼ 5%)	**98%** have their **own mobile phone**	(▼ 2%)
2% have no phone but **use someone else's**	(▲ 1%)	**1%** have no phone but **use someone else's**	(▲ 1%)
89% send texts on their mobile phone (users)	(▼ 4%)	**96% go online** on their mobile phone (users)	(=)
72% have access to their phone **at all times** (users)	(▼ 2%)	**70%** have access to their phone **at all times** (users)	(▼ 21%)
61% mostly keep their phone on **silent** (users)	(▼ 12%)	**83%** mostly keep their phone on **silent** (users)	(▲ 15%)
3.9 hours using their mobile phone per day	(▲ 0.1)	**3.9 hours** using their mobile phone per day	(▼ 0.5)

Reading

13-16 year olds		17-18 year olds	
57% ever read **books**	(▼ 3%)	**70%** ever read **books**	(▼ 1%)
11% read books **every day**	(▼ 5%)	**15%** read books **every day**	(▲ 9%)
21% ever read **magazines and comics**	(▼ 7%)	**24%** ever read **magazines and comics**	(▲ 4%)
1% read magazines and comics **every day**	(▼ 12%)	**0%** read magazines and comics **every day**	(=)
0.8 hours reading for pleasure every day	(=)	**0.9 hours** reading for pleasure every day	(▲ 0.2)
0.6 hours reading **online** every day	(▲ 0.1)	**1.3 hours** reading **online** every day	(▲ 0.7)

Money and purchasing

13-16 year olds		17-18 year olds	
59% get **pocket money** or an **allowance**	(▲ 1%)	**43%** get **pocket money** or an **allowance**	(▼ 5%)
23% get money from a paid **job** (or chores)	(▼ 8%)	**63%** get money from a paid **job** (or chores)	(▲ 8%)
£17.70 in regular income in the **last week**	(▼£4.70)	**£53.50** in regular income in the **last week**	(▼£2.30)
87% ever get **ad hoc handouts**	(=)	**79%** ever get **ad hoc handouts**	(▼ 5%)
53% got an ad hoc handout in the **last week**	(=)	**39%** got an ad hoc handout in the **last week**	(▲ 1%)
£19.60 in ad hoc handouts in the **last week**	(▼£9.80)	**£28.20** in ad hoc handouts in the **last week**	(▼£12.80)
54% ever buy **clothes** for themselves	(▼ 1%)	**71%** ever buy **clothes** for themselves	(▲ 2%)

Sport and wellbeing

13-16 year olds		17-18 year olds	
85% play **sport at all** (76% at school / 72% outside)	(▲ 2%)	**65%** play **sport at all** (41% at school / 58% outside)	(▼ 1%)
47% play **football** as their top sport **at school**	(▲ 2%)	**26%** play **football** as their top sport **at school**	(▲ 10%)
36% play **football** as their top sport **outside school**	(▲ 10%)	**26%** play **football** as their top sport **outside school**	(▲ 15%)
1.7 hours of sport **at school** per week	(▲ 0.1)	**0.7 hours** of sport **at school** per week	(▼ 0.1)
2.3 hours of sport **outside of school** per week	(▲ 0.1)	**1.6 hours** of sport **outside of school** per week	(▼ 0.1)
80% think they are **very / quite healthy**	(▲ 3%)	**70%** think they are **very / quite healthy**	(=)
70% say they are mostly **very / quite happy**	(▲ 3%)	**60%** say they are mostly **very / quite happy**	(▼ 2%)

INTRODUCTION

Background to the report

This report looks at children's media consumption and purchasing behaviour, and at aspects of their wider life, presenting data from a sample of over 2500 children aged 5–18 years across the United Kingdom. This is the 29th year that the survey has been conducted, following its introduction in 1994.

The sample is structured to allow analysis within tight age bands, and separately for boys and girls, to reflect the major changes in attitudes and behaviour that occur as children grow. Our target is 100 children per year group answering questions on each topic, with 200 per year group answering for key questions.

Children are interviewed via the CHILDWISE schools panel. Interviews are carried out online in school. A total of 62 schools took part this year.

By conducting research online in school, we gain the benefits of an online format whilst circumventing any sampling issues that might arise because of restricted internet access, or parental concerns about children taking part in commercial online panels.

Fieldwork took place during September to November 2022.

This report

This report presents the data in tabulated and charted format, with commentary on year-on-year changes and gender / age differences, designed to support and inform those working with or marketing to children.

Data is presented in total, and also for girls and boys, and by age.

Trends over time

Survey results from previous years enable us to look at changes across the key indicators over time.

Sample

We interviewed 2802 children and young people aged between 5 and 18 years, i.e. from School Years 1 to 13 (England) or equivalent.

In order to accommodate the volume of data covered in the interview, the sample was split:

- **All children** answered key questions across the main topic areas.
- **Stream A** also answered more detailed questions on TV and video content, TikTok, music, the Royal Family, gaming, money, and purchasing.
- **Stream B** also answered more detailed questions on YouTube, reading, technology, websites and apps, health and wellbeing, mobile phones, and sport and activities.

The sample was drawn from 62 schools and colleges from within the CHILDWISE panel, selected to give a representative mix of demographics

- range of abilities
- urban, suburban and rural
- across England, Wales, Scotland and Northern Ireland
- schools primarily within the state sector

We return to the same core schools year on year, interviewing the same age group: this ensures comparability, but also means that we do not speak to the same pupils, as those interviewed previously will have progressed a school year.

Data was weighted to restore representation by age and gender, using separate weight matrices for the overall sample and for each of the sub-samples.

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The structure of the sample is shown below.

	Total sample	'A' sample	'B' sample
Total sample	2802	1677	1125
Boys	1246	781	465
Girls	1508	865	643
Other gender	48	31	17
Age			
5-6 years	27	-	27
7-8 years	271	81	190
9-10 years	612	434	178
11-12 years	859	552	307
13-14 years	674	402	272
15-16 years	271	150	121
17-18 years	88	58	30

Interview

Interviews were carried out online in school.

Interviews last between 20 and 25 minutes, and focus on children and their media, the child consumer, and children's attitudes and activities.

Each child answers a set of questions that are asked of all children, plus questions from one of two 'streams', the A or B stream.

There is a core set of questions that are asked each year, and which allow data to be tracked. There are also additional questions which are asked periodically, and others which are included because they are topical.

Question areas answered by the whole sample, and by each of the streams, are set out to the right:

Children and their Media	***Stream***
Technology	B
Devices at home / own device / going online	*All*
Websites and Apps	B
YouTube	B
Frequency of use	*All*
Gaming	A
Equipment you can't live without	*All*
Viewing Habits	A
TV hours / device division	*All*
Services and Content	A
Mobile Phones	B
Own mobile	*All*
Music	A
Reading	B

The Child Consumer	***Stream***
Money	A
Pocket money, allowance or job	*All*
Children's Purchasing	A

Children's Attitudes & Activities	***Stream***
Sport and Activities	B
Hours of sport at / outside school	*All*
Health and Wellbeing	B
Health, happiness	*All*
The Royal Family	*A*

Report contents

For each topic, the Monitor Report gives data tables and illustrative charts, plus interpretative commentary focused on year-on-year changes and key gender and age differences.

Topic area and page number for each section are noted at the top of the page. Each section is page numbered, to allow reporting on topics to be individually distributed.

The summary and overview includes overall profiles of children's behaviour within three age groups – 5–7 year olds, 8–12s (tweens), 13–16s (teens), and 17-18s (young adults). This draws together data across the full survey, creating a short sketch for each age level.

A note on ethnicity

Of those who gave details of their ethnicity, 27% are from ethnic minority or mixed race backgrounds:

Asian British, Pakistani, Indian, Bangladeshi, other – 13%

Black African, British, Caribbean, other – 7%

Mixed background – 5%

Other ethnic minority – 2%

67% are **White British**, and a further 6% are from **other White** backgrounds.

A note on gender

From our total sample of 2802 children and young people, 48 (2%) described their gender in their own words, from 'not sure yet', through to 'bi-gender', 'genderfluid', 'genderless', 'transgender', and 'non-binary'. The term non-binary can function as an umbrella term for many gender identities that don't fit into the gender binary of male and female, and on this page we will use non-binary in this way to bring together and describe this group of children.

Whilst our sample of non-binary children is too small to include within the main report, below we take a look at some notable differences and nuances of this sample.

54% of non-binary children say they are not happy most of the time, whilst 72% often feel they need to be perfect, and 63% often feel worried or anxious

To note - Our sample of non-binary young people is slightly older than the main sample, with no 5-6 year olds describing themselves as non-binary (the main age group of those describing themselves as non-binary is 11 to 15 year olds). Comparisons made below are between non-binary children and young people aged 7 to 18, and boys and girls aged 7 to 18.

The main differences between our non-binary sample and boys / girls relate to their **health and wellbeing**, and the **way they are feeling**, rather than the media they access, how they spend their money, and the activities they do.

Non-binary children are far less likely to say they feel **healthy** than boys or girls. Just over half (51%) say they are healthy at all, compared to around four in five boys (80%) or girls (81%). More worryingly, 46% of non-binary children say they are not healthy, compared to only one in six boys (17%) or one in seven girls (14%).

They are also far less likely to say they are **happy** most of the time compared to boys and girls. Only two in five (41%) say they are happy at all, compared to four in five boys (79%) and seven in ten girls (71%). More than half of non-binary children say they are not happy most of the time (54%), compared to only 17% of boys, or one in four girls (24%).

When thinking about the future, non-binary children are far more likely than boys and girls to say they feel **worried** (59%, vs. 16% of boys / 32% of girls), **anxious** (47%, vs. 21%/40%), **uncertain** (46%, vs. 26%/32%) or **sad** (26%, vs. 8%/13%), and less likely to be **hopeful** (23%, vs. 31%/36%), **excited** (16%, vs. 38%/37%) or **positive** (5%, vs. 39%/31%).

Amongst 9-18 year olds, non-binary children are much more likely than boys and girls to say they often **feel they need to be perfect** (72%, vs. 20% of boys / 33% of girls), **feel worried or anxious** (63%, vs. 18%/40%), **fear that they are not good enough** (63%, vs. 20%/34%), **fear the way they look holds them back** (63%, vs. 14%/21%), **feel lonely** (59%, vs. 12%/25%), **fear they don't look good enough** (57%, vs. 15%/32%), **stress about school / college work** (57%, vs. 28%/44%), or **compare themselves to celebrities** (42%, vs. 8%/14%).

However, there are a few areas where non-binary children's **media habits**, **spending habits**, and **social habits** differ from those of boys and girls.

Non-binary children are less likely than boys and girls to have their **own computer** (81% vs. 90% of boys and girls).

Non-binary children spend around 4.3 **hours online** a day, compared to 3.8 hours for boys and 3.4 hours for girls.

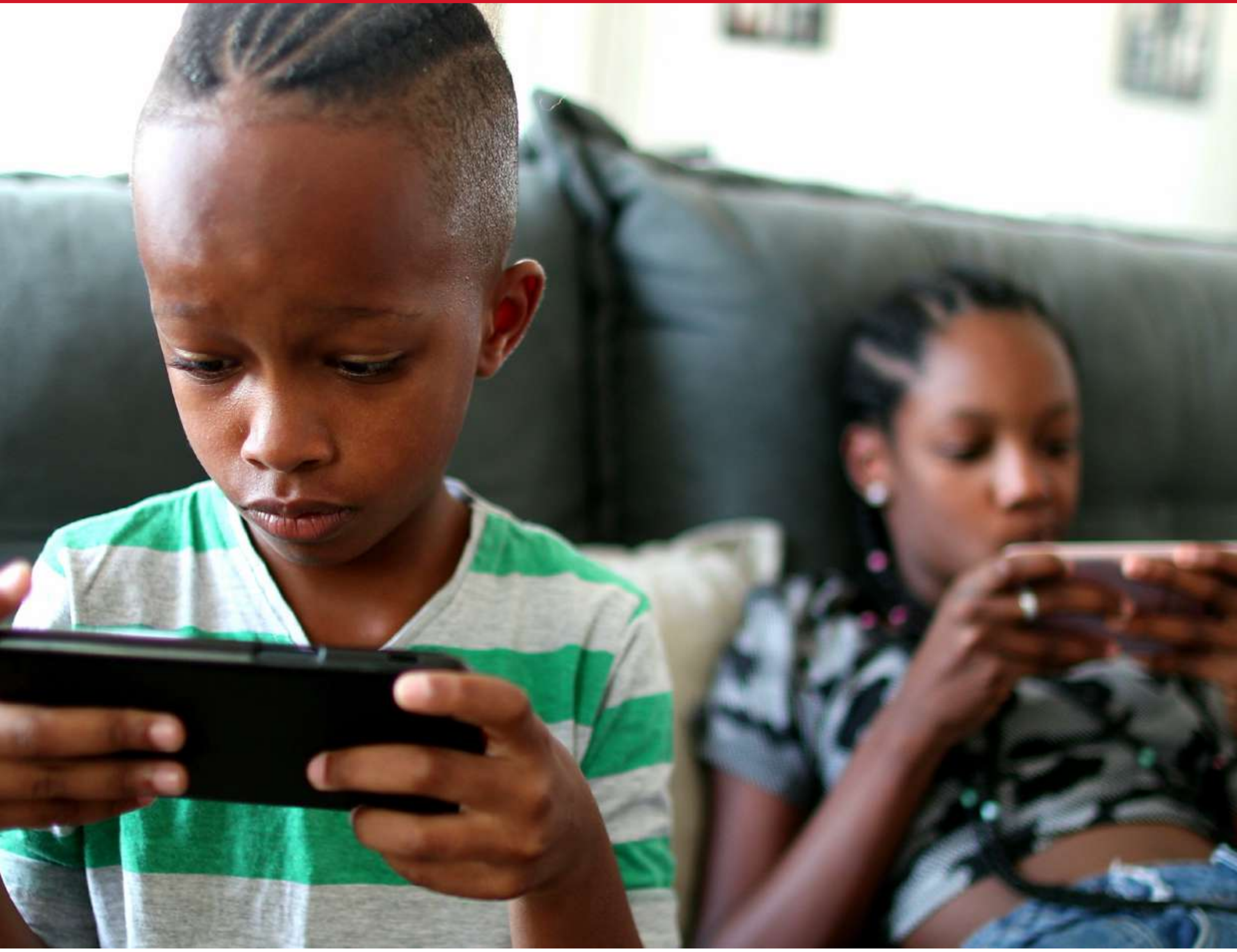
Only 55% of non-binary children do sport at school, and only 52% do any sport outside of school

Despite being more likely than boys and girls to get **pocket money** at all (58%, vs. 43%/47%), non-binary children receive less in **income** per week (£12.20 on average, vs. £19.60/£17.40).

Non-binary children are much less likely than boys and girls to do **sport** at all (66% vs. 86%/85%), either at school (55% vs. 75%/75%) or outside school (52% vs. 78%/74%).

CHILDWISE

CHILDREN AND THEIR MEDIA



THE MONITOR REPORT 2023 CHILDREN AND THEIR MEDIA

LONDON BOROUGH OF BARNET

CHILDWISE

SECTION

1

TECHNOLOGY

This section looks at children's ownership of computers and technology, and their methods for going online

SUMMARY OF KEY DATA

COMPUTERS:

Have a computer at home	94%
Have their own computer	86%
Have their own tablet	59%
Have their own laptop / netbook	43%
Have their own smart speaker	35%
Have their own desktop computer	23%

Base: All aged 5-18

INTERNET ACCESS:

Via mobile phone	75%
Via games console	39%
Via tablet / iPad	39%
Via television	36%
Via laptop / netbook	35%
Via desktop computer	21%

Base: All aged 7-18

LOCATION OF INTERNET ACCESS:

Access the internet	95%
Access the internet at home	92%
Have internet access in their room	83%
Access the internet out and about	52%

Base: All aged 7-18

TIME SPENT ONLINE:

Hours a day on average	3.6

Base: All aged 7-18

7-10s hours a day on average	2.8

Base: All aged 7-10

11-16s hours a day on average	3.9

Base: All aged 11-16

17-18s hours a day on average	4.3

Base: All aged 17-18

Base: All aged 5-18 (11.5m—unwtd 2802) / All aged 7-18 (9.9m—unwtd 2775 / 1098) / All aged 7-10 (3.3m—unwtd 368) / All aged 11-16 (5.0m—unwtd 700) / All aged 17-18 (1.6m—unwtd 30)

1 TECHNOLOGY

Children and young people were asked about the devices they have access to at home, which of these they own, devices they use to get online, where they do this, and how long they spend online per day.

1.1 Devices at home (see page 4)

Almost all 5-18 year olds have access to some sort of computer device at home (94%), varying little across the age range or by gender, at an overall level.

Three in four have access to a **tablet device** (74%), two in three a **laptop or netbook** (67%, down from 71% last year), more than half a **smart speaker** (56%), and half can access a **desktop computer** (51%, up from 46% a year ago).

Access to all of these devices is high amongst 5-6 year olds (100% say they have access to at least one of these), dropping back amongst 7-8s, but rising again with age (97% of 17-18s have access).

Girls remain more likely than boys to have access at home to tablets, laptops or smart speakers, but access to desktop computers is equal by gender this year.

1.2 Own devices (see page 5)

More than four in five 5-18 year olds have their own computer device (86%), increasing with age, but with no overall difference between girls and boys.

Three in five have their own **tablet device** at home (59%), two in five have their own **laptop or netbook** (43%), one in three have their own **smart speaker** (35%), and one in four have their own **desktop computer** (23%).

Personal ownership of tablet devices is the same for the youngest and oldest children. Two in three 5-6 year olds have their own device (57%), rising to 64% of 9-10 year olds, before returning back to 57% of 17-18s. Ownership of the other devices tends to increase with age, especially for laptops / netbooks (13% of 5-6 year olds rising to 71% of 17-18s).

Girls remain more likely than boys to have access to their own tablet device (62% vs. 56% of boys), and are now marginally more likely to have their own laptop or netbook (44% vs. 42% of boys). This year boys are marginally more likely to own a smart speaker (36% vs. 33% of girls), and they remain twice more likely than girls to have their own desktop computer (30% vs. 14% of girls).

1.3 Devices used to access the internet (see page 6)

Three in four 7-18 year olds access the internet on their **mobile phone** (75%), rising by age (along with ownership), and with girls (77%) remaining marginally more likely than boys (73%) to access in this way.

Two in five access on their **games console** (39%), peaking among 44% of 11-12 year olds (as last year), and with boys remaining much more likely than girls to access this way (56% vs. 22% of girls).

A further two in five access via a **tablet device** (39%), varied across the age range but highest for nearly half (47%) of 9-10 year olds (as last year), with girls (44%) remaining more likely than boys (36%) to access this way.

One in three (36%) access via a smart **television**, peaking among more than two in five 9-12 year olds (44%), the same cohort as last year. This year girls (37%) are marginally more likely than boys (34%) to access via a television.

A further one in three access via a **laptop or netbook** (35%, down from 42% a year ago). Laptop access increases with age (from 18% of 7-8s to 44% of 17-18s), and girls remain more likely than boys to access in this way (39% vs. 30% of boys).

One in five (21%) access the internet via a **desktop computer**, increasing with age from one in nine 7-8 year olds (11%), up to one in four teenagers (26% of 13-18s). Boys remain twice more likely than girls to access via a desktop (27% vs, 14% of girls).

Only 7% use an **iPod Touch** or similar device to access the internet, highest for 17% of 7-8s but dropping right back by age, and no difference by gender.

An **e-book reader** is used by just 4% to get online, varied across the age range with girls marginally more likely than boys to access like this (5% vs. 3% of boys).

1.4 Location of internet access (see page 7)

More than four in five 7-18 year olds go online **in their own room** (83%), rising from two in three 7-8 year olds (63%) up to practically all 17-18s (98%), with boys and girls remaining more or less equally likely to go online in their room.

Two in three go online **elsewhere at home** (66%), such as in a family area. The proportion doing this is fairly steady across the age range, and this year boys and girls are equally likely to do this.

Half (52%), boys and girls alike, go online **when they are out and about**, such as on their mobile phone. The proportion doing this rises with age (in line with mobile ownership), from one in five 7-8s (18%) up to four in five 17-18s (81%).

1.5 Time online per day (see page 8)

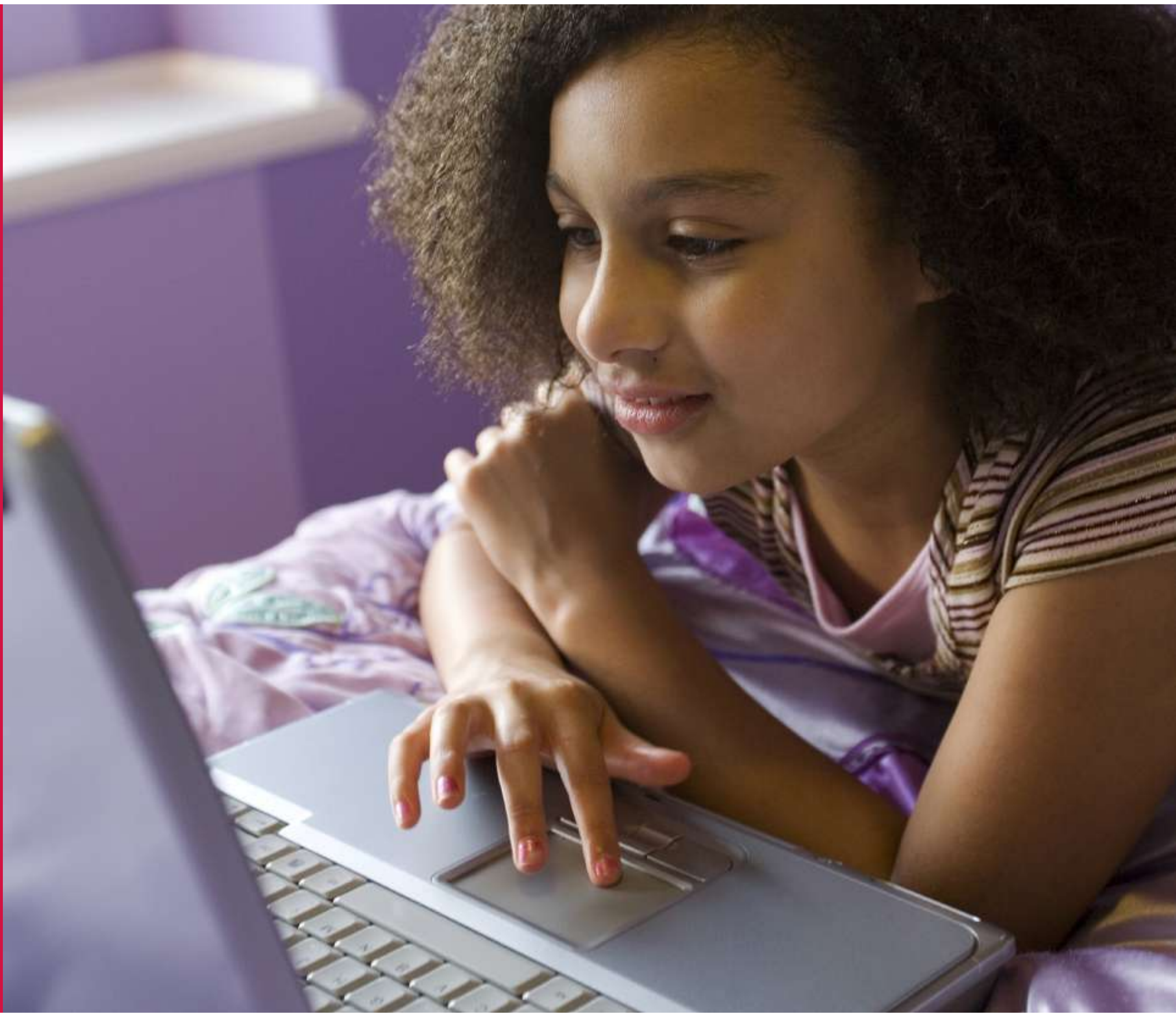
Children and young people aged 7-18 spend an average of **3.6 hours a day online** (approximately 216 minutes), only a marginal increase from last year (3.5 hours), but down from 3.9 hours in 2020 when most young people were doing their schoolwork online.

Time online increases from around three hours a day for 7-10 year olds (2.8 hours), up to four hours for 11-16 year olds (3.9 hours), and to nearly four and a half hours among 17-18 year olds (4.3 hours on average).

Boys (3.8 hours) remain more intense online users than girls (3.4 hours) across the age range, with one in five boys claiming to go online for more than six hours a day (21% vs. 15% of girls).

Girls are more likely than boys to access the internet on their **mobile phone**, **tablet**, **laptop** or **television**.

Boys are more likely than girls to use a **games console** or a **desktop computer** to get online.



CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Tablet device	74	-	74	75	71	78	97	60	69	74	72	66	81
Laptop or netbook	67	▼	71	70	63	70	52	46	56	76	76	75	87
Smart speaker	56	-	55	56	53	58	57	28	45	65	68	60	68
Desktop computer	51	▲	46	46	50	51	55	32	40	54	57	53	66
Any of these	94	-	95	96	93	94	100	84	90	96	95	95	97
None of these	6	-	5	4	7	6	0	16	10	4	5	5	3
Don't know	5	-	4	3	5	5	0	13	8	3	4	4	3

TABLE 1.1
Devices at home

BASE
All aged 5-18
(11.5m—
unwtd 2802)

Almost all 5-18 year olds have access to some sort of computer device at home (94%), varying little across the age range or by gender, at an overall level.

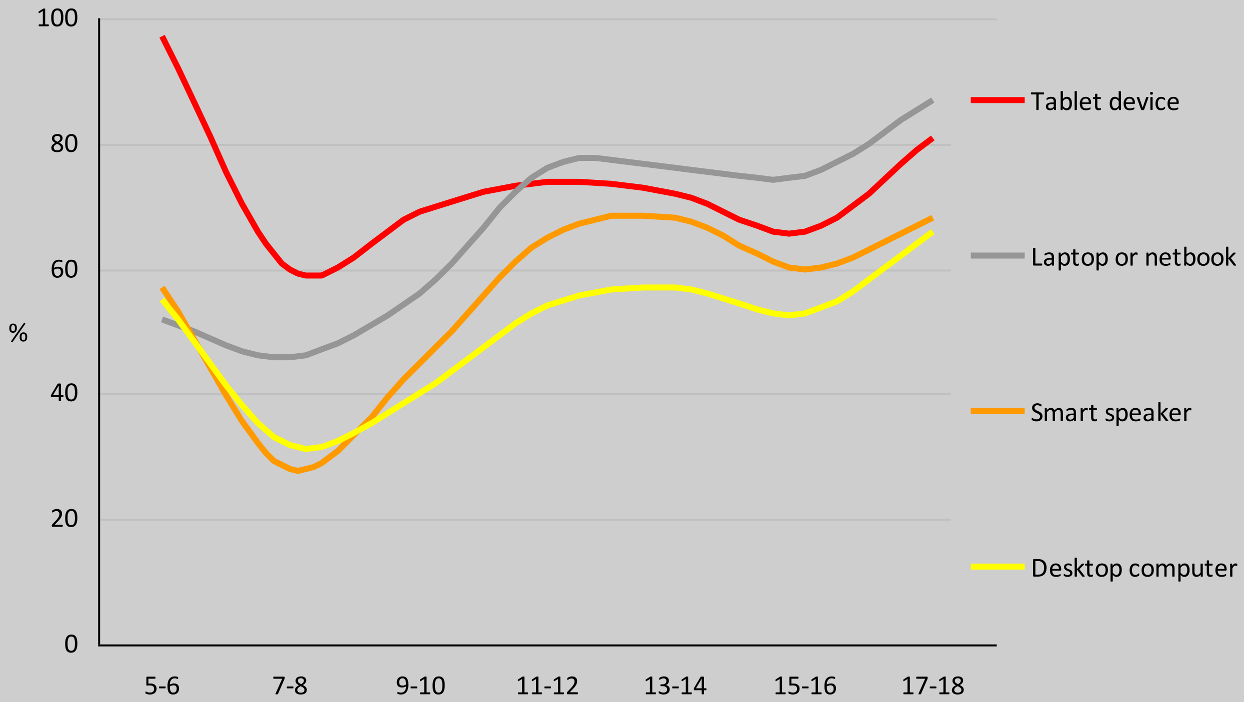


CHART 1.1
Devices at home

BASE
All aged 5-18
(11.5m—
unwtd 2802)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Tablet device	59	-	58	61	56	62	57	61	64	62	57	53	57
Laptop or netbook	43	-	45	45	42	44	13	27	31	44	57	63	71
Smart speaker	35	-	35	35	36	33	6	18	27	50	51	45	44
Desktop computer	23	-	22	22	30	14	3	15	21	26	32	34	26
Any of these	86	-	87	88	85	86	60	82	84	89	92	94	98
None of these	14	-	13	12	15	14	40	18	16	11	8	6	2
Don't know	5	-	5	6	5	5	0	11	8	6	5	1	1

TABLE 1.2 Own devices at home

BASE All aged 5-18 (11.5m—unwtd 2802)

More than four in five 5-18 year olds have their own computer device (86%), increasing with age, but with no overall difference between girls and boys.

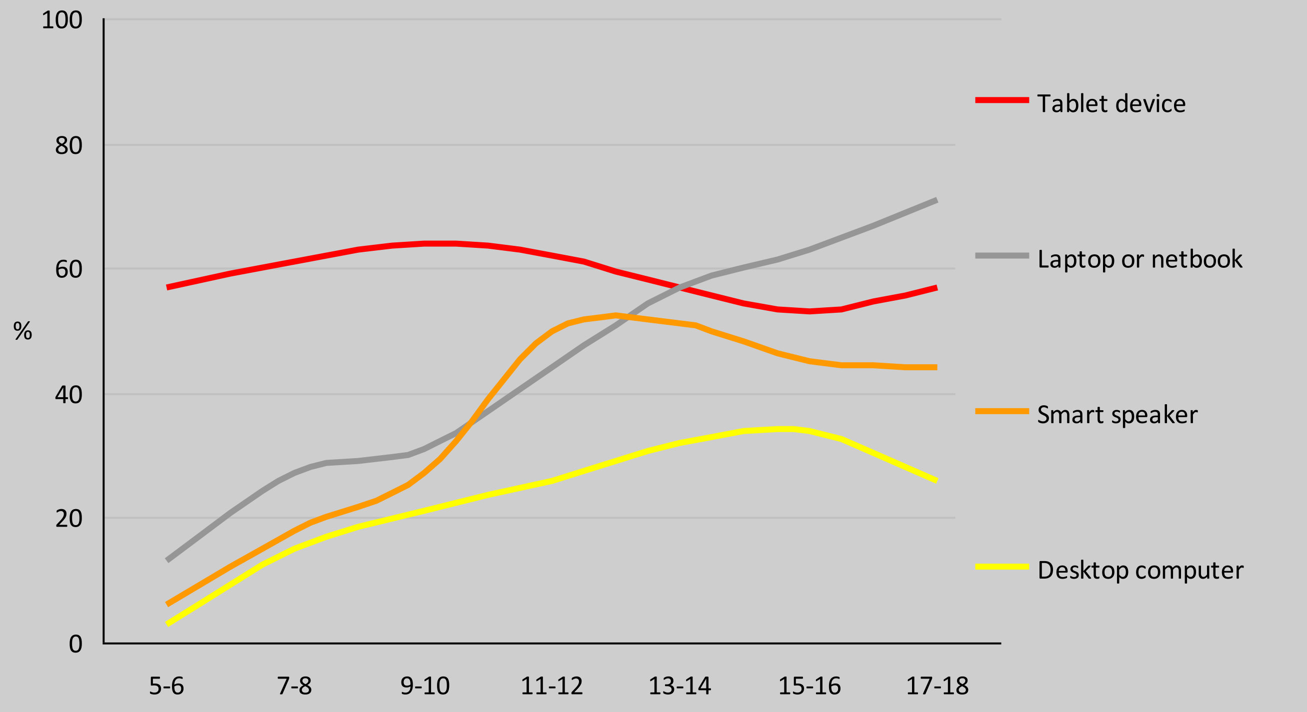


CHART 1.2 Own devices at home

BASE All aged 5-18 (11.5m—unwtd 2802)

TABLE 1.3 Devices used to go online

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Mobile phone	75	-	76	76	73	77	-	36	54	84	90	91	95
Games console	39	-	41	42	56	22	-	32	42	44	42	37	40
Tablet device	39	-	39	40	36	44	-	43	47	43	33	26	42
Television	36	-	38	36	34	37	-	33	44	43	38	28	26
Laptop or netbook	35	▼	42	42	30	39	-	18	27	38	42	40	44
Desktop computer	21	-	23	21	27	14	-	11	16	21	26	25	27
iPod Touch	7	-	8	9	7	7	-	17	11	6	4	3	1
E-book reader	4	-	3	4	3	5	-	4	4	3	4	3	6
None of these	1	-	1	1	1	0	-	2	2	0	0	1	0
Don't know	2	-	2	1	2	2	-	6	2	2	1	0	2

BASE
All aged 7-18 (9.9m—unwtd 2775)

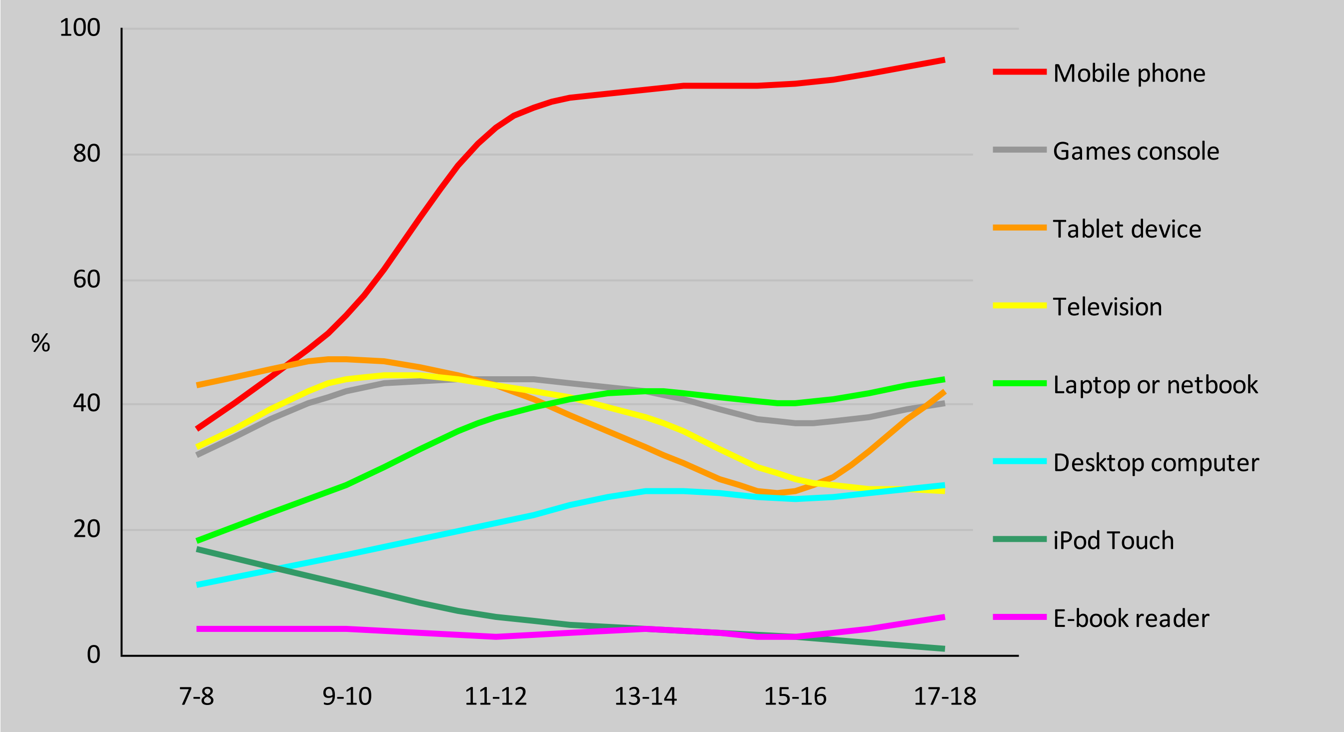


CHART 1.3 Devices used to go online

BASE
All aged 7-18 (9.9m—unwtd 2775)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
At home in their own room	83	-	84	85	82	84	-	63	71	83	89	84	98
Elsewhere at home	66	-	67	65	66	66	-	43	59	71	72	71	79
When out and about	52	-	50	46	52	51	-	18	28	56	62	70	81
Somewhere else	11	-	9	8	11	10	-	10	11	14	10	8	10
Never do this	2	-	1	0	2	1	-	6	2	1	1	1	0
Don't know	3	-	2	3	2	3	-	6	6	3	2	0	0

TABLE 1.4
Location of internet access

BASE
All aged 7-18 (9.9m—unwtd 2775)

More than four in five go online in their own room (83%)

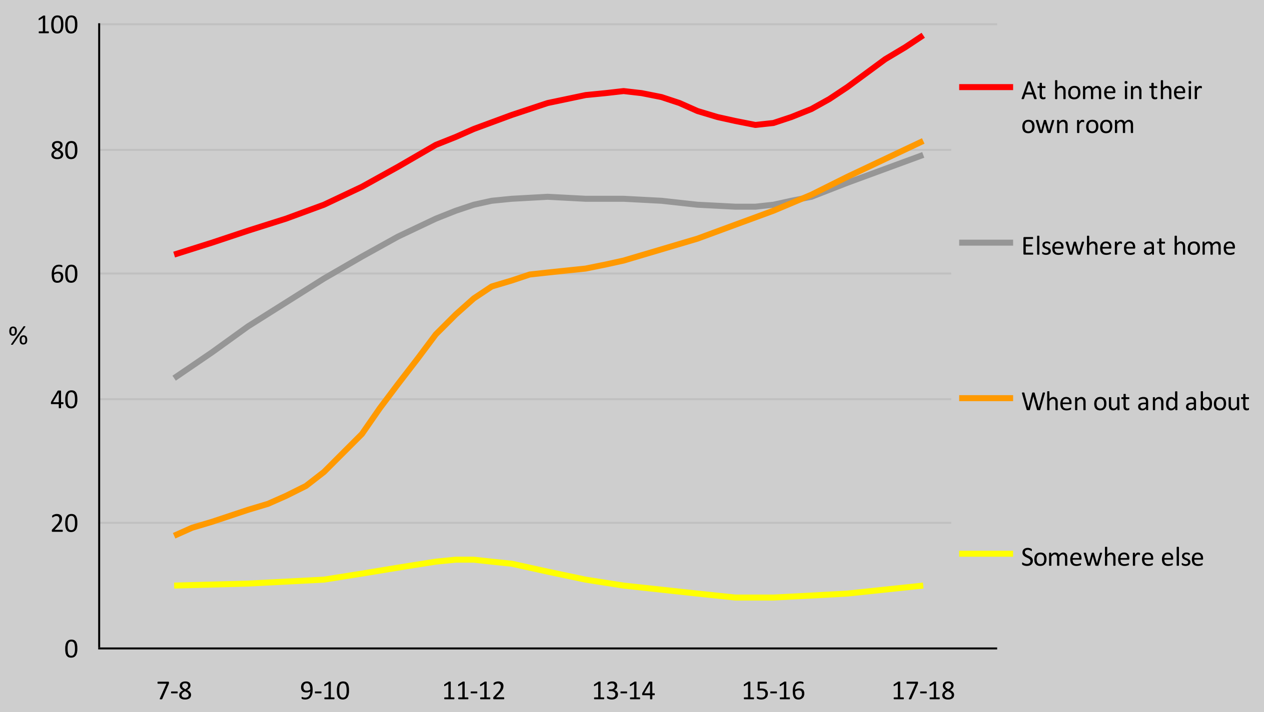


CHART 1.4
Location of internet access

BASE
All aged 7-18 (9.9m—unwtd 2775)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE HOURS PER DAY	3.6	-	3.5	3.9	3.8	3.4	-	2.8	2.8	3.8	4.1	3.9	4.3
Less than an hour	8	-	9	8	8	8	-	14	16	5	4	6	3
About 1 hour	9	-	10	8	9	9	-	17	16	8	5	7	0
About 2 hours	12	-	12	13	12	12	-	12	17	12	12	12	7
About 3 hours	14	-	12	11	13	15	-	7	16	14	13	16	17
About 4 hours	12	-	13	15	10	14	-	9	9	17	9	14	12
About 5 hours	11	-	11	9	12	10	-	7	5	7	13	10	22
About 6 hours	9	-	7	9	10	8	-	5	4	8	12	8	17
More than 6 hours	18	-	18	23	21	15	-	15	12	22	24	22	15
Don't know	8	-	6	6	6	9	-	13	5	6	8	6	7

TABLE 1.5
Time spent online per day

BASE
All aged 7-18 (9.9m—unwtd 1098)

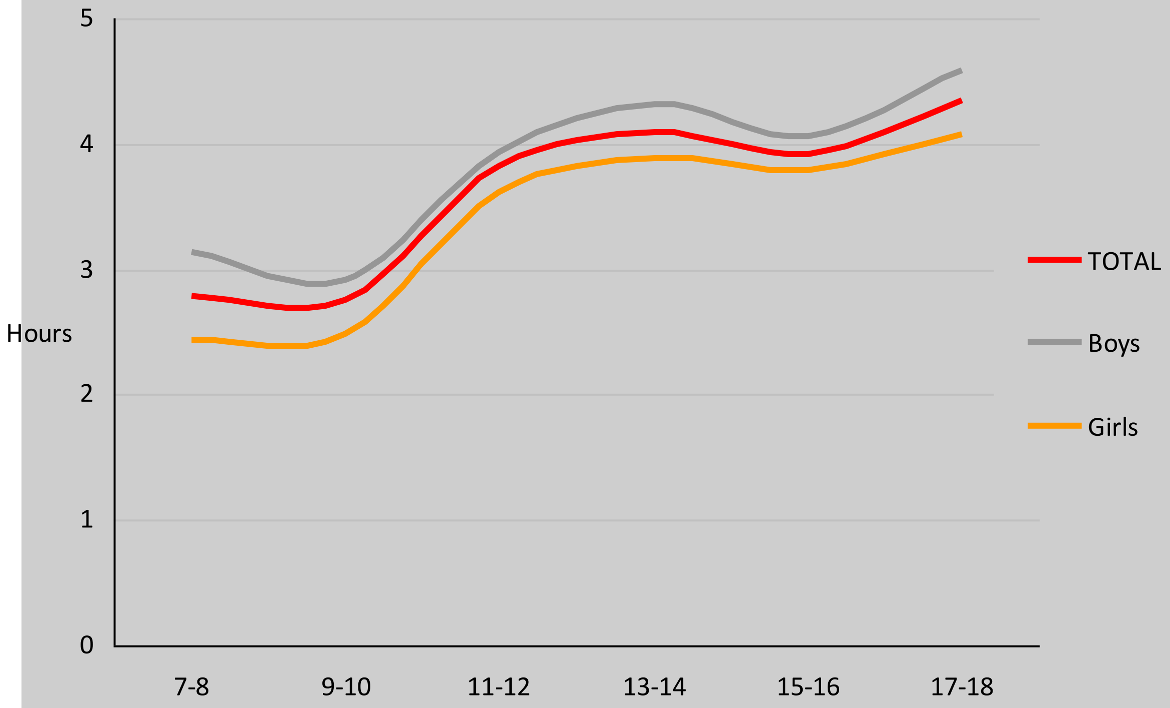


CHART 1.5
Time spent online per day

BASE
All aged 7-18 (9.9m—unwtd 1098)

SECTION

2

WEBSITES AND APPS

This section looks at children's use of websites and apps, their favourites, and their use of TikTok

SUMMARY OF KEY DATA

TOP FAVOURITE APPS / WEBSITES:

TikTok	23%
YouTube	21%
Snapchat	11%
Roblox	10%
Instagram	4%
Netflix	3%
Fortnite	3%
Minecraft	2%
Google	2%
FIFA	1%

Base: All aged 7-18

TOP LISTED APPS / WEBSITES USED:

YouTube	87%
Netflix	77%
TikTok	62%
Whatsapp	62%
Snapchat	59%
Instagram	47%
FaceTime	41%
YouTube Shorts	39%
Discord	27%
Facebook	25%

Base: All aged 7-18

FREQUENCY OF USING TIKTOK:

Every day	43%
More than once a week	7%
Once a week or less often	6%
Never	40%

Base: All aged 5-18

AGREEMENT WITH STATEMENTS ABOUT TIKTOK

I don't have to think about what to watch on TikTok, it just recommends for me	79%
I love how well TikTok understands me and my interests	67%
I would like TikTok more if it didn't have so many adverts	51%
I like to search for things to watch on TikTok	48%
I like to watch longer videos (more than a minute long) on TikTok	40%
I don't like how much TikTok seems to know about me and what I want to watch	32%
I think that most things I watch on TikTok are true, and not fake	26%

Base: All using TikTok aged 9-18

Base: All aged 5-18 (11.5m—unwtd 2802) / All aged 7-18 (9.9m—unwtd 1098) / All using TikTok aged 7-18 (6.2m—unwtd 1009) / All using TikTok aged 9-18 (5.8m—unwtd 984)

2 WEBSITES AND APPS

Children were asked what their favourite websites and apps are, which websites and apps they usually use, plus their frequency of TikTok use, and the time spent using TikTok. This year we also introduced attitude statements to see how children feel about TikTok, and Favourite TikTok / TikTok account is included from our Playground Buzz report.

2.1 Favourite websites and apps by type

(see pages 6-7)

Overall, four in five 7-18s could name a favourite website (82%), a similar proportion as seen in previous years. Boys (85%) remain marginally more likely than girls (80%) to be able to name one, but there is only minor variation in this across the age range this year.

Video sites (such as TikTok or YouTube) remain the most common type of favourite site, with two in five naming one (42%, as last year). Girls (44%) remain marginally more likely than boys (40%) to name one, and their popularity peaks at around half of 11-14s (48%), and again among more than half of 17-18s (54%).

Social networking sites (such as Snapchat or Instagram) are top favourites for one in six 17–18s (16%), up from one in ten (10%) a year ago. This year boys and girls are equally likely to favour one of these, and interest increases rapidly up to around three in ten 13-16s (29%) before falling back for 17-18s.

Social gaming sites and apps (such as Roblox and Minecraft) are favourite for one in eight (12%), boys and girls alike, but once again are really only popular among three in ten 7-10 year olds (28%) before rapidly declining for older children.

Games (such as Fortnite and FIFA) are popular for one in nine young people (11%), with boys (15%) remaining much more interested in these than girls are (6%). As with social gaming, these are only top favourites for the youngest children, highest for one in five 7-10s (20%), and declining gradually to just 3% of 17-18s.

Film and TV sites (such as Netflix and BBC iPlayer) are favourites for one in twenty (5%), down from 8% a year ago. Unlike last year, girls (7%) are far more likely than boys (2%) to favourite these, and their popularity varies across the age range.

Information and educational sites (such as revision sites) and **search engines** (such as Google) are named favourites for 2%, with little difference by gender, and tending to be more popular for younger children.

1% favour websites from categories such as **sports**, **instant messaging** (older girls), **shopping** (older boys), and **music**.

2.2 Favourite websites and apps

(see pages 8-9)

The top favourite website or app for 7-18s this year is **TikTok**, with one in four choosing this (23%), up from one in five last year (20%), and unseating YouTube from its long held number one spot. Girls (32%) remain twice more likely than boys (15%) to choose TikTok as their favourite, and interest increases with age, peaking for one in three 13-14s and 17-18s (both 34%).

YouTube drops into second place this year, with one in five choosing it (21%), down from one in four (25%) a year ago. Boys (26%) are once again much more likely than girls (16%) to choose YouTube, and interest varies by age, but remains highest for 9-10year olds (30%) and lowest for 15-16s (13%).

Social network **Snapchat** is in third position this year, with one in nine choosing it as their favourite (11%). Girls (13%) remain more likely than boys (10%) to mention it but the gap has closed year on year. Interest peaks for one in four 13 -14 year olds (25%).

Social game **Roblox** remains a favourite for one in ten young people (10%), with girls (12%) remaining marginally more interested than boys (9%). The game remains really only of key interest to one in four 7-10 year olds (26%) and few past this age choose it as a favourite.

Instagram almost halves in popularity, dropping from 7% down to 4% this year. Last year girls were much more interested than boys in Instagram, but this year there is little difference by gender, causing the year on year fall. Interest is mainly from age 13 upwards (6%).

The proportion choosing **Netflix** also halves year on year (3% down from 6% last year). This year girls (6%) are far more likely to mention this than boys are (1%), whereas last year there was no difference by gender. Interest varies by age.

Fortnite is popular for 3% overall, with boys (4%) still much more interested than girls are (1%). It is popular mainly for 7% of 7-10 year olds.

Minecraft is name by 2% (mainly young boys), as is **Google** (younger children).

1% name **FIFA** (exclusively boys), **Disney+** (7-14s), **Whatsapp** (9-14s), **Facebook** (older boys), **Pinterest** (older girls), games **Genshin Impact** (older girls), and **Clash of Clans** (older boys), **Twitter**, **Spotify** and **Discord** (all older boys).

2.3 Use of listed websites and apps

(see pages 10-11)

Children aged 7-18 were prompted with a list of websites and apps, and were asked which they normally use. This was asked after favourite website (which is unprompted), to avoid influencing response.

This year we added YouTube and Netflix to the list, broadening the list from only social networking sites and apps. Unsurprisingly, **YouTube** came out top, with almost nine in ten (87%) saying they usually use it. Boys (89%) are slightly more likely to use than girls (85%), and use fluctuates little with age, peaking at nine in ten 13-14s and 17-18s.

Three in four say they usually use **Netflix** (77%), higher among girls (81%) than boys (73%), rising with age, peaking at almost nine in ten 17-18s (87%), especially girls this age (92%).

TikTok is used by three in five 7-18s (62%), favoured slightly by girls (65% vs. 59% of boys), and rising sharply with age from more than a third of 9-10s (37%) to two thirds of 11-12s (64%), to eight in ten 17-18s (80%). Use peaks among 15-18 year old girls (84%).

Whatsapp is used by a further three in five (62%), marginally favoured by girls (64% vs. 59% of boys), and rising with age, peaking at three in five 11-14s.

Three in five use **Snapchat** (59%), increasing from half last year (52%), and only one of six apps to show growth this year. Use is equal among boys and girls, but rises steadily with age, from a quarter of 7-8s (27%) to a third of 9-10s (34%), half of 11-12s (54%), three in four 13-16s (75%) and nine in ten 17-18s (90%).

Instagram is normally used by around half of 7-18s (47%), girls and boys alike, and rising sharply with age, peaking among 17-18s. Use rises slightly from last year. Two in five use **FaceTime** (41%), higher among girls and peaking among 13-14s, and **YouTube Shorts** (new this year), higher among boys and peaking among 7-10s.

Around one in four use **Discord** (boys, especially 17-18s), **Facebook** (especially 17-18s, boys and girls alike) and **Pinterest** (five times higher among girls, especially 15-18s), with use of both Facebook and Pinterest increasing from one in five last year.

One in five use **Twitter** (twice as many boys than girls, especially 17-18s), **Messenger** (especially boys and girls age 15-18) with use up slightly since last year, **BeReal** (mainly 13+, peaking among girls age 17-18), **Instagram Reels** (boys and girls, especially 15-18s),and **Twitch** (three times as many boys than girls, peaking among 13-16s, and with use up from last year).

One in seven use **Zoom** (highest among 7-10s, and with use down from one in five last year as reliance on the app lessens in the absence of Covid lockdowns) while one in eight use **Reddit** (three times as many boys than girls, peaking among 13-18s).

6% use storytelling app **Episode** (was 5%), mostly girls rising with age, 5% use **Skype** (was 7%), especially girls age 9-10, 3% use **PopJam**, the safe creative community for kids (was 2%), mostly girls age 7-10, and 2% use video app **VSCO** (was 2%), peaking among girls age 17-18.

98% of children use any of the above websites or apps, and on average children use 7 of the listed websites and apps.

2.4 Frequency of using TikTok (see page 12)

Just under three in five 5-18s use TikTok at all (56%), including two in five who use TikTok on a daily basis (43%). Overall usage has declined since last year (then 60%).

Girls and boys are now more or less equally likely to use TikTok, while last year girls clearly led the way, and use rises with age from just a minority of 5-10s to over half of 11-12s, four in five 13-16s, and nine in ten 17-18s.

While girls are still more likely than boys to be daily users (46% vs. 40%), the gender gap has closed considerably since last year when only one in three boys used everyday (35%) compared to half of girls (51%). Only a minority of 5-12s use everyday, rising to two thirds of 13-14s and three in four 17-18s.

Two in five never use TikTok (40%), with boys (42%) marginally more likely than girls (39%) to say this, and decreasing with age—80% of 5-6s never use compared to 12% of 17-18s.

2.5 Time spent using TikTok (see page 13)

Children aged 7-18 use TikTok for over two hours per day on average (2.2 hours), down from 2.6 hours last year. In comparison, children spend an average of 2.1 hours on YouTube this year. When looking at TikTok users specifically, the average time spent rises to 2.3 hours (2.7 last year).

One in four children use TikTok for an hour or less per day (24%), up from 20% last year (45% spend this long on YouTube). One in seven use TikTok for two hours a day (14%, 19% on YouTube), 8% use for three hours a day (11% on YouTube), and one in seven are heavy users (13%), spending four hours or more on TikTok per day (15% do this on YouTube), including 6% who claim they spend six hours or more on the service (8% do this on YouTube).

Girls continue to spend more time on TikTok than boys, clocking up 2.5 hours compared to 2.0 hours among boys. Among girls, use peaks at 2.8 hours among 13-16s and then drops back among 17-18s (2.3).

On average, time spent on TikTok rises from under two hours among 7-8s (1.7), steadies at around two hours among 9-12s (2.2), peaks among 13-16s (2.5), and drops back to 1.9 hours among 17-18s.

2.6 Favourite TikTokers (see page 14 for an excerpt from the CHILDWISE Playground Buzz)

For the CHILDWISE Playground Buzz report Autumn 2022, children aged 7-16 who say they use TikTok were asked about their favourite TikTokers and TikTok accounts. Half of children were able to name a favourite TikTok account (51%), similar to last year's 47% when this question was asked of all children (users and non-users).

Three out of the top ten TikTokers named a favourite this year were also in last year's top ten, with three new British entries (two vlog / storytime channels, one musician), three American TikTokers / YouTubers, and a British collective known for their YouTube channel.

Boys age 7-10 are most likely to have a favourite (64%), with the oldest girls the least likely (45%). Only one TikToker is named by more than 10% of children (**Charli D'Amelio** at 15% of girls age 7-10).

Girls age 7-10 have the greatest number of favourites with 2% of mentions or more, including mentions of their *friends,* while children in all age and gender categories mention themselves or *me* as a favourite, peaking among 7% of girls age 11-16, indicating they may be the group most likely to have their own account which they post videos to.

2.7 Attitudes towards TikTok (see pages 15-16)

I don't have to think about what to watch on TikTok, it just recommends for me

Four in five children (79%) aged 9-18 agree that they don't have to think about what to watch on TikTok because the app recommends content for them. Equal proportions strongly agree (40%) and agree (39%) with this statement, but there is a gender difference, with boys more likely to strongly agree than girls (44% vs. 36%). Meanwhile, strong agreement increases with age, doubling from 25% of 9-10s to 50% of 17-18s. Just 10% disagree at all, peaking among 9-10s (19%). Strong disagreement stands at 3%, highest among boys (4%). In comparison, three in five (57%) 9-18s agree with this statement about YouTube, indicating that children may be more likely to rely on the algorithm to recommend them content on TikTok than on YouTube.

I love how well TikTok understands me and my interests

Two thirds of 9-18s (67%) agree that they love how well TikTok understands them and their interests, including one in four that agree strongly (25%) and two in five that agree (42%). Girls are more likely than boys to agree with this statement at all (70% vs. 63%), although boys are marginally more likely to agree strongly (27% vs. 23%). Agreement at all tends to rise with age, although it peaks among 13-14s and drops among 15-18s, while strong agreement remains steady with age. One in five disagree at all (19%), with disagreement (15%) and strong disagreement (4%) steady with age. In comparison, three in five (61%) 9-18s agree with this statement about YouTube, suggesting that perhaps children feel TikTok better understands them and their interests, or that they are more comfortable with TikTok's algorithm reading their interests and anticipating their needs.

I would like TikTok more if it didn't have so many adverts

Half of 9-18s (51%) agree that they would like TikTok more if it didn't have so many adverts, including 25% that strongly agree and 26% that agree. There is little to no difference by gender or age, with the strength of agreement also stable. One in three disagree at all (32%), rising slightly with age, and including one in eleven who strongly disagree, with boys almost twice as likely to strongly disagree than girls (12% vs. 7%) and fluctuating with age. In comparison, more than four in five (85%) children agree that they would like YouTube more with fewer adverts, including 59% who strongly agree. Adverts tends to be more intrusive on YouTube with pre-roll, and mid-roll adverts, while those on TikTok don't tend to disrupt in the middle of content but instead run between user content on the For You Page (in-feed ads), when first opening the app (top-view ads, brand takeover ads), and then of course all manner of sponsored videos masquerading as user content. It may be that TikTok adverts are better targeted and more relevant, since the algorithm appears to know users so well.

I like to search for things to watch on TikTok

Half of children aged 9-18 (48%) agree that they like to search for things on TikTok, including 16% who strongly agree and a third who agree (32%). Girls are slightly more likely than boys to agree with this statement, and agreement tends to decline with age, meaning girls are perhaps more likely than boys to self-direct what videos they watch, while younger children are more proactive in searching for content than older children who more passively allow the app to direct their consumption. Two in five disagree at all, including one in four that disagree (25%), and one in seven that strongly disagree (14%), with both rising with age and boys more than girls. In comparison, three in four (73%) 9-18s agree that they like to search for things on YouTube, suggesting that children are more likely to self-direct the content they consume on YouTube than TikTok, allowing instead the algorithm-driven For You Page that TikTok is so well known for to choose for them.

I like to watch longer videos (more than a minute long) on TikTok

Two in five (40%) 9-18s agree that they like to watch longer videos on TikTok, with just one in ten strongly agreeing (10%) and three in ten agreeing (30%). Boys are more likely than girls to agree they like watching longer videos, while agreement and strength of agreement tends to weaken with age—19% of 9-10s strongly agree compared to 5% of 17-18s. Two in five also disagree at all (42%), indicating that children are quite polarised on this matter, including 30% who disagree and 12% that strongly disagree. TikTok started life as a short video app, and became popular for it, so it is not necessarily surprising that support for longer form is far from universal. In comparison, YouTube is typically known for longer form videos, and therefore again it is not surprising that only a minority of 9-18s (28%) agreed that they like to watch shorter YouTube videos of a minute or less. Both platforms appear to satisfy different needs for children—TikTok for short form, YouTube for longer form, and as these platforms increasingly stray from this in an attempt to compete with each other, users are becoming divided.

I don't like how much TikTok seems to know about me and what I want to watch

One in three children (32%) agree at all that they don't like how much TikTok seems to know about them and what they watch, including 10% who strongly agree and 22% who agree. Boys and girls are equally likely to agree at all, but the strength of agreement is more intense among boys (12% strongly agree compared to 7% of girls). Agreement fluctuates with age, highest among 9-10s and 17-18s. Half of children (52%) disagree at all with this statement, including a third who disagree 33%) and a fifth who agree (19%), suggesting that they *like* that TikTok is able to anticipate what they want to watch. In comparison, 28% of children agree that they don't like how much YouTube knows about them, indicating that children are either more tolerant of TikTok's capabilities in this area, or TikTok more accurately anticipates their needs and wants.

I think that most things I watch on TikTok are true, and not fake

One in four (26%) 9-18s agree at all that most things on TikTok are true and not fake, with just 6% strongly agreeing, and a fifth agreeing (20%). Levels of agreement and the strength of agreement are equal by gender, while agreement rises with age, indicating that older children are perhaps more savvy about what they watch or are more skilled at recognising false content than younger children who are more cautious. More than half of children (55%) disagree at all with this statement, with a third (36%) disagreeing and a fifth strongly disagreeing (19%), with strength of disagreement tending to fall with age. In comparison, around two in five (37%) agree with this statement in relation to YouTube, suggesting that children are more likely to believe that the content they watch on YouTube rather than TikTok is true and not fake.

Children may be more likely to rely on the algorithm to recommend them content on TikTok than on YouTube

CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
ANY FAVOURITE	82	-	80	79	85	80	-	85	85	80	86	76	82
Video sites	42	-	42	40	40	44	-	27	40	49	47	35	54
Social networking	16	▲	10	13	16	16	-	1	5	19	31	27	14
Social gaming	12	-	13	14	11	12	-	30	27	10	2	0	0
Games	11	-	10	14	15	6	-	20	19	10	7	4	3
Film / TV	5	▼	8	7	2	7	-	6	3	4	5	4	4
Information / Educational	2	-	1	1	2	2	-	3	6	1	0	2	0
Search engines	2	-	2	2	2	1	-	3	2	2	1	2	0

TABLE 2.1 Favourite websites and apps by type

BASE All aged 7-18 (9.9m—unwtd 1098)

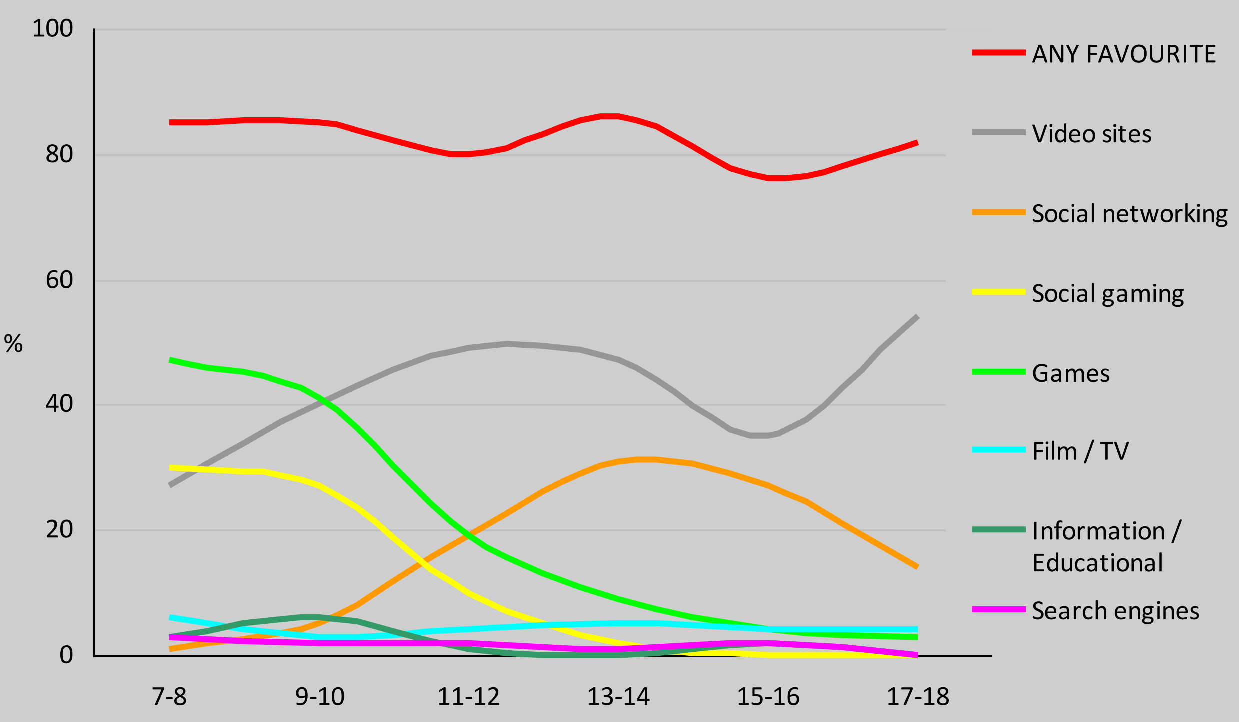


CHART 2.1a Favourite websites and apps by type

BASE All aged 7-18 (9.9m—unwtd 1098)

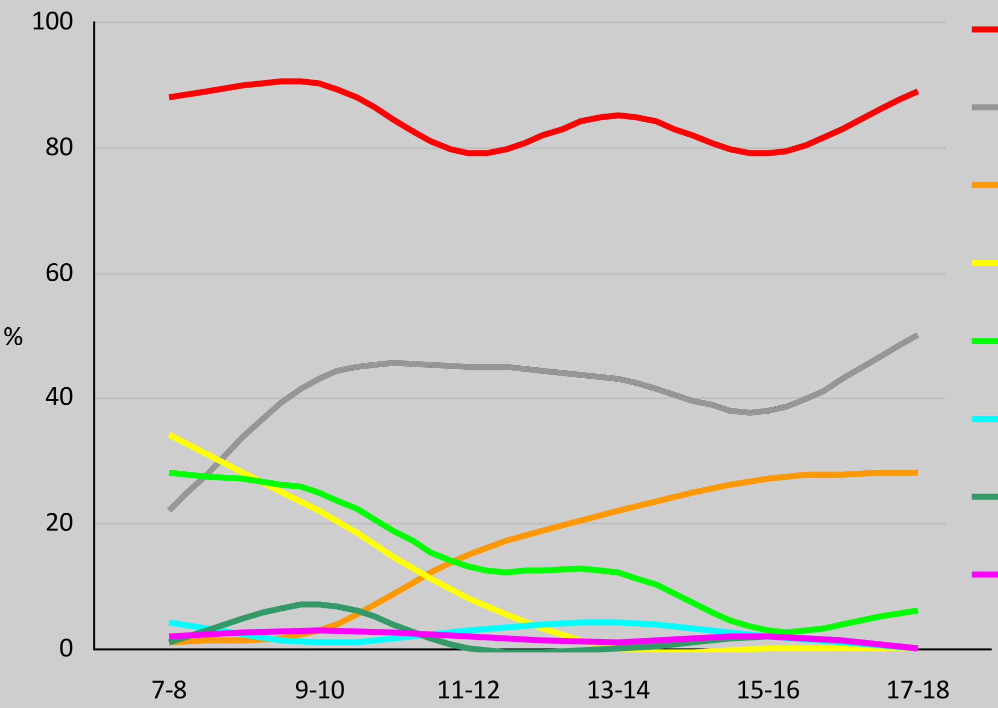


CHART 2.1b Favourite websites and apps by type BOYS

BASE All boys aged 7-18 (5.0m—unwtd 449)

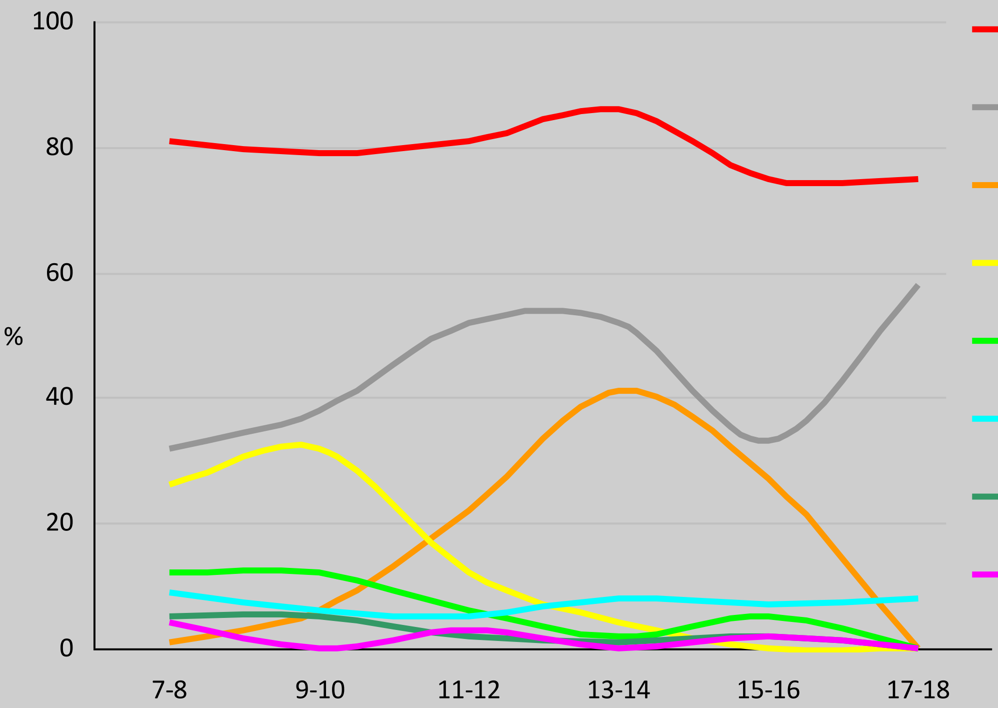


CHART 2.1c Favourite websites and apps by type GIRLS

BASE All girls aged 7-18 (4.8m—unwtd 632)

TABLE 2.2 Top favourite websites and apps

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
TikTok	23	▲	20	19	15	32	-	3	14	31	34	22	34
YouTube	21	▼	25	22	26	16	-	24	30	21	15	13	24
Snapchat	11	-	9	11	10	13	-	1	3	16	25	16	6
Roblox	10	-	10	9	9	12	-	28	25	8	2	0	0
Instagram	4	▼	7	10	4	3	-	0	1	3	6	7	6
Netflix	3	▼	6	5	1	6	-	4	2	3	4	4	4
Fortnite	3	-	2	5	4	1	-	7	7	1	1	0	0
Minecraft	2	-	4	3	4	1	-	7	5	3	0	0	0
Google	2	-	2	2	2	1	-	3	2	2	1	2	0
FIFA	1	-	2	1	3	0	-	2	2	2	2	1	0

BASE
All aged 7-18 (9.9m—unwtd 1098)

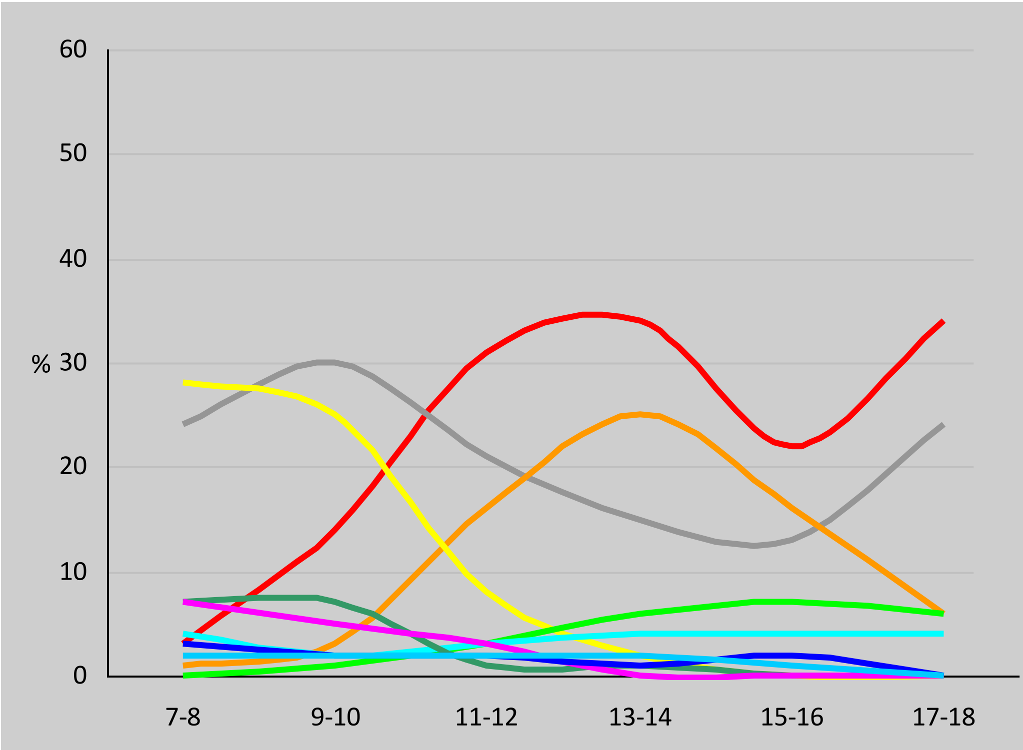


CHART 2.2a Top favourite websites and apps

BASE
All girls aged 7-18 (4.7m—unwtd 865)

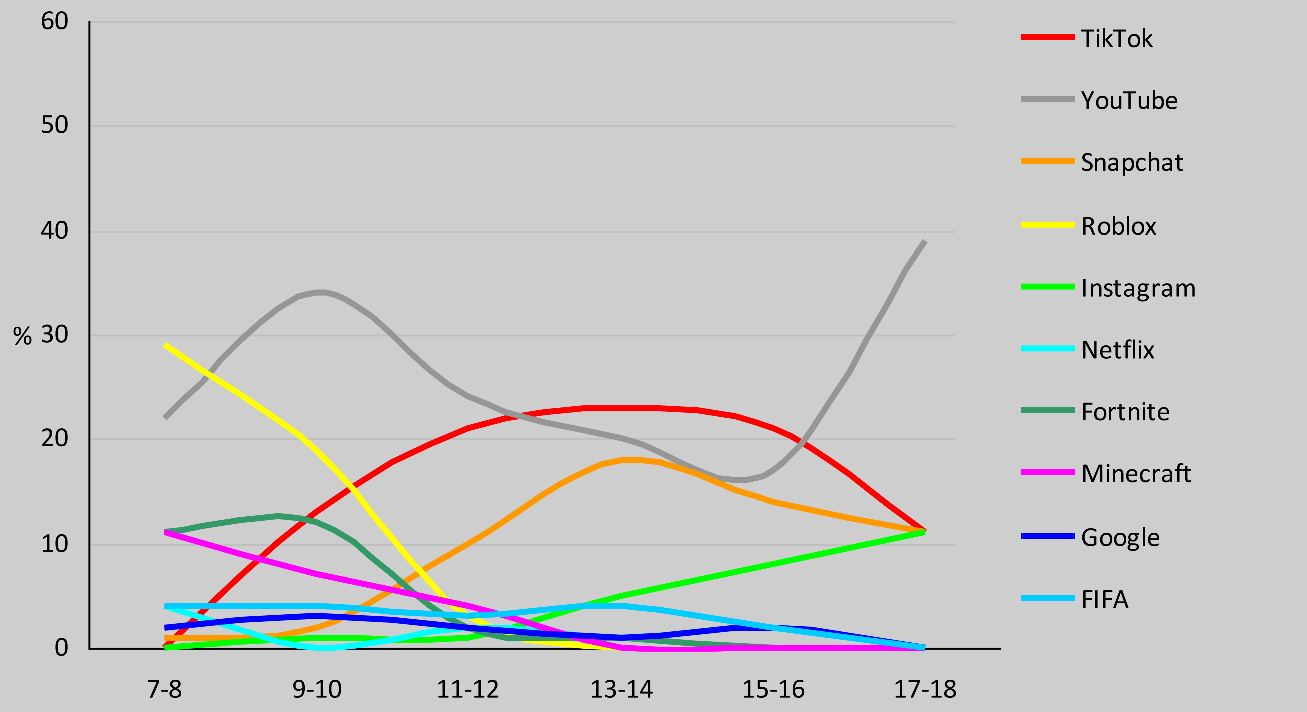


CHART 2.2b
Top favourite websites and apps
BOYS

BASE
All boys aged 7-18 (5.0m—unwtd 449)

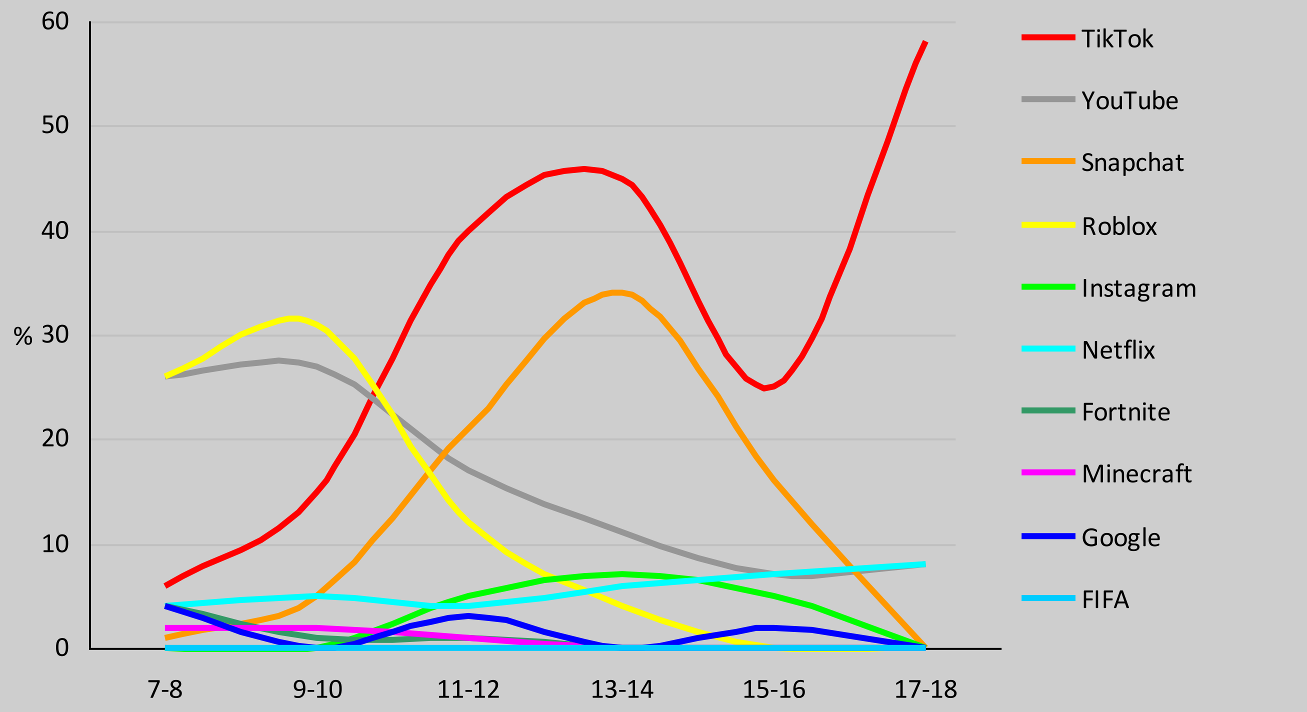


CHART 2.2c
Top favourite websites and apps
GIRLS

BASE
All girls aged 7-18 (4.8m—unwtd 632)

CHILDWISE

TABLE 2.3
Use of listed websites and apps showing those >10%

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
YouTube	87	-	n/a	n/a	89	85	-	84	90	87	90	83	89
Netflix	77	-	n/a	n/a	73	81	-	60	73	74	84	81	87
TikTok	62	-	60	58	59	65	-	36	37	64	80	75	80
Whatsapp	62	-	60	57	59	64	-	30	46	78	79	70	67
Snapchat	59	▲	52	53	58	60	-	27	34	54	79	71	90
Instagram	47	▲	43	45	47	49	-	10	14	41	64	74	83
FaceTime	41	-	40	43	35	48	-	29	39	47	53	40	37
YouTube Shorts	39	-	n/a	n/a	43	33	-	51	52	45	27	30	25
Discord	27	-	26	17	36	18	-	10	15	26	29	30	55
Facebook	25	▲	20	24	27	24	-	10	6	16	30	40	50
Pinterest	25	▲	20	15	8	42	-	4	8	24	31	43	38
Twitter	22	-	20	22	29	15	-	9	7	12	26	31	50
Messenger	22	▲	17	22	22	22	-	5	16	21	25	35	30
BeReal	22	-	n/a	n/a	19	25	-	1	1	16	39	34	40
Instagram Reels	22	-	n/a	16	21	21	-	7	7	19	23	35	39
Twitch	20	▲	24	23	30	10	-	9	13	19	26	30	25
Zoom	14	▼	18	21	13	17	-	18	25	11	8	13	13
Reddit	12	-	11	11	17	6	-	4	3	8	17	19	18

BASE
All aged 7-18 (9.9m—unwtd 1098)

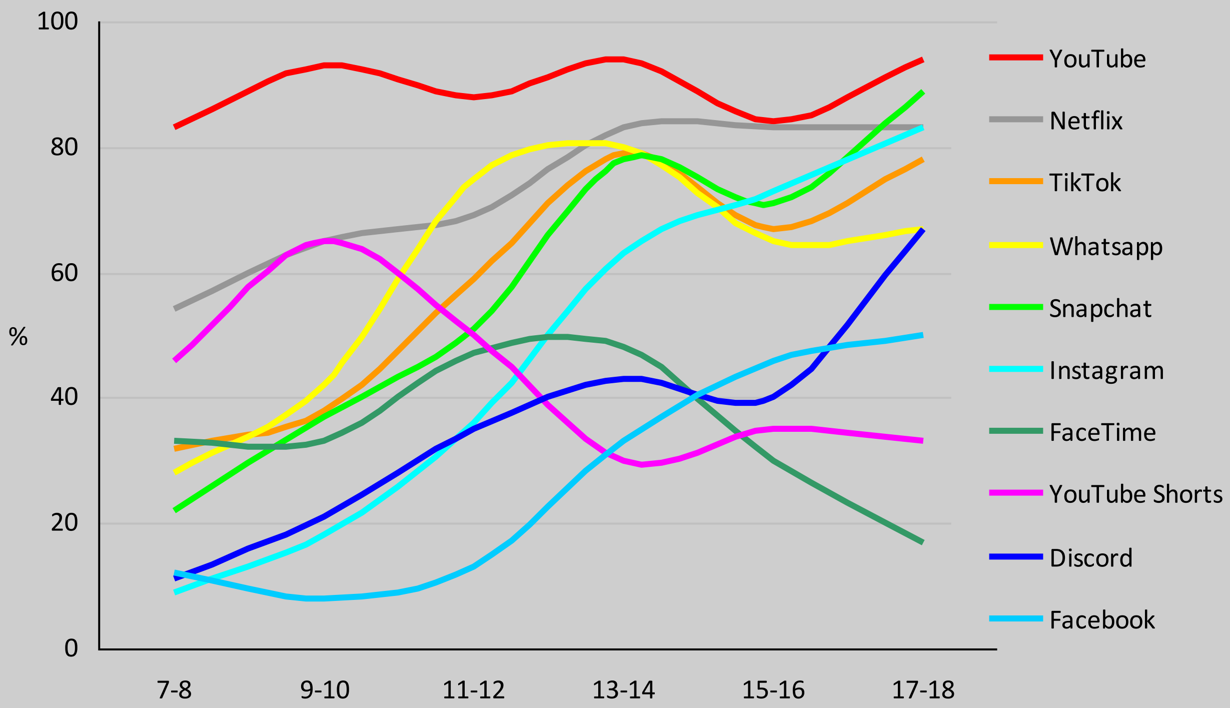


CHART 2.3a Top listed websites and apps used by BOYS

BASE
All boys aged 7-18 (5.0m—unwtd 449)

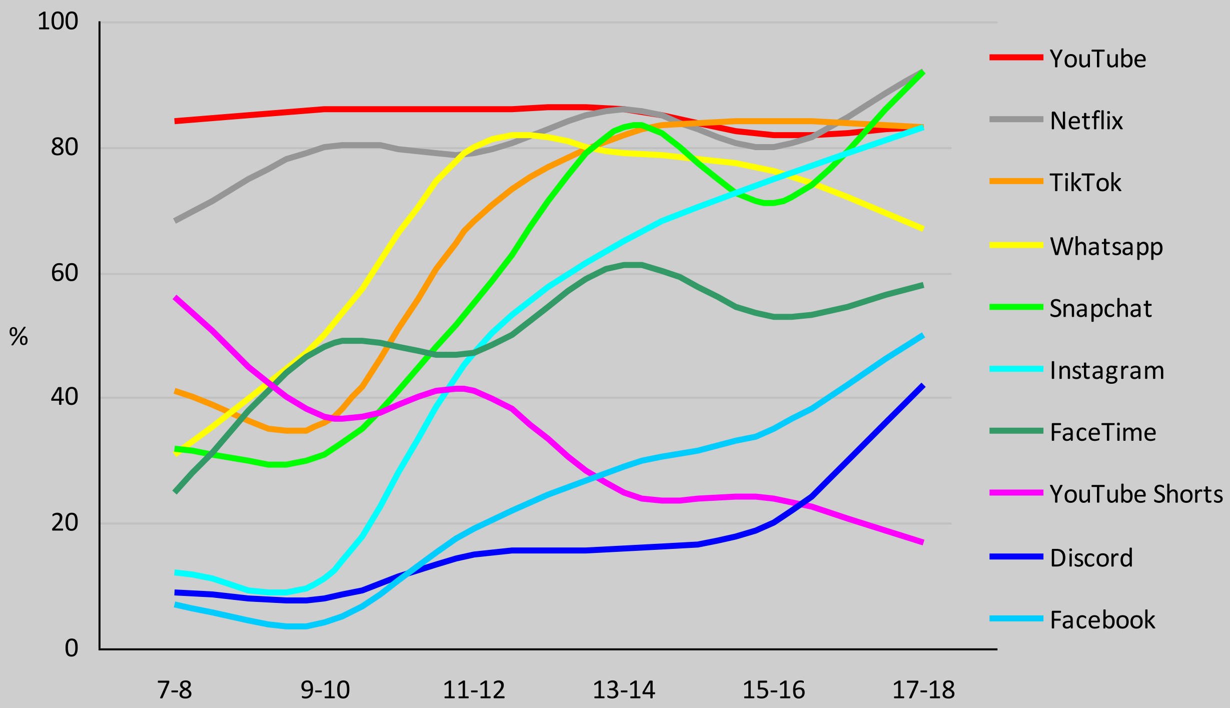


CHART 2.3b Top listed websites and apps used by GIRLS

BASE
All girls aged 7-18 (4.8m—unwtd 632)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Ever use TikTok at all	56	▼	60	n/a	56	58	12	34	41	57	79	84	88
Every day	43	-	43	n/a	40	46	3	19	23	44	67	70	74
More than once a week	7	-	9	n/a	8	7	3	5	7	9	7	12	9
Once a week or less	6	-	8	n/a	8	5	6	10	11	4	5	3	5
Never	40	▲	37	n/a	42	39	80	62	54	39	19	15	12
Don't know	3	-	3	n/a	2	4	8	4	5	3	2	1	0

TABLE 2.4 Frequency of using TikTok

BASE All aged 5-18 (11.5m—unwtd 2802)

Just under three in five 5-18s ever use TikTok

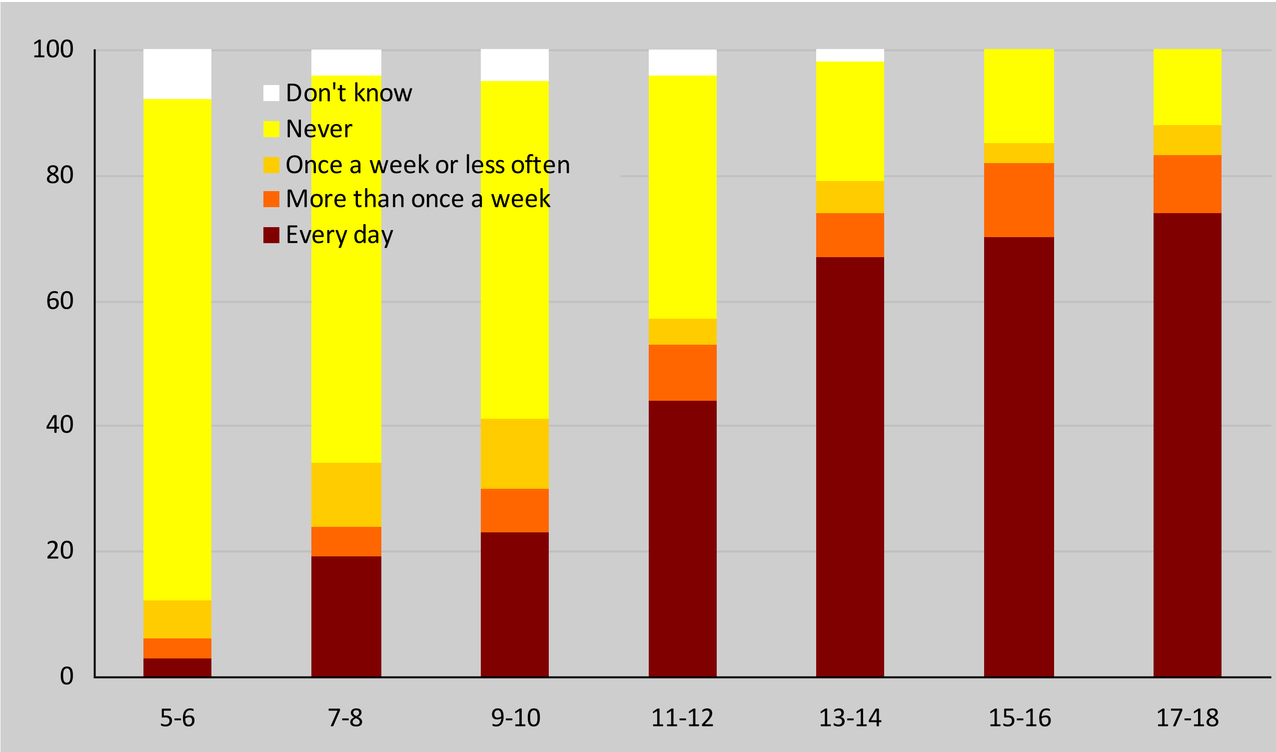


CHART 2.4 Frequency of using TikTok

BASE All aged 5-18 (11.5m—unwtd 2802)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE HOURS PER DAY	2.2	▼	2.6	n/a	2.0	2.5	-	1.7	2.1	2.3	2.6	2.4	1.9
1 hour or less	24	▲	20	n/a	26	22	-	16	19	23	25	25	38
2-3 hours	22	▲	18	n/a	22	23	-	6	9	13	29	41	37
4-5 hours	7	-	9	n/a	5	9	-	0	4	7	13	8	12
6 hours or more	6	-	7	n/a	4	8	-	4	5	7	9	8	2
None	37	▼	46	n/a	40	34	-	71	58	46	22	15	9
Don't know	3	-	1	n/a	1	5	-	2	4	5	2	4	3

TABLE 2.5
Hours on TikTok per day

BASE
All aged 7-18 (9.9m—unwtd 1677)

7-18s spend around two hours on TikTok every day

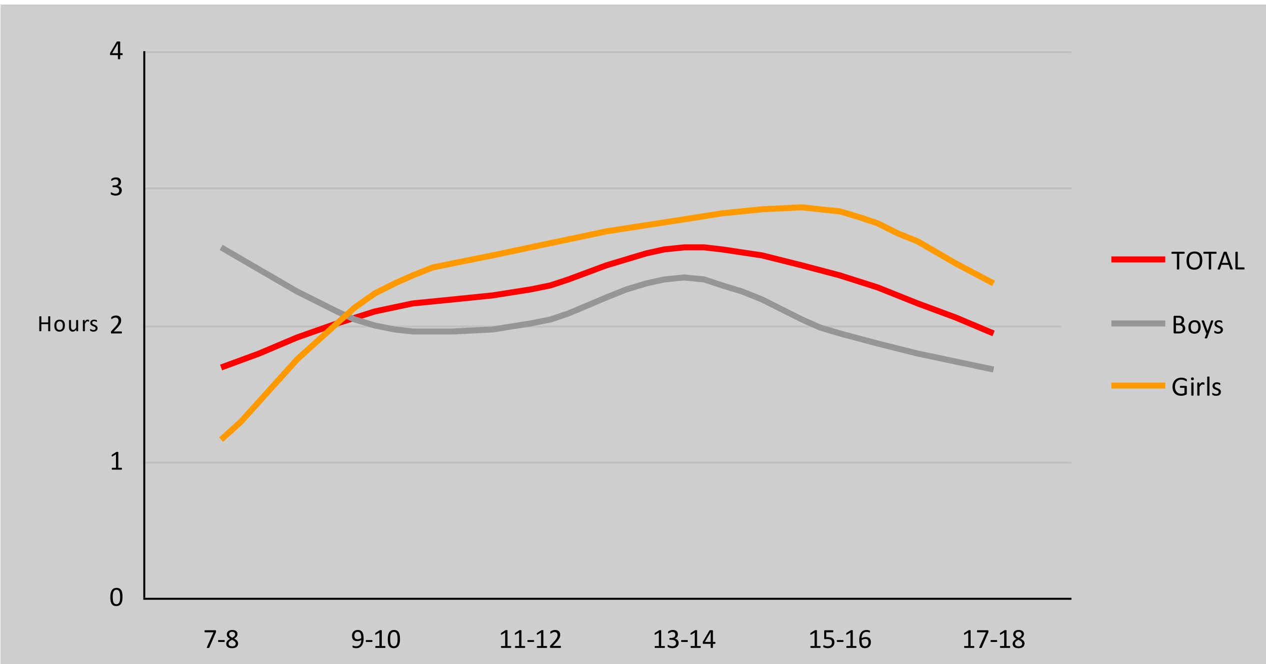


CHART 2.5
Hours on TikTok per day

BASE
All aged 7-18 (9.9m—unwtd 1677)

TABLE 2.6 Favourite TikToker from the CHILDWISE Playground Buzz Autumn 2022

Charli D'Amelio (149.6M) is the most popular TikTok star among 7-16s and the second most followed TikToker in the world— she was first to reach 100 million followers but was overtaken in the rankings of most-followed account by Khaby lame in June 2022. She is known for her dance routines, lip syncs and original choreography. Charli is favoured by 3% of TikTok users, almost exclusively 7-10s (11%) and peaking among girls age 7-10 (15% compared to 7% of boys this age)

Khaby Lame (154.1M) is the most-followed TikToker in the world. He began posting in March 2020 and his videos largely consist of him silently mocking overly-complicated life hacks. He is favoured by 1% of TikTok users overall, mostly boys (2%) and peaking among 9-12s (4%).

Addison Rae (88.9M) is an American TikToker who mostly posts dancing and lip sync videos. Once the second most followed TikTok star, she is now fourth (Bella Poarch is third), but still the third highest earning behind Charli and her sister Dixie D'Amelio. Addison is favoured by 1% of TikTok users, peaking among teen boys age 13-16 (2%).

gkbarry (2.9M), otherwise known as Grace Keeling rose to fame during the first UK lockdown and gained over one million followers in just over a year. The top Brit in the top ten chart, she is best known for posting short vlogs and storytimes about her day-to-day life, and she has a podcast—The Saving Grace podcast. Favoured by 1% overall, she is popular among teen girls age 13-16 exclusively (2%).

Madeline Argy (3.4M) is dubbed the British Emma Chamberlain and has fast risen to fame on TikTok due to her comically relatable and brutally honest anecdotes (and amid speculation that she is dating rapper Central Cee). She is named a favourite by girls age 13-16 exclusively (2%), especially 15-16s (4%).

Lexi Rivera (25.1M) is a TikTok star in her own right, but got her start after following in her brother Brent's footsteps on YouTube. Her TikTok feed is mostly comprised of lip syncs and dancing, and videos featuring her mom and grandmother who she demonstrates trends for to get their reactions. She is almost exclusively favoured by girls age 7-10 (4%).

Brent Rivera (46.2M) is best known for his self-titled YouTube channel, and his successful stint on Vine back in its heyday. Now popular on TikTok too, the social media star posts vlogs, skits, pranks, challenges, and a twist on man-on-the-street videos where he askes random people to do something for an amount of money (borrow your dog for a night for $500), or simply to be kind (taking an elderly couple to Disney Land). He is favoured by 5% of 7-8s, boys and girls.

Stepz (2.9M) is a London-based rapper who went viral on TikTok this summer with his second single 'Cramp Dat' on TikTok he mostly posts POV videos, comedy sketches and promo videos for his music. He also posts longer videos to his YouTube channel. He is favoured by boys aged 11-16 exclusively (2%), especially 11-14s (2%).

Mr Beast (70.5M) is best known for his YouTube channel, but he also posts similar Mr Beast-esque content on his TikTok account— extravagant stunts, challenges, giving people huge amounts of money to do things (or to simply be kind). He is primarily favoured by boys aged 9-10 (3%

Sidemen (5.5M) are a group of seven British YouTubers who post challenges and typical YouTube fare and supplement this with chaotic TikTok videos and clips. They are named a favourite by boys age 9-14 and girls age 13-16 exclusively.

CHART 2.6 Favourite TikToker

	TOTAL	Boys 7-10	Boys 11-16	Girls 7-10	Girls 11-16
10% +	-	-	-	Charli D'Amelio	-
5% +	-	Charli D'Amelio	-	-	-
3% +	Charli D'Amelio	Khaby Lame	-	Lexi Rivera Brent Rivera	-
2% +	-	Mr Beast	Khaby Lame Addison Rae Stepz	-	Gkbarry Madeline Argy
Any favourite	51%	64%	51%	59%	45%

BASE All age 7-16 using TikTok Playground Buzz Autumn 2022

TABLE 2.7 Agreement with statements about TikTok

Showing % agreeing at all

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
I don't have to think about what to watch on TikTok, it just recommends for me	79	-	n/a	n/a	79	80	-	-	54	73	87	86	82
I love how well TikTok understands me and my interests	67	-	n/a	n/a	63	70	-	-	57	68	74	68	65
I would like TikTok more if it didn't have so many adverts	51	-	n/a	n/a	48	54	-	-	51	52	51	51	54
I like to search for things to watch on TikTok	48	-	n/a	n/a	44	50	-	-	56	49	48	47	42
I like to watch longer videos (more than a minute long) on TikTok	40	-	n/a	n/a	44	35	-	-	44	40	44	41	32
I don't like how much TikTok seems to know about me and what I watch	32	-	n/a	n/a	31	32	-	-	37	29	27	30	35
I think that most things I watch on TikTok are true, and not fake	26	-	n/a	n/a	25	27	-	-	30	19	25	23	33

BASE
All aged 9-18 using TikTok (5.8m—unwtd 984)

Most 9-18s don't have to think what to watch on TikTok

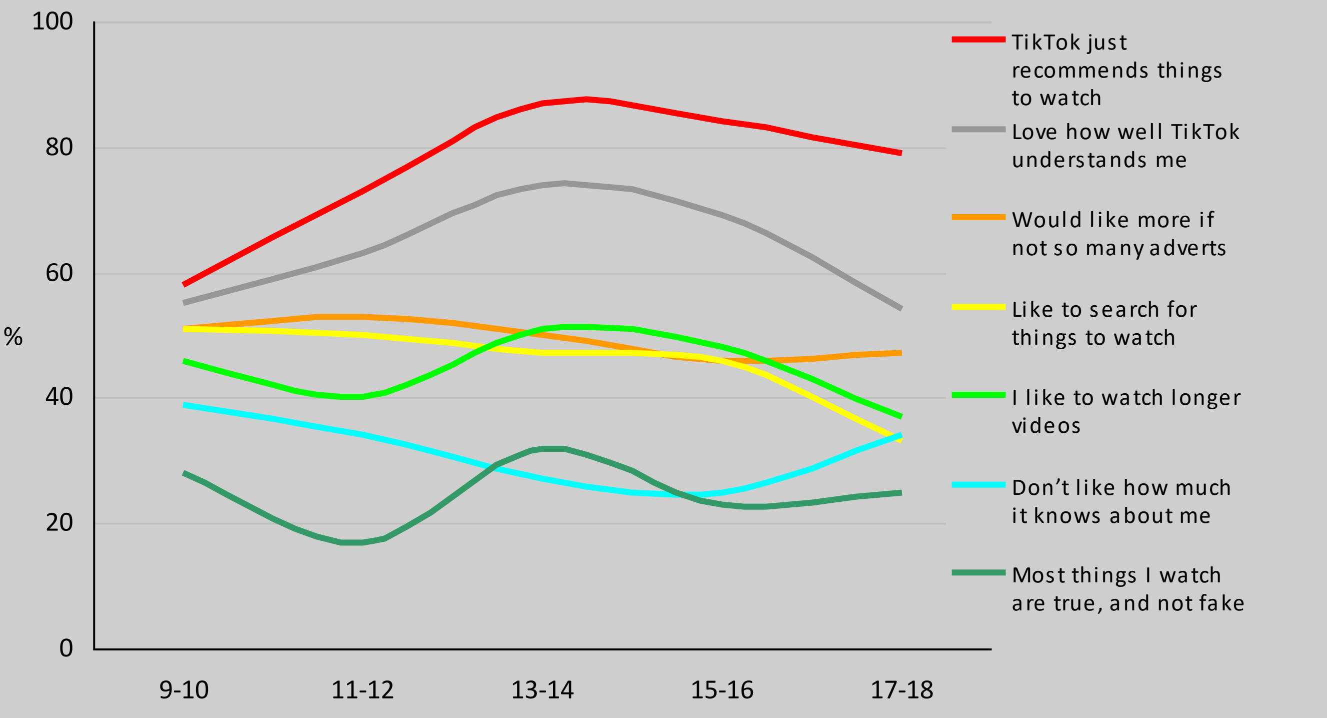


CHART 2.7a Agreement with statements about TikTok

Showing % of BOYS agreeing at all

BASE All boys aged 9-18 using TikTok (2.8m— unwtd 439)

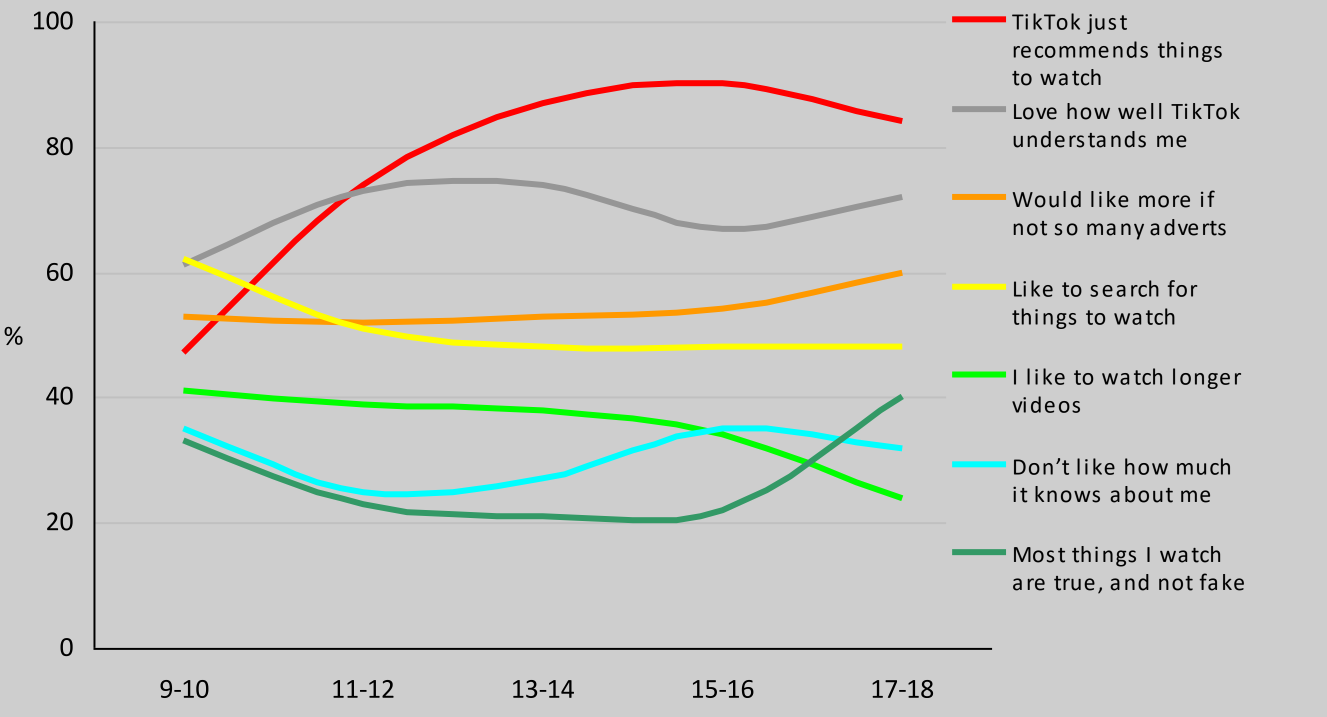


CHART 2.7b Agreement with statements about TikTok

Showing % of GIRLS agreeing at all

BASE All girls aged 9-18 using TikTok (2.8m— unwtd 527)

SECTION

3

YOUTUBE

This section looks at children's use of YouTube, including their frequency of use, devices used, and their favourite YouTube content

SUMMARY OF KEY DATA

FREQUENCY OF USING YOUTUBE:

Every day	55%
More than once a week	20%
Once a week or less often	17%
Never	5%

Base: All aged 5-18

DEVICES USED TO ACCESS YOUTUBE IN THE LAST WEEK:

Mobile phone	68%
Television	41%
Tablet	30%
Games console	26%
Laptop	25%
Desktop	15%

Base: All using YouTube aged 7-18

AVERAGE TIME ON YOUTUBE PER DAY:

Hours per day 2.1

Base: All aged 7-18

Hours per day for boys 2.5

Base: All boys aged 7-18

Hours per day for girls 1.7

Base: All girls aged 7-18

AGREEMENT WITH STATEMENTS ABOUT YOUTUBE

I would like YouTube more if it didn't have so many adverts	85%
I like to search for things to watch on YouTube	73%
I love how well YouTube understands me and my interests	61%
I don't have to think about what to watch on YouTube, it just recommends for me	58%
I think that most things I watch on YouTube are true, and not fake	37%
I like to watch shorter videos (less than a minute long) on YouTube	28%
I don't like how much YouTube seems to know about me and what I want to watch	28%

Base: All using YouTube aged 9-18

Base: All aged 5-18 (11.5m—unwtd 2802) / All aged 7-18 (9.9m—1098) / All boys aged 7-18 (5.0m—unwtd 449) / All girls aged 7-18 (4.8m—unwtd 632) / All using YouTube aged 7-18 (9.3m—1010) / All using YouTube aged 9-18 (7.8m—unwtd 840)

3 YOUTUBE

Children were asked a series of questions about how they use YouTube, including their frequency of use, the time spent watching, and the devices used. These questions have been asked in years previous, allowing for comparison over time. This year we also introduced some attitude statements to see how children feel about YouTube, and Favourite YouTuber / YouTube channel is included from our Playground Buzz report.

3.1 Frequency of using YouTube (see page 4)

More than nine in ten 5-18 year olds ever use YouTube (93%, 91% last year), including more than half (55%) who use YouTube on a daily basis (57% last year).

Once again there is a gender difference, with boys (95%) continuing to use more than girls (89%) (was 94% vs. 90%). Boys are still the most frequent users with two in three using everyday (66%) compared to two in five girls (44%). One in five girls use once a week or less often (21%), compared to one in eight boys (12%).

Usage rises from eight in ten 5-6s (84%) to nine in ten 9-12s (92%), to almost all 17-18s (98%), with daily use tending to rise with age. Boys are more likely than girls to watch across the whole age range, and daily usage peaks sharply among more than four in five boys age 17-18 (84%)—among girls, use peaks at 55% of 7-8s.

Compared to last year, everyday usage has declined or remained the same among every age and gender group, with the exception of boys age 5-6 for whom daily usage has increased by 16%. The biggest decline is among boys age 13-14 and girls age 15-16 , falling by 9% among both.

3.2 Time spent using YouTube (see page 5)

Children aged 7-18 spend an average of two hours a day on YouTube (2.1, up from 1.8 last year). Since almost all children use YouTube at all, the average time spent rises only minimally when looking at those who specifically use (2.2, was 1.9 last year).

Two in five children use YouTube for an hour or less per day (42%), down from 51% last year, one in five watch or listen for about two hours a day (18%), and one in ten for around three hours a day (10%). One in five are heavy users (18%), spending four hours or more on YouTube per day (was 15%), including 6% who claim they spend six hours or more on the service.

Boys continue to spend more time on YouTube than girls, clocking up 2.5 hours compared to 1.7 among girls, with the gender gap stabilising this year. Among boys, use peaks at 3.3 hours among 7-8s, dips among 9-16s and rises again among 17-18s, while it peaks at 2.4 hours among girls age 7-8 and then fairly steadily decreases over the age range.

On average time spent on YouTube declines with age, from a peak of almost three hours (2.9) among 7-8s, dipping to just under two hours among 9-16s (1.9), and increasing again slightly among 17-18s (2.3).

3.3 Devices used to access YouTube (see page 6)

On average, YouTube users aged 7-18 use two devices (2.1) to access content on the service (2.2 last year), with the average number of devices rising with age. The mobile phone and the TV remain the top two devices, with the tablet and games console moving into third and fourth respectively, and the laptop dropping from third to fifth.

Two thirds of children access YouTube on their **mobile phone** (68%, down from three in four last year). Mobile access increases with age, in line with mobile phone ownership. Use has risen among 7-8s, steadied among 9-10s and dropped back among 11-18s compared to last year.

Accessing YouTube on a smart **TV** has stabilised for the past few years, with two in five children doing so (41%). Use fluctuates with age and is equal by gender.

Three in ten users watch YouTube on a **tablet** (30%), down marginally from a third last year (34%), and peaking among younger children. One in four watch on a **games console** (26%), peaking sharply among two in five boys (42%) compared to fewer than one in ten girls (9%), and rising in popularity this year overall (was 22%). One in four also watch on a **laptop** (25%), down from a third last year (34%), while one in seven watch on a **desktop** (15%), down from one in five last year (20%), with both devices rising with age.

3.4 Favourite YouTuber / channel (see page 7 for an excerpt from the CHILDWISE Playground Buzz)

For the CHILDWISE Playground Buzz report Autumn 2022, children aged 7-16 who use YouTube were asked about their favourite YouTubers and channels. The majority of children were able to name a favourite YouTuber (76% of users, 72% of all children last year), mentioning across a variety of genres, from gaming to general entertainment to comedy.

Eight out of the top ten YouTubers named a favourite this year were also in last year's top ten, with three new British entries and one fast-growing American channels added this year (three channels are in joint tenth).

Boys age 7-10 are most likely to have a favourite (86%), with the oldest boys the least likely (66%). Only two channels are named by more than 10% of children (**Mr Beast** at 11% among boys age 7-10 and **Sidemen** at 14% among boys age 11-16). Girls age 7-10 have the greatest number of favourites with 2% of mentions or more, including *YouTube Shorts,* and 2% of girls age 11-16 mention *music / music videos* as a favourite category of YouTube content.

3.5 Attitudes towards YouTube (see pages 8-9)

We asked 9-18s a series of questions about YouTube to gauge their attitudes towards adverts, searching, the algorithm and recommendations, and length of videos following the launch of YouTube shorts in July 2021.

I would like YouTube more if it didn't have so many adverts

More than four in five (85%) children aged 9-18 agree at all that they would like YouTube more with fewer adverts, including three in five (59%) who strongly agree. Girls are slightly more likely than boys to agree with this, and tolerance of adverts seems to decrease with age—the proportion of those strongly agreeing with this statement rises as children get older, and almost all 17-18s say YouTube would be better with fewer adverts (97%). Just 7% disagree at all, with strength of disagreement weakening with age.

I like to search for things to watch on YouTube

Three in four 9-18s agree at all that they like to search for things on YouTube (73%), including three in ten who strongly agree (28%). Girls and boys are equally likely to agree with this statement, but boys seem to feel more strongly about this than girls, with one in three strongly agreeing (34% vs. 22% of girls). Younger children are more inclined than older children to enjoy searching for things on YouTube—80% of 9-10s agree with this statement, declining to around three in four among 11-16s and dipping to 67% of 17-18s. 16% disagree at all, with disagreement rising with age.

I love how well YouTube understands me and my interests

Three in five 9-18s agree that they love how well YouTube understands their interests (61%), with around one in five agreeing strongly (17%). Boys are more likely than girls to agree with this statement at all (64% vs. 56%) and more than twice more likely to strongly agree with it (23% of boys vs. 10% of girls). Agreement at all tends to rise with age, from around three in five at age 9-10 (57%) to two thirds of 17-18s (65%), however the strength of agreement shifts—one in four 9-10s strongly agree (24%) compared to just 11% of 17-18s, and thus agreement rises from 34% of 9-10s to 54% of 17-18s. This would indicate that as children get older they become perhaps less enthralled, or even comfortable, with the algorithm reading their interests and anticipating their needs. One in five (21%) disagree at all, 16% disagreeing.

I don't have to think about what to watch on YouTube, it just recommends for me

This idea of a tolerance or acceptance of the algorithm is also touched on in this statement about accepting YouTube's recommendation without having to think for oneself. Three in five 9-18s (57%) agree that they don't have to think about what to watch because YouTube recommends for them instead, including 16% who strongly agree (42% agree). Boys are more likely than girls to agree at all with this statement (60% vs. 54%), and boys also feel much more strongly about this than girls too—one in five boys strongly agree with this statement (21%) compared to just one in ten girls (9%). With age, agreement at all rises from half of 9-12s (52%) to two thirds of 15-16s (64%), but the proportion of those strongly agreeing is steady with age, and only the proportion of those agreeing rises. One in three (31%) disagree at all, with the strength of the disagreement weakening with age.

I think that most things I watch on YouTube are true, and not fake

Less than two in five agree at all that most things they watch on YouTube are true and not fake (37%), with one in ten strongly agreeing (10%). Boys are much more accepting than girls of this aspect of YouTube with two in five agreeing (41%) compared to one in three girls (33%), including twice as many boys than girls strongly agreeing with this statement (12% vs. 7%). Interestingly, agreement at all and strongly agree are fairly steady with age at around a third, that is until age 17-18 when agreement and strong agreement shoot up to over half (53%), indicating that these young adults may be (best case) more discerning in terms of what they watch, seeking out trusted sources and avoiding questionable content or (worst case) that much more accepting than younger children. 44% disagree at all, with the strength of disagreement tending to fall with age.

I like to watch shorter videos (less than a minute long) on YouTube

One in four 9-18s agree at all that they like to watch shorter videos of a minute or less on YouTube (28%), with slightly more agreeing (17%) than strongly agreeing (11%). Girls are more inclined than boys to agree with this statement (31% vs. 25%), and agreement drops sharply with age—two in five 9-10s agree at all (42%), falling to one in three 11-12s (33%), around one in four 13-16s (23%), and less than one in five 17-18s (18%). As TikTok has become more and more popular, other platforms such as Facebook, Instagram, and YouTube have attempted to replicate or at least share in that success by introducing short videos and algorithm-driven video feeds. YouTube shorts is YouTube's attempt at copying TikTok, and while it hasn't managed to replicate the success, it may be that younger children already on YouTube but not yet old enough (or without parent's permission) to use TikTok are able to get a taste of TikTok via YouTube Shorts. This is likely why younger children are more inclined to agree that they like watching short-form content on YouTube, while those aged 13+ are able to use TikTok for shorts and YouTube for longer videos. 59% disagree at all, with the proportion and strength of disagreement rising with age.

I don't like how much YouTube seems to know about me and what I watch

One in four 9-18s agree at all that they don't like how much YouTube knows about them and what they watch (28%). There is little difference by gender to agree at all, but boys are slightly more likely than girls to agree strongly. By age, agreement at all tends to drop back as children get older, and 9-12s are twice more likely to strongly agree (12%) than 13-16s (7%). It may be that these older children are more resigned to these sorts of platforms holding data on them, as it's near unavoidable in the digital age, they may be less fearful of this than younger children, or they may in fact be more careful with what personal data they share with such platforms. Half of 9-18s (51%) disagree at all with this statement, including one in five that disagree strongly (19%), with the strength of disagreement higher among girls and rising with age, from 18% of 9-10s to 30% of 17-18s.

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Ever use	93	-	91	92	95	89	84	89	90	94	94	97	98
Every day	55	-	57	60	66	44	47	60	57	56	48	54	67
More than once a week	20	-	19	19	17	24	16	15	19	23	27	25	15
Once a week or less	17	-	15	13	12	21	20	14	14	15	19	18	16
Never	5	-	8	8	3	7	12	7	6	2	3	3	1

TABLE 3.1 Frequency of using YouTube

BASE
All aged 5-18 (11.5m—unwtd 2802)

Over half of 5-18s use YouTube every day

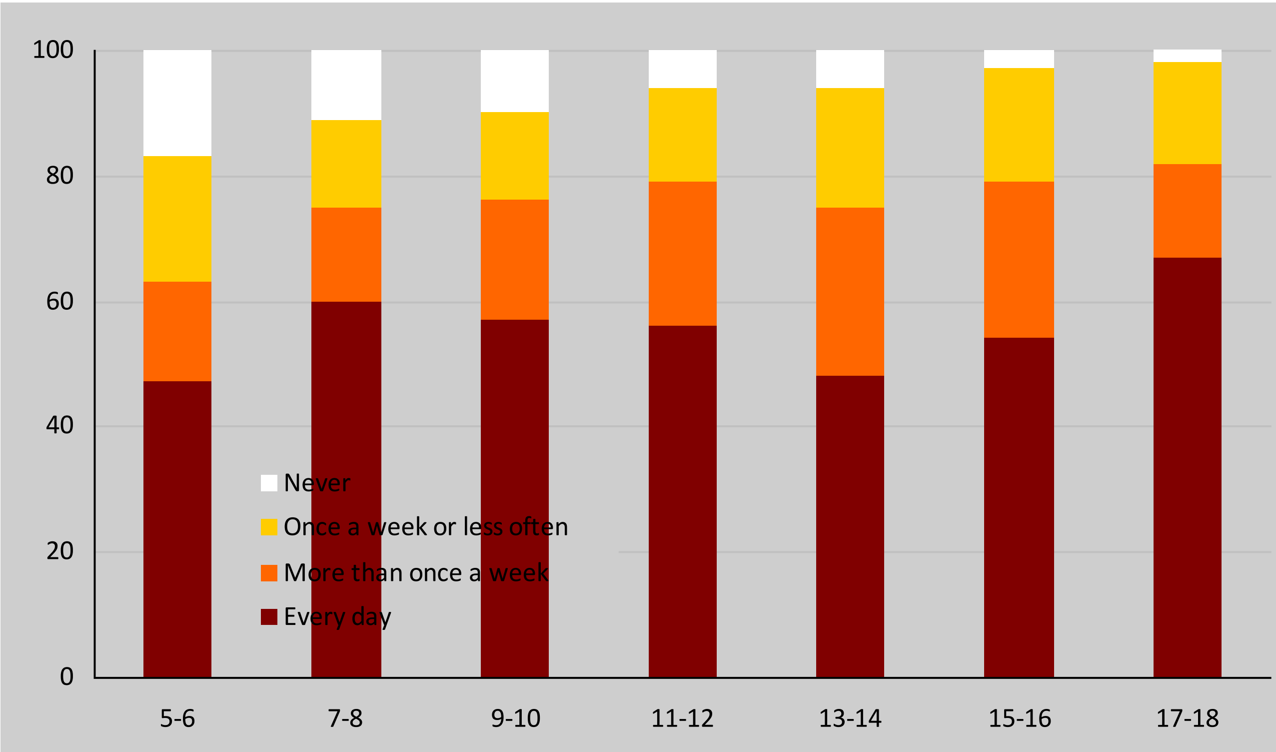


CHART 3.1 Frequency of using YouTube

BASE
All aged 5-18 (11.5m—unwtd 2802)

TABLE 3.2
Hours watching YouTube per day

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE HOURS PER DAY	2.1	▲	1.8	2.3	2.5	1.7	-	2.9	1.8	1.9	1.9	1.9	2.3
1 hour or less	42	▼	51	38	35	50	-	31	45	43	44	47	41
2-3 hours	28	-	28	27	32	25	-	16	28	31	32	27	37
4-5 hours	12	-	11	11	16	6	-	11	8	7	11	12	20
6 hours or more	6	-	5	10	9	4	-	19	5	6	4	4	3
None	7	-	5	5	5	10	-	14	9	8	6	6	0
Don't know	4	-	5	4	3	5	-	9	4	5	4	3	0

BASE
All aged 7-18 (9.9m— unwtd 1098)

7-18s watch over 2 hours of YouTube per day on average

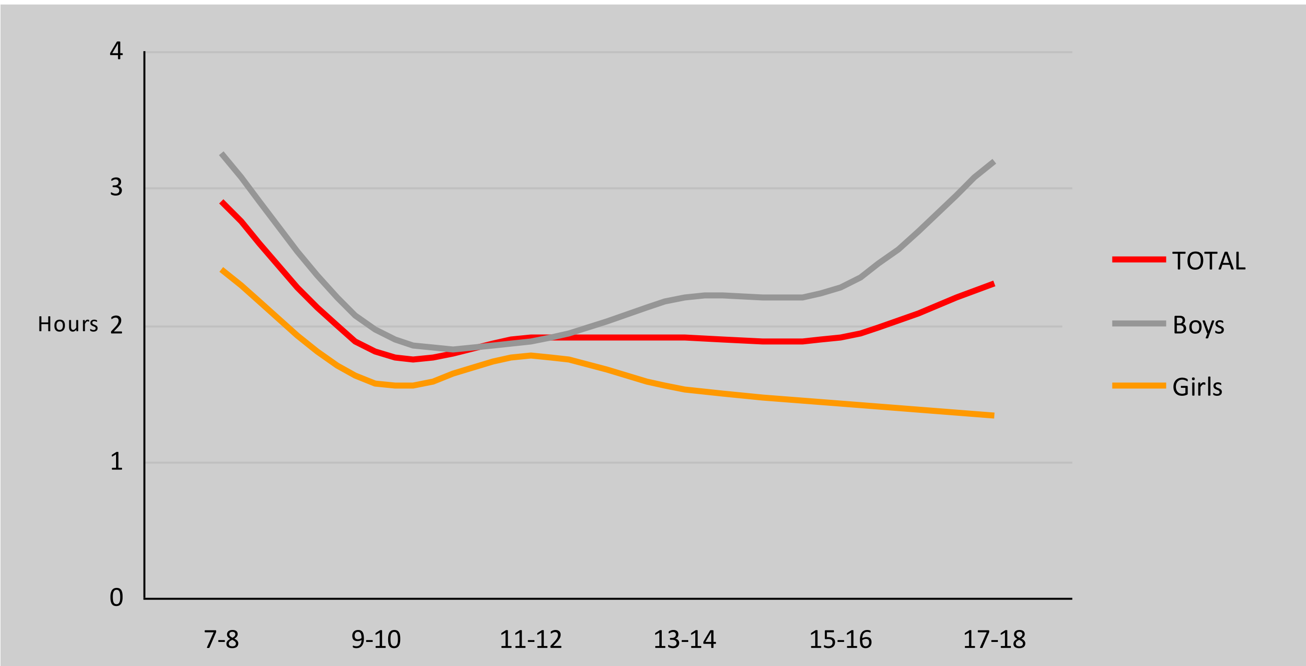


CHART 3.2
Hours watching YouTube per day

BASE
All aged 7-18 (9.9m— unwtd 1098)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Average number of devices	2.1	-	2.2	2.2	2.2	1.9	-	1.6	1.9	2.2	2.3	2.2	2.3
Mobile phone	68	▼	76	71	67	68	-	34	52	62	76	80	100
Television	41	-	40	41	41	40	-	36	46	47	42	39	33
Tablet / iPad	30	▼	34	35	25	35	-	44	35	33	21	20	28
Games console	26	▲	22	31	42	9	-	18	20	38	41	26	14
Laptop	25	▼	34	28	22	28	-	17	22	19	29	34	28
Desktop	15	▼	20	15	23	7	-	7	9	13	20	17	26
Something else	3	-	3	3	3	2	-	6	1	5	2	2	0
None of these / don't know	4	-	2	3	4	4	-	11	6	7	2	2	0

TABLE 3.3 Devices used to access YouTube

BASE All aged 7-18 using YouTube (9.3m—unwtd 1010)

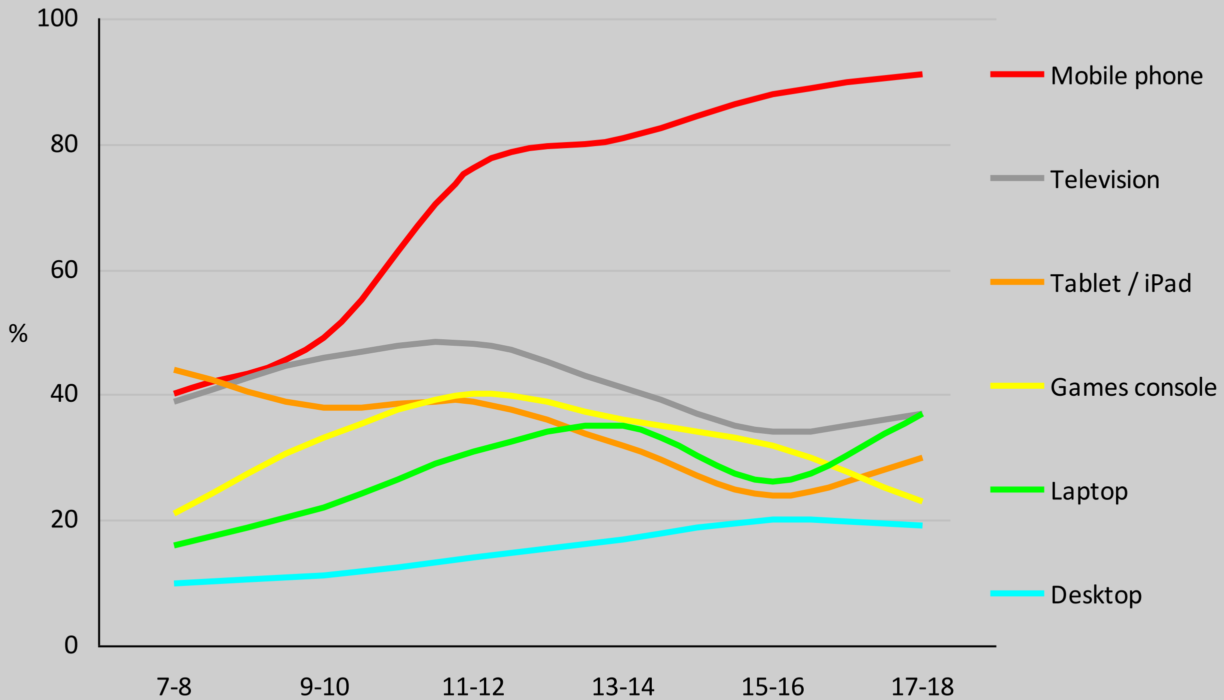
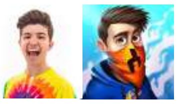


CHART 3.3 Devices used to access YouTube

BASE All aged 7-18 using YouTube (9.3m—unwtd 1010)

Sidemen (17.5M subscribers) are a group of seven British YouTubers who post challenges and typical YouTube fare. 6% of 7-16s name them (5% last year), especially boys (8% vs. 5% of girls) with the gender gap closing on last year (then 7% vs. 2%), and peaking among 13-16s (13%).

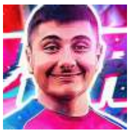
Mr Beast (127M subscribers) is well known for his extravagant and expensive stunts, pranks, challenges, and general mayhem, He is named a favourite by 5% of children overall (as last year) and is popular mainly among boys (8% vs. 3%), almost exclusively 7-12s, and peaking among 10% of 9-10s (last year peaking at 14% of 11-12s).



Preston is an American gamer with two channels, Preston (22.5M subscribers) where he posts challenges, pranks, and family videos, and PrestonPlayz (13.9M) which is his gaming channel. 2% of children name one of both of his channels (unchanged), especially boys (3% vs. 1% of girls), exclusively 7-12s, peaking among 4% of 7-10s.

Sssniperwolf (33.2M subscribers) is a British-American YouTuber known mainly for reaction videos, especially reacting to TikTok content. Otherwise known as Lia Shelesh, Sssniperwolf is named by 2% of children overall (unchanged), exclusively girls (3%), peaking among 9-12s and dropping back almost entirely for 13-16s.

Unspeakable (15M subscribers) is an American YouTuber best known for his Minecraft videos, but he also posts challenge videos and other trending YouTube fare . He is a favourite among 2% (was 1%) of children, mainly boys, and exclusively 7-10s, peaking at 6% of 7-8s.



Danny Aarons (1.03M subscribers) is a British YouTuber known for his FIFA and FUT videos. He is named a favourite by 1% overall, boys exclusively (3%), rising from 2% of 7-10s to 4% of 11-16s, and peaking at 6% of 11-12s.

DanTDM (26.3M subscribers) is a British gaming YouTuber, favourite among 1% overall, and almost entirely by boys (3%, was 4%), mainly younger boys aged 7-10, and peaking among 4% of 9-10s.

Daz Games (8.14M subscribers) is a British YouTuber best known for his gaming, reaction, and try not to laugh videos. He is watched by 1% of children (2% last year), exclusively girls aged 11-16, peaking at 6% of 13-14 year olds.

A further 1% (as last year) choose **KSI**, a British YouTuber and Sidemen member. He has two YouTube channels— music channel 'KSI' (24M subscribers) and personal channel 'JJ Olatunji' (16.1M subscribers. He is popular among boys exclusively aged 11-16, peaking among 4% of boys aged 13-14.

In tenth is **Beta Squad** (5.11M subscribers) who are a group of 5 British YouTubers who share a house and post challenges and typical YouTube fare. 1% of children name them, exclusively 11-16s (2%), peaking at 4% of girls age 13-16.

IShowSpeed (14M subscribers), also in tenth, is known for his frenetic livestreams, dangerous and controversial challenges, and high-memeability. He is favoured by boys age 9-16, especially 15-16s (4%). **Dad V Girls** (1.38M) are one of the UK's largest family YouTube channels. The channel featuring five daughters is named by girls age 9-16, especially 13-14s (5%).

TABLE 3.4 Favourite YouTuber / channel from the CHILDWISE Playground Buzz Autumn 2022

CHART 3.4 Favourite YouTuber / channel

	TOTAL	Boys 7-10	Boys 11-16	Girls 7-10	Girls 11-16
10% +	-	Mr Beast	Sidemen	-	-
5% +	Sidemen Mr Beast	Unspeakable Preston	-	Mr Beast Sssniperwolf	Sidemen
3% +	-	DanTDM	Mr Beast Danny Aarons	Rebecca Zamolo Jordan Matter Brent Rivera ItsFunneh Ben Azelart	Daz Games Beta Squad Dad V Girls Sssniperwolf
2% +	Preston Sssniperwolf Unspeakable	Sidemen Slogoman Ali-A Danny Aarons TypicalGamer	KSI IShowSpeed	Preston Lexi Rivera Unspeakable Norris Nuts Moriah Elizabeth Aphmau IamSanna *YouTube Shorts*	Norris Nuts *Music / Music Videos* Sterniolo Triplets Mr Beast
Any favourite	**76%**	**86%**	**66%**	**71%**	**76%**

BASE
All age 7-16 who use YouTube Playground Buzz Autumn 2022

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
I would like YouTube more if it didn't have so many adverts	85	-	n/a	n/a	84	88	-	-	81	77	86	86	97
I like to search for things to watch on YouTube	73	-	n/a	n/a	74	72	-	-	80	72	73	75	67
I love how well YouTube understands me and my interests	61	-	n/a	n/a	64	56	-	-	57	61	62	57	65
I don't have to think about what to watch on YouTube, it just recommends for me	57	-	n/a	n/a	60	54	-	-	54	50	57	64	61
I think that most things I watch on YouTube are true, and not fake	37	-	n/a	n/a	41	33	-	-	35	31	32	34	53
I like to watch shorter videos (less than a minute long) on YouTube	28	-	n/a	n/a	25	31	-	-	42	33	22	25	18
I don't like how much YouTube seems to know about me and what I watch	28	-	n/a	n/a	30	27	-	-	39	29	22	27	25

TABLE 3.5
Agreement with statements about YouTube

Showing % agreeing at all

BASE
All aged 9-18 using YouTube (7.8m—unwtd 840)

Most 9-18s would like YouTube more if it had no adverts

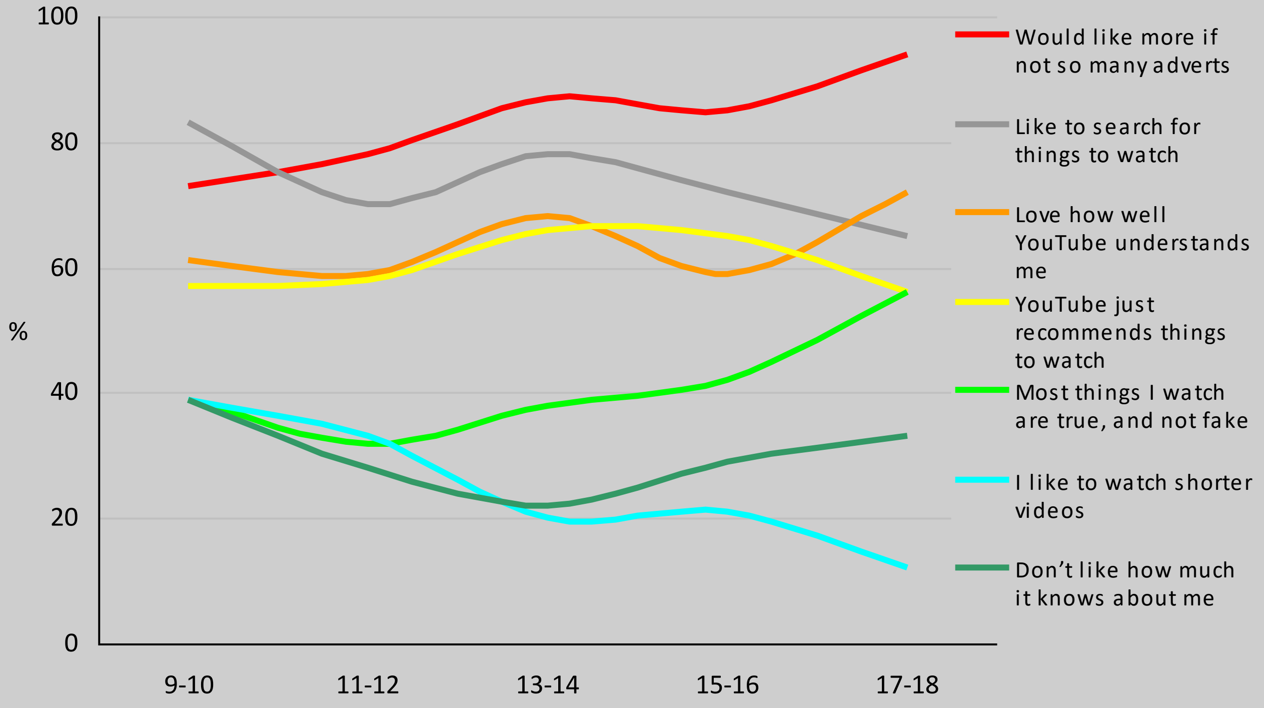


CHART 3.5a Agreement with statements about YouTube

Showing % of BOYS agreeing at all

BASE
All boys aged 9-18 using YouTube (4.1m—unwtd 355)

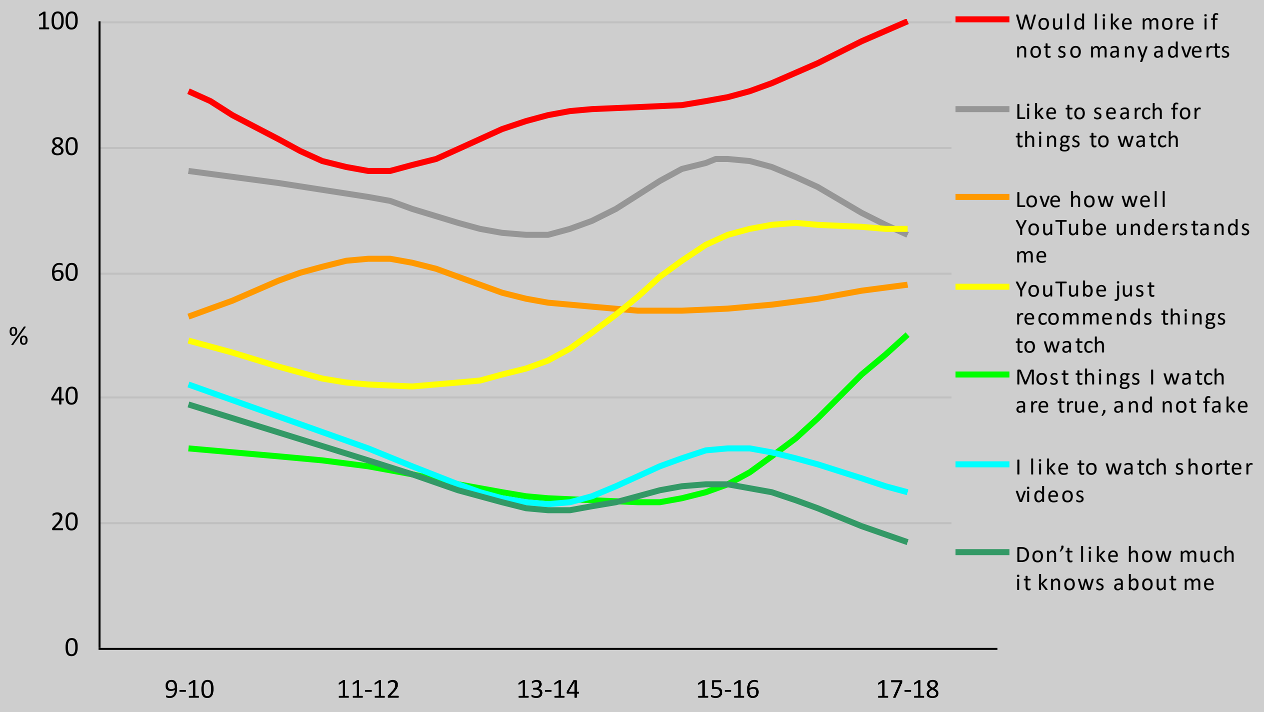


CHART 3.5b Agreement with statements about YouTube

Showing % of GIRLS agreeing at all

BASE
All girls aged 9-18 using YouTube (3.6m—unwtd 471)

SECTION

4

GAMING

This section looks at children's gaming habits, including games played in the last week, devices used for gaming, access to games consoles and time spent playing

SUMMARY OF KEY DATA

DEVICES USED FOR PLAYING GAMES IN LAST WEEK:

Mobile phone	55%
Games console	51%
Tablet	28%
Laptop	23%
Television	19%
Desktop	19%

Base: All aged 7-18

TOP CONSOLES OWNED:

Nintendo Switch	34%
Playstation 4	33%
Xbox One	32%
Xbox Series S / X	20%
Playstation 5	16%
Nintendo Wii	11%
Xbox 360	11%
Nintendo Switch Lite	11%
Nintendo DS	11%
Playstation 3	8%
Nintendo Wii U	6%
Playstation Portable (PSP)	4%

Base: All with a console at home aged 7-18

SELECTED GAMES PLAYED LAST WEEK:

Roblox	42%
Minecraft	39%
Subway Surfers	30%
Fall Guys	27%
Among Us	25%
Fortnite	24%
FIFA	22%
Grand Theft Auto	22%
Rocket League	19%
Call of Duty	18%
Pokemon	16%
Super Mario	14%
Animal Crossing	14%
The Sims	14%

Base: All aged 7-18

GAMES CONSOLE ACCESS AND USAGE:

Have a games console at home	77%

Base: All aged 7-18

Have their own games console	68%

Base: All aged 7-18

Average hours of use per day	2.6

Base: All with a console at home aged 7-18

Base: All aged 7-18 (9.9m—unwtd 1677) / All with a console at home aged 7-18 (7.5m—unwtd 1274)

4 GAMING

Children were asked what devices they use to play games on, whether they have their own games console or access to one at home, what consoles they have at home, how long they play on these, and which from a selected list of games they had played in the last week.

4.1 Devices used to play games on in the last week (see page 3)

More than half of 7-18 year olds played games on their **mobile phone** in the last week (55%), whilst half used a **games console** to play games (51%). These two devices tend to be the most commonly used to play games, but usage of mobile phones has overtaken games consoles this year (52% and 53% respectively last year).

Around one in four use a **tablet device** (28%) or a **laptop** (23%), whilst one in five used a **smart television** (19%) or a **desktop computer** (19%, up from 16% last year).

The top device for playing games for girls is a mobile phone (57% vs. 52% of boys), but for boys a games console wins out (70% vs. 30% of girls). Girls are also more likely to play on a tablet (34% vs. 23% of boys), whilst boys are more likely to use a desktop computer (25% vs. 12% of girls).

4.2 Ownership of games consoles (see page 4)

Three in four 7-18 year olds have access to a games console at home (77%), more or less the same as the year before (then 78%), but down from more than eight in ten (83%) in 2020. Boys (90%) remain much more likely than girls (64%) to be able to access a console at home, with the gender gap widening over time.

More than two in three (68%) **have their own games console**, with little change over the last three years. Boys (86%) remain more likely than girls (49%) to have their own console, with nine in ten boys aged 17-18 claiming to have their own (92%, only 54% of girls this age have one).

4.3 Games console brands (see page 5)

All console brands and associated types are more common amongst boys compared to girls.

Two in five 7-18s have a **Microsoft** console in their household (39%). This year, Microsoft has nudged ahead of Sony once more (Sony was 37% vs. 36% for Microsoft last year). The **Xbox One** is the most popular Microsoft console, with one in four having one at home (24%), followed by the newer **Xbox Series S/X** (15%) and much older **Xbox 360** (8%).

More than one in three have a **Nintendo** console in their home (37%). One in four have a **Nintendo Switch** at home (26%), or the newer **Switch Lite** (8%), whilst nearly one in ten (9%) still have a **Nintendo Wii** or **Nintendo DS** (8%).

More than one in three have a **Sony** console at home (36%). One in five have a **Playstation 4** at home (25%), whilst one in eight (12%) have a newer **Playstation 5**, and fewer (6%) have an older **Playstation 3**, or a **PSP** (3%).

4.4 Time spent playing on games consoles (see page 6)

The average time spent playing on games consoles amongst 7-18 year olds has dropped to 2.3 hours a day this year (2.9 hours last year, 2.8 in 2020), likely due to things getting back to 'normal' post-pandemic restrictions.

Boys (2.8 hours) spend around an hour more per day playing than girls do (1.7 hours), with boys aged 9-10 the most intensive console users (3.1 hours a day on average). Girls this age only use for 1.7 hours a day, and for girls usage peaks at age 17-18 (2.3 hours).

4.5 Selected games played in the last week (see page 7)

Roblox (42%)and **Minecraft** (39%) have tussled for the top spot amongst our listed games for the past few years, with Roblox winning out this year. Roblox is preferred by girls (45% vs. 39% of boys), and is most popular among three in five 7-10s (62%) before dropping back for older children. Minecraft is more popular among boys (49% vs. 29% of girls), and is popular amongst nearly half (46%) of 7-12 year olds.

Mobile game **Subway Surfers** was played in the last week by three in ten 7-18s (30%), marginally more by girls (32% vs. 29% of boys), and popular among two in five 9-12s (40%).

Battle royal game **Fall Guys** was played by one in four (27%), biased towards boys (35% vs. 20% of girls), and varied across the age range. A further one in four played social deduction game **Among Us** (25%, as last year), biased towards boys (28% vs. 21% of girls), and peaking at two in five 7-10s (41%).

One in four (24%) still play **Fortnite**, especially boys (33% vs. 14% of girls), and those aged 9-10 (37%), whilst one in five play the latest edition of **FIFA** (22%), predominantly boys (36% vs. 7% of girls). A further one in five play **Grand Theft Auto** (22%), mainly boys (33% vs. 10%), and increasing with age.

One in five play **Rocket League** (19%, 31% of boys), 18% play **Call of Duty** (27% of boys), 16% **Pokemon** games (22% of boys), and 14% play **Super Mario** games, **Animal Crossing** or **The Sims**.

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Mobile phone	55	▲	52	55	52	57	-	25	47	72	69	57	55
Games console	51	-	53	61	70	30	-	36	48	58	54	51	58
Tablet	28	-	29	27	23	34	-	41	41	37	21	6	23
Laptop	23	-	23	26	21	25	-	22	22	29	26	23	17
Television	19	-	18	15	21	18	-	25	29	25	14	11	11
Desktop computer	19	▲	16	17	25	12	-	13	14	16	22	26	22
iPod touch	6	-	5	5	6	6	-	13	11	5	4	1	2
Smart speaker	5	-	5	6	4	5	-	7	6	6	4	4	0
Something else	3	-	4	3	2	4	-	4	6	3	3	2	0
None of these	6	-	8	5	4	8	-	3	2	3	7	8	13

TABLE 4.1
Devices used to play games in the last week

BASE
All aged 7-18 (9.9m— unwtd 1677)

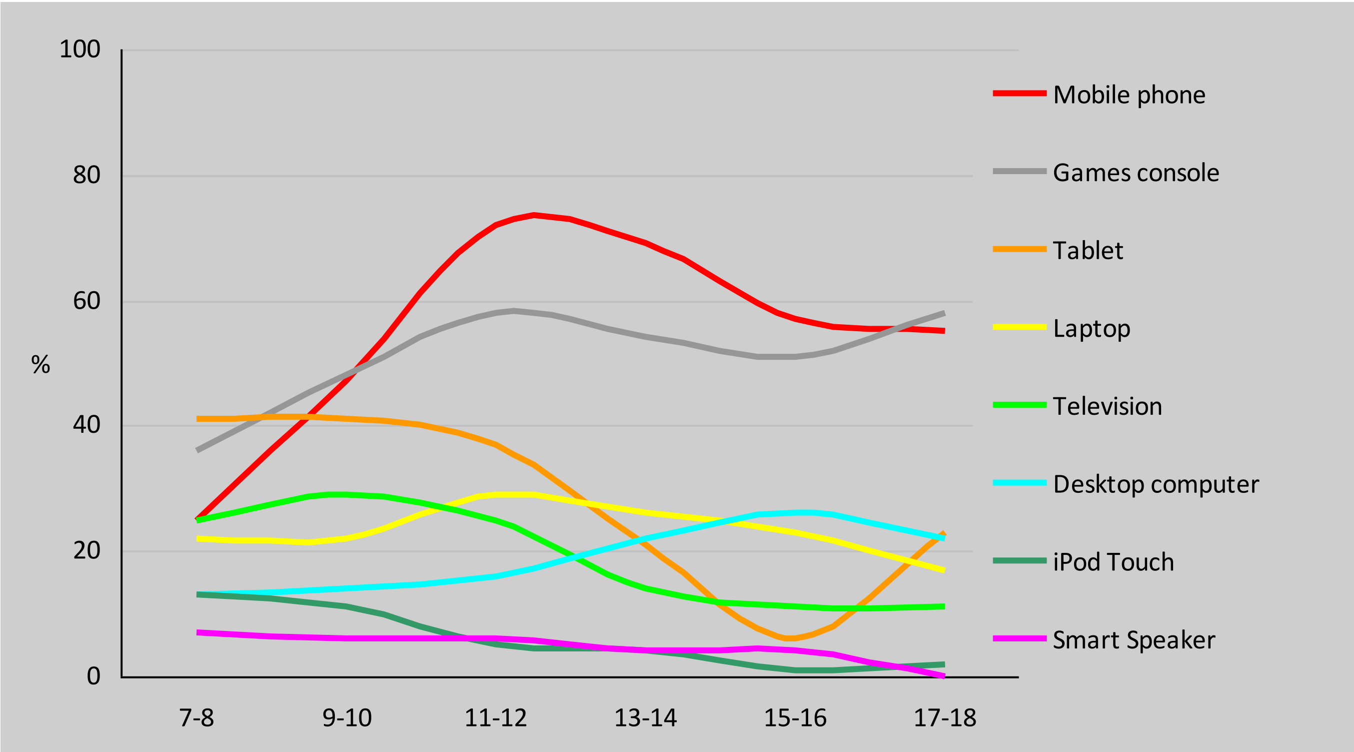


CHART 4.1
Devices used to play games in the last week

BASE
All aged 7-18 (9.9m— unwtd 1677)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
I have my own games console	68	-	66	71	86	49	-	68	69	69	68	62	74
I use someone else's console at home	10	▼	14	13	6	15	-	8	12	15	12	9	7
I use a console at a friends house	3	-	5	5	2	4	-	3	4	4	2	3	0
I don't use a games console	18	-	19	15	7	29	-	17	12	16	20	24	18
Don't know	5	-	3	2	2	6	-	8	8	3	3	2	2

TABLE 4.2 Ownership of games consoles

BASE All aged 7-18 (9.9m— unwtd 1677)

77% of 7-18s can access a console at home

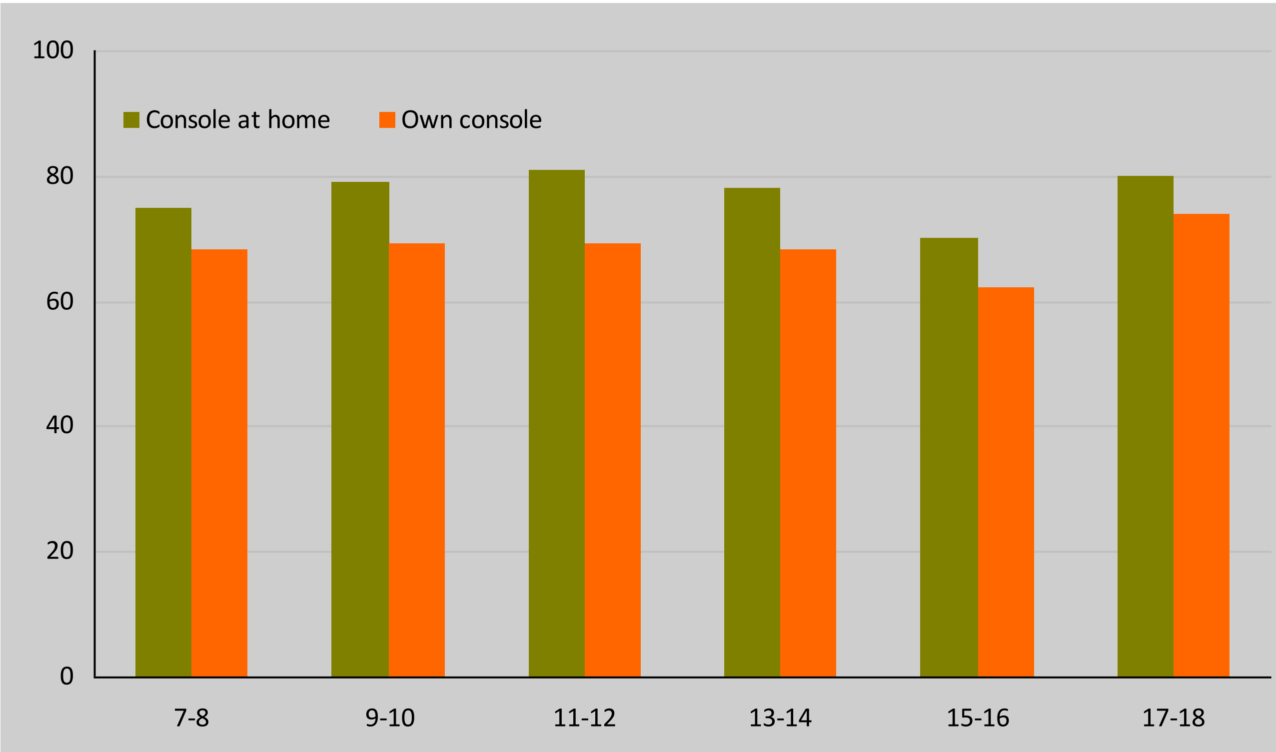


CHART 4.2 Ownership of games consoles

BASE All aged 7-18 (9.9m— unwtd 1677)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Nintendo Switch	26	▲	20	26	29	22	-	29	29	31	24	18	22
Playstation 4	25	▼	32	41	33	17	-	11	27	27	29	27	30
Xbox One	24	▼	30	40	32	16	-	12	20	26	23	21	45
Xbox Series S / X	15	▲	12	13	20	10	-	15	15	12	18	16	15
Playstation 5	12	▲	9	5	16	7	-	8	19	15	12	8	9
Nintendo Wii	9	-	10	12	10	7	-	9	7	9	9	7	11
Xbox 360	8	-	10	15	11	6	-	6	7	7	8	4	20
Nintendo Switch Lite	8	-	8	9	10	7	-	11	14	9	6	6	4
Nintendo DS	8	-	9	14	10	6	-	3	8	8	9	11	11
Playstation 3	6	-	8	9	10	3	-	6	6	4	6	7	9
Nintendo Wii U	5	-	5	6	6	3	-	3	5	3	7	4	5
Playstation Portable	3	-	3	4	4	1	-	0	3	2	2	4	5

TABLE 4.3
Games console brands

BASE
All aged 7-18 (9.9m—unwtd 1677)

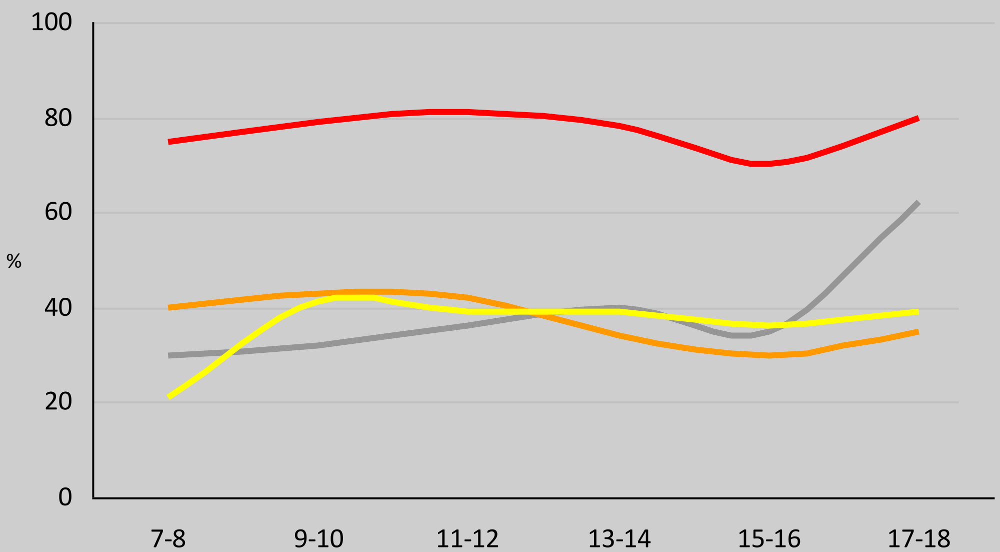


CHART 4.3
Games console brands

BASE
All aged 7-18 (9.9m—unwtd 1677)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE HOURS PER DAY	2.3	▼	2.9	2.8	2.8	1.7	-	2.3	2.5	2.1	2.2	2.3	2.7
Less than an hour	18	▲	13	12	13	24	-	15	13	17	22	18	21
About 1 hour	12	-	12	12	12	12	-	13	12	18	11	10	5
About 2 hours	14	-	13	13	19	8	-	11	12	14	14	14	17
About 3 hours	10	-	9	10	14	6	-	10	11	8	9	5	12
About 4 hours	7	-	7	8	10	3	-	11	6	6	7	3	7
About 5 hours	3	-	4	6	4	2	-	1	3	4	4	2	4
About 6 hours	2	-	3	4	2	1	-	1	2	2	2	2	1
More than 6 hours	7	▼	13	10	11	4	-	6	10	5	5	8	11
No console at home	23	-	22	17	10	36	-	25	21	19	22	30	20
Don't know	6	-	4	7	6	6	-	7	9	7	4	6	3

TABLE 4.4
Time spent playing on games consoles per day

BASE
All aged 7-18 (9.9m— unwtd 1677)

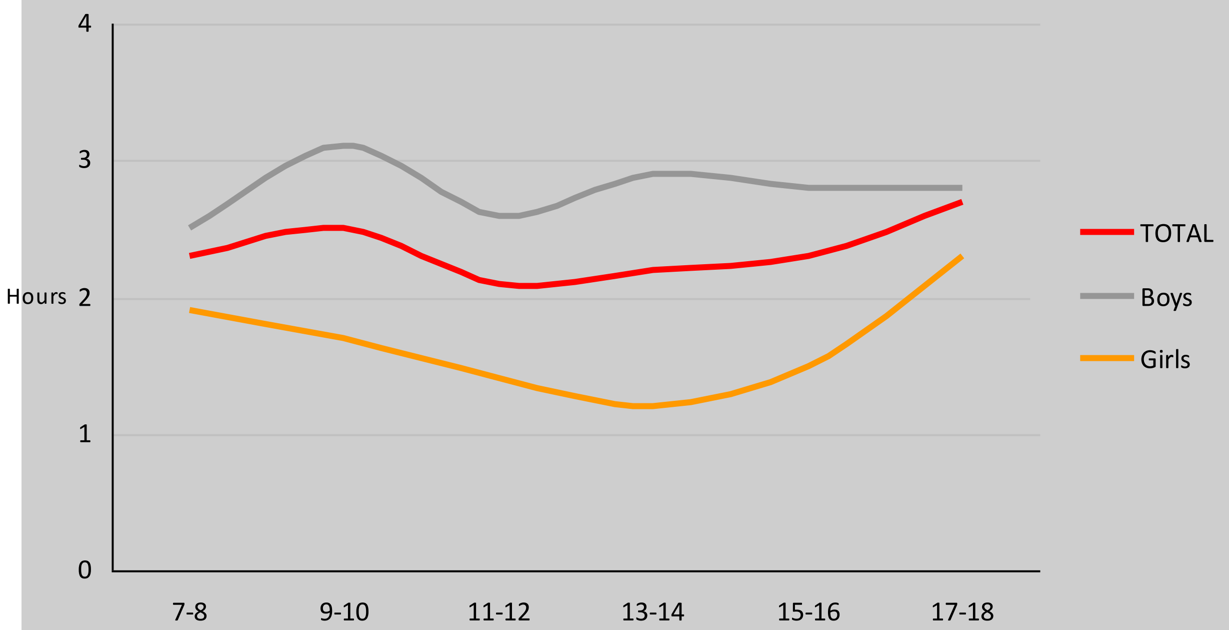


CHART 4.4
Time spent playing on games consoles per day

BASE
All aged 7-18 (9.9m— unwtd 1677)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Roblox	42	▲	34	38	39	45	-	57	67	53	34	24	16
Minecraft	39	-	38	37	49	29	-	48	45	46	33	27	35
Subway Surfers	30	n/a	n/a	n/a	29	32	-	24	40	39	32	28	19
Fall Guys	27	n/a	n/a	n/a	35	20	-	31	34	31	25	18	23
Among Us	25	-	25	n/a	28	21	-	42	39	23	13	17	14
Fortnite	24	-	25	30	33	14	-	23	37	30	24	14	14
FIFA	22	-	24	22	36	7	-	15	29	29	24	16	19
Grand Theft Auto	22	-	23	24	33	10	-	11	19	18	27	25	33
Rocket League	19	n/a	n/a	n/a	31	7	-	24	26	22	19	13	11
Call of Duty	18	▼	24	24	27	10	-	10	16	18	24	17	25
Pokemon	16	▲	12	11	22	9	-	15	21	17	11	11	19
Super Mario	14	▲	10	10	16	13	-	25	17	13	10	9	12
Animal Crossing	14	▲	11	12	10	18	-	18	19	12	7	9	19
The Sims	14	▲	10	14	9	18	-	15	7	9	10	18	24
Five Nights at Freddy's	10	n/a	n/a	n/a	12	8	-	8	17	9	9	6	13
Candy Crush	10	▲	7	9	9	12	-	24	11	7	4	9	7
Madfut	10	n/a	n/a	n/a	18	1	-	9	14	17	11	4	5
Apex Legends	10	-	11	9	16	3	-	9	12	11	12	6	9
Lego	8	-	7	9	12	5	-	16	13	9	3	5	5

TABLE 4.5
Selected games played in the last week

BASE
All aged 7-18 (9.9m—unwtd 1677)

SECTION

5

VIEWING HABITS

This section looks at how much children watch video content, how they watch this, and whether they use on demand services

SUMMARY OF KEY DATA

HOURS OF VIDEO CONTENT WATCHED:

Hours per day	3.2
	Base: All aged 7-18
Boys hours per day	3.4
	Base: All boys
Girls hours per day	2.9
	Base: All girls
7-10s hours per day	2.5
	Base: All aged 7-10
11-16s hours per day	3.4
	Base: All aged 11-16
17-18s hours per day	3.9
	Base: All aged 17-18

WATCHING ON DEMAND SERVICES:

Watch on demand at all	98%
Watch a free service	93%
Watch a paid for service	84%
Watch any YouTube service	89%
Watch any BBC service	35%

Base: All aged 7-18

USING SUBTITLES:

I never use them	41%
I occasionally use them	30%
I use them all the time	21%

Base: All aged 7-18

CONTENT DEVICE DIVIDE:

Watch almost all on a television	5%
Watch mostly on a television	12%
Watch about the same on either	18%
Watch mostly on other devices	39%
Watch almost all on other devices	22%

Base: All aged 7-18 watching content

Base: All aged 7-18 (9.9m—unwtd 2775/1677) / All boys (5.0m— unwtd 1230) / All girls (4.7m— unwtd 1497) / All aged 5-10 (3.3m— unwtd 883) / All aged 11-16 (5.0m— unwtd 1804) / All aged 17-18 (1.6m—unwtd 88) / All aged 7-18 watching content (8.6—unwtd 1451)

5 VIEWING HABITS

Children were asked to estimate the number of hours of content they watch on an average day. They were also asked how their viewing divided up between watching on TV or other devices, and whether they ever use on demand services. They were also asked how often they use subtitles, and why they do this.

5.1 Viewing per day (see page 3)

Children aged 7-18 spend just over three hours a day watching programmes, video and short clips (3.2 hours, as last year). One in seven watch for an hour or less (14%), one in three watch for 2-3 hours (33%), and one in five watch for 4-5 hours (22%) or 6 hours or more (19%).

Boys remain heavier viewers than girls, watching over three hours of video content a day (3.4, was 3.3) compared to just under three hours (2.9, was 3.1) a day for girls. In fact, the gender gap has widened slightly this year as boys' viewing increases marginally while girls' viewing decreases slightly.

As last year, **the amount they watch increases with age**, from two and a half hours among 7-10s (2.5), to three hours among 11-12s (3.0), three and a half hours among 13-16s (3.6), and peaking among 17-18s at almost four hours (3.9). Two fifths of 7-18 year olds are heavy viewers, watching four or more hours of video content per day (41%, was 42%).

Boys aged 17-18 are the group watching the most, clocking up over four hours a day (4.1), with one in four saying they watch for six hours or more per day (25%), followed by girls aged 17-18 (3.8), also with one in four watching for six hours or more per day (25%).

5.2 Balance of viewing across devices (see page 4)

Three in five children say that the balance of their viewing of programmes, video and short clips, is on devices other than the traditional TV set (61%, as last year). This includes one in five (22%, 24% last year) that say almost all their viewing is on other devices such as tablets, mobile phones, and laptops.

A further fifth (18%, was 16%) say their viewing is equally balanced between television and other devices, one in eight say their viewing is mostly on a television set (12%, was 10%), and just 5% say almost all of their viewing happens on a TV (5%, was 8%).

While last year girls were more inclined towards alternative devices than boys (then 65% of girls vs. 59% of boys), the gender gap has closed this year with 60% of girls and 61% of boys preferring alternative devices.

The traditional television set remains most popular among younger children with three in ten children aged 7-10 using (28%, 29% last year). Amongst teenagers aged 13-16, seven in ten mostly watch on devices other than a TV (70%, unchanged), rising marginally among 17-18s (73%).

5.3 Watching on demand (see page 5)

Almost all 7–16 year olds watched on demand programmes in the previous week (98%, 97% last year). With on demand streaming at a saturation point, there is little difference by either age or gender, with use tending to just marginally increase with age.

Use of **free services** stands at just over nine in ten children aged 7-18 (93%, up from 90%). At a total level, streamers such as BBC iPlayer, All4, and YouTube are used by boys and girls in equal measure (94% vs. 92%), with use increasing among both this year (was 90% vs. 89%). With age and gender combined, use tends to increase slightly with age among boys but decrease slightly as girls get older.

Use of **paid-for subscription** services has fluctuated somewhat over the last few years, likely due to the pandemic and subscription fatigue as new services are seemingly constantly introduced. This year, more than eight in ten (84%) children aged 7-18 watch subscription-based services such as Netflix, Amazon Prime, and Disney+, up slightly since last year (then 81%). Girls are marginally more likely than boys to pay for on demand services, and use increases with age, peaking among 96% of girls aged 17-18.

Nine in ten children watch any **YouTube service** (89%), with boys more likely than girls, and fluctuating with age, peaking among 15-16s (93%). One in three children watch any **BBC service** (35%), with girls more likely than boys to watch (39% vs. 31%), fluctuating with age, and peaking among more than half (54%) of girls age 17-18.

5.4 Using subtitles (see pages 6-7)

We asked children for the first time this year how often they choose to use subtitles when they watch video content. **Half of children aged 7-18 choose to ever use subtitles (51%).**

Two in five (41%) say they **never use** them, with boys more likely than girls to say this (46% vs. 37%), and highest among the youngest children aged 7-10 (47%).

Three in ten children say they **use subtitles occasionally** (30%), with girls marginally more likely to say this than boys (31% vs. 28%), and rising with age from 13% of 7-8s to a third of 11-14s (32%) and almost two in five 17-18s (38%). One in five (21%) say they **use subtitles all the time**, peaking among a quarter of girls (24% vs. 17% of boys), and again rising with age from 17% of 7-8s to 39% of 17-18s. We also asked children why they choose to use them, with responses in their own words on page 7.

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Average hours watched per day	3.2	-	3.2	3.5	3.4	2.9	-	2.5	2.5	3.0	3.6	3.5	3.9
1 hour or less	14	-	16	14	13	15	-	26	21	13	8	9	7
2-3 hours	33	-	32	30	32	34	-	21	35	38	34	35	33
4-5 hours	22	-	24	23	25	20	-	14	12	21	29	28	29
6 hours or more	19	-	19	24	21	16	-	17	13	17	20	20	26
None/Don't know	13	▲	10	9	10	14	-	22	18	12	9	9	5

TABLE 5.1
Hours of video content watched per day

BASE
All aged 7-18 (9.9m— unwtd 2775)

7-18s watch an average of 3.2 hours of video content per day

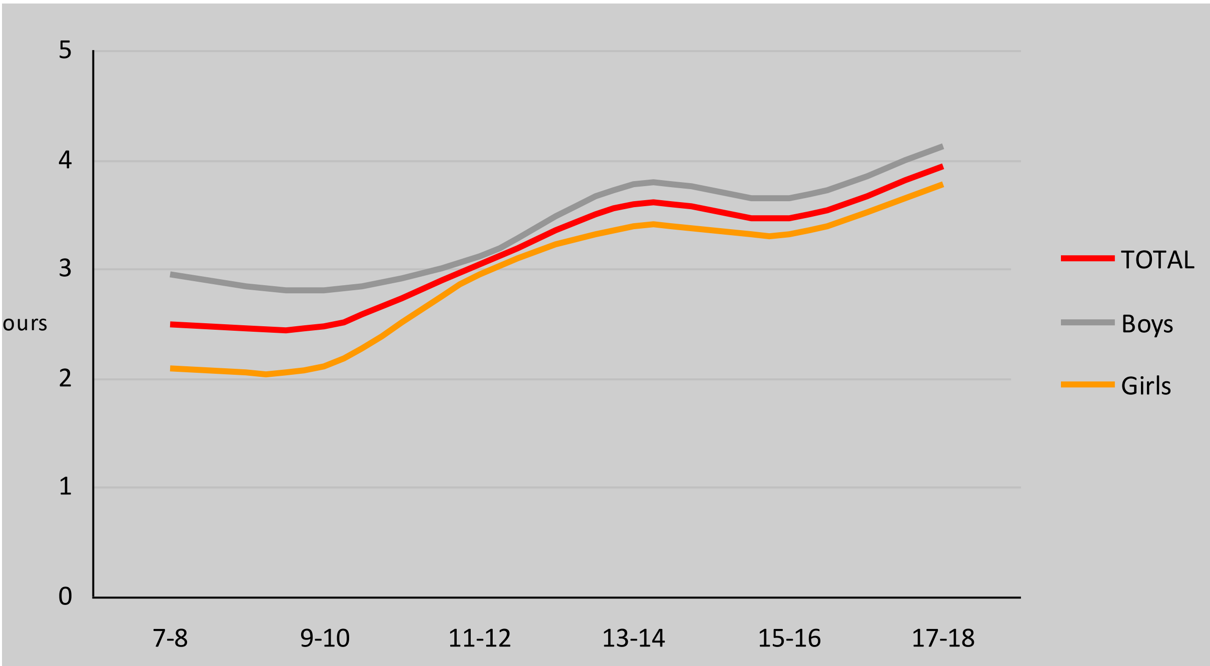


CHART 5.1
Hours of video content watched per day

BASE
All aged 7-18 (9.9m— unwtd 2775)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Almost all on TV	5	▼	8	7	6	4	-	8	12	5	4	3	0
Mostly on TV	12	-	10	12	12	11	-	23	14	11	8	6	11
About the same	18	-	16	17	16	20	-	16	18	22	18	17	15
Mostly on other devices	39	-	37	35	40	37	-	30	31	39	42	40	48
Almost all on other devices	22	-	24	24	21	23	-	10	19	19	26	32	25
Don’t know / No reply	4	-	5	5	4	5	-	13	7	4	2	2	2

TABLE 5.2 Balance of viewing across television and other devices

BASE All aged 7-18 watching video content (8.6m—unwtd 1451)

Three in five use devices other than a traditional television set

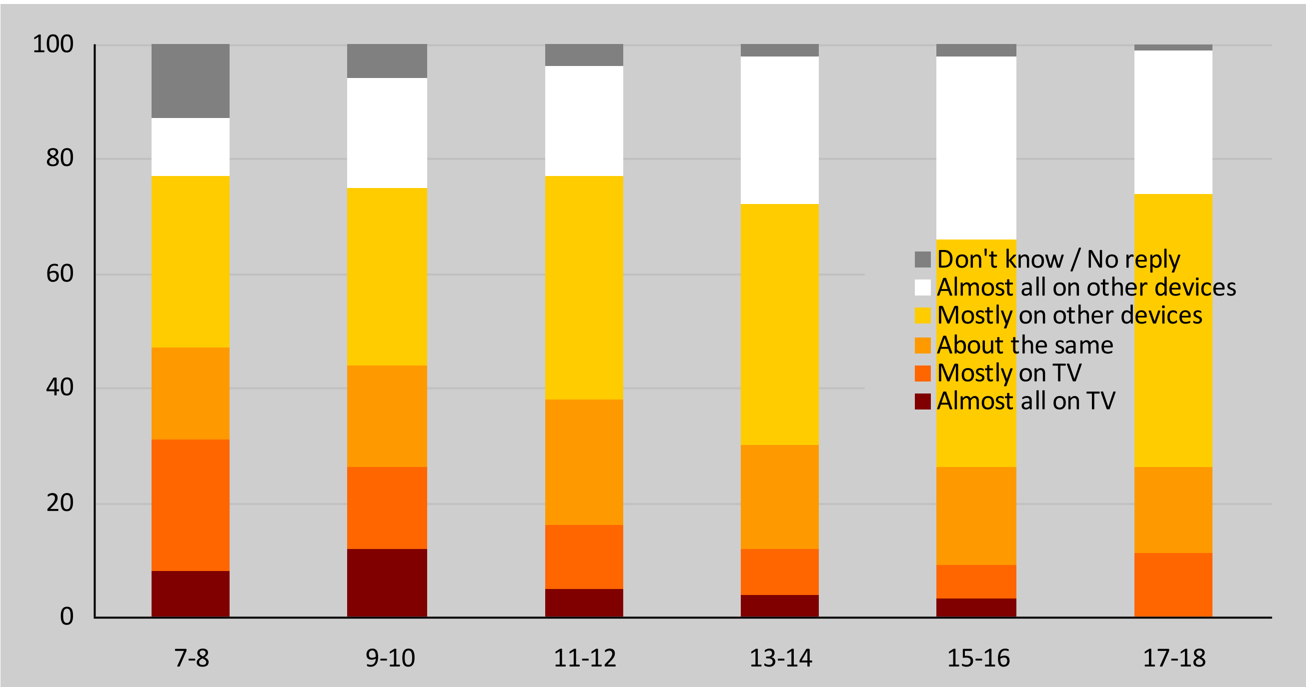


CHART 5.2 Balance of viewing across television and other devices

BASE All aged 7-18 watching video content (8.6m—unwtd 1451)

TABLE 5.3 Watching on demand

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Any on demand	98	-	97	97	98	98	-	97	98	98	98	96	100
Free services	93	▲	90	90	94	92	-	94	92	94	92	95	93
Paid for / Subscription services	84	▲	81	85	82	85	-	74	81	82	89	84	93
Any YouTube service	89	▲	86	88	92	86	-	89	88	90	87	93	86
Any BBC service	35	▲	31	33	31	39	-	41	27	29	35	32	45

BASE
All aged 7-18 (9.9m—unwtd 1677)

On demand streaming is virtually ubiquitous among 7-18s

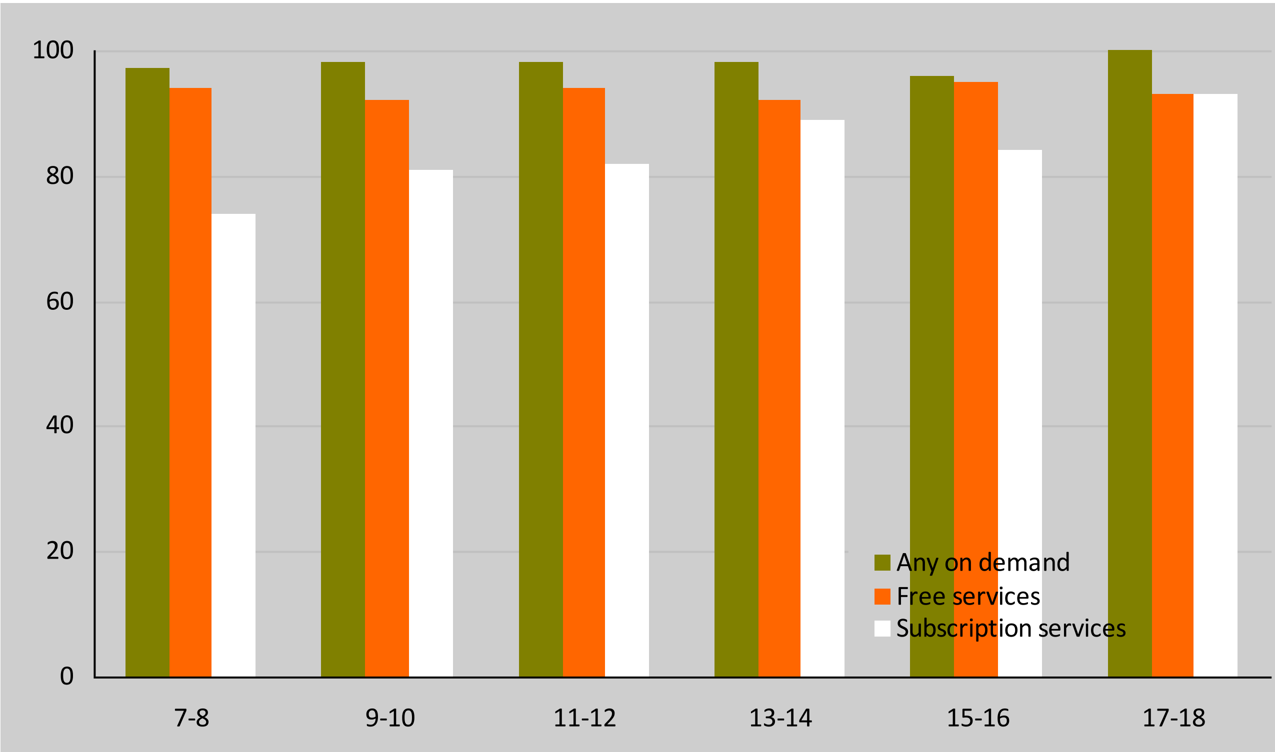


CHART 5.3 Watching on demand

BASE
All aged 7-18 (9.9m—unwtd 1677)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
I never use them	41	-	n/a	n/a	46	37	-	49	44	55	40	36	23
I occasionally use them	30	-	n/a	n/a	28	31	-	13	27	31	33	36	38
I use them all the time	21	-	n/a	n/a	17	24	-	17	14	10	22	25	39
Don’t know	8	-	n/a	n/a	9	8	-	21	16	4	5	3	0

TABLE 5.4a Using subtitles when watching content

BASE All aged 7-18 (9.9m— unwtd 1677)

Half of children aged 7-18 choose to ever use subtitles

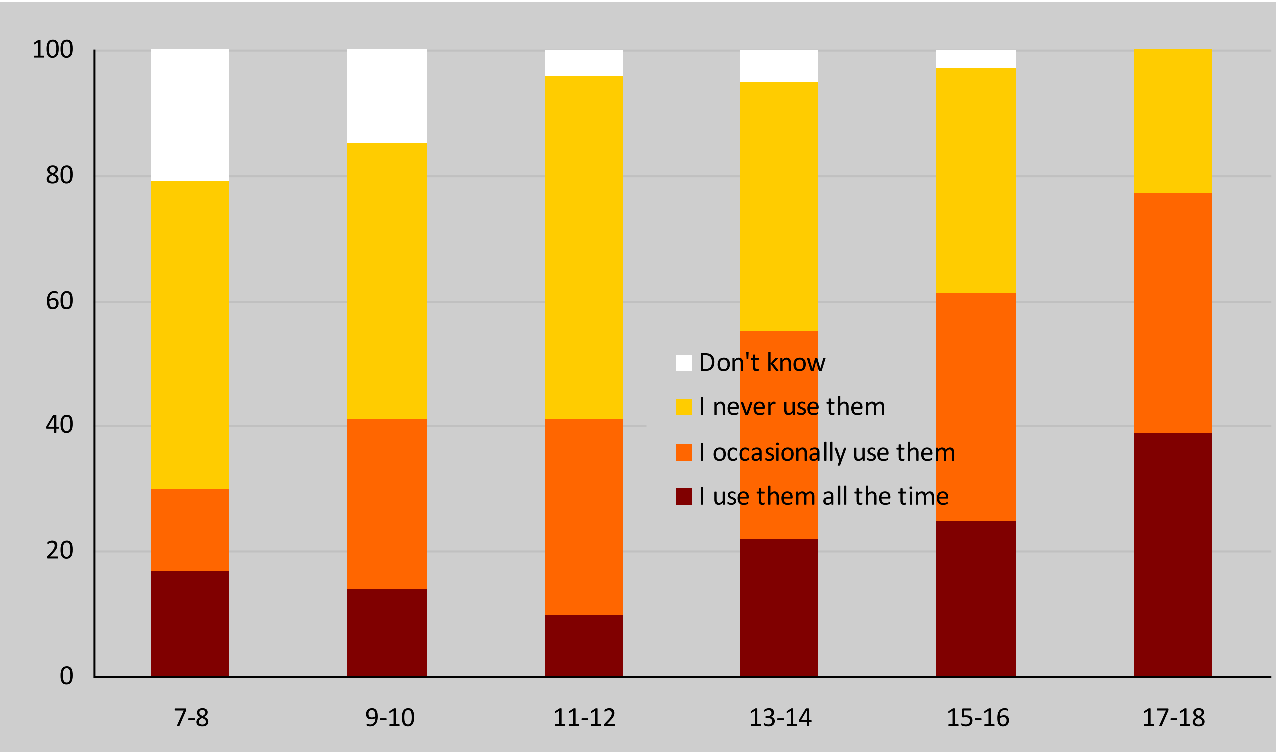


CHART 5.4 Using subtitles when watching content

BASE All aged 7-18 (9.9m— unwtd 1677)

TABLE 5.4b Why use subtitles when watching content

Occasionally use subtitles

"I prefer reading them than listening to it, it makes me understand what is happening more" Girl aged 13

"Because I think it's funny when they get the words wrong" Boy aged 11

"Because I eat crisps" Girl aged 17

"Because I struggle with my focus at times me" Non-binary teen aged 17

"Because it's in a different language and I prefer it with the same language and subtitles than English with mixed up mouth and sound movements" Girl aged 13

"To give the illusion that its healthy because I'm reading" Boy aged 17

"Because when I watch stuff with swears I don't want my brother to hear them and when I stay up late" Boy aged 11

"If I'm watching something on zoro.to it will probably use Japanese voice rather than the dubbed English but I prefer Japanese audio as it sounds cooler" Boy aged 13

"Because my mum likes to clean the house" Girl aged 11

"To help extend my own vocabulary as I am mindlessly watching things" Boy aged 13

"To see lyrics to a song" Girl aged 11

"So that I can listen to the video without any volume (only to not wake up my parents) HAHGAHAHAHAA" Boy aged 14

"I watch kdrama and it's in Korean" Girl aged 13

Use subtitles all the time

"Because they tell me what is going on if my brain is being slow" Girl aged 13

"To get better at multi tasking (like watching and reading)" Boy aged 12

"Because most of the content I watch is in different language so I need subtitles to understand" Non-binary teen aged 17-18

"To help process stuff because dyslexia" Girl aged 13

"American accents are weird" Boy aged 13

"Educational and literature purposes" Girl aged 14

"Because I'm normally watching when I'm not supposed to so have sound low and read along to understand the plot when I'm watching, foreign shows to try a pick up new language" Girl aged 13

"Because I have gotten so used them that I don't understand without subtitles" Boy aged 14

"If I can't hear the tv or laptop subtitles help me or if I am having trouble with a word I turn them on to find out how a word is spelt" Boy aged 11

"Because when I watch it in the bath I can't hear bc I am underwater" Boy aged 13

"Just in case I need them and don't understand something that is said, without having to pause it and rewind" Girl aged 17

"Some say it's better for you as it's a bit like reading and if I have the volume on low if I'm on the bus it's easy for me to understand" Girl aged 13

"To know what it is about just in case it is inappropriate" Girl aged 10

"If I don't use subtitles i feel like I can't hear them properly" Girl aged 17

SECTION

6

SERVICES AND CONTENT

This section looks at the different channels that children watch, the different services they use to watch on demand content, and their favourite programmes

SUMMARY OF KEY DATA

TOP CHILDREN'S CHANNELS:

Nickelodeon	13%
CBBC	12%
Cartoon Network	11%
CBeebies	8%
POP	7%
Boomerang	6%
CITV	6%
Nick Jr.	4%
POP Max	3%
Nicktoons	3%

Base: All aged 7-18

TOP ON DEMAND SERVICES:

YouTube	85%
Netflix	79%
BBC iPlayer	33%
Amazon Prime	32%
ITV Hub	17%
Sky	16%
All 4	9%
Now	9%
CBBC iPlayer	8%
YouTube Premium	7%

Base: All aged 7-18

TOP OTHER CHANNELS:

Sky Sports	31%
BBC One	28%
ITV	27%
Channel 4	26%
ITV2	12%
BBC Two	8%
Comedy Central	8%
National Geographic	8%
Channel 5	8%
Sky One	7%

Base: All aged 7-18

TOP FAVOURITE CONTENT:

YouTube	40%
Netflix	31%
TikTok	23%
Disney	14%
Football	4%
Amazon Prime	4%
Stranger Things	3%
Breaking Bad	2%
Rick and Morty	2%
Sidemen	2%

Base: All aged 7-18

Base: All aged 7-18 (9.9m—unwtd 1677)

6 SERVICES AND CONTENT

Children were prompted with lists of channels and on demand services potentially available to them, and asked which they had watched in the last week. They were asked what things they had been watching recently.

6.1 Children's channels watched

(see pages 5-6)

A third of children (32%) watched a children's channel in the last week, just a small increase from last year (then 31%), after a steep drop off from the year previous (44% in 2020) in part due to the closure of the Disney channels.

The majority of younger children watch children's channels, with three in five doing so (60% of 7-10s), up from 47% last year, while viewership is largely unchanged among older children (22% of 11-16s, was 24%), but has decreased for 17-18s (6%, was 14% last year).

Boys and girls are equally likely to watch a children's channel this year (both 32%), after boys overtook girls last year (then 37% vs. 30%).

Nickelodeon takes the top spot as the most viewed children's channel this year with one in eight watching (13%, was 11%), most popular among one in five 7-10s (22%). **CBBC** slips to second most viewed after placing in first last year, with one in eight continuing to watch (12%, was 11%), peaking among one in five 7-8s (26%). In third, one in nine (11%) watch **Cartoon Network**, unchanged from last year, peaking among one in five 9-10s (18%).

6.2 Other channels watched (see pages 7-8)

Seven in ten children (69%) watched a non-children's channel in the last week, unchanged from last year (68%). Viewership among 7-10s (66%) and 11-16s (67%) is now equal, with more younger children watching these channels than last year (then 62%), but dropping back among 11-16s (was 72%).

By gender, boys are more likely to watch mainstream channels with three in four doing so (73%) compared to one in three girls (65%).

Sky Sports, **BBC One**, and **ITV** remain the top three mainstream channels, with Sky Sports still the top channel (now its second year in a row), and BBC One now fractionally ahead of ITV, switching places from last year. Viewership of Sky Sports increases this year, from one in four (26%) to three in ten (31%), with the channel popular among twice as many boys (43%) than girls (20%), declining with age and peaking among half of boys aged 7-8 (50%). Viewership also increases for BBC One (28% up from 25%), rising with age and peaking among 52% of 17-18s. ITV holds steady at just over one in four (27%, was 28%) viewing, doubling with age, and highest among girls, peaking among 54% of 17-18 year old girls.

6.3 Channel types (see pages 9-10)

Core channels - Almost half of 7-18s (48%) have watched one of the five core TV channels that previously made up the terrestrial offering (in order of preference, *BBC One, ITV, Channel 4, BBC Two, Channel 5*). Viewership has marginally increased since last year (then 45%).

Entertainment channels - One in three (36%) have watched one of the entertainment channels listed, down slightly since last year (40%), with the top channels being *ITV2* and *Comedy Central.* There is little difference by gender at a total level and viewing rises with age, highest among 17-18s (28% of 7-10s, 39% of 11-16s, 46% of 17-18s. Viewing now peaks among more than half of girls age 15-16 (55%) .

Children's channels - One in three (32%) 7-18 year olds have watched a children's channel in the last week, unchanged from last year (31%). *Nickelodeon, CBBC,* and *Cartoon Network* remain the top channels watched this year, with Nickelodeon moving from third to first, CBBC dropping from first to second, and Cartoon Network moving from second to third. Viewing of children's channels peaks sharply among 71% of boys age 7-8 (compared to 59% of girls this age) before dropping back with age among both boys and girls.

Sports channels - One in three children aged 7-18 watched a sports channel in the last week (31%), rising from one in four last year (then 26%). Boys are twice more likely to watch than girls (43% vs. 20%), with viewing peaking among boys aged 7-10 (47%). *Sky Sports* is the main channel watched.

Music channels - Just 2% of children have watched or listened to one of the music channels listed, largely unchanged from last year (3%), but continuing the decline in viewership over the last several years. Viewing is highest among 15-16s (5%), The top channel is *4Music.*

6.4 On demand services (see pages 11-12)

Almost all children aged 7-18 used at least one of the main on demand services to watch programmes, videos or short clips in the previous week (98%, as last year). YouTube and Netflix continue to dominate on demand viewing, with the latter slightly increasing its share this year, back to levels seen in 2020.

More than four in five watch on demand on **YouTube** (85%), still highest among boys (88% vs. 83% of girls), but steady with age. 86% of children use any of YouTube's services, including Premium and Kids (unchanged).

Four in five use **Netflix** (79%), up from three in four last year (then 76%). It is the top paid-for subscription service for boys and girls across the age range, most popular among four in five girls (82% vs. 75% of boys), with the gender gap closing slightly this year (was 81% vs. 70%) as boys' viewing increases. Use peaks at 93% of girls age 17-18.

BBC iPlayer is used by one in three children (33%), increasing its share from three in ten last year (29%). Retaining its place as the most popular of the free on demand services, it also overtakes Amazon this year after it was unseated by it last year. Viewing increases among both boys and girls this year, with the service still more popular among girls (37% vs. 29% of boys, was 33% vs. 25%). Use is fairly steady among 7-16s, but increases among 17-18s.

Amazon Prime is watched by one in three children (32%), highest among boys, and rising with age. **ITV Hub** is watched by one in six children (17%), slightly higher among girls and also rising with age.

Overall, more than four in five (84%) children aged 7-18 used **a paid-for** on demand service in the previous week (up from 81% last year), and more than nine in then (93%) used any of the **free services** (up from 90%).

6.5 How is on demand different to TV?

(see pages 13-14)

For the first time this year we asked children how is on demand different to TV. In their own words, children explain to us what, if any differences there are between streaming and traditional broadcast TV.

See pages 13-14 for children and young people's quotes about how on demand is different to TV.

6.6 Favourite content watched by type

(see pages 15-16)

This year, recognising that children and young people are less likely to refer to 'TV' and 'programmes' when thinking about what they like to watch, we reworded our question to the 'What are some of the things you're watching in your free time at the moment (on TV, Netflix, YouTube, Amazon, Disney, TikTok etc)?'. This change has meant that comparison with previous years is not possible, but results from previous years have been left in for information only.

Overall, nearly nine in ten could name any content that they have been watching recently (88%), boys and girls alike, with little variation across the age range.

The main type of content mentioned this year was naming individual **on demand and streaming platforms** (such as YouTube and Netflix), with more than half (54%) naming these. Boys and girls were equally likely to mention these, peaking at three in five 11-12 year olds (61%).

Social media platforms (almost solely TikTok) were named by one in four 7-18s (23%), with girls (26%) more likely than boys (21%) to name one, popular from age 11 upwards peaking for one in three 13-14s (32%).

The first actual category of content mentioned is **drama**, with one in eight mentioning something in the category (12%). Girls (15%) are much more likely to mention drama content than boys are (9%), and it is popular from age 13 upwards, reaching one in three (36%) by age 17-18.

Films or film channels are mentioned by just under one in ten (9%), boys and girls alike, gradually increasing with age, from just 1% of 7-8s up to 15% of 17-18s, whilst a further 9% have a favourite piece of content they are watching in the **cult or sci-fi** category, equal by gender, and popular from age 11, up to 15% by age 15-18.

Adult sitcoms (such as Friends) are popular for 7% of children, marginally more for boys (8% vs. 6% of girls), and increase in popularity with age, up to 17% of 17-18s.

A further 7% mention specific **YouTubers**, again biased towards boys (8% vs. 6% of girls), and varied by age.

Sport is popular for 6% of 7-18s, mainly boys (10% vs. 2% of girls), and rising with age up to one in nine 17-18s (11%).

One in twenty (5%) are watching something in the **comedy** category (older girls) or **cartoons** (7-10s), whilst 3% are watching **gaming** content (boys), **documentaries** (older children), or **gameshows** (girls).

6.7 Favourite content watched

(see pages 17-18)

Mentions of general content providers (e.g. YouTube) tend to decline with age, as more young people start to mention specific programmes that they are currently watching.

Two in five chose to mention **YouTube** specifically when asked 'what are some of the things you're watching in your free time at the moment?' (40%). Boys (43%) are more likely than girls (36%) to currently be watching YouTube content, and mentions vary with age but drop at age 17-18 when more specific content tends to be mentioned.

Three in ten mention the **Netflix** platform as what they are watching at the moment (31%), with girls (35%) more likely than boys (27%) to mention it. Netflix peaks among nearly two in five 11-14 year olds (38%), before dropping back with age.

One in four say they are watching content on **TikTok** (23%), with girls (25%) marginally more likely than boys (21%) to be watching this. Interest kicks in by age 11, and peaks among three in ten 13-14 year olds (31%).

Disney content (including Marvel and Star Wars properties among others) is watched by around one in seven 7-18s (14%), more popular for girls (18% vs. 11% of boys), and varied by age, but most popular for one in five 17-18s (21%).

4% say they are mainly watching **football** at the moment, biased towards boys (7% vs. 2% of girls), and varied by age but highest among 7% of 17-18s.

Content on **Amazon Prime** is currently being watched by a further 4%, with boys (5%) marginally more likely than girls (3%) to watch, with viewing peaking among 6% of 13-14 year olds.

The highest placed actual programme is **Stranger Things**, with 3% mentioning it. The programme is most popular from age 9-16.

2% of young people said they are currently watching **Breaking Bad** or **Rick and Morty** (both mainly boys aged 17-18), YouTubers the **Sidemen** (also boys aged 17-18), **Instagram** content (older girls) or the **Great British Bake Off** (girls aged 17-18).

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Any watched at all	32	▼	31	44	32	32	-	65	54	28	18	21	6
Nickelodeon	13	-	11	15	11	14	-	22	21	10	8	9	4
CBBC	12	-	11	11	12	12	-	26	19	11	8	7	2
Cartoon Network	11	-	11	12	14	8	-	15	18	11	7	11	5
CBeebies	8	-	6	5	8	7	-	20	10	4	4	6	2
Pop	7	-	8	9	9	6	-	17	13	6	2	4	2
Boomerang	6	-	6	8	8	5	-	12	11	5	2	7	2
CITV	6	-	6	9	5	7	-	11	10	5	4	5	0
Nick Jr	4	-	3	4	3	4	-	5	6	2	2	6	2
Pop Max	3	-	3	4	4	3	-	7	5	2	2	4	0
Nicktoons	3	-	2	3	4	2	-	3	5	2	3	3	2
Tiny Pop	2	-	2	3	2	2	-	5	4	2	2	0	0
Nick Jr too	2	-	1	2	2	1	-	1	3	1	2	2	0
Ketchup	1	-	-	2	2	1	-	4	1	0	1	2	0
Cartoonito	1	-	1	1	1	1	-	1	3	0	2	2	0
Don't know	10	▼	18	16	10	10	-	8	8	12	9	11	11

TABLE 6.1 Children's Channels watched in the last week

BASE All aged 7-18 (9.9m—unwtd 1677)

One in three 7-18 year olds watched a children's channel in the last week

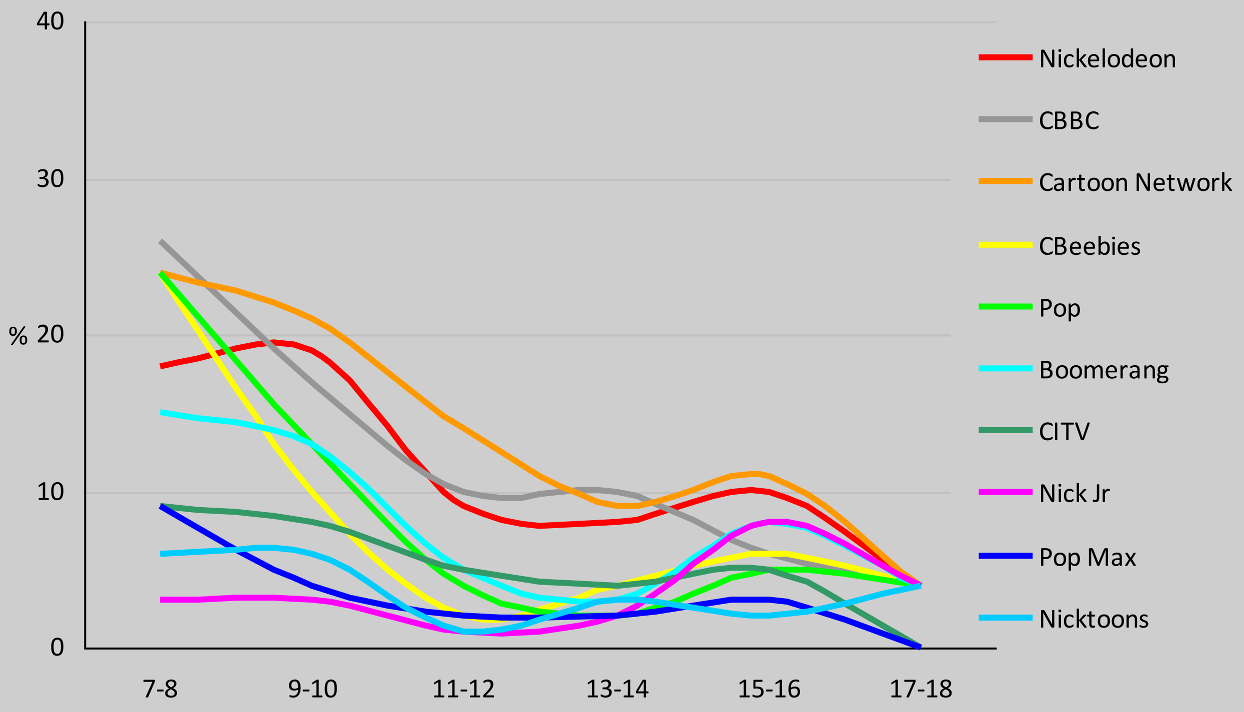


CHART 6.1a Top children's channels watched in the last week BOYS

BASE All boys aged 7-18 (5.0m—unwtd 781)

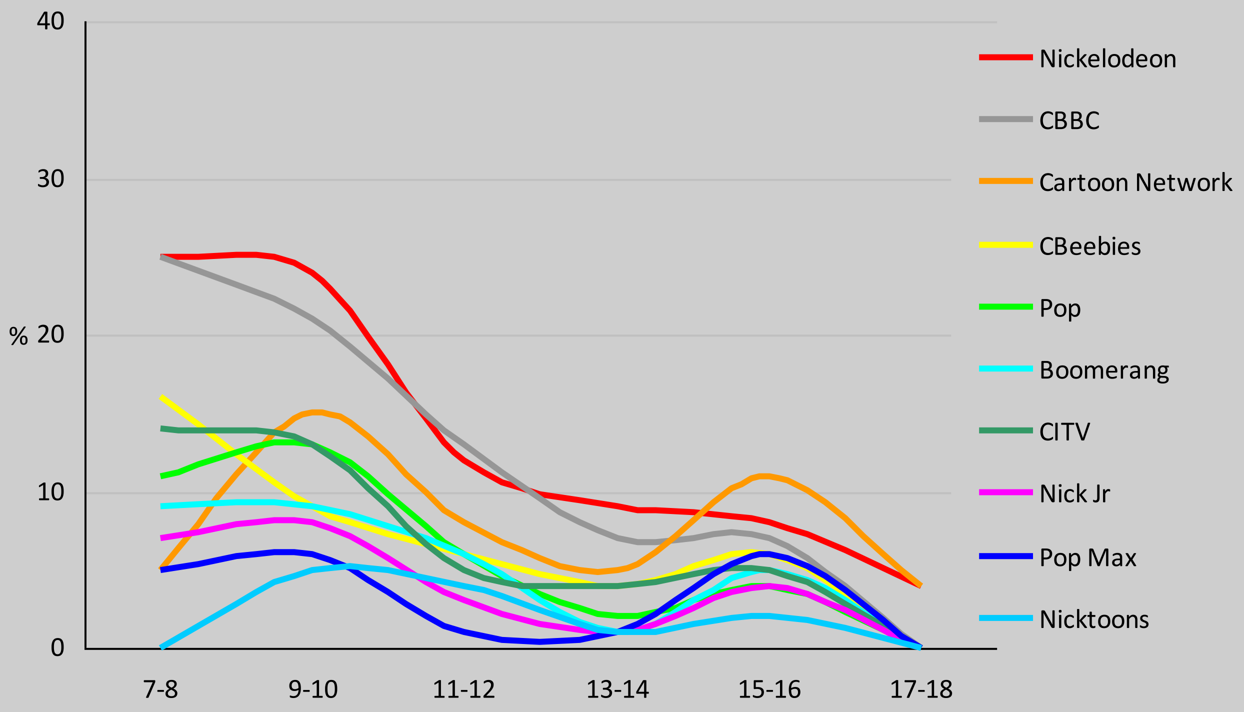


CHART 6.1b Top children's channels watched in the last week GIRLS

BASE All girls aged 7-18 (4.7m—unwtd 865)

TABLE 6.2 Other Channels watched in the last week

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Any watched at all	69	-	68	73	73	65	-	69	63	63	68	72	78
Sky Sports	31	▲	26	26	43	20	-	37	35	30	30	28	27
BBC One	28	▲	25	30	27	29	-	6	19	26	36	32	52
ITV	27	-	28	37	24	30	-	13	16	22	29	35	49
Channel 4	26	-	24	24	27	24	-	20	16	21	28	33	38
ITV2	12	▼	18	20	11	13	-	3	11	10	16	17	14
BBC Two	8	▼	11	12	8	9	-	7	8	8	10	11	5
Comedy Central	8	-	9	14	7	9	-	2	5	7	11	13	12
Nat Geo	8	-	7	10	10	6	-	10	9	8	11	5	6
Channel 5	8	-	9	9	8	7	-	8	5	6	8	7	12
Sky One	7	▼	11	14	9	6	-	8	6	7	9	8	6
E4	6	▼	9	10	5	7	-	0	2	3	6	15	10
Dave	6	-	8	11	7	5	-	1	3	3	9	9	11
Film 4	5	▼	8	10	5	4	-	3	6	6	8	6	2
Discovery	5	-	3	4	6	3	-	8	5	3	5	3	4
MTV	4	-	6	6	3	6	-	0	3	3	5	7	10
BBC Three	4	-	-	-	4	4	-	3	3	2	5	4	7
Sky Atlantic	4	-	2	3	4	4	-	7	3	2	4	5	2
ITVBe	3	-	n/a	n/a	2	4	-	1	2	3	3	4	5
4 Music	2	-	3	3	2	2	-	0	1	2	2	5	0
Don't know	6	▼	10	8	5	8	-	9	12	8	6	4	0

BASE All aged 7-18 (9.9m—unwtd 1677)

Seven in ten 7-18s watched any of the other channels listed, and viewing of Sky Sports and BBC One increased year on year, whilst viewing of ITV2, BBC Two, Sky One, E4, and Film 4 dropped back

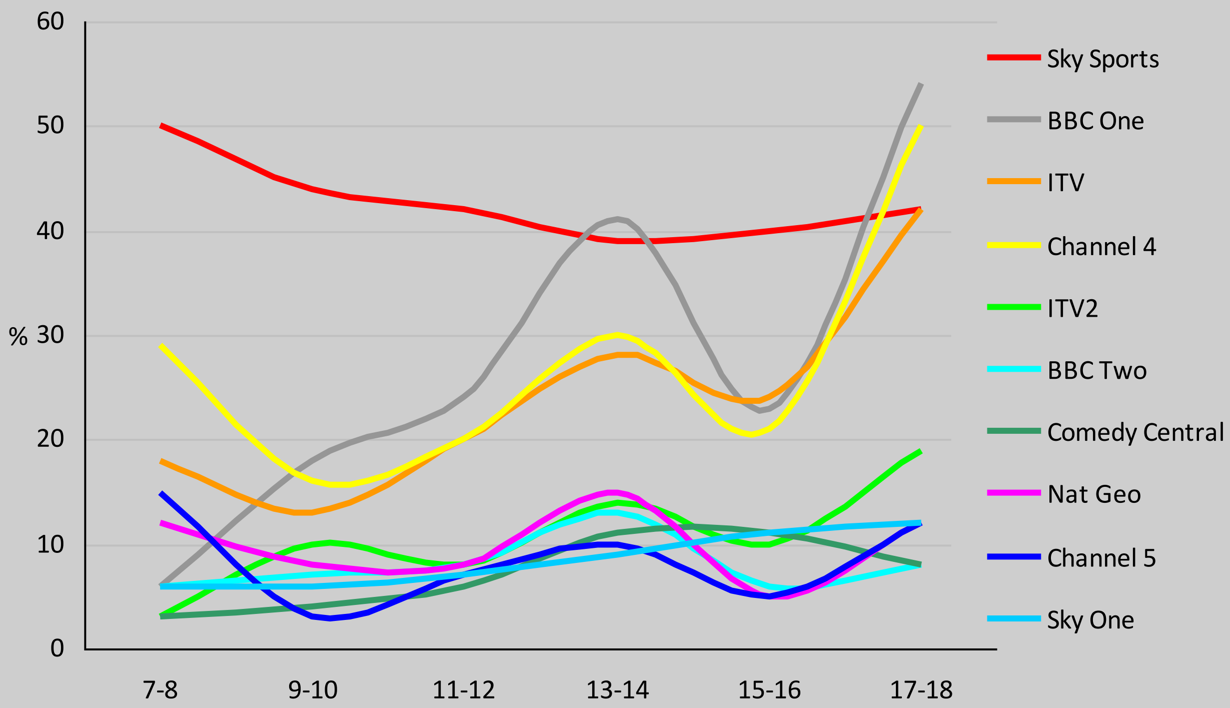


CHART 6.2a
Top other channels watched in the last week
BOYS

BASE
All boys aged 7-18 (5.0m—unwtd 781)

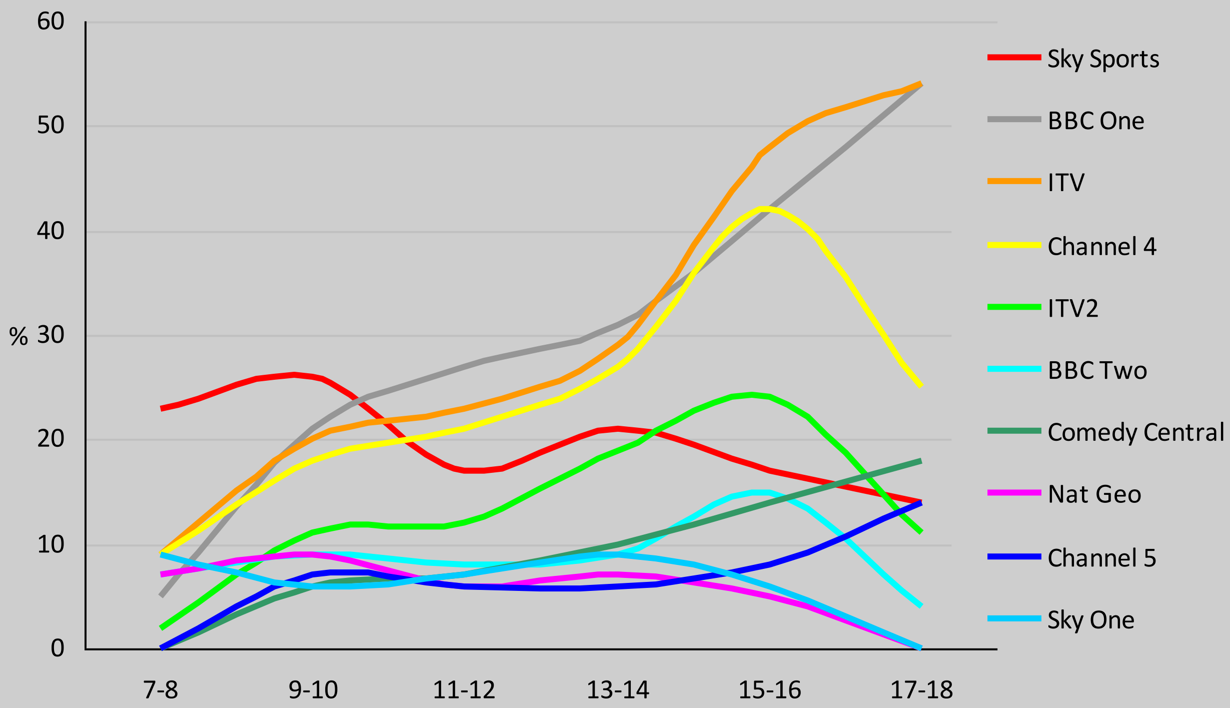


CHART 6.2b
Top other channels watched in the last week
GIRLS

BASE
All girls aged 7-18 (4.7m—unwtd 865)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
'Terrestrial' channels	48	▲	45	53	46	50	-	32	37	42	53	55	72
Entertainment channels	36	▼	40	49	35	37	-	26	29	30	41	46	46
Children's channels	32	-	31	44	32	32	-	65	54	28	18	20	6
Sports channels	31	▲	26	26	43	20	-	37	35	30	30	28	27
Music channels	2	-	3	3	2	2	-	0	1	2	2	5	0

TABLE 6.3 Types of channel watched in the last week

BASE All aged 7-18 (9.9m—unwtd 1677)

Half of 7-18s watched a 'terrestrial' channel in the last week

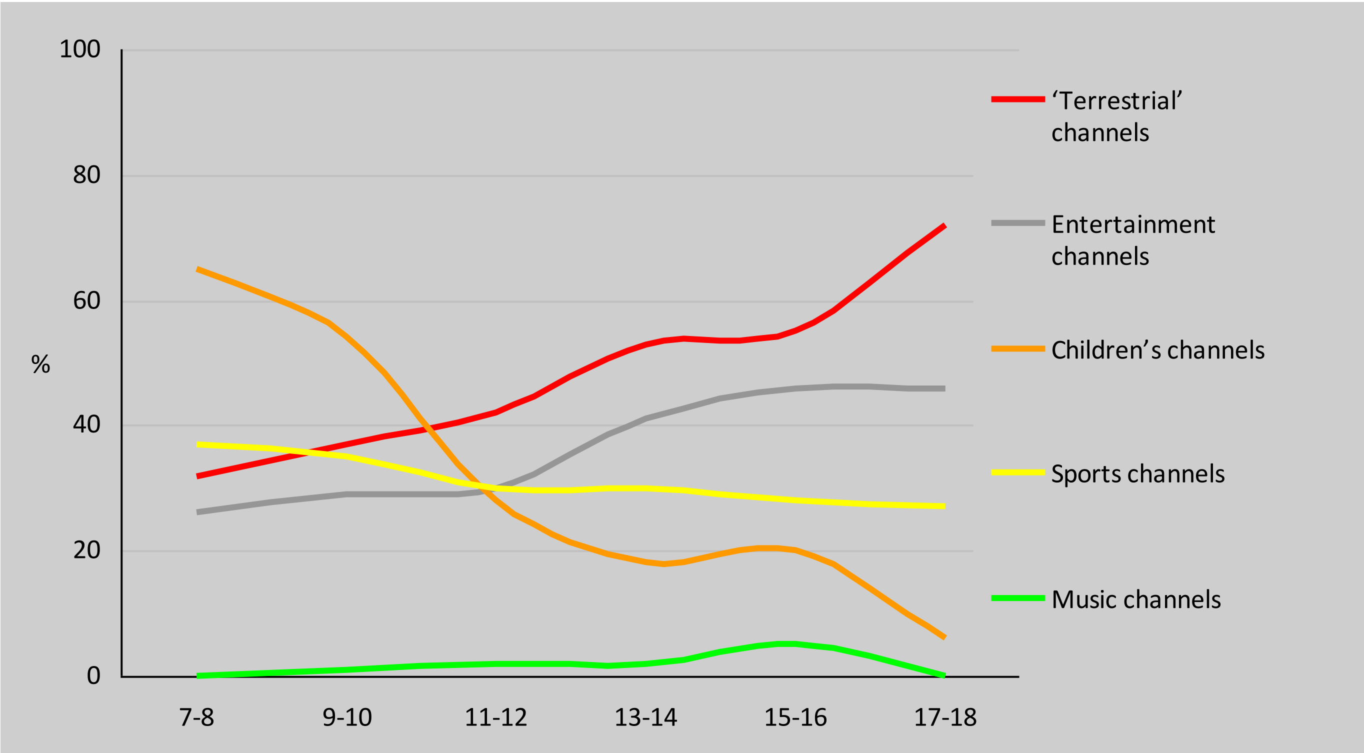


CHART 6.3a Types of channel watched in the last week

BASE All aged 7-18 (9.9m—unwtd 1677)

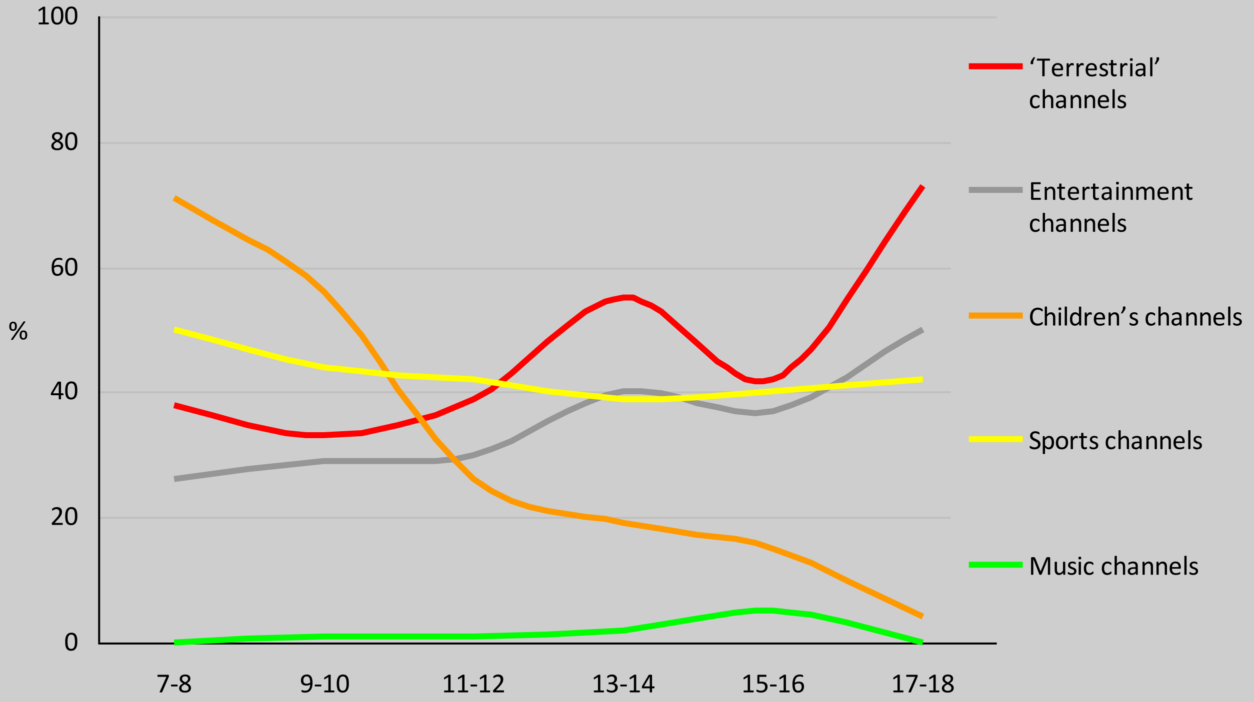


CHART 6.3b
Types of channel watched in the last week
BOYS

BASE
All boys aged 7-18 (5.0m—unwtd 781)

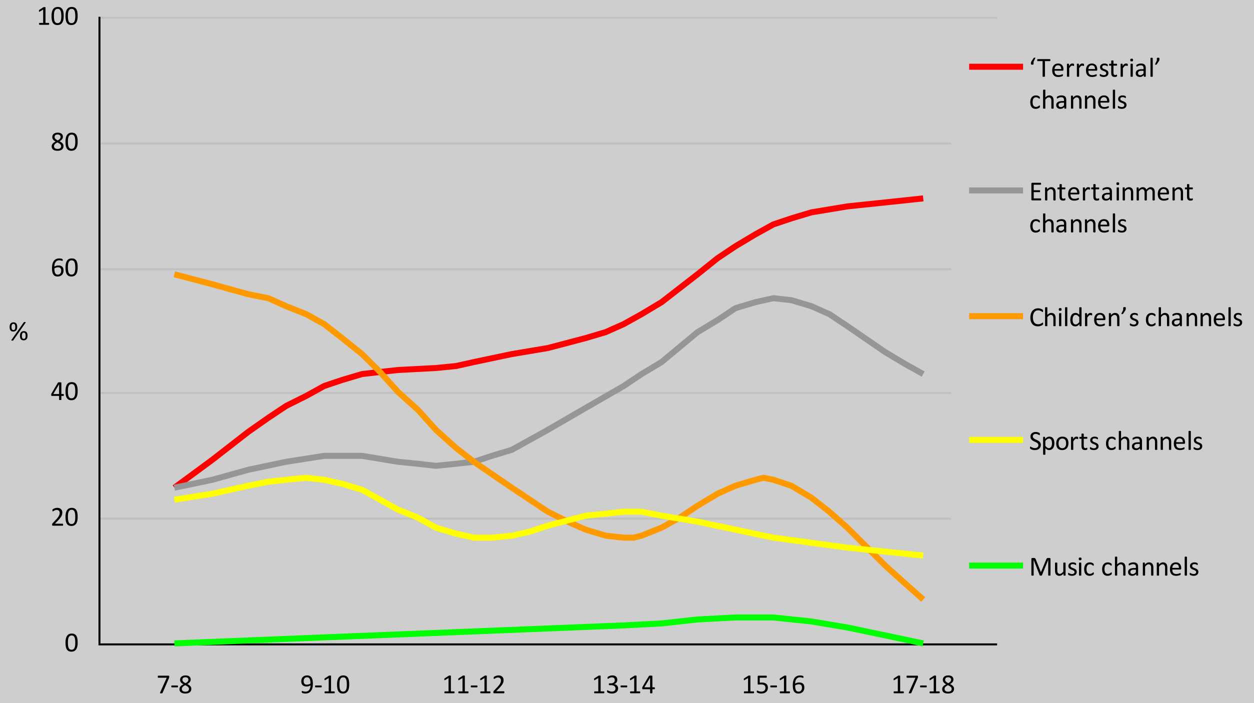


CHART 6.3c
Types of channel watched in the last week
GIRLS

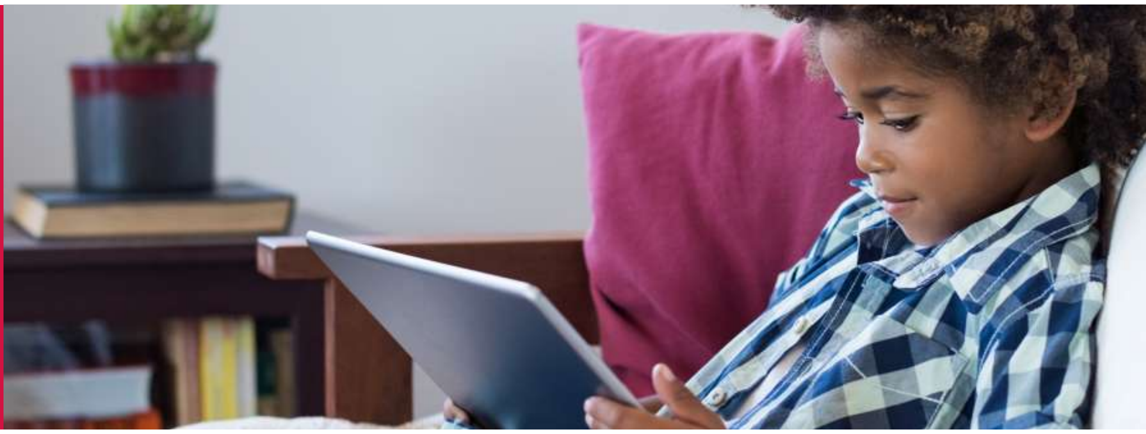
BASE
All girls aged 7-18 (4.7m—unwtd 865)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Any watched at all	98	-	98	97	98	98	-	97	98	98	98	96	100
YouTube	85	-	84	85	88	83	-	80	83	87	85	92	84
Netflix	79	▲	76	79	75	82	-	68	74	75	84	79	91
BBC iPlayer	33	▲	29	31	29	37	-	33	25	28	35	31	45
Amazon Prime	32	-	31	27	36	28	-	19	19	28	34	36	55
ITV Hub	17	-	19	16	14	19	-	13	12	16	16	19	25
Sky+/Go/Q	16	-	14	15	18	13	-	15	18	14	15	7	24
All 4	9	-	11	10	9	8	-	1	3	5	9	14	22
NOW	9	-	8	13	9	8	-	8	8	9	6	9	12
CBBC iPlayer	8	-	6	6	7	8	-	20	12	7	3	3	2
YouTube Premium	7	-	7	8	10	5	-	13	8	6	7	4	4
Crunchyroll	7	-	-	-	8	6	-	0	4	5	8	15	9
YouTube Kids	7	▲	4	7	7	7	-	24	10	3	2	1	2
Apple TV	7	-	7	8	7	7	-	4	6	7	11	6	7
My5	4	-	5	3	5	4	-	6	5	5	4	4	3
Virgin on Demand	4	-	3	5	4	3	-	2	5	4	3	5	4
Sky Kids	2	-	1	3	2	2	-	5	5	2	1	1	0
Hayu	1	-	n/a	n/a	1	1	-	0	1	0	1	1	4
Britbox	1	-	1	2	1	1	-	0	1	2	1	1	0

TABLE 6.4
Top on demand services watched in the last week

BASE
All age 7-18 (9.9m—unwtd 1677)

Almost all used on demand services in the last week, mainly YouTube and Netflix



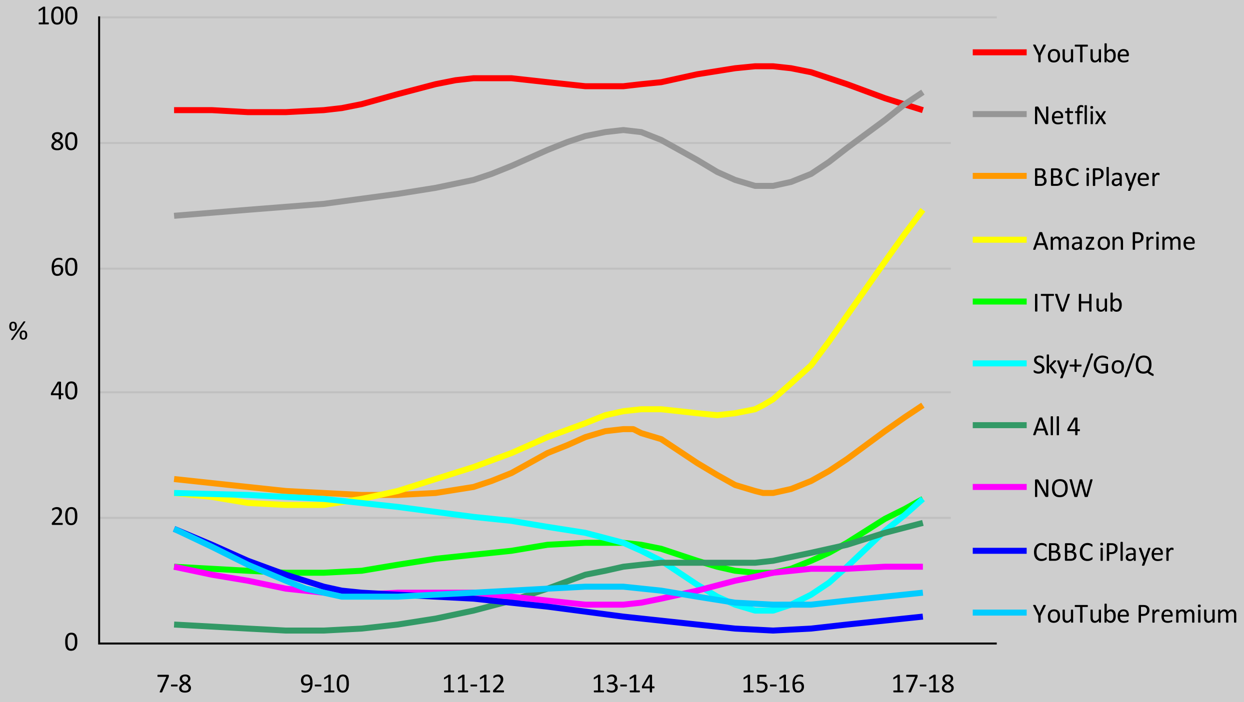


CHART 6.4a Top on demand services watched in the last week BOYS

BASE All boys aged 7-18 (5.0m—unwtd 781)

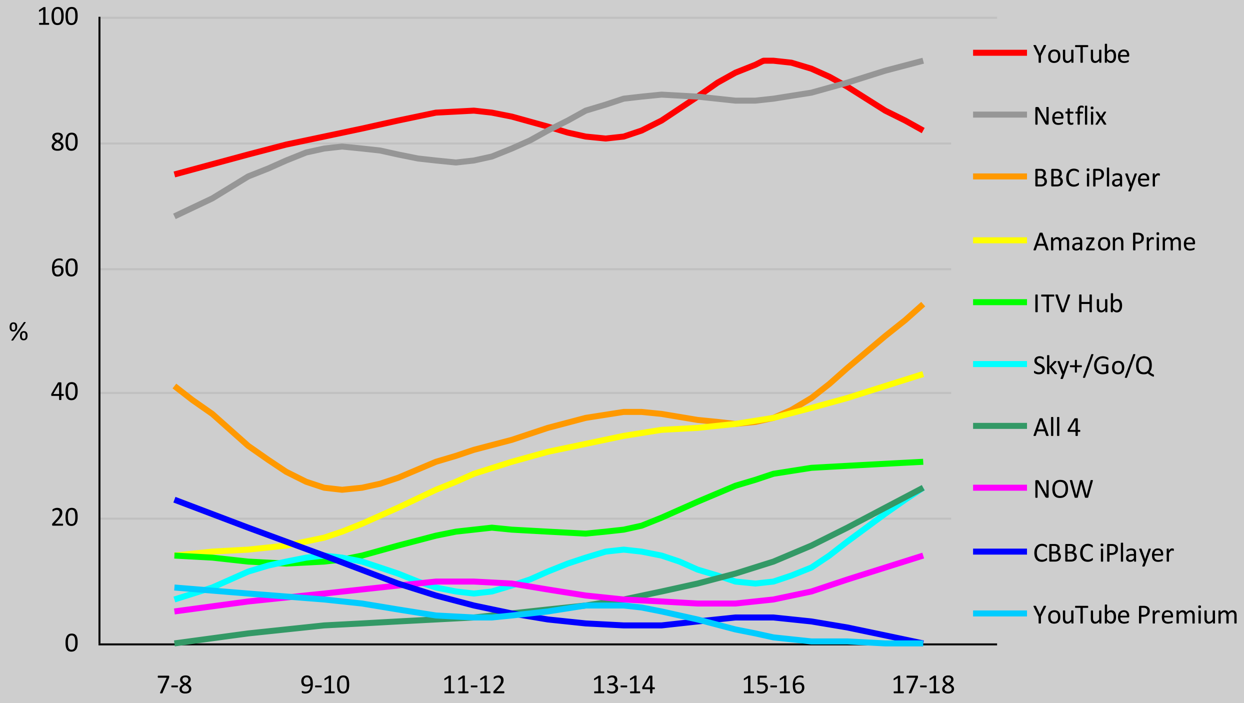


CHART 6.4b Top on demand services watched in the last week GIRLS

BASE All girls aged 7-18 (4.7m—unwtd 865)

TABLE 6.5 How is on demand different to television

Different

"Netflix and Disney+ can be watched on your leisure but TV is live and cant be rewinded or fastforwarded" Boy aged 12

"Yes tv is for like info and verry boring Netflix and stuff is films and that" Girl aged 12

"They are recorded videos, Netflix and Disney+ do not stream video live ever" Boy aged 13

"Yes because Netflix has series and films that can be downloaded as a series where as on tv you cant watch a whole series on normal tv" Girl aged 13

"I think that things on Netflix are more staged because everything is fictional. However on tv nearly everything is non fiction. Tv is more based for adults and Netflix has a wider selection of kids films" Girl aged 12

"I think are better than TV because TV is serialised and is filled with ads, whilst these don't have ads and have things that are actually entertaining on them that were made with passion" Boy aged 17

"Because it is not live and you would need a tv licence to watch some of it" Boy aged 11

"Yes, they make watching things significantly easier. I enjoy being able to watch anything whenever I want. It's great that it has such a big selection of content. Also, the lack of adverts is convenient" Non-binary teen aged 15

"I don't think there is much difference, but TV is more for toddlers and adults whereas Netflix and Amazon Prime appeal to teenagers" Girl aged 15

"Netflix can be on your phone a tv can't" Boy aged 12

"Because you can watch Love Island and I'm a Celeb Get Me Out of Here" Girl aged 11

"You can just click a movie instead of choosing a number" Boy aged 9

"Yes because streaming services are mostly American and can effect peoples pronunciation of certain words" Boy aged 13

"I think they are different because they are not on tv guide" Girl aged 9

"They show loads of programmes even from 20 years ago and current shows. You don't need a tv license for them either" Boy aged 11

"They are not because tv has better graphics" Boy aged 11

"Yes TV is more old people programs and soaps but Netflix is more films and series" Girl aged 13

"Ofc one is through the Ariel one isn't" Boy aged 13

"Yes it is different because tv is like BBC and the news and facts about what is happening in the world and Netflix and YouTube and all stuff like that is like films and little clips you can watch" Girl aged 11

"Yes because their more addictive" Girl aged 11

"Because there's nothing good on the television" Boy aged 17

"In my opinion, I think they are different because on Netflix or Disney plus, you can actually find the shows YOU want to watch but on TV, there probably won't be anything that interests you" Girl aged 14

"You can also watch a whole series in a day on Netflix where as you have to wait until the tv wants too" Girl aged 11

"Yes. TV I believe is purely on your box. Such as channel 1, 2,3 etc" Boy aged 15

"TV is live Apps are anywhere everywhere and whenever" Boy aged 11

CHILDWISE

TABLE 6.5 How is on demand different to television

Continued

Not different

"No, on demand is the new "TV" Boy aged 15

"I wouldn't say they are too different, there isn't many changes to going onto mobile then a computer or tv the only thing that's different is the screen sizes" Girl aged 10

"YES BECAUSE THEY ARE ON THE TELLY AND YOU ARE STILL WATCHING THINGS" Girl aged 13

"No they are not. It is all a way of wasting your time" Boy aged 13

"Personally I would category Netflix and steaming services as tv as I feel there is no difference however with steaming services I tend to get hooked on particular programs and will just binge it oppositely this I do not find is the same when watching live tv or even catch up" Girl aged 13

"No they just offer different programs and movies that are only on that one service" Boy aged 12

"I disagree, I think that Netflix and Disney Plus are a form of TV because they are a channel that you can watch movies and series on" Girl aged 15

"I disagree they are found on tv, so, I believe they are not different and indeed they are the same" Girl aged 11

"No I don't think there different because there all away of watching thing and there all content" Boy aged 11

"No not really because you can watch friends on Netflix or on Comedy Central" Girl aged 10

"No they are watched on a device the only thing that is different is that they are on different apps" Girl aged 13

"They're basically the same to me except on streaming services you don't have to wait ages for your favourite show to be played and you can go back if you missed a bit" Boy aged 13

Other thoughts

"I think they're beneficial for free time" Girl aged 13

"Netflix is more efficient" Boy aged 14

"Disney Plus you can sink to other ppl" Girl aged 14

"It's better on tv you watch whatever is on" Boy aged 15

"It's not much different to accessing on an app like BBC iPlayer or ITV hub on an iPhone/iPad although on a Tv Netflix is easier to access on the apps tab" Girl aged 13

"I prefer BBC than normal tv I think its better" Boy aged 10

"Kind of because on normal tv there are programs but on Netflix and Disney plus there are movies and series only. Also some thing scary or inappropriate can come up" Girl aged 10

"TV means television, the device you would normally watch these things on If you meant LIVE TV, Then yes, but there is a difference between TV and LIVE TV. You can watch them on phone too, but that's another question" Boy aged 12

"Sometimes but it's only because its a different layout" Girl aged 12

"It's on demand which is nice but it opts for censorship more than quality" Boy aged 14

"Because you can share an account" Boy aged 12

"They all have unique stuff" Boy aged 10

"Disney has amazing movies and Netflix some bad stuff" Girl aged 10

"They all have there own themes such as Disney plus have Disney based things" Girl aged 11

TABLE 6.6 Favourite content watched by type

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
ANY FAVOURITE	88	n/a	66	63	89	88	-	84	86	91	88	91	90
On demand / Streaming platforms	54	n/a	12	7	54	55	-	57	51	61	54	54	44
Social media	23	n/a	0		21	26	-	7	14	29	32	29	28
Drama	12	n/a	11	8	9	15	-	0	0	4	15	18	36
Films / Film channels	9	n/a	2	1	9	9	-	1	8	10	10	11	15
Cult / Sci-Fi	9	n/a	5	7	9	9	-	0	5	10	10	14	15
Adult sitcoms	7	n/a	8	8	8	6	-	1	1	7	10	8	17
YouTubers	7	n/a	0	0	8	6	-	8	8	4	4	3	15
Sport / Sports channels	6	n/a	5	2	10	2	-	3	7	7	5	3	11
Comedy / Comedy channels	5	n/a	0	2	4	6	-	0	2	5	8	5	9

BASE All aged 7-18 (9.9m— unwtd 1677)

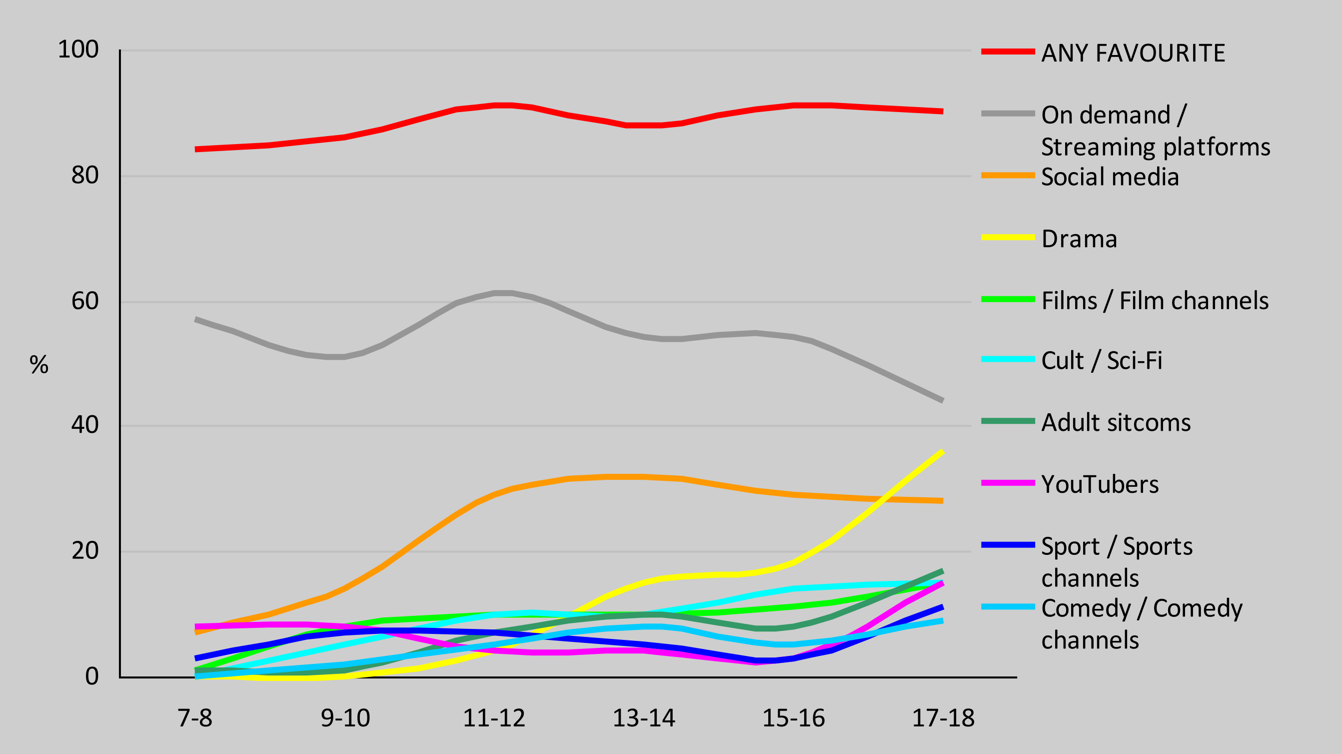


CHART 6.6a Favourite content watched by type

BASE All aged 7-18 (9.9m— unwtd 1677)

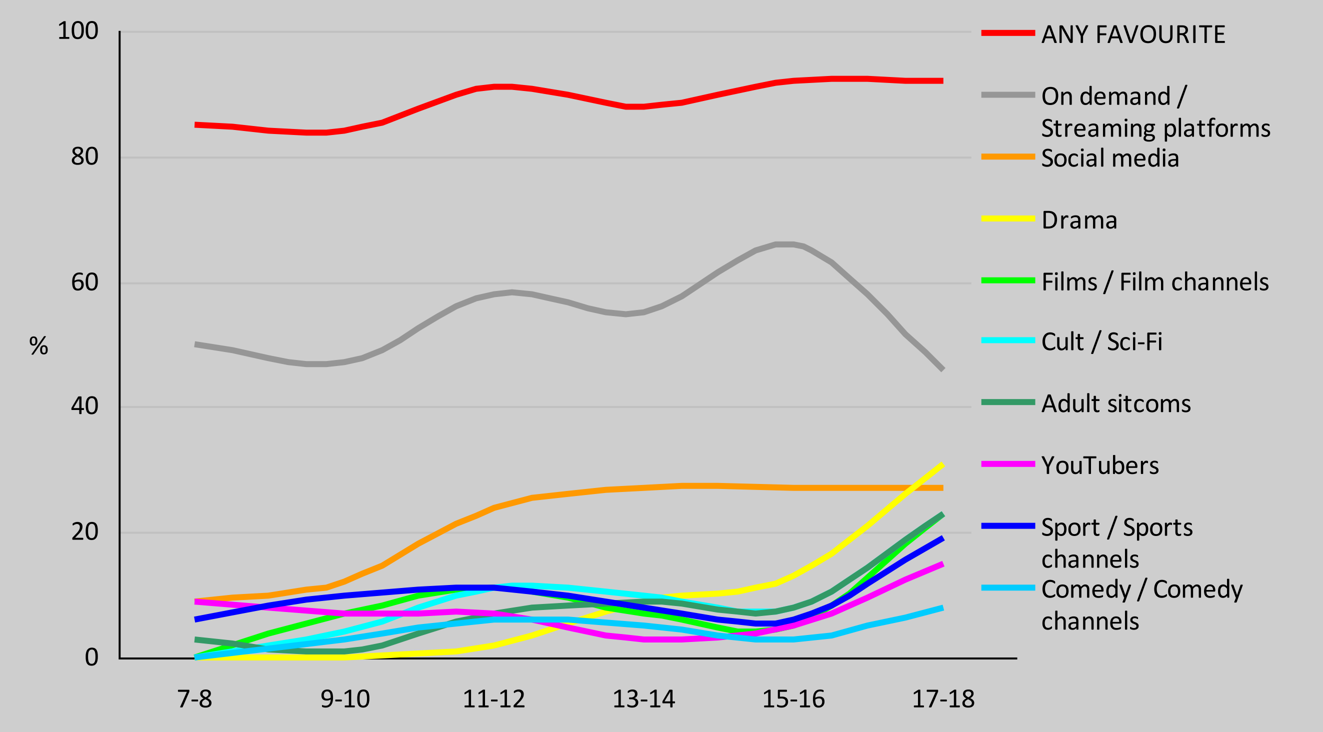


CHART 6.6b Favourite content watched by type BOYS

BASE
All boys aged 7-18 (5.0m— unwtd 781)

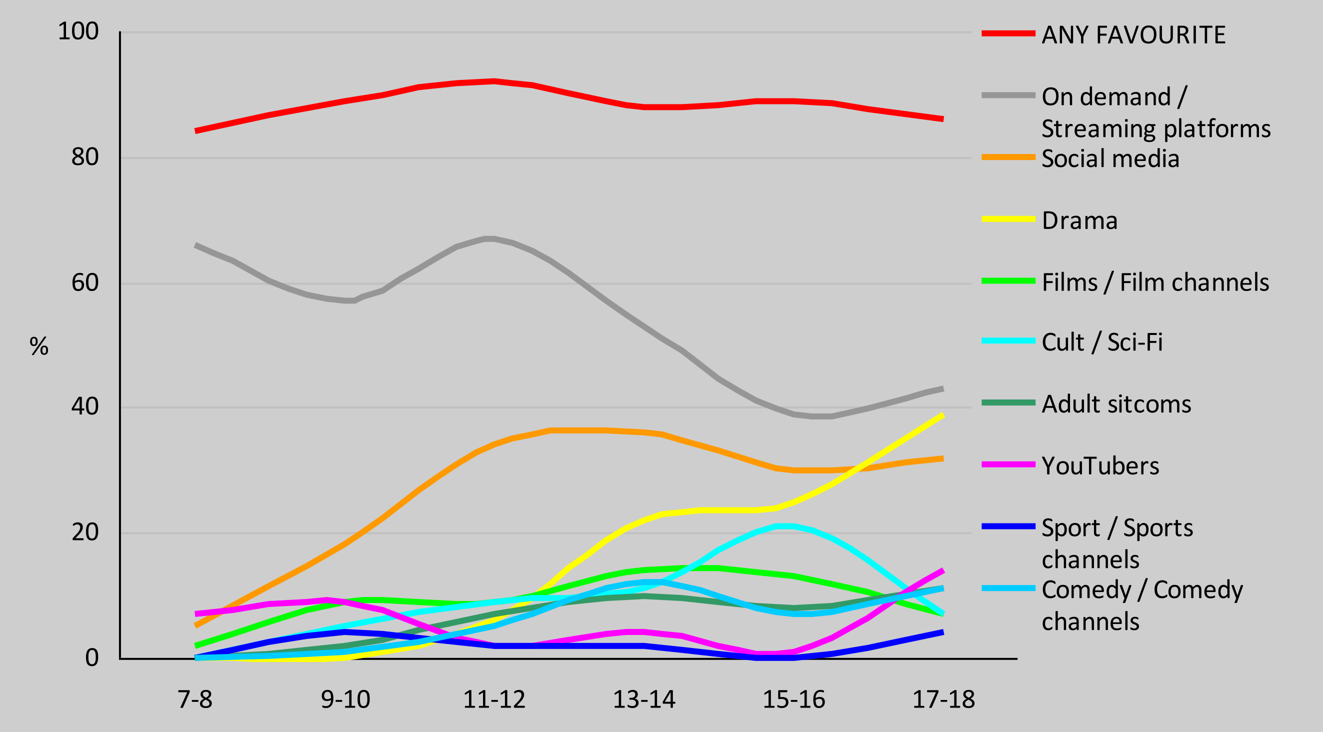


CHART 6.6c Favourite content watched by type GIRLS

BASE
All girls aged 7-18 (4.7m— unwtd 865)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
YouTube	**40**	n/a	6	4	**43**	**36**	**-**	**42**	**41**	**47**	**38**	**44**	**24**
Netflix	**31**	n/a	3	3	**27**	**35**	**-**	**24**	**24**	**37**	**38**	**35**	**26**
TikTok	**23**	n/a	0	-	**21**	**25**	**-**	**7**	**14**	**28**	**31**	**28**	**28**
Disney	**14**	n/a	1	-	**11**	**18**	**-**	**13**	**14**	**17**	**13**	**9**	**21**
Football	**4**	n/a	2	1	**7**	**2**	**-**	**1**	**5**	**5**	**4**	**2**	**7**
Amazon Prime	**4**	n/a	-	-	**5**	**3**	**-**	**3**	**3**	**4**	**6**	**5**	**4**
Stranger Things	**3**	n/a	1	1	**2**	**3**	**-**	**0**	**4**	**5**	**4**	**3**	**2**
Breaking Bad	**2**	n/a	-	0	**4**	**1**	**-**	**0**	**0**	**0**	**2**	**2**	**10**
Rick and Morty	**2**	n/a	1	1	**4**	**0**	**-**	**0**	**0**	**1**	**1**	**0**	**9**
Sidemen	**2**	n/a	-	-	**3**	**0**	**-**	**0**	**0**	**0**	**1**	**1**	**8**

TABLE 6.7
Top favourite content watched

BASE
All aged 7-18 (9.9m—unwtd 1677)

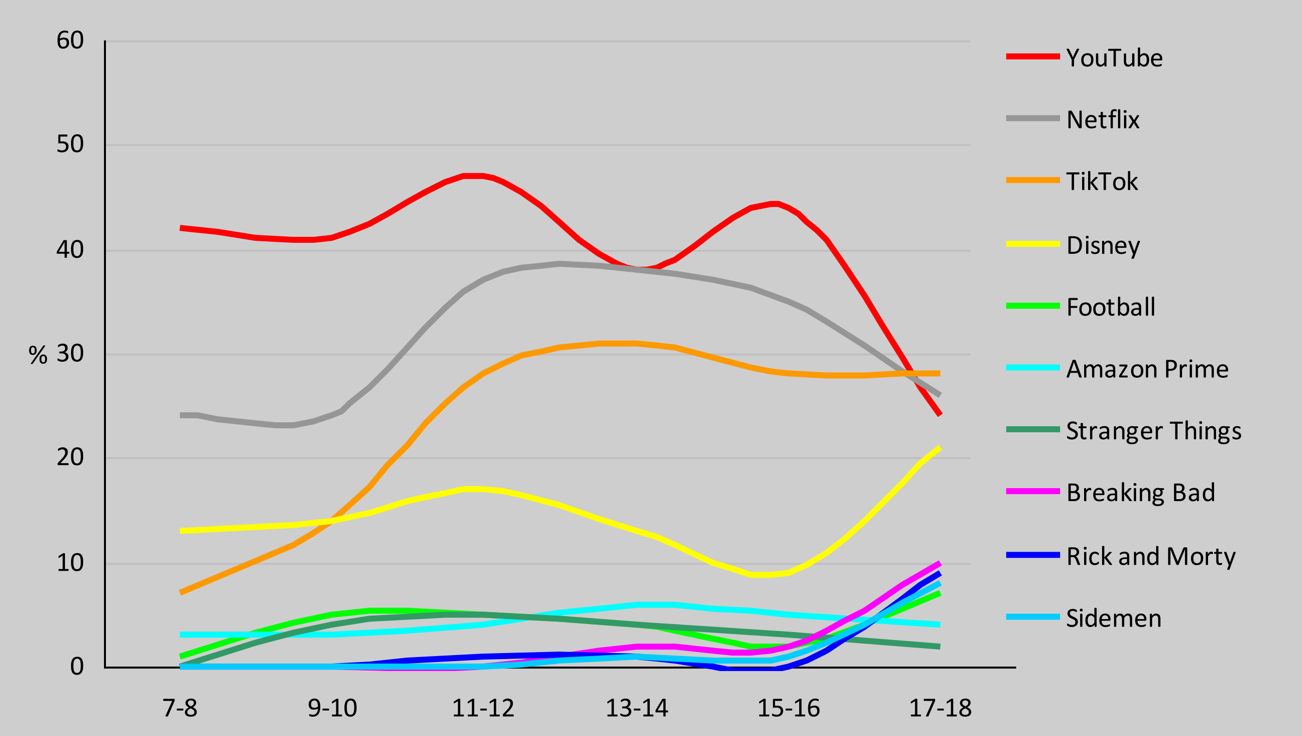


CHART 6.7a
Top favourite content watched

BASE
All aged 7-18 (9.9m—unwtd 1677)

CHILDWISE

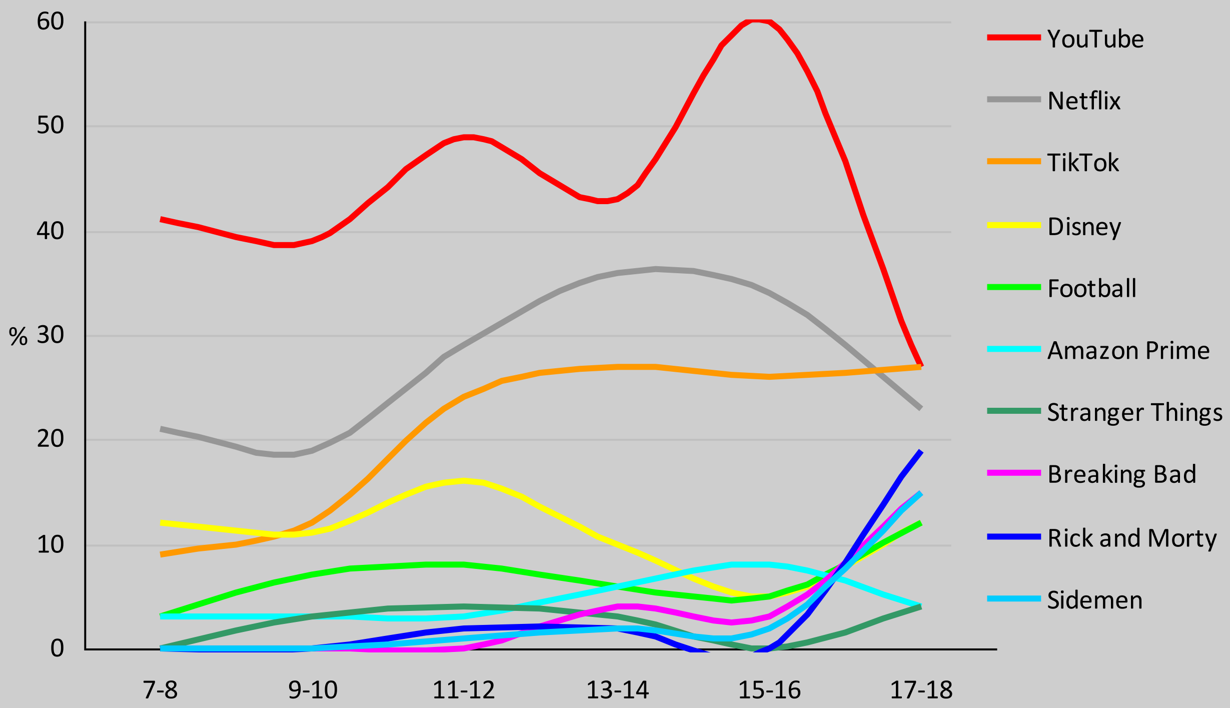


CHART 6.7b
Top favourite content watched BOYS

BASE
All boys aged 7-18 (5.0m—unwtd 781)

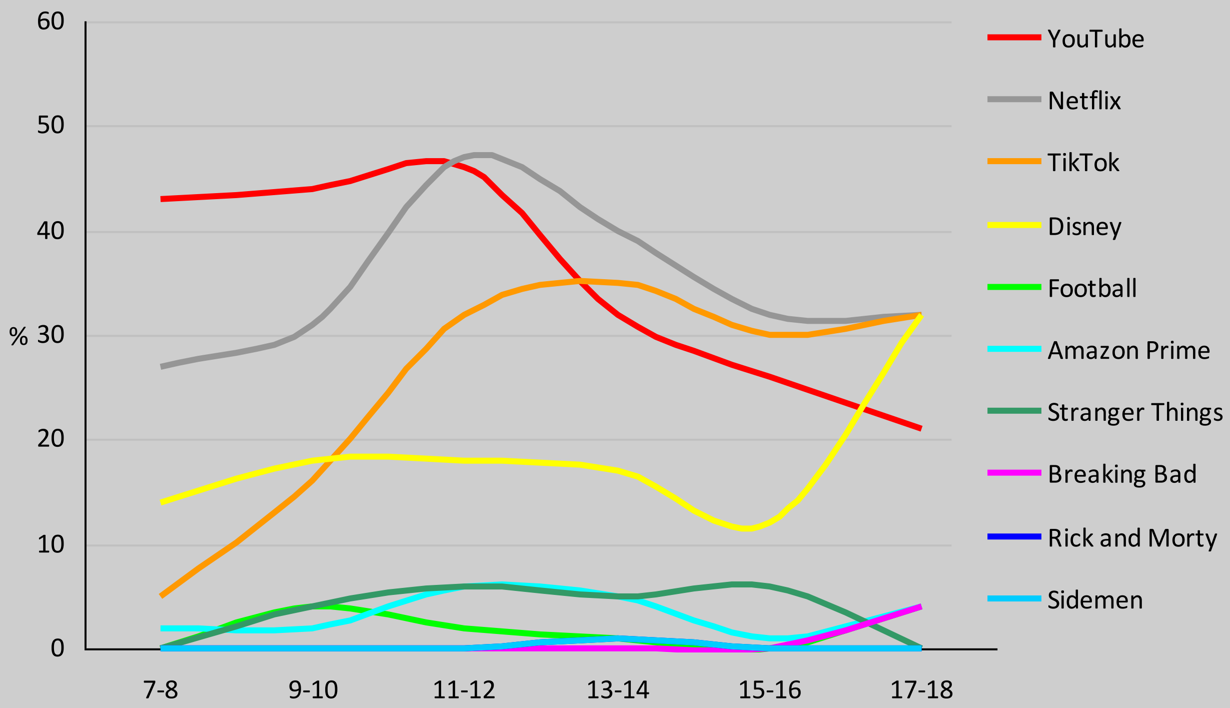


CHART 6.7c
Top favourite content watched GIRLS

BASE
All girls aged 7-18 (4.7m—unwtd 865)

SECTION 7

MOBILE PHONES

This section looks at children's ownership and usage of mobile phones, including activities undertaken and time spent using

SUMMARY OF KEY DATA

OWNERSHIP:

With their own mobile phone	70%
No, but use a family member / friends	7%

Base: All aged 5-18

TIME SPENT ON PHONE:

Hours per day	3.9

Base: Phone owners aged 7-18

ACTIVITIES AMONG PHONE USERS:

Send / Receive texts / messages	80%
Go on the internet	79%
Make / receive calls	79%
Play games	76%
Take pictures	74%
Download apps	72%
Use social media	70%
Take video clips	63%
Make / Receive video calls	60%
Use Bluetooth	60%
Use navigation services	44%
Use health / fitness tracking	32%
Use with a VR headset	12%

Base: Phone owners aged 7-18

TOP ACTIVITIES AMONG BOYS:

Send / Receive texts / messages	78%
Play games	78%
Go on the internet	78%
Make / Receive calls	78%
Download apps	71%

Base: Boy phone owners aged 7-18

TOP ACTIVITIES AMONG GIRLS:

Send / Receive texts / messages	83%
Go on the internet	81%
Take pictures	81%
Make / Receive calls	80%
Play games	75%

Base: Girl phone owners aged 7-18

MOBILE PHONE ACCESS:

Have access to their phone at all times	62%
Mostly keep their phone on silent	53%
Keep track of their daily usage	29%
Have their phone checked by parents	26%
Are tracked by parents using an app	25%
Have restrictions on their phone	21%

Base: Phone owners aged 7-18

Base: All aged 5-18 (11.5m—unwtd 2802) / Phone owners aged 7-18 (7.8m—unwtd 859) / Boy phone owners aged 7-18 (4.0m—unwtd 353) / Girl phone owners aged 7-18 (3.7m—unwtd 495)

7 MOBILE PHONES

Children were asked if they have their own mobile phone or if they ever use anyone else's phone, what activities they do on their mobile phone, how long they spend per day on their phone, and shown a list of statements about their phone use to agree or disagree with.

7.1 Ownership of mobile phones (see page 4)

Seven in ten 5-18 year olds have their own mobile phone (70%), boys and girls alike. This figure has fallen from 73% last year, and 76% the year before that. The drop over time seems to have come solely from the youngest children aged 5-6 - two in five of these children said they had a phone in 2020 (38%), dropping to one in five last year (22%), and fewer than one in ten this year (8%).

By age 7-8 nearly half (43%) have a phone, rising to three in five (60%) at the end of primary school (9-10s). From the start of secondary school and beyond, almost all have their own phone (95% of 11-18s).

A further 7% do not have a phone but use someone else's, isolated to 5-10 year olds, peaking at one in four 7-8s (23%).

7.2 Mobile phone activities (see pages 5-6)

Four in five ever use their phone to send and receive **texts and messages** (80%), down from a spike at 85% a year ago. Girls remain more likely than boys to send texts and messages (83% vs. 78% of boys), and the proportion of phone owners doing this quickly increases from two in five 7-8 year olds (38%), to two in three 9-10s (63%), and by age 15-18 almost all do this (93%).

A further four in five use their phone to **go online** (79%, dropping from a peak at 84% last year). Girls (81%) are still marginally more likely than boys (78%) to do this. Half of 7-8s with phones use them to go online (51%), rising to two in three 9-10s (65%), and three in four 11-12s (76%). By age 17-18 nearly all do this (96%).

Four in five also use their phone to **make and receive calls** (79%, down from a spike at 83% a year ago), with girls (80%) remaining slightly more likely than boys (78%) to do this. Two in five 7-8s ever make calls (41%), rising to two in three 9-10s (64%) and four in five 11-12s (79%), before peaking at nine in ten 15-16s (90%).

Three in four ever **play games** on their phone (76%). Boys (78%) remain more likely than girls (75%) to play games on their phone. This sort of usage varies by age, highest for more than four in five 9-10s (84%) and 17-18s (86%).

A further three in four ever use the phone camera to **take pictures** (74%, dropping from a peak at 78% last year), with girls remaining much more likely than boys to do this (81% vs. 68% of boys). Taking pictures increases by age, from two in five 7-8s (43%) up to nine in ten 17-18s (90%).

Seven in ten (72%) ever **download apps** to their phone, boys and girls alike, but dropping from three in four (75%) last year. Downloading apps tends to increase with age, from half (48%) of 7-8s with a mobile up to nearly nine in ten 17-18s (86%).

A further seven in ten (70%) ever access **social media** on the mobile, with girls (72%) remaining more likely than boys (67%) to do this. Only one in five 7-8s use social media on their phone (20%), doubling to 38% by age 9-10, and again for 11-12 year olds (63%). By age 17-18, almost all (93%) view social media on their phone.

Around three in five ever take **video clips** on their phone (63%), down from two in three (66%) last year. Girls (68%) are once again much more likely than boys (59%) to do this. Taking video clips increases gradually with age, from two in five 7-8s (40%) up to three in four 17-18s (77%).

Three in five ever use the **Bluetooth** feature on their phone (60%), with girls this year marginally more likely than boys to use this feature (61% vs. 58% of boys). Use rises steadily with age, from one in three 7-8s (36%) up to three in four 17-18s (73%).

A further three in five make and receive **video calls** (60%). Girls remain far more likely than boys to call in this way (67% vs. 52% of boys), and use increases from one in three 7-8s (34%), up to half of 9-10 year olds (55%), before settling at around two in three 11-18s (64%).

Just over two in five ever use **navigation tools** on their phone (44%), dropping from a spike at half (48%) using a year ago. This year, boys (46%) are more likely than girls (41%) to use these. Usage steadily rises by age, from one in four 7-10s (23%), up to seven in ten 17-18 year olds (69%).

One in three (32%) use **health and fitness trackers** on their mobile, down from 36% a year ago, with girls this year marginally more likely than boys to track their fitness like this (34% vs. 31% of boys). Usage rises from one in six 7-8 year olds (16%) up to half (50%) of 15-16s before dropping off for 17-18 year olds (38%).

One in eight (12%) use their mobile phone along with a **VR headset** such as Google Cardboard or Samsung Gear VR (up from 9% last year), with boys (15%) remaining twice more likely than girls (7%) to use their phone like this. Usage peaks among one in five 9-10 year olds (20%) before falling off among older children.

7.3 Time spent on their mobile phone

(see page 7)

Young people aged 7-18 with a mobile phone spend around four hours a day on non-call related features (3.9 hours).

Girls remain more intensive mobile phone users, claiming to spend four hours a day on them (4.0 hours) compared to less than four hours for boys (3.8 hours).

At age 7-8, young phone owners say they spend around three and a half hours on their phone per day (3.4 hours), dropping back to three hours (3.1 hours) for 9-10 year olds, before rising again to three and a half hours for 11-12s (3.5 hours). 13-14s spend 4.4 hours on their phone a day, dropping to four hours for 15-16s (4.0 hours), and rising again to 4.4 hours for 17-18s year olds.

Overall, girls aged 17-18 claim to spend the most time on their phones (4.6 hours), with girls aged 9-10 spending the least (3.0 hours).

7.4 Mobile phone access (see pages 8-9)

Three in five say they **have access to their phone at all times** (62%), dropping from two in three a year ago (67%). Boys (64%) remain marginally more likely than girls (60%) to say they can always access their phone. At age 7-8, fewer than half can always access their phone (43%), rising to half (51%) of 9-12 year olds, and peaking among three in four 15-16s (74%) who can always access their phone, even in school.

More than half (53%) say they **mostly keep their phone on silent so it makes no noise**, down from three in five (60%) a year ago. Girls are once again more likely than boys to keep their phones muted (56% vs 51% of boys). Keeping a phone on silent increases rapidly with age, in line with increased ownership and access. Only one in six 7-8s with a mobile phone mostly have it on silent (16%), rising to more than four in five (83%) by age 17-18.

Three in ten say they **keep track of how many hours a day they use their phone** (29%), with girls (30%) just marginally more likely than boys (27%) to keep a track of their usage. Tracking usage is important for three in ten 7-10 year olds (29%) but drops back for 11-12s (17%), before rising again to around half (46%) of 17-18 year olds.

One in four say that their **parents check up on what they are doing on their phone** (26%), with girls remaining marginally more likely than boys to have their phone activity scrutinised (28% vs. 25% of boys). One in three 7-12 year olds have their phone activity checked by their parents (33%), dropping back to just 17% by age 15-16, but surprisingly, increasing again to one in four 17-18s with a phone (24%).

A further one in four say that their parents **keep track of where they go with a phone app** (25%). Girls (31%) remain much more likely than boys (21%) to have tracking apps on their phones. Although this sort of restriction decreases with age, from one in three 7-10s (33%), to just 17% of 15-16s, it rises again to one in four 17-18 year olds (25%).

One in five say that they have **restrictions on their phone so they can't see bad websites or videos** (21%), boys and girls alike. Application of these types of restrictions varies across the age range, but is highest for three in ten 9-10 year olds (29%), lowest among just one in eight 15-16s (12%).

A further one in five say that their **parents take their phone away from them at certain times, like at bedtime** (20%). This year girls (24%) are much more likely to have their phone taken away compared to boys (16%). This sort of restriction is high for more than one in three 7-10 year olds (36%), but then falls back rapidly with age.

One in eight phone owners say that they have **restrictions on their phone so they can only use for a few hours a day or at certain times of the day** (12%), boys and girls alike. These usage restrictions vary across the age range, but are lowest among just 5% of 15-16s.

Most of those with a mobile phone have a restriction on their usage, mainly informal checks by parents

CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Own mobile phone	70	▼	73	76	70	70	8	43	60	94	95	91	98
Use a family member / friend's	7	-	9	8	7	8	8	23	14	1	2	2	1
No mobile phone	21	▲	17	15	21	20	85	30	24	3	1	2	0
Don't know	2	-	1	0	2	2	0	4	2	1	2	4	1

TABLE 7.1 Ownership of mobile phones

BASE All aged 5-18 (11.5m— unwtd 2802)

The proportion with a mobile phone has dropped year on year

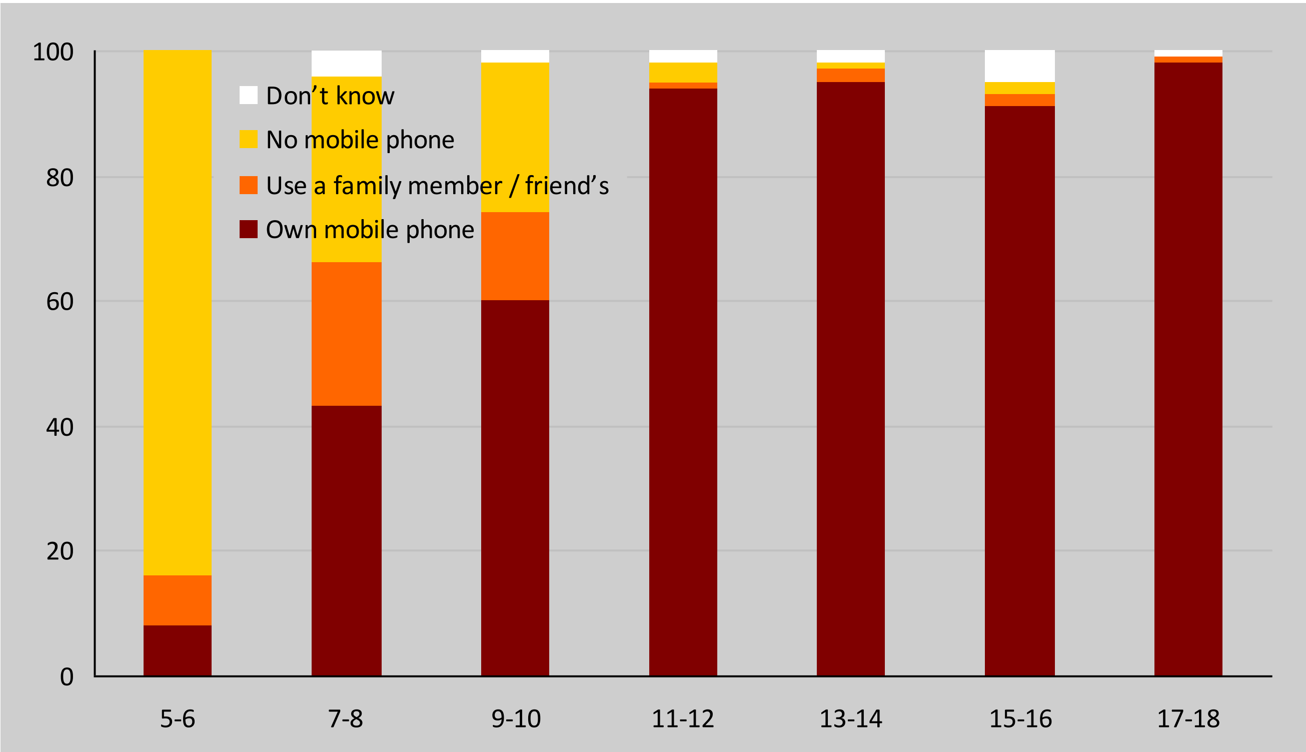


CHART 7.1 Ownership of mobile phones

BASE All aged 5-18 (11.5m— unwtd 2802)

TABLE 7.2 Mobile phone activities

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Send / Receive texts / messages	80	▼	85	82	78	83	-	38	63	82	87	82	93
Go online / Internet	79	▼	84	82	78	81	-	51	65	76	82	88	96
Make / Receive calls	79	▼	83	81	78	80	-	41	64	79	87	90	87
Play games	76	-	78	77	78	75	-	68	84	78	71	71	86
Take pictures	74	▼	78	72	68	81	-	43	66	73	75	80	90
Download apps	72	▼	75	74	71	73	-	48	61	65	76	80	86
Use social media	70	-	71	70	67	72	-	20	38	63	80	86	93
Take video clips	63	▼	66	60	59	68	-	40	55	62	63	70	77
Use Bluetooth	60	-	61	54	58	61	-	36	45	49	68	71	73
Make / Receive video calls	60	-	62	61	52	67	-	34	55	62	63	63	65
Use navigation tools	44	▼	48	34	46	41	-	26	20	31	40	59	69
Health / Fitness tracking	32	▼	36	37	31	34	-	16	21	21	37	50	38
Use with a VR headset	12	▲	9	10	15	7	-	15	20	13	11	9	6
Something else	14	▲	11	8	12	16	-	20	14	10	14	10	20
None of these	0	-	0	0	1	0	-	1	1	0	1	0	0
Don't know	4	-	3	4	4	5	-	12	4	4	5	2	4

BASE
All aged 7-18 with a mobile phone (7.8m—unwtd 859)

Girls are generally more likely than boys to do most activities on their phone, other than playing games, using navigation tools, and using with a VR headset

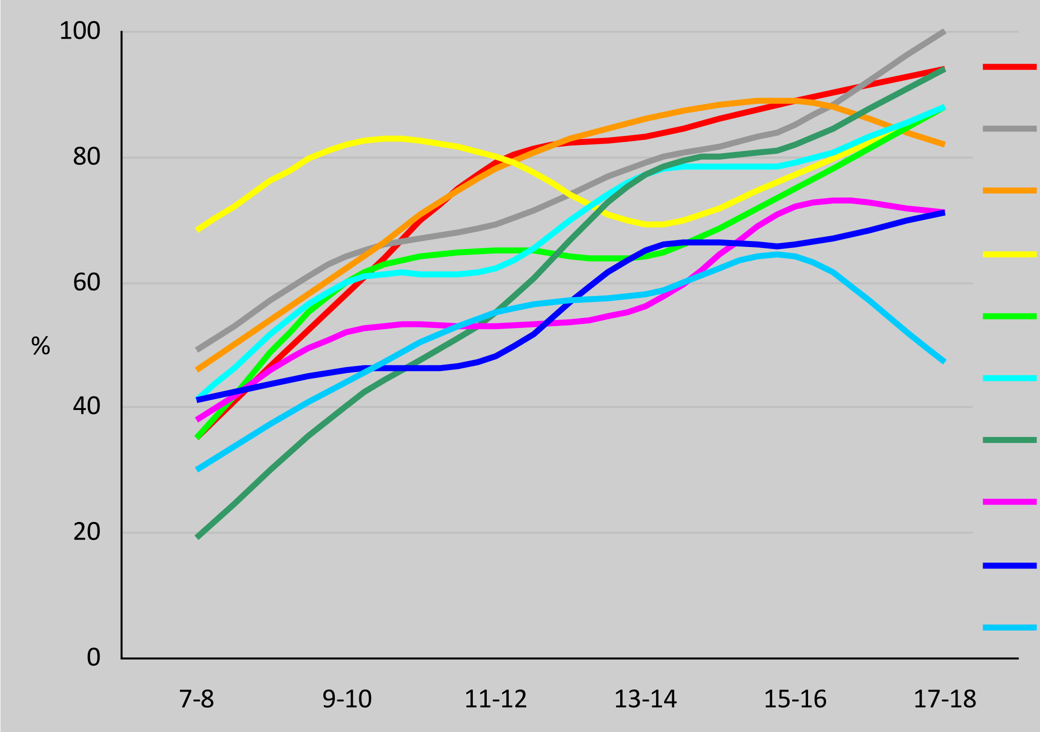


CHART 7.2a Mobile phone activities BOYS

BASE
All boys aged 7-18 with a mobile phone (4.0m—unwtd 353)

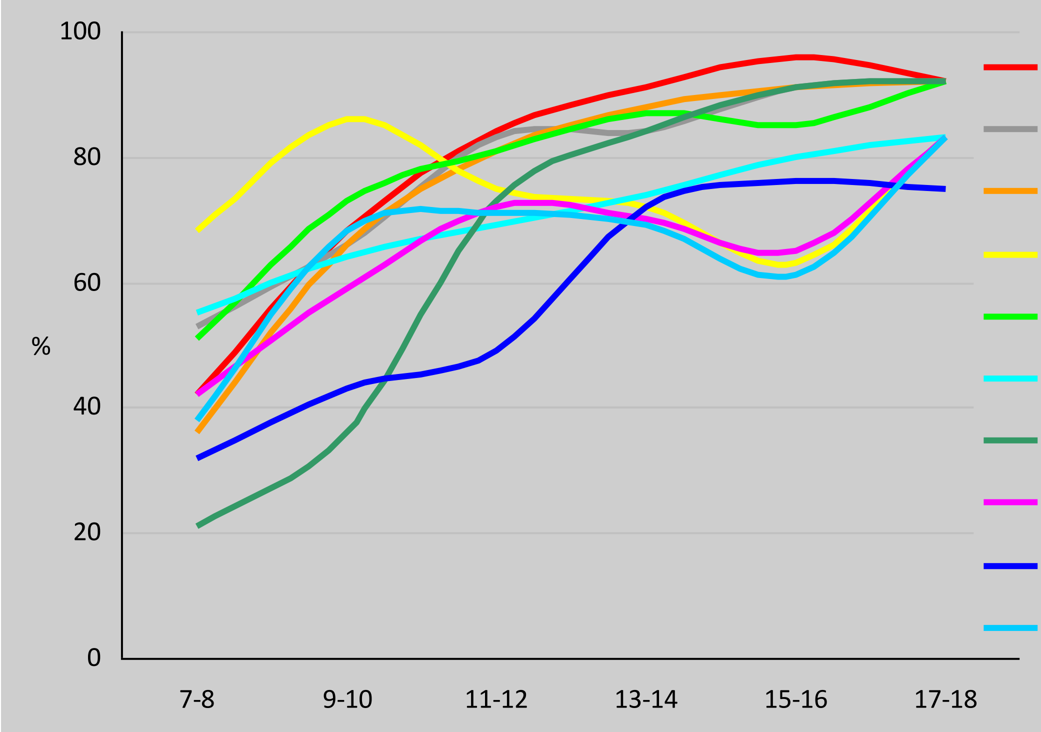


CHART 7.2b Mobile phone activities GIRLS

BASE
All girls aged 7-18 with a mobile phone (3.7m—unwtd 495)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE HOURS PER DAY	3.9	-	3.8	3.6	3.8	4.0	-	3.4	3.1	3.5	4.4	4.0	4.4
Less than an hour	7	-	6	9	7	6	-	14	17	8	4	5	0
About 1 hour	9	-	11	11	11	7	-	20	13	12	10	2	3
About 2 hours	11	-	11	17	14	9	-	6	14	15	6	15	10
About 3 hours	15	▼	18	13	15	15	-	6	14	14	15	16	20
About 4 hours	13	-	14	13	12	13	-	8	14	11	9	22	10
About 5 hours	12	-	10	8	11	13	-	6	4	10	10	14	21
About 6 hours	8	-	7	8	7	9	-	5	4	4	14	8	8
More than 6 hours	17	-	17	15	17	15	-	20	14	14	24	12	16
Don't know	9	▲	5	6	6	13	-	15	6	11	9	7	11

TABLE 7.3
Time spent on mobile phones per day

BASE
All aged 7-18 with a mobile phone (7.8m—unwtd 859)

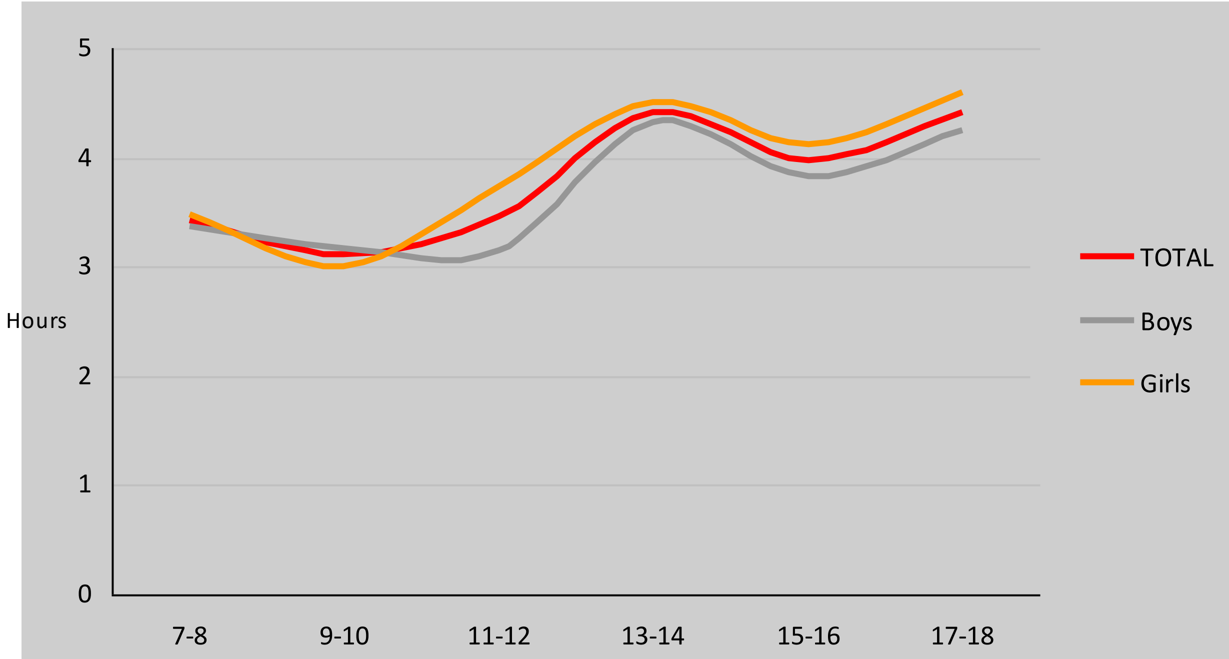


CHART 7.3
Time spent on mobile phones per day

BASE
All aged 7-18 with a mobile phone (7.8m—unwtd 859)

CHILDWISE

TABLE 7.4 Mobile phone access

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
I have access to my phone at all times	62	▼	67	n/a	64	60	-	43	53	50	70	74	70
I mostly keep my phone on silent so it makes no noise	53	▼	60	n/a	51	56	-	16	28	44	52	70	83
I keep track of how many hours a day I use my phone	29	-	n/a	n/a	27	30	-	28	29	17	27	25	46
My parents check up on what I am doing on my phone	26	-	24	n/a	25	28	-	35	35	31	22	17	24
My parents keep track of where I go with a phone app	25	-	24	n/a	21	31	-	30	35	28	21	17	25
I have restrictions so I can't see bad websites or videos	21	-	22	n/a	22	21	-	23	29	25	22	12	22
My parents take my phone away from me at certain times	20	-	20	n/a	16	24	-	32	40	26	14	9	11
I have restrictions so I can only use for a few hours a day	12	-	12	n/a	12	12	-	17	12	17	11	5	10
None of these	2	-	2	n/a	3	1	-	4	2	4	2	3	0
Don't know	9	▲	6	n/a	8	9	-	13	6	12	9	8	7

BASE
All aged 7-18 with a mobile phone (7.8m—unwtd 859)

One in four 7-18s say their parents check what they do on their mobile phones

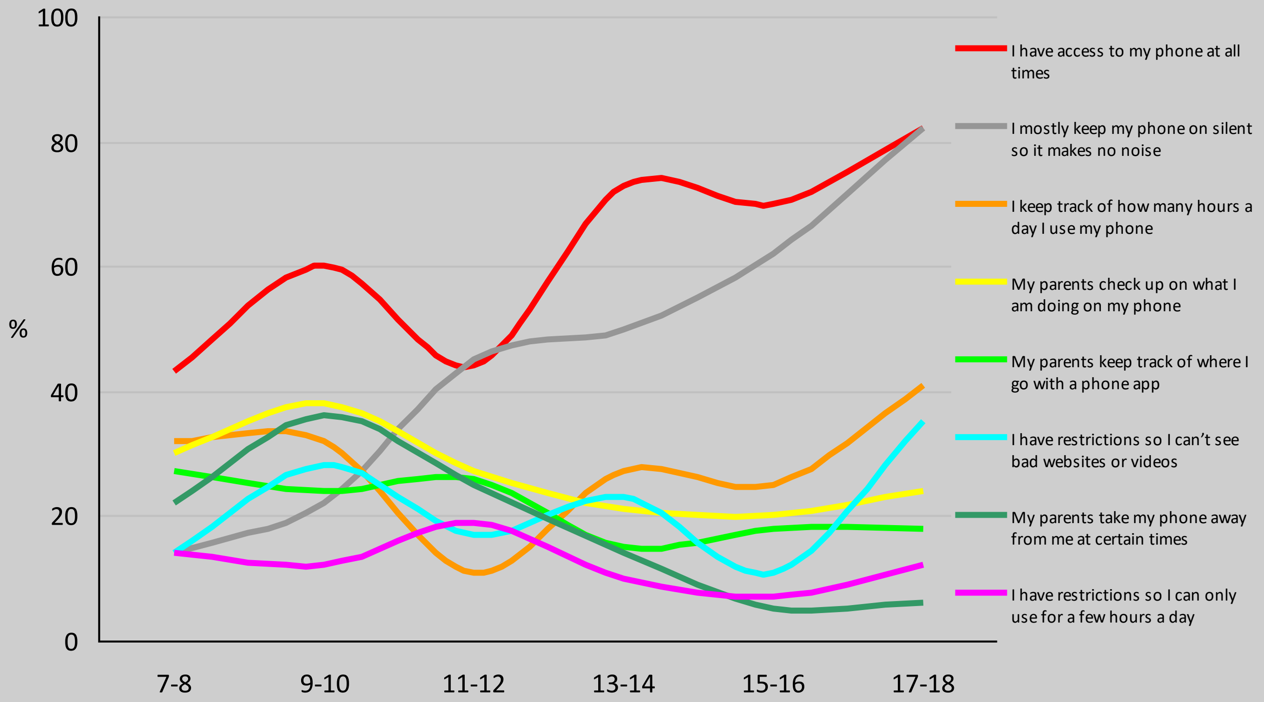


CHART 7.4a Mobile phone access BOYS

BASE All boys aged 7-18 with a mobile phone (4.0m—unwtd 353)

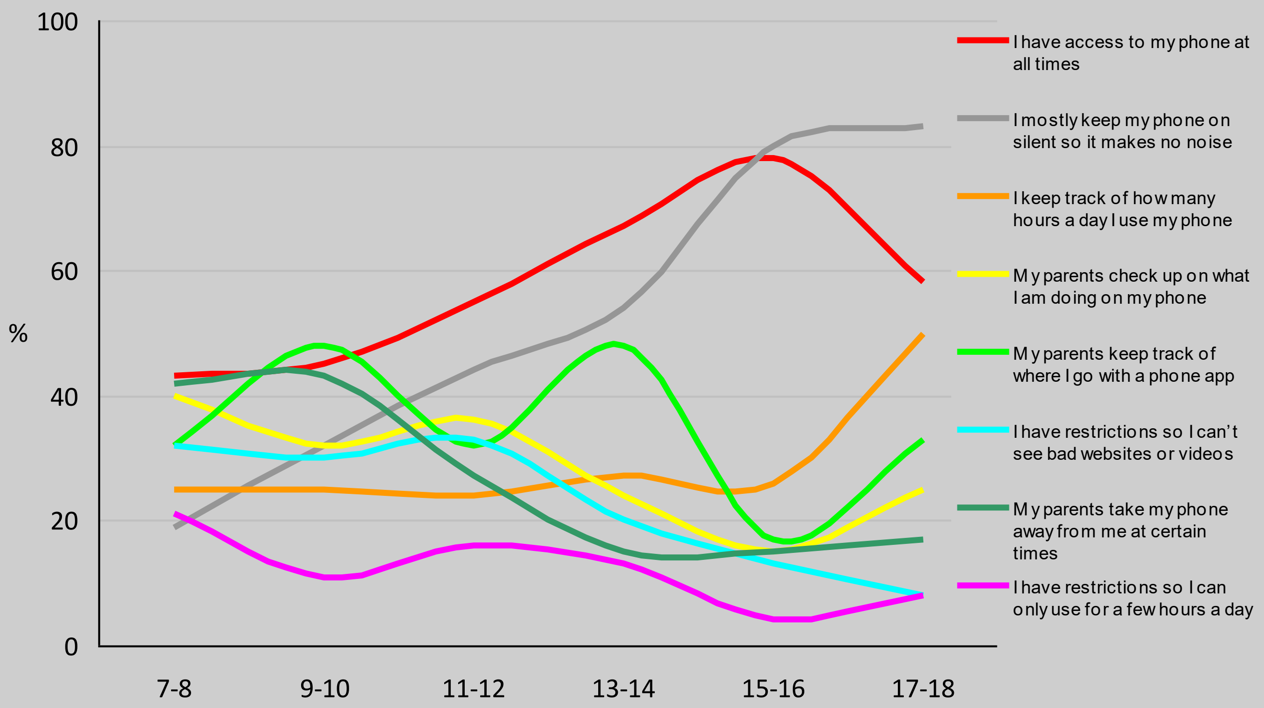


CHART 7.4b Mobile phone access GIRLS

BASE All girls aged 7-18 with a mobile phone (3.7m—unwtd 495)

SECTION

8

MUSIC

This section looks at children's access to music, streaming and downloading services, and their favourite artists

SUMMARY OF KEY DATA

TOP WAYS TO LISTEN TO MUSIC:

Mobile phone	69%
Smart speaker	32%
Laptop	25%
Radio	21%
Tablet	21%
Television	19%
Games console	18%
Desktop	14%
CD Player	7%
Record player	5%

Base: All aged 7-18

FAVOURITE GROUP / SINGER BY TYPE:

Any favourite	69%
Pop	32%
Rock	21%
Rap / Hip-hop	17%
RnB / Soul	6%
Alternative	5%
Dance / Electronic	3%
K-Pop	3%
Metal	2%
YouTube	2%

Base: All aged 7-18

TOP MUSIC WEBSITES USED:

Spotify	64%
YouTube	58%
Apple Music	14%
YouTube Music	14%
Amazon Music	14%
Capital FM	13%
Soundcloud	13%
Heart	12%
BBC Radio	10%
Kiss	5%

Base: All aged 9-18

FAVOURITE GROUP / SINGER:

Arctic Monkeys	3%
Harry Styles	3%
Ed Sheeran	3%
Little Mix	2%
Coldplay	2%
Taylor Swift	2%
Michael Jackson	2%
Dave	2%
Billie Eilish	2%
Imagine Dragons	2%

Base: All aged 7-18

Base: All aged 7-18 (9.9m—unwtd 1677) / All aged 9-18 (8.3m—unwtd 1596)

8 MUSIC

Children were asked about the devices used to access music, the streaming and downloading services they use, and their favourite artists.

8.1 Services used to access music

(see pages 4-5)

96% of 9-18 year olds have used at least one of the websites listed to access their favourite music (95% last year), using 2.2 sites on average (2.3 last year).

Spotify is the top music streaming service this year (it was also top last year among 9-18s, but we previously reported on 9-16s, for whom YouTube has been top for the past seven years). Use of Spotify has gradually crept up the past three years, such that it is now used by two thirds of 9-16 year olds (64%, was 62%), with use peaking among girls and 13-18 year olds.

YouTube is used by three in five 9-18s (58%), dropping back slightly from 61% last year. Use of YouTube is equal among boys and girls and declines slightly with age, peaking at 67% of 9-12s and settling at around half of 13-18s. YouTube is the only service to decrease its audience share this year.

The top two services dominate usage among 9-18s, with the remaining services used by increasingly small minorities.

Apple Music climbs into third place this year, from sixth last year, with one in seven using (14%), boys and girls alike, and use increases with age, from 9% of 9-10s to 20% of 17-18, most likely in line with ownership of Apple products such as iPhones and Macs.

YouTube Music is also used by one in seven (14%) and falls from third to fourth place this year. Boys and girls are equally likely to use, and use steadily declines with age (19% of 9-10s vs. 6% of 17-18s).

Amazon Music is used by a further one in seven (14%), last year in fourth but this year rounding out the top five. There is no difference by gender, and use tends to decline with age.

13% use **Capital FM** (twice as many girls than boys, fluctuating by age, and peaking at a fifth of 15-16s) and **SoundCloud** (twice as many boys than girls, rising sharply with age). 12% use **Heart** (twice as many girls than boys, peaking among 11-12s and dropping back among teens) and, 10% use **BBC Radio** (boys and girls alike, fluctuating with age). 5% use **Kiss** (especially girls 9-10), 3% use **MTV** (especially 17-18s), and 2% use **Deezer** (peaking among 17-18s).

8.2 Devices used to access music

(see pages 6-7)

Nine in ten 7-16 year olds have used at least one of the devices listed to access music, (91%, 89% last year).

Children listen to music on more devices this year—2.4 on average, up from 2.0 last year. Older children continue to listen on the most devices overall, with the number of devices increasing with age, rising from 1.7 among 7-8s, to 2.6 among 11-16s, and peaking at 3.0 among 17-18s. Access to music has risen on three of the devices listed, especially on smart speakers and laptops.

Seven in ten children use a **mobile phone** to listen to music (69%), up from 65% last year. Phones are by far the most popular choice for accessing music, with girls remaining more likely than boys to listen in this way (72% vs 67%). Listening to music on a mobile peaks at 96% of boys age 17-18. Compared to last year, use has increased most among boys and girls age 7-8, with more moderate increases among boys age 11-12 and 17-18.

Use of **smart speakers** to listen to music has more than doubled this year, rising from one in seven last year (13%) to one in three this year (32%). Use is more or less equal among boys and girls, and increases steadily by age, peaking at almost half of 17-18 year old girls (46%). Compared to last year, use has increased across every age and gender group, peaking among boys age 7-8, 11-12s, and girls age 17-18.

One in four children use a **laptop** (25%), up from one in five last year (19%), with use increasing most among girls age 17-18, as well as those age 7-8. Use is higher among girls than boys (29% vs. 22%), and remains steady among 7-16s, and then doubles among 17-18s with two in five using (42%).

One in five listen to music on the **radio** (21%), up from one in five last year (19%). Use is higher among girls than boys (24% vs. 18%), and tends to decline with age , peaking at a quarter of 7-12s (26%). Compared to last year, use declines most among 17-18s and increases most among boys age 9-12.

A further one in five also listen to music via their **tablet** (21%), up from one in five last year (19%). Use is marginally higher among girls than boys (23% vs. 19%), and fluctuates with age, this year peaking among a third of 17-18s (32%) - last year use peaked at 29% of 7-8s. Indeed, compared to last year, use has increased most among the oldest age 17-18 (+14%), as well as girls age 9-10 (+13%).

One in five continue to access music via the **television** (19%, was 18%) after a decline from levels seen in 2020 (then 25%). Use remains higher among girls than boys (23% vs. 16%), and declines with age, peaking at three in ten 9-10s (28%) and gradually dropping back to 13% of 17-18s.

One in five use a **games console**, predominantly boys (27% vs. 7% of girls), peaking at a third of boys age 13-16 (32%). One in seven use a **desktop** (14%), twice as many boys than girls (18% vs. 9%), peaking among boys age 15-18 (29%).

7% use a **CD Player**, favoured marginally by girls, rising with age and peaking at 18% of girls age 17-18. 5% use a **record player**, boys and girls alike, peaking among 15-16s (11%).

Just 3% use an **Mp3 / iPod**, once the height of music listening (that is 20 years ago), favoured by boys and peaking among 8% of boys age 15-16. Some reports state that sales of cassette tapes grew faster than any other medium in 2022, but still just 2% listen to music on **tape**, favoured by boys (3%), especially those age 15-18 (7%).

8.3 Favourite group or singer by type

(see pages 8-9)

Overall, seven in ten 7-18s can name a favourite (69%), with girls (70%) marginally more likely than boys (68%) to be able to name one. Naming a favourite rises with age, up to more than four in five by age 17-18 (83%), with boys aged 17-18 the most likely to have a favourite (85%).

Pop remains the top category of music, with favourites in this genre mentioned by one in three children (32%), up from one in four last year (then 24%). Girls remain twice more likely than boys to choose a pop group (42% vs. 22%), and mentions tend to decrease with age, but remain at one in four or more across the age range.

One in five mention a **rock** group (21%), up from one in seven (14%) a year ago. There is little difference by gender, increasing with age, up to one in three 17-18s (35%).

17% name a **rap / hip-hop** favourite, with boys (23%) remaining much more likely than girls (11%) to choose one, and increasing by age up to one in four 15-18s (26%).

RnB or soul artists are a favourite for 6%, with girls (9%) once again more likely than boys (3%) to choose one, increasing with age up to 14% by age 17-18.

One in twenty choose an **alternative** artist (5%), 3% a **dance / electronic** favourite (younger boys), or **K-Pop** artist (older girls), 2% choose **metal** (older girls), or a **YouTuber** (boys and older children).

8.4 Favourite group or singer (see pages 10-11)

Whilst seven in ten 7-18s could name a favourite group (69%), actual mentions of individual artists is low as the market is so fragmented.

3% of young people named **Arctic Monkeys** as their favourite group, with girls (5%) more likely to choose them compared with boys (2%). Mentions start at age 9, and rise to 7% of 17-18 year olds. One in ten girls aged 13-14 choose this band (10%).

A further 3% mention ex One Direction star **Harry Styles**, with girls marginally more likely than boys to mention him (4% vs. 2% of boys). He is chosen across the age range, highest for one in twenty 15-16 year olds overall (5%), plus one in ten girls aged 15-16 (10%).

3% also mention **Ed Sheeran**, boys and girls alike, popular among 8% of 9-10s but declining in popularity with age. He is most popular for 9% of girls aged 9-10.

2% are fans of **Little Mix**, almost exclusively girls (5%), and popular from age 7-12. One in nine girls aged 7-8 choose Little Mix as their favourite (11%).

Coldplay are a favourite band for 2% of children, biased towards girls (3% vs. 1% of boys), and popular for a minority from age 9 upwards.

2% mention **Taylor Swift** as their favourite, almost exclusively girls (4%), and popular for a small number from age 9 upwards, rising to 7% of girls aged 17-18.

Michael Jackson is a perennial favourite amongst young boys. 2% overall choose him, with 3% of boys saying he is their favourite (1% of girls). He is most popular for 6% of 7-8s but then rapidly declines in popularity. One in eight boys aged 7-8 choose him (12%).

British rapper **Dave** is favourite for a further 2%, mainly boys (3% vs. 1% of girls), with mentions from age 11 upwards. One in ten boys aged 15-16 choose Dave (10%).

Billie Eilish is a favourite for 2% overall, mostly girls (4% vs 1% of boys), and she is popular for a small number across the age range, highest among 6% of girls aged 11-12.

Pop group **Imagine Dragons** are also favourite for 2% overall, with boys (3%) more likely than girls (1%) to choose them, and popular from age 7-14, mostly for 6% of boys aged 7-8.

CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Average number of services used	2.2	-	2.3	2.5	2.2	2.3	-	-	1.6	2.5	2.2	2.4	2.2
Spotify	64	-	62	60	62	66	-	-	39	61	76	73	74
YouTube	58	▼	61	72	59	57	-	-	66	67	47	55	54
Apple Music	14	-	13	14	13	15	-	-	9	10	14	17	20
YouTube Music	14	-	15	11	13	13	-	-	19	18	15	9	6
Amazon Music	14	-	14	16	13	14	-	-	12	21	12	15	7
Capital FM	13	-	12	18	9	18	-	-	7	17	9	20	12
SoundCloud	13	-	13	18	17	8	-	-	4	4	11	23	21
Heart	12	-	11	10	8	16	-	-	14	17	8	9	10
BBC Radio	10	-	10	11	9	10	-	-	10	14	9	5	9
Kiss	5	-	6	7	4	6	-	-	7	7	6	5	0
MTV	3	-	4	3	2	3	-	-	3	3	2	1	5
Deezer	2	-	3	5	2	2	-	-	1	2	2	3	4
Any	96	-	95	94	95	97	-	-	91	97	95	98	96

TABLE 8.1
Services used to access music

BASE
All aged 9-18 (8.3m—unwtd 1596)

On average children use 2.2 platforms to access music

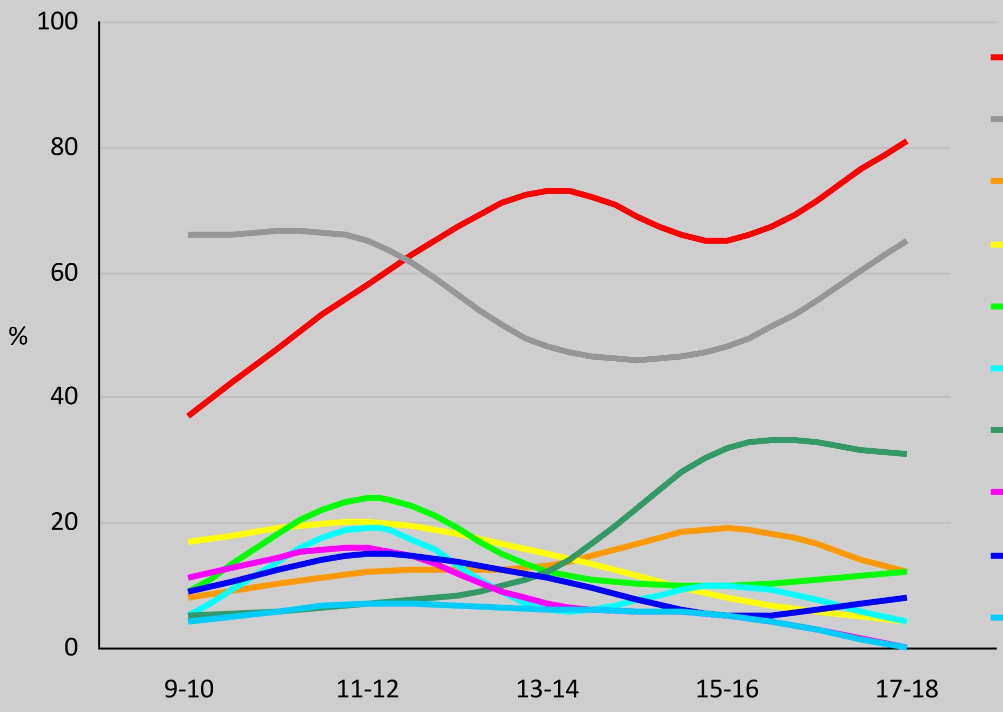


CHART 8.1a Services used to access music BOYS

BASE All boys aged 9-18 (4.1m—unwtd 747)

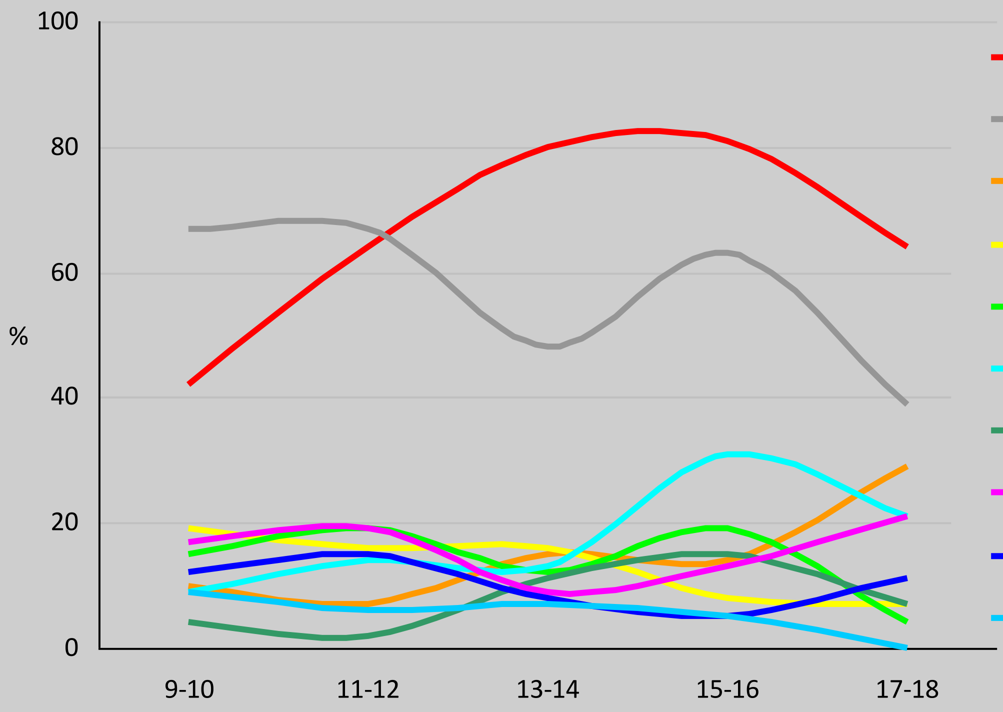


CHART 8.1b Services used to access music GIRLS

BASE All girls aged 9-18 (3.9m—unwtd 821)

CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Average number of devices used	2.4	▲	2.0	2.4	2.4	2.4	-	1.7	2.1	2.5	2.6	2.7	3.0
Mobile phone	69	▲	65	71	67	72	-	31	45	77	86	88	90
Smart speaker	32	▲	13	16	33	31	-	26	24	36	33	32	40
Laptop	25	▲	19	22	22	29	-	20	19	23	24	24	42
Radio	21	-	19	25	18	24	-	25	26	26	19	17	15
Tablet	21	-	19	20	19	23	-	15	29	21	19	10	32
Television	19	-	18	25	16	23	-	19	28	22	18	16	13
Games console	18	-	18	21	27	7	-	13	18	19	20	21	16
Desktop	14	-	13	14	18	9	-	4	9	11	16	25	18
CD Player	7	-	5	8	5	8	-	3	6	4	6	10	12
Record player	5	-	3	6	4	5	-	2	2	1	6	11	7
MP3 / iPod	3	-	5	5	4	2	-	3	3	5	2	4	4
Tape player	2	-	1	2	3	1	-	1	1	1	1	4	4
Any of these	91	-	89	92	90	92	-	77	86	95	93	99	96

TABLE 8.2
Devices used to access music

BASE
All aged 7-18 (9.9m—unwtd 1677)

Use of smart speakers to access music has more than doubled this year

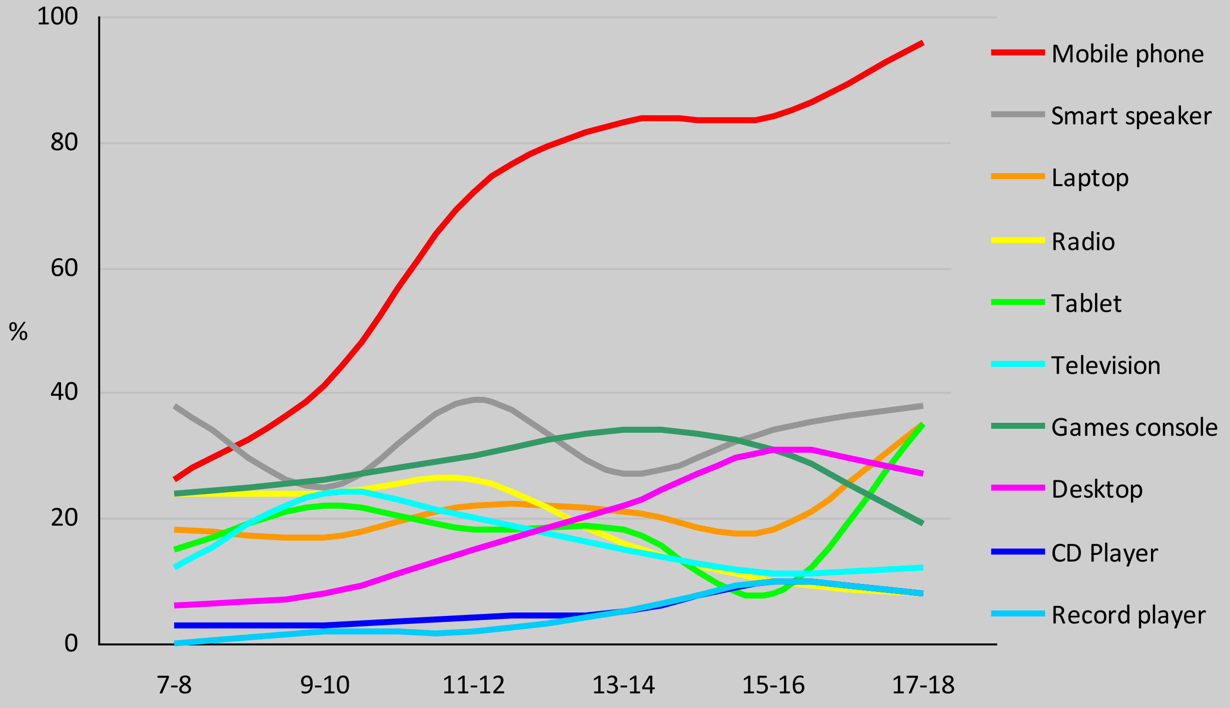


CHART 8.2a Devices used to access music BOYS

BASE All boys aged 7-18 (5.0m—unwtd 781)

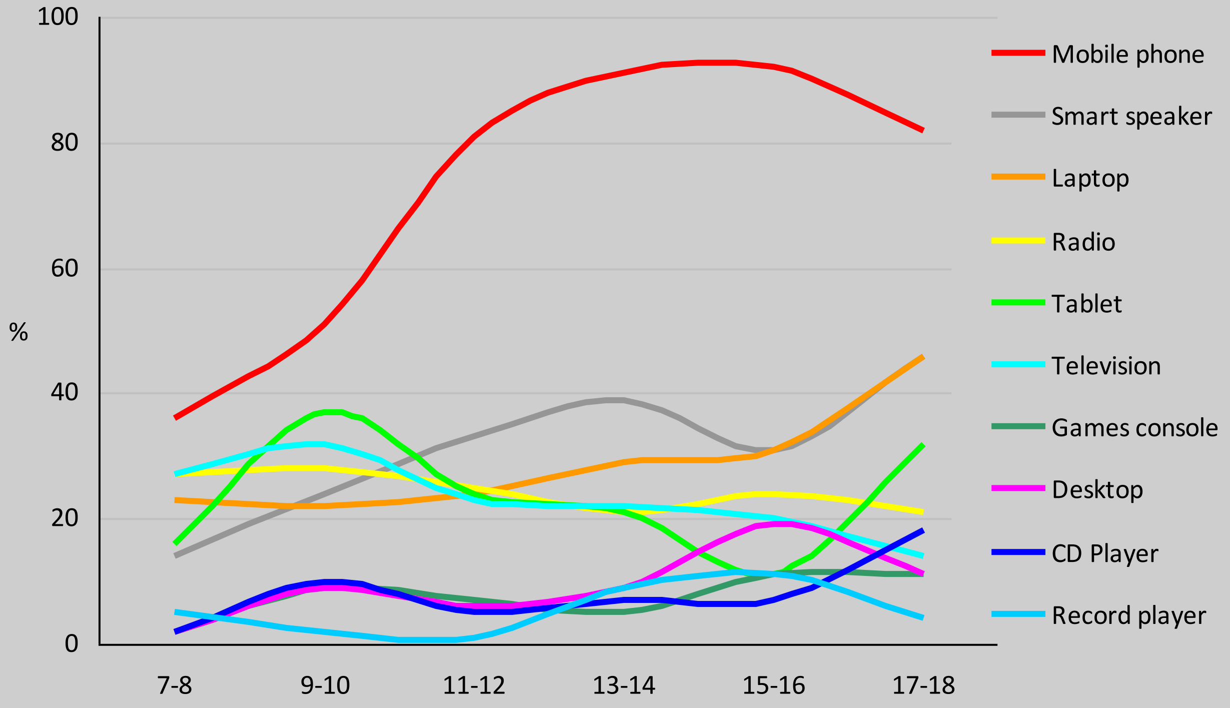


CHART 8.2b Devices used to access music GIRLS

BASE All girls aged 7-18 (4.7m—unwtd 865)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
ANY FAVOURITE	69	▲	61	65	68	70	-	68	60	65	64	75	83
Pop	32	▲	24	24	22	42	-	47	32	29	24	24	34
Rock	21	▲	14	14	21	19	-	14	9	17	22	28	35
Rap / Hip-hop	17	-	15	17	23	11	-	5	11	16	20	25	26
RnB / Soul	6	▲	2	4	3	9	-	2	1	3	6	9	14
Alternative	5	-	4	5	6	5	-	0	9	7	4	4	7
Dance / Electronic	3	-	2	2	4	1	-	4	4	3	1	2	2
KPop	3	-	2	2	1	4	-	0	2	2	4	2	4
Metal	2	-	1	1	1	3	-	0	1	1	2	6	3
YouTube	2	-	2	0	2	1	-	0	2	2	2	2	4

TABLE 8.3 Favourite group or singer by type

BASE All aged 7-18 (9.9m—unwtd 1677)

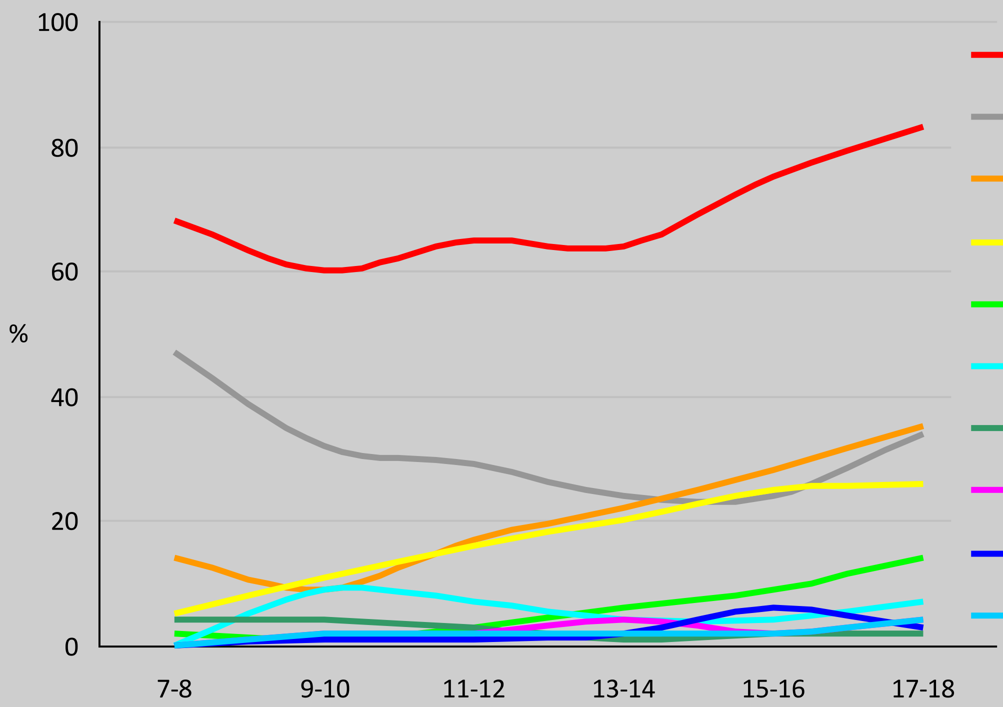


CHART 8.3a Favourite group or singer by type

BASE All girls aged 7-18 (4.7m—unwtd 865)

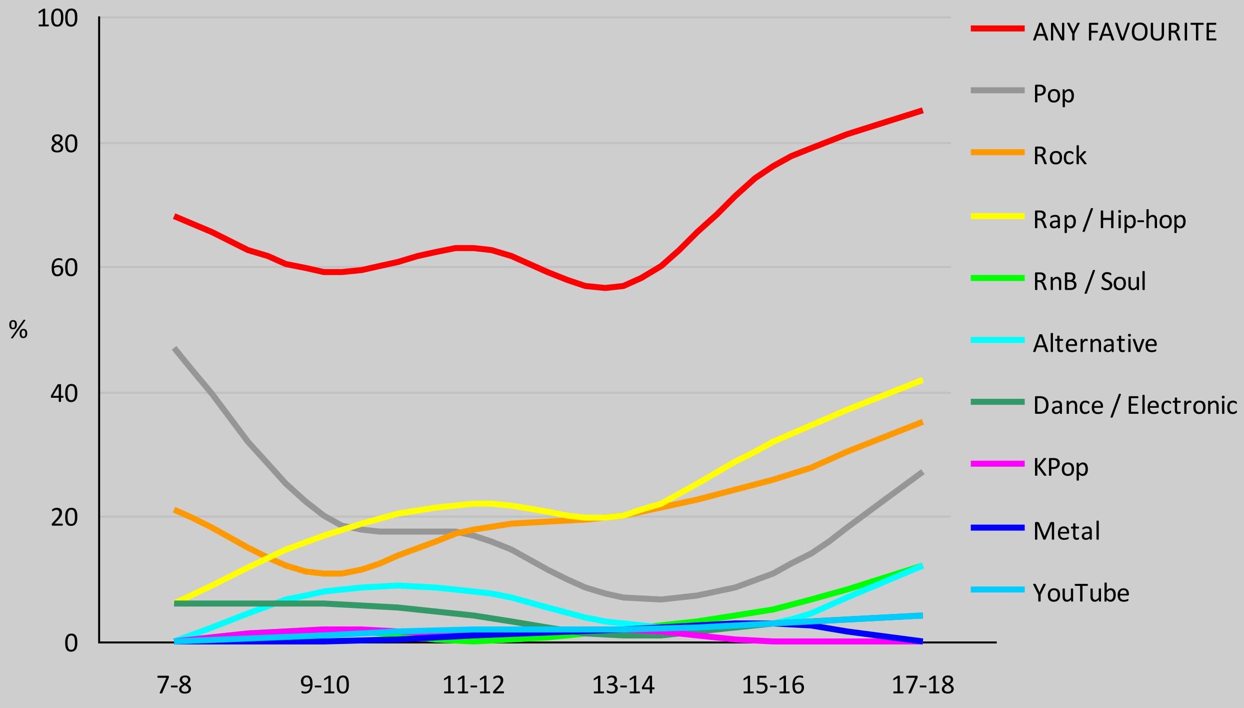


CHART 8.3b
Favourite group or singer by type
BOYS

BASE
All boys aged 7-18 (5.0m—unwtd 781)

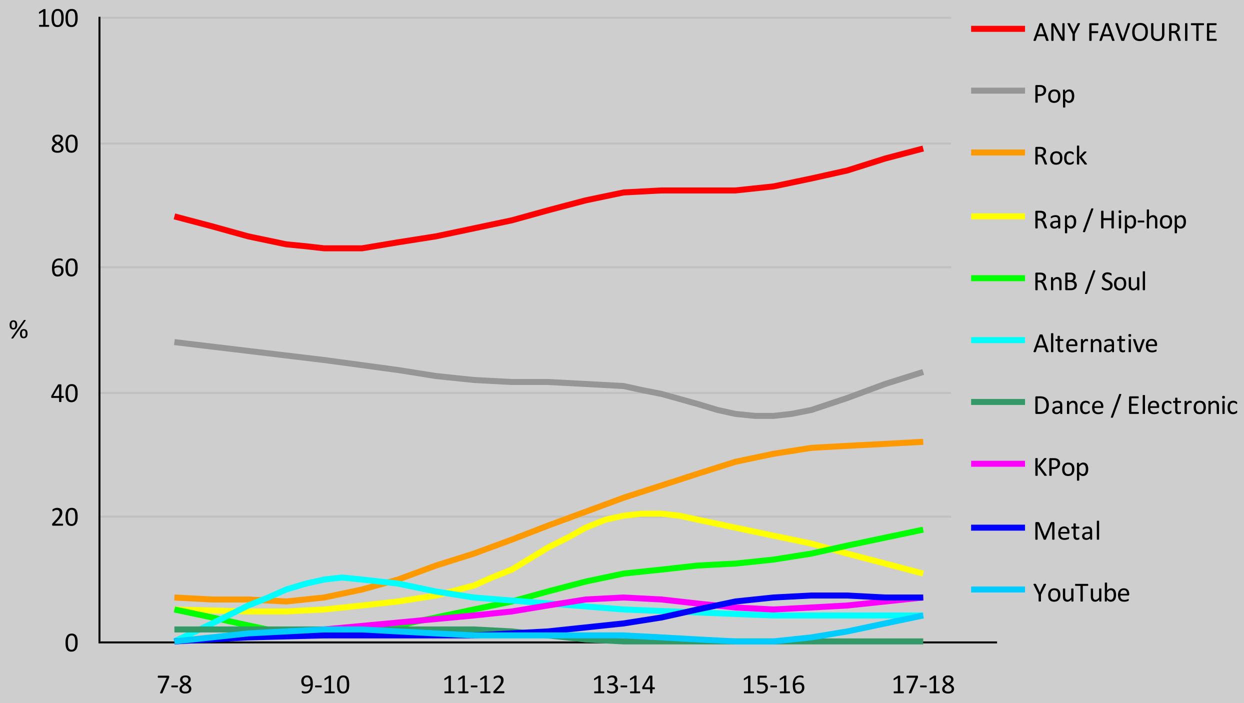


CHART 8.3c
Favourite group or singer by type
GIRLS

BASE
All girls aged 7-18 (4.7m—unwtd 865)

CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Arctic Monkeys	3	-	1	1	2	5	-	0	0	2	6	6	7
Harry Styles	3	-	1	1	2	4	-	4	3	2	2	5	2
Ed Sheeran	3	-	3	2	3	3	-	0	8	5	3	1	0
Little Mix	2	-	0	5	0	5	-	5	4	3	0	1	0
Coldplay	2	-	0	0	1	3	-	0	1	2	4	1	5
Taylor Swift	2	-	1	1	0	4	-	0	2	2	2	4	3
Michael Jackson	2	-	1	1	3	1	-	6	2	1	0	1	2
Dave	2	-	1	0	3	1	-	0	0	2	3	5	2
Billie Eilish	2	-	2	2	1	4	-	3	1	3	2	1	2
Imagine Dragons	2	-	1	1	3	1	-	4	2	3	3	0	0

TABLE 8.4
Top favourite group or singer

BASE
All aged 7-18 (9.9m—unwtd 1677)

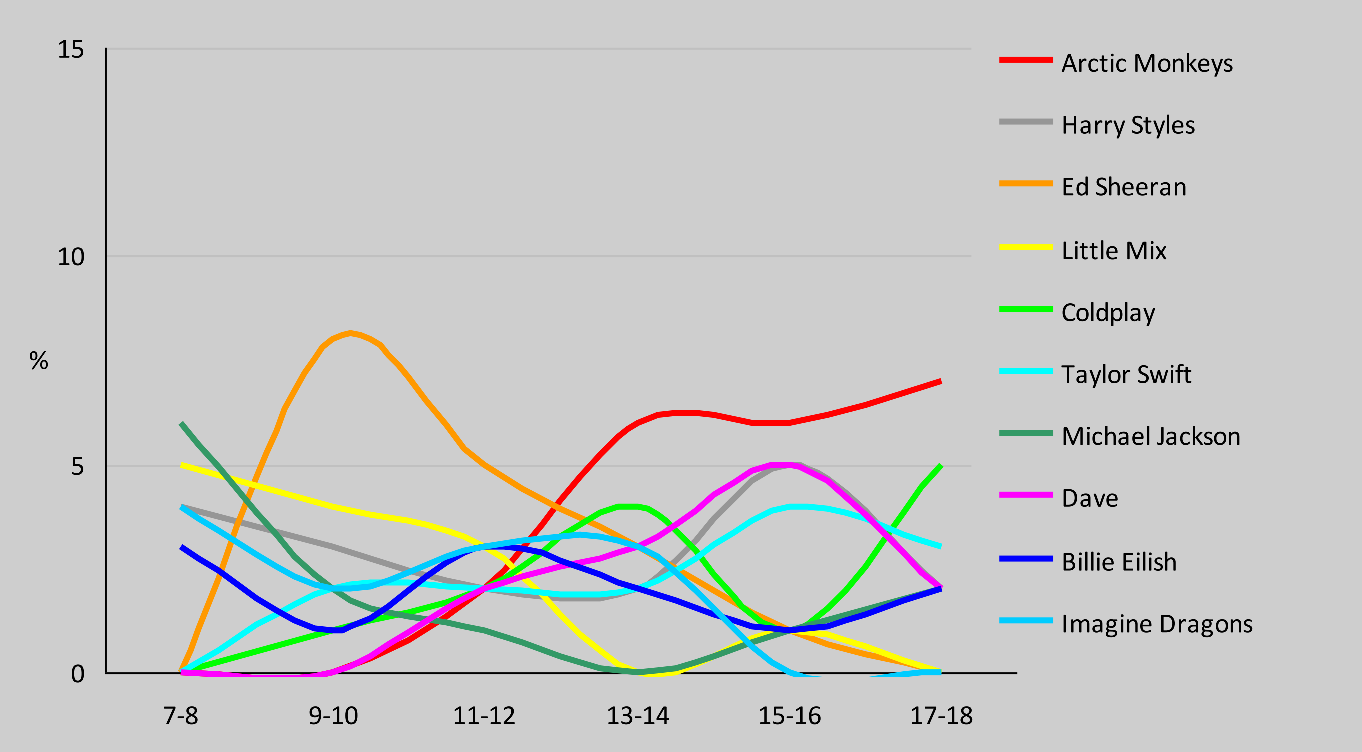


CHART 8.4a
Top favourite group or singer

BASE
All girls aged 7-18 (4.7m—unwtd 865)

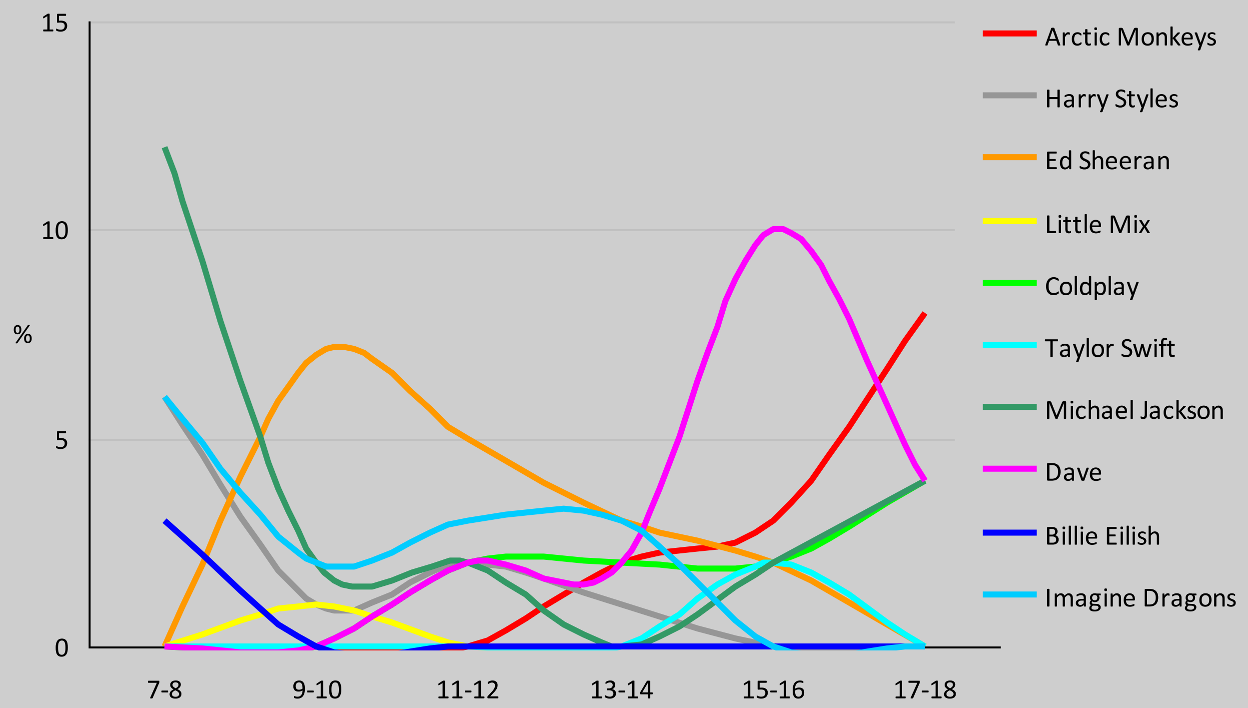


CHART 8.4b
Top favourite group or singer
BOYS

BASE
All boys aged 7-18 (5.0m—unwtd 781)

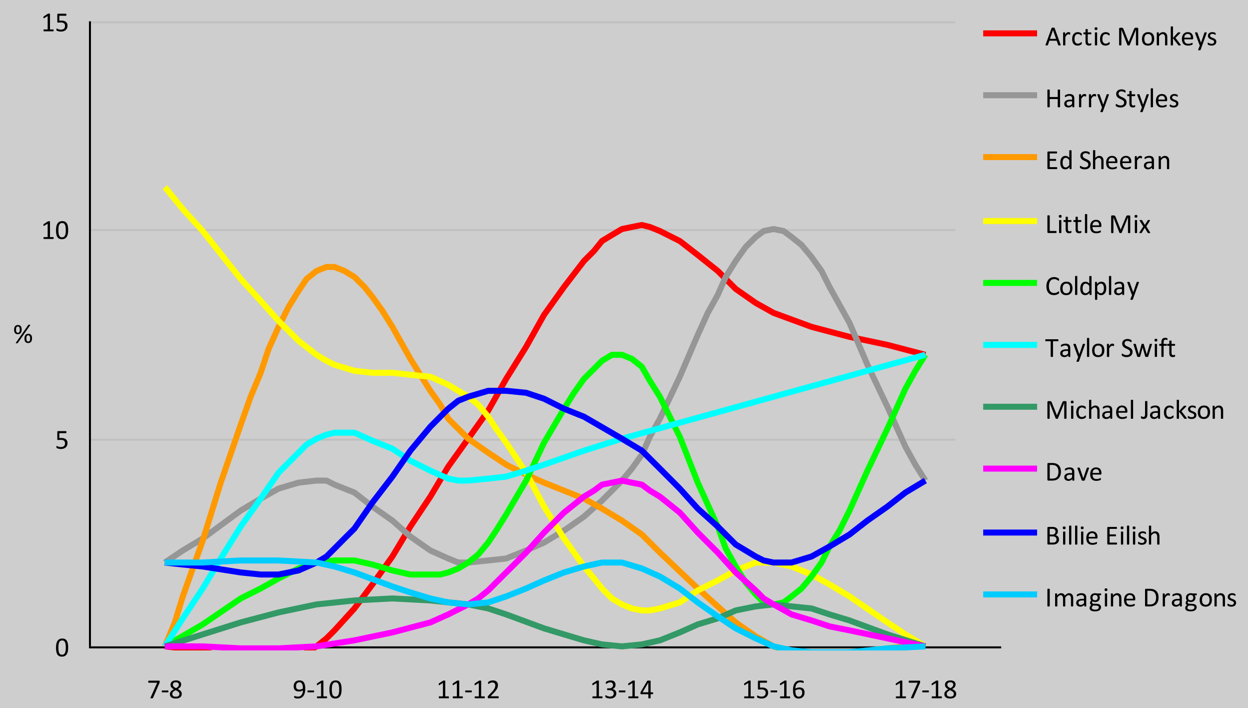


CHART 8.4c
Top favourite group or singer
GIRLS

BASE
All girls aged 7-18 (4.7m—unwtd 865)

SECTION

9

READING

This section looks at children's reading habits, including frequency of reading magazines / books, and time spent reading offline and online

SUMMARY OF KEY DATA

READING BOOKS:

Read every day	27%
Read more than once a week	19%
Read once a week or less often	27%
Never read	23%
Ever read books for pleasure	73%

Base: All aged 5-18

READING MAGAZINES AND COMICS:

Read every day	5%
Read more than once a week	7%
Read once a week or less often	20%
Never read	61%
Ever read these for pleasure	32%

Base: All aged 5-18

HOURS SPENT READING PER DAY:

Hours of books / mags / comics	0.7

Base: All aged 7-18

Hours online content	0.6

Base: All aged 9-18

BOYS READING HABITS:

Read books every day	23%
Ever read books for pleasure	67%
Read mags and comics every day	6%
Ever read magazines for pleasure	35%

Base: All boys aged 5-18

Hours of books / mags / comics (7-18s)	0.6
Hours of reading online (9-18s)	0.6

GIRLS READING HABITS:

Read books every day	32%
Ever read books for pleasure	80%
Read mags and comics every day	5%
Ever read magazines for pleasure	31%

Base: All girls aged 5-18

Hours of books / mags / comics (7-18s)	0.8
Hours of reading online (9-18s)	0.7

Base: All aged 5-18 (11.5m—unwtd 1125) / All aged 7-18 (9.9m—unwtd 1098) / All aged 9-18 (8.3m—unwtd 908) / All boys aged 5-18 (5.8m—unwtd 465) / All girls aged 5-18 (5.5m—unwtd 643)

9 READING

Children were asked how often they read books for pleasure, how often they read magazines and comics, how long they spend reading these on an average day, and how long they spend reading online.

9.1 Frequency of reading books (see page 3)

Three out of four 5-18 year olds say that they ever read books for pleasure (73%), including one in four (27%) that read every day. One in five (19%) read more than once a week, one in four less often than this (27%), whilst a further one in four (23%) say that they **never read books for pleasure**.

The proportion reading books for pleasure at all has not changed since last year (73%), but is up from two in three reading at all in 2020 (then 67%).

Girls remain more likely to read books at all compared to boys (80% vs. 67%), especially girls aged 9-10 who are the biggest readers, with more than nine in ten (95%) ever reading for pleasure, compared to slightly fewer boys this age (88%). 5-6 is the top reading age for boys, with more than nine in ten this age ever reading for pleasure (94%).

Reading books tends to decline with age, from nearly nine in ten 5-10 year olds ever reading (87%), dropping to just over half (57%) of teens aged 13-16, but picks up again amongst seven in ten 17-18s (70%).

9.2 Frequency of reading magazines and comics (see page 4)

Only one in three 5-18 year olds say that they ever read magazines and comics (32%), with only one in twenty (5%) reading every day. Slightly more (7%) read magazines and comics more than once a week, one in five less often than this (20%), but three in five (61%) say that they **never read magazines and comics**.

The proportion reading magazines and comics at all has dropped back since last year (then 36%), but is consistent with the proportion reading in 2020 (32%).

This year boys are marginally more likely than girls to read magazines and comics at all (35% vs. 31% of girls), but preference can vary each year (in 2020 girls were more likely to read at all). This year the biggest readers are boys aged 5-6, with more than half (57%) reading magazines and comics, one in eight (13%) reading daily.

Reading tends to decline with age, from more than two in three 5-10 year olds ever reading (45%), dropping to just one in five aged 13+ (22%).

9.3 Time spent reading per day (see page 5)

7-18 year olds spend 0.7 hours a day on average reading books, magazines and comics for pleasure (approximately 42 minutes a day). One in five (20%) read for an hour or more per day, with a further fifth (18%) reading for around half an hour, or just 15 minutes a day (19%). One in three (34%) say that they **never read for pleasure**.

Average time reading per day has not changed over the last few years, although the proportion of casual readers, doing so for an hour or less a day (47%), has stabilised after an increase in 2021 (then 54%, up from 49% in 2020).

Girls remain heavier readers than boys, reading for 0.8 hours (48 minutes) compared to boys reading for 0.6 hours (36 minutes) a day.

Time spent reading starts off high amongst 7-8 year olds (0.8 hours a day), but drops to just 0.5 hours amongst 11-12s, before recovering to almost an hour a day for 17-18 year olds (0.9 hours).

The biggest readers are girls aged 17-18, reading for 1.2 hours (72 minutes) a day, compared to 0.5 hours for boys this age (30 minutes a day).

9.4 Time spent reading online per day (see page 6)

9-18 year olds spend 0.6 hours a day on average reading online (blogs, news articles etc.) (approximately 36 minutes a day). One in four (26%) read online for an hour or more a day, whilst fewer read for around half an hour (15%), or just 15 minutes a day (17%). Three in ten (30%) say that they **never read online**.

Average time reading online per day has increased only marginally since last year (0.5 hours in 2021 and 2020), with an increase in readers this year - 36% said they didn't read online in 2021 and 2020, compared to 30% this year.

Girls (0.7 hours) remain marginally heavier online readers than boys (0.6 hours), and reading online increases from 0.4 hours a day for 9-14 year olds, to 0.8 hours amongst 15-16s, and 1.3 hours for 17-18 year olds.

The most intense readers are 17-18 year old girls, reading online for 1.4 hours a day (1.2 hours for boys this age).

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Every day	27	-	28	28	23	32	52	48	44	12	10	11	15
More than once a week	19	-	20	15	17	21	10	16	26	22	19	13	26
Once a week or less often	27	-	25	24	27	27	26	19	21	34	27	33	29
Never	23	-	22	28	29	16	12	10	7	24	40	39	30
Don't know	3	-	4	5	4	3	0	7	2	8	3	3	0

TABLE 9.1 Frequency of reading books for pleasure

BASE All aged 5-18 (11.5m—unwtd 1125)

73% of 5-18s ever read books for pleasure

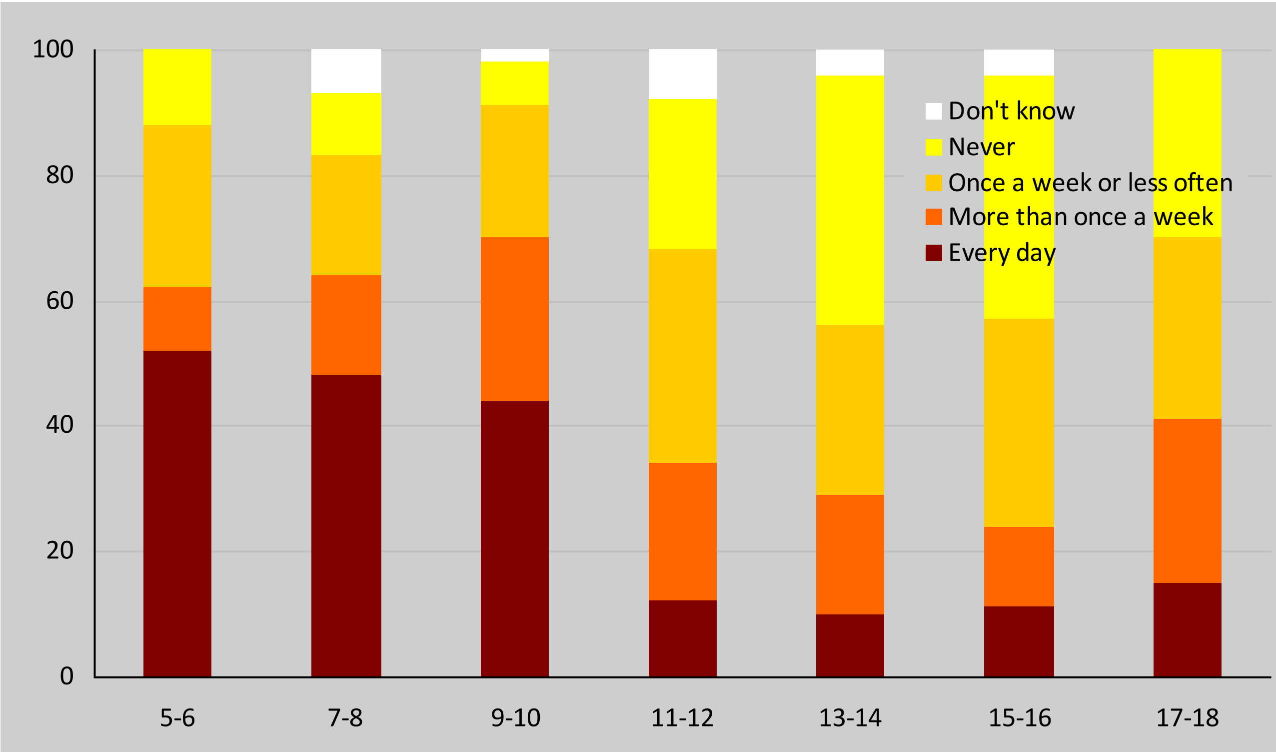


CHART 9.1 Frequency of reading books for pleasure

BASE All aged 5-18 (11.5m—unwtd 1125)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Every day	5	-	6	6	6	5	11	13	7	4	2	1	0
More than once a week	7	-	9	8	9	5	10	10	9	6	3	5	4
Once a week or less often	20	-	21	18	20	21	26	17	29	18	14	18	20
Never	61	-	60	62	59	63	47	47	46	66	77	73	70
Don't know	7	▲	4	7	6	7	6	12	9	7	3	3	7

TABLE 9.2 Frequency of reading magazines and comics

BASE All aged 5-18 (11.5m—unwtd 1125)

Only 32% of 5-18s ever read mags and comics

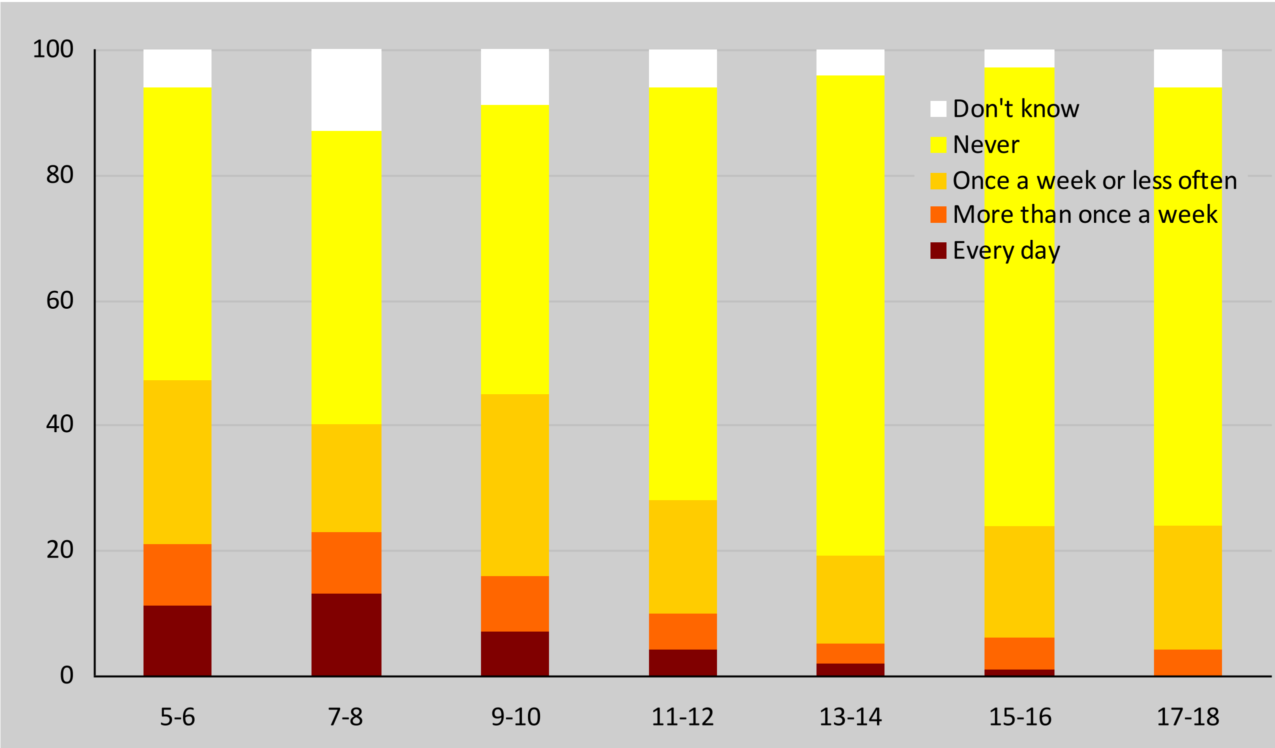


CHART 9.2 Frequency of reading magazines and comics

BASE All aged 5-18 (11.5m—unwtd 1125)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE HOURS PER DAY	**0.7**	-	0.7	0.7	**0.6**	**0.8**	-	**0.8**	**0.7**	**0.5**	**0.7**	**0.8**	**0.9**
About 15 minutes	**19**	-	18	17	**16**	**22**	-	**29**	**25**	**23**	**15**	**7**	**15**
About half an hour	**18**	▼	23	19	**17**	**20**	-	**14**	**33**	**20**	**13**	**10**	**21**
About 1 hour	**10**	▼	13	13	**10**	**11**	-	**11**	**15**	**8**	**13**	**12**	**3**
About 2 hours	**5**	-	5	4	**3**	**6**	-	**4**	**3**	**2**	**2**	**5**	**11**
About 3 hours	**2**	-	1	1	**1**	**3**	-	**2**	**2**	**1**	**1**	**3**	**4**
More than 3 hours	**3**	-	3	2	**2**	**5**	-	**7**	**3**	**0**	**2**	**3**	**4**
Don't know	**8**	-	7	7	**7**	**9**	-	**14**	**7**	**5**	**6**	**10**	**7**
Don't read for pleasure	**34**	▲	29	36	**43**	**23**	-	**19**	**13**	**39**	**47**	**49**	**36**

TABLE 9.3
Time spent reading books, mags and comics per day

BASE
All aged 7-18 (9.9m—unwtd 1098)

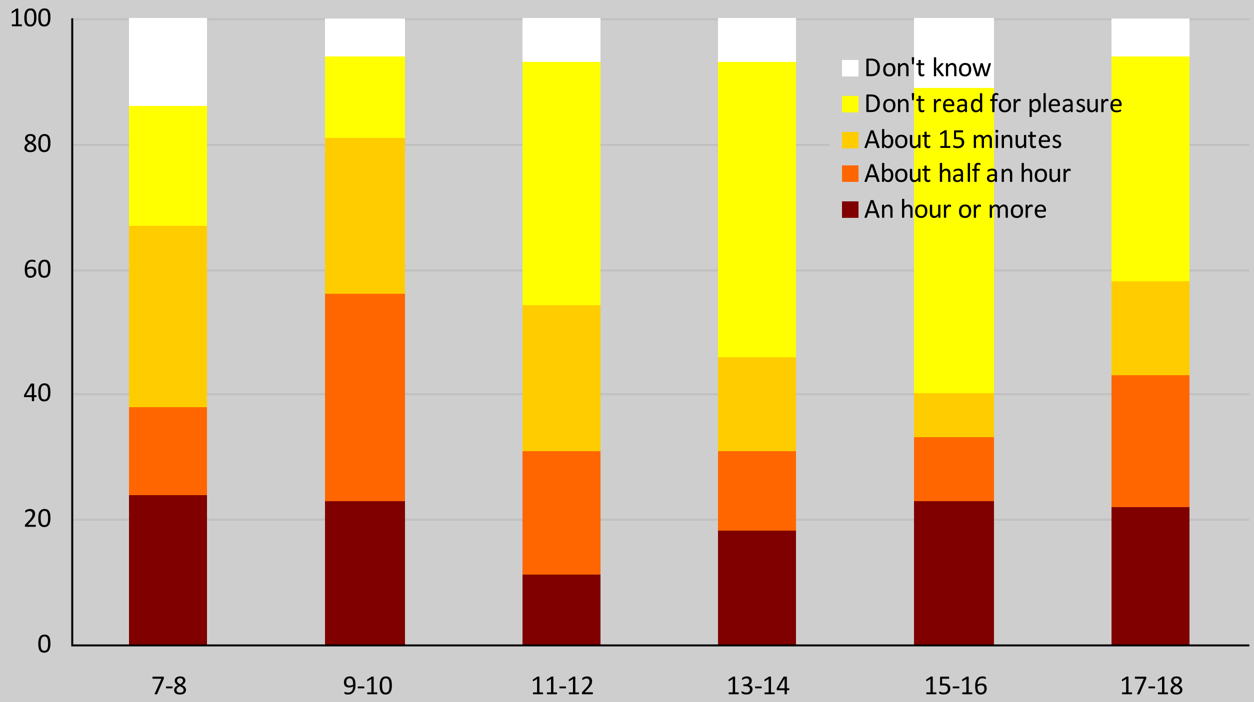


CHART 9.3
Time spent reading books, mags and comics per day

BASE
All aged 7-18 (9.9m—unwtd 1098)

CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE HOURS PER DAY	0.6	-	0.5	0.5	0.6	0.7	-	-	0.4	0.4	0.4	0.8	1.3
About 15 minutes	17	▼	20	17	17	16	-	-	25	17	17	20	3
About half an hour	15	-	15	17	18	12	-	-	11	11	15	22	15
About 1 hour	13	-	11	7	14	12	-	-	7	9	9	21	21
About 2 hours	5	-	5	5	4	6	-	-	1	3	4	8	7
About 3 hours	2	-	1	1	2	1	-	-	1	2	0	2	3
More than 3 hours	6	▲	3	3	4	7	-	-	3	2	3	4	18
Don't know	12	▲	9	14	10	15	-	-	9	16	16	7	15
Don't read online	30	▼	36	36	30	31	-	-	43	39	36	16	18

TABLE 9.4
Time spent reading online per day

BASE
All aged 9-18 (8.3m—unwtd 908)

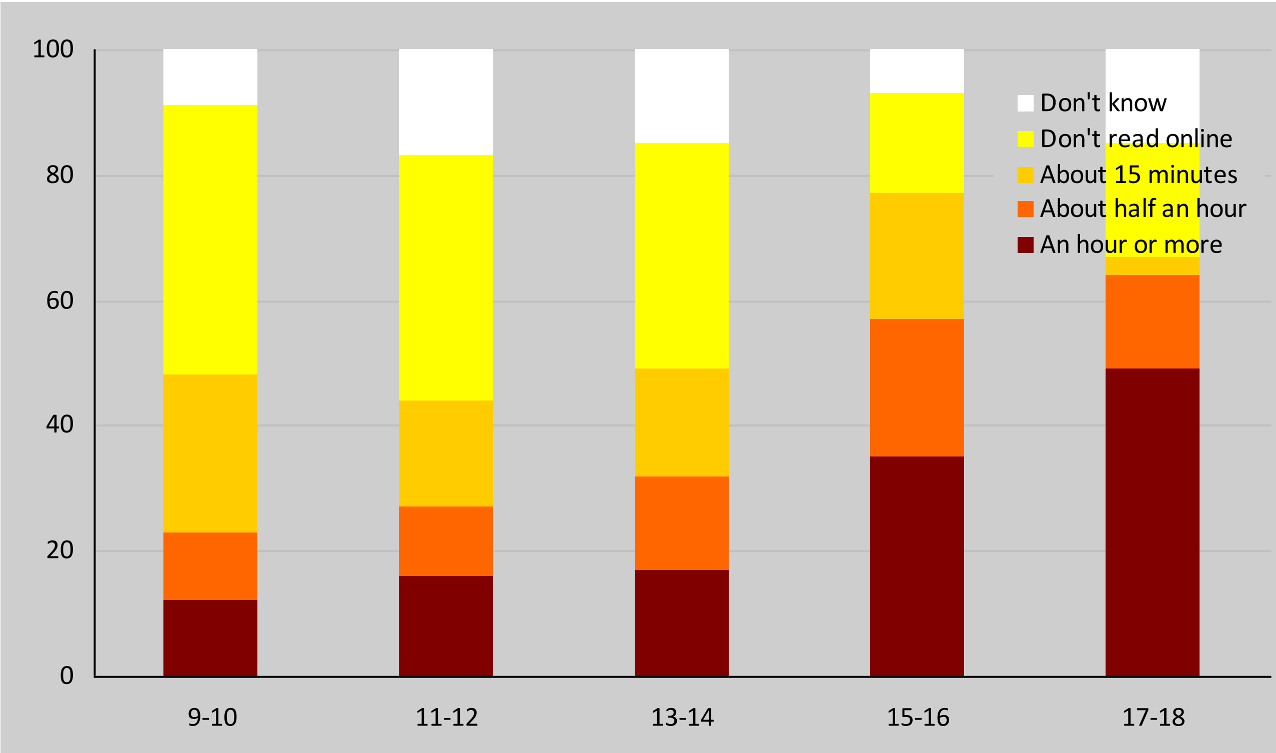


CHART 9.4
Time spent reading online per day

BASE
All aged 9-18 (8.3m—unwtd 908)

SECTION

10

CHILDREN'S EQUIPMENT

This section brings together the different devices and equipment children own and use to access media

SUMMARY OF KEY DATA

COMPUTER OWNERSHIP:

With own PC / laptop / desktop	86%
Tablet	59%
Laptop / Netbook	43%
Smart speaker	35%
Desktop computer	23%

Base: All aged 5-18

DAILY USAGE:

Hours on the internet	3.6
Hours on mobile phones	3.5
Hours watching TV	3.2
Hours on a games console	2.3
Hours on TikTok	2.2
Hours on YouTube	2.1

Base: All aged 7-18

GAMES CONSOLES:

Have their own games console	68%
Nintendo Switch	26%
Playstation 4	25%
Xbox One	24%
Xbox Series S/X	15%

Base: All aged 7-18

COULD LEAST LIVE WITHOUT:

Mobile phone	43%
Games console	12%
Tablet	10%
Television	8%
Laptop / Netbook	6%
Desktop	4%
e-reader	2%
Smart speaker	2%
MP3 player / iPod	2%

Base: All aged 5-18

MOBILE PHONES:

With own mobile phone	70%
No mobile but use someone else's	7%

Base: All aged 5-18

Base: All aged 5-18 (11.5m—unwtd 2802) / All aged 7-18 (9.9m—unwtd 2775 / 1677 / 1098)

10 CHILDREN'S EQUIPMENT

Here we bring together children's ownership of different devices, and how long they use them for, including computers, games consoles, mobile phones, and which gadgets they could least live without.

10.1 Own computer devices (see page 4)

More than four in five 5-18 year olds have their own computer device (86%), increasing with age, but with no overall difference between girls and boys.

Three in five have their own **tablet device** at home (59%), two in five have their own **laptop or netbook** (43%), one in three have their own **smart speaker** (35%), and one in four have their own **desktop computer** (23%).

Personal ownership of tablet devices peaks among two in three 9-12s (63%). Ownership of the other devices tends to increase with age, especially for laptops / netbooks (13% of 5-6 year olds rising to 71% of 17-18s).

Girls remain more likely than boys to have access to their own tablet device (62% vs. 56% of boys), and are now marginally more likely to have their own laptop or netbook (44% vs. 42% of boys). This year boys are marginally more likely to own a smart speaker (36% vs. 33% of girls), and they remain twice more likely than girls to have their own desktop computer (30% vs. 14% of girls).

10.2 Own games consoles (see page 5)

Three in four 7-18 year olds have access to a games console at home (78%), more or less the same as the year before (then 80%), but down from more than eight in ten (84%) in 2020. Boys (92%) remain much more likely than girls (64%) to be able to access a console at home, with the gender gap widening over time.

More than two in three (68%) **have their own games console**, with little change over the last three years. Boys (86%) remain more likely than girls (49%) to have their own console, with nine in ten boys aged 17-18 claiming to have their own (92%, only 54% of girls this age have one).

10.3 Own mobile phones (see page 6)

Seven in ten 5-18 year olds have their own mobile phone (70%), boys and girls alike. This figure has fallen from 73% last year, and 76% the year before that. The drop over time seems to have come solely from the youngest children aged 5-6 - two in five of these children said they had a phone in 2020 (38%), dropping to one in five last year (22%), and fewer than one in ten this year (8%).

By age 7-8 nearly half (43%) have a phone, rising to three in five (60%) at the end of primary school (9-10s). From the start of secondary school and beyond, almost all have their own phone (95% of 11-18s).

A further 7% do not have a phone but use someone else's, isolated to 5-10 year olds, peaking at one in four 7-8s (23%).

10.4 Time spent using devices per day

(see page 7)

Children and young people aged 7-18 spend an average of 3.6 hours a day online (approximately 216 minutes), only a marginal increase from last year (3.5 hours), but down from 3.9 hours in 2020 when young people were doing most of their schoolwork online.

Young people aged 7-18 spend around three and a half hours a day on non-call related features (3.5 hours), up from a drop to around three hours last year (2.9 hours, 3.4 hours in 2020). Girls and boys spend the same amount of time on their phones, and time using peaks at four hours among 13-14s (4.0 hours).

Children aged 7-18 spend just over three hours a day watching programmes, video and short clips (3.2 hours, as last year). One in seven watch for an hour or less (14%), one in three watch for 2-3 hours (33%), and one in five watch for 4-5 hours (22%) or 6 hours or more (19%).

The average time spent playing on games consoles amongst 7-18 year olds has dropped to 2.3 hours a day this year (2.9 hours last year, 2.8 in 2020), likely due to things getting back to 'normal' post-pandemic restrictions.

Children aged 7-18 use TikTok for over two hours per day on average (2.2 hours), down from 2.6 hours last year. In comparison, children spend an average of 2.1 hours on YouTube this year. When looking at TikTok users specifically, the average time spent rises to 2.3 hours (2.7 last year).

Children aged 7-18 spend an average of two hours a day on YouTube (2.1, up from 1.8 last year). Since almost all children use YouTube at all, the average time spent rises only minimally when looking at those who specifically use (2.2, was 1.9 last year).

10.5 Devices they could least live without

(see page 7)

The mobile phone remains the one device that children need above all others - more than two in five 5-18s say they could least live without their mobile (43%), a similar proportion to that seen over the last few years.

Girls remain much more likely than boys to favour their phone, with half (52%) of girls choosing it above other gadgets compared to one in three boys (34%).

The importance of their mobile phone increases with age, along with ownership. Only one in ten 5-6 year olds couldn't live without their phone (9%), rising swiftly to more than half (55%) of those aged 11-12, and peaks at two in three aged 13-16 (64%)

Overall the phone is most important to three in four girls aged 13-18 (76%).

One in eight (12%) could not live without their **games console**, with boys (20%) far more likely than girls (just 3%) to need this device.

The games console is most important for one in five 7-10 year olds (20%) but the need for one diminishes with age. Overall, it is most important to one in three boys aged 9-10 (32%).

One in ten (10%) could least live without their **tablet device**, with boys and girls more or less equally likely to find this gadget important. It is of most interest to three in ten 5-6 year olds (29%) but interest then decreases rapidly with age. The tablet is most important for three in ten boys aged 5-6 (31%).

Fewer than one in ten need their **television** above everything else (8%), boys and girls alike, and most required by one in five 5-6 year olds (22%, 25% of boys this age could least live without it).

6% would not be without their **laptop**, with girls (7%) marginally more likely than boys (5%) to choose this. Once again this device is most important among 5-6 year olds, with one in six choosing it (16%, 27% of girls this age choose their laptop).

A small number would not be happy without their **desktop computer** (4%, mostly older boys), **e-book reader**, **smart speaker**, or **mp3 player / iPod** (each 2%).

From age 9 upwards, the mobile phone is the one device young people could not live without

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Tablet device	59	-	58	61	56	62	57	61	64	62	57	53	57
Laptop or netbook	43	-	45	45	42	44	13	27	31	44	57	63	71
Smart speaker	35	-	35	35	36	33	6	18	27	50	51	45	44
Desktop computer	23	-	22	22	30	14	3	15	21	26	32	34	26
Any of these	86	-	87	88	85	86	60	82	84	89	92	94	98
None of these	14	-	13	12	15	14	40	18	16	11	8	6	2
Don't know	5	-	5	6	5	5	0	11	8	6	5	1	1

TABLE 10.1 Own devices at home

BASE All aged 5-18 (11.5m—unwtd 2802)

More than four in five 5-18 year olds have their own computer device (86%), increasing with age, but with no overall difference between girls and boys.

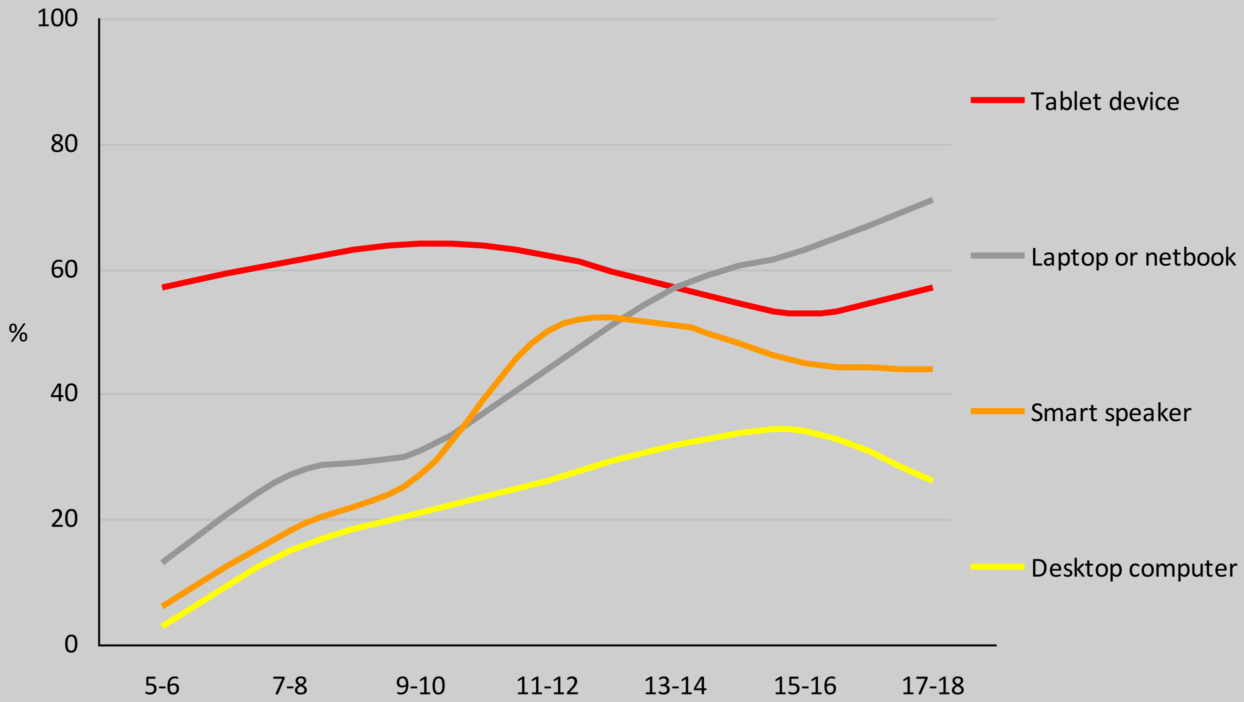


CHART 10.1 Own devices at home

BASE All aged 5-18 (11.5m—unwtd 2802)

TABLE 10.2a Ownership of games consoles

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
I have my own games console	68	-	66	71	86	49	-	68	69	69	68	62	74
I use someone else's console at home	10	▼	14	13	6	15	-	8	12	15	12	9	7
I use a console at a friends house	3	-	5	5	2	4	-	3	4	4	2	3	0
I don't use a games console	18	-	19	15	7	29	-	17	12	16	20	24	18
Don't know	5	-	3	2	3	7	-	8	8	3	3	2	2

BASE
All aged 7-18 (9.9m—unwtd 1677)

TABLE 10.2b Games console brands

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Nintendo Switch	26	▲	20	26	29	22	-	29	29	31	24	18	22
Playstation 4	25	▼	32	41	33	17	-	11	27	27	29	27	30
Xbox One	24	▼	30	40	32	16	-	12	20	26	23	21	45
Xbox Series S / X	15	▲	12	13	20	10	-	15	15	12	18	16	15
Playstation 5	12	▲	9	5	16	7	-	8	19	15	12	8	9
Nintendo Wii	9	-	10	12	10	7	-	9	7	9	9	7	11
Xbox 360	8	-	10	15	11	6	-	6	7	7	8	4	20
Nintendo Switch Lite	8	-	8	9	10	7	-	11	14	9	6	6	4
Nintendo DS	8	-	9	14	10	6	-	3	8	8	9	11	11
Playstation 3	6	-	8	9	10	3	-	6	6	4	6	7	9
Nintendo Wii U	5	-	5	6	6	3	-	3	5	3	7	4	5
Playstation Portable	3	-	3	4	4	1	-	0	3	2	2	4	5

BASE
All aged 7-18 (9.9m—unwtd 1677)

CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Own mobile phone	70	▼	73	76	70	70	8	43	60	94	95	91	98
Use a family member / friend's	7	-	9	8	7	8	8	23	14	1	2	2	1
No mobile phone	21	▲	17	15	21	20	85	30	24	3	1	2	0
Don't know	2	-	1	0	2	2	0	4	2	1	2	4	1

TABLE 10.3 Ownership of mobile phones

BASE
All aged 5-18 (11.5m— unwtd 2802)

The proportion with a mobile phone has dropped year on year

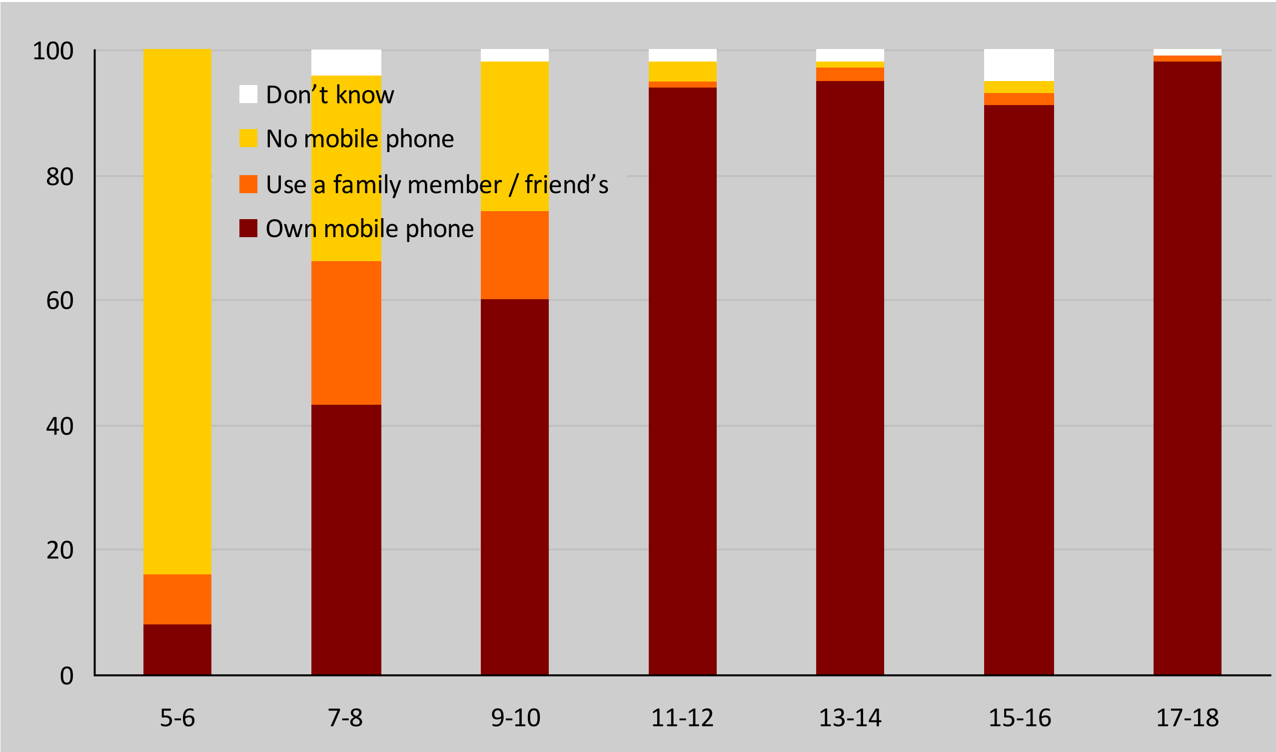


CHART 10.3 Ownership of mobile phones

BASE
All aged 5-18 (11.5m— unwtd 2802)

TABLE 10.4 Time spent on different activities per day

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Hours ONLINE per day	3.6	-	3.5	3.9	3.8	3.4	-	2.8	2.8	3.8	4.1	3.9	4.3
Hours ON MOBILE PHONE per day	3.5	▲	2.9	3.4	3.5	3.5	-	2.9	2.9	3.1	4.0	3.7	3.9
Hours WATCHING TV per day	3.2	-	3.2	3.5	3.4	2.9	-	2.5	2.5	3.0	3.6	3.5	3.9
Hours GAMING per day	2.3	▼	2.9	2.8	2.8	1.7	-	2.3	2.5	2.1	2.2	2.3	2.7
Hours on TIKTOK per day	2.2	▼	2.6	n/a	2.0	2.5	-	1.7	2.1	2.3	2.6	2.4	1.9
Hours on YOUTUBE per day	2.1	▲	1.8	2.3	2.5	1.7	-	2.9	1.8	1.9	1.9	1.9	2.3

BASE
All aged 7-18 (9.9m—unwtd 2775 / 1677 / 1098)

TABLE 10.5 Equipment they could least live without

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Mobile phone	43	-	45	43	34	52	9	14	28	55	63	67	63
Games console	12	-	13	18	20	3	13	19	20	12	9	5	6
Tablet device	10	-	8	9	10	11	29	13	14	6	3	2	6
Television	8	-	9	8	8	8	22	14	8	5	3	3	3
Laptop / Netbook	6	-	5	3	5	7	16	7	5	2	5	4	4
Desktop computer	4	-	4	3	6	2	0	4	3	3	3	6	10
E-book reader	2	-	2	3	2	3	0	4	2	2	4	3	2
Smart speaker	2	-	3	2	3	2	3	4	4	2	1	2	0
MP3 player / iPod	2	-	2	3	2	1	0	3	2	1	2	3	1
Don't know	10	-	9	8	10	10	8	18	14	12	8	6	4

BASE
All aged 5-18 (11.5m—unwtd 2802)

THE CHILD CONSUMER

LONDON BOROUGH OF BARNET

SECTION

11

MONEY

This section looks at children's spending power, regular income from pocket money / allowance / paid jobs, and ad hoc handouts

SUMMARY OF KEY DATA

INCOME:

Receive any regular income	73%
Receive pocket money / allowance	55%
Earn money from a paid job	27%

Base: All aged 5-18

7-10s average weekly income	£4.40

Base: All aged 7-10

11-16s average weekly income	£14.00

Base: All aged 11-16

17-18s average weekly income	£53.50

Base: All aged 17-18

HANDOUTS:

Receive any ad hoc handouts	86%
Had a handout in the last week	46%

Base: All aged 7-18

7-10s average handout last week	£5.20

Base: All aged 5-10

11-16s average handout last week	£15.90

Base: All aged 11-16

17-18s average handout last week	£28.20

Base: All aged 17-18

BOYS INCOME:

Receive any regular income	70%
Receive pocket money / allowance	51%
Earn money from a paid job	26%

Base: All boys

Boys average weekly income	£19.60

Base: Boys aged 7-18

GIRLS INCOME:

Receive any regular income	76%
Receive pocket money / allowance	59%
Earn money from a paid job	28%

Base: All girls

Girls average weekly income	£17.40

Base: All girls aged 7-18

TOTAL VALUE OF CHILDREN'S INCOME:

REGULAR INCOME

£7,120 million per year

AD HOC HANDOUTS

£6,670 million per year

TOTAL SPENDING POWER

£13,790 million per year

Base: All aged 7-18

Base: All aged 5-18 (11.5m—unwtd 2802) / All aged 7-18 (9.9m—unwtd 1677) / All aged 7-10 (4.9m—unwtd 910) / All aged 11-16 (5.0m—unwtd 1804) / All aged 17-18 (1.6m—unwtd 88) / All boys (5.8m— unwtd 1246) / All boys aged 7-18 (5.0m—unwtd 781) / All girls (5.5m—unwtd 1508) / All girls aged 7-18 (4.7m— unwtd 865)

11 MONEY

Children were asked if they get pocket money, an allowance or money from a paid job, and if so how much they get per week. They were also asked if they get any ad-hoc handouts from parents, grandparents or other relatives, and if so how much they got in the last week.

11.1 Pocket money, allowance and jobs

(see page 3)

Three in four 5-18 year olds get some form of weekly income (73%), including nearly half (46%) getting pocket money, one in four (27%) getting money from a paid job or paid chores, and one in six (16%) getting some form of an allowance.

The proportion getting an income is highest for the youngest (83% of 5-6s) and oldest (85% of 17-18s), and this year girls (76%) are more likely than boys (70%) to receive anything.

The proportion getting **pocket money** gradually declines with age, from half (50%) of 5-8 year olds, down to one in three 17-18s (34%). Girls remain more likely than boys to get pocket money (49% vs. 42% of boys).

The proportion getting money from a **paid job** varies across the age range, but increases to three in ten 15-16s (28%), and then further to two in three 17-18s (63%). This year, girls are marginally more likely than boys to get money from a job (28% vs. 26% of boys).

The number getting an **allowance** is highest among one in five 13-16s (20%), but boys and girls are equally likely to get money in this way.

11.2 Weekly income (see page 4)

The average weekly income across all 7-18 year olds is £18.30.

This year boys (£19.60) claim to get around £2.20 a week more than girls do on average (£17.40).

At age 7-8, children get around £3.40 per week, rising to £5.40 by the end of primary school (age 9-10). At the start of secondary school young people aged 11-12 get around £6.50 a week, nearly doubling to £11.70 a week at age 13-14 (when it becomes legal to have a part time job). This doubles again to £23.50 at age 15-16, and again to £53.50 at age 17-18.

We calculate that the total annual spending power based on regular income is around £7,120 million. This comprises of £14.2 million per week among 7-10 year olds (£738 million per year), £50 million a week for 11-16s (£2,600 million a year) and £72.7 million a week for 17-18s (£3,780 million per year).

11.3 Ad hoc handouts (see page 5)

More than four in five 7-18 year olds ever get ad hoc money from other people, e.g. for birthdays, Christmas, other handouts (86%), boys and girls equally, and highest among nine in ten 11-14 year olds (91%).

Two in three ever get these sorts of handouts from their **parents** (63%), with boys (67%) remaining more likely than girls (60%) to get these. The proportion getting ad hoc money from parents varies across the age range.

A further two in three (63%) ever get money from their **grandparents**, boys and girls equally this year, peaking among three in four 11-12 year olds (75%).

Half (48%) get this sort of money from **other relatives**, with girls (50%) remaining marginally more likely than boys (46%) to get these. The proportion getting money in this way peaks for two in three 11-12 year olds (65%).

11.4 Ad hoc handouts in the last week

(see page 6)

Although more than four in five ever get ad hoc handouts, only around half claimed to get one in the last week (46%), boys and girls alike, and peaking among more than half of 13-14 year olds (55%).

The average handout across all 7-18s in the last week is £14.10.

This year, boys (£15.10) claim to get around £2.20 more in ad hoc handouts than girls do (£12.90).

At age 7-8, children claimed to get on average £3.80 in the last week, almost doubling to £6.70 for 9-10s, and rising to £9 for 11-12 year olds. This doubles to £18.60 among 13-14s, and increases further to £20.60 among 15-16s, and £28.20 for 17-18 year olds.

We calculate that the total annual spending power based on ad hoc handouts is around £6,670 million. This comprises £21.9 million a week (£1,139 a year) for 7-10 year olds, £70.4 million a week (£3,661 per year) for 11-16s, and £36 million a week (£1,872 per year) among 17-18 year olds.

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Any of these	73	-	72	73	70	76	83	66	67	69	69	74	85
Pocket money	46	-	47	51	42	49	50	49	47	49	47	46	34
Money from a job	27	-	25	22	26	28	29	17	17	19	19	28	63
Allowance	16	-	14	12	15	16	11	15	12	17	21	19	16
None of these	19	▼	22	22	22	16	17	19	24	24	23	17	9
Don't know	8	-	6	5	8	7	0	15	10	7	9	10	5

TABLE 11.1 Pocket money, allowance and jobs

BASE All aged 5-18 (11.5m—unwtd 2802)

Three in four get some form of weekly income (73%)

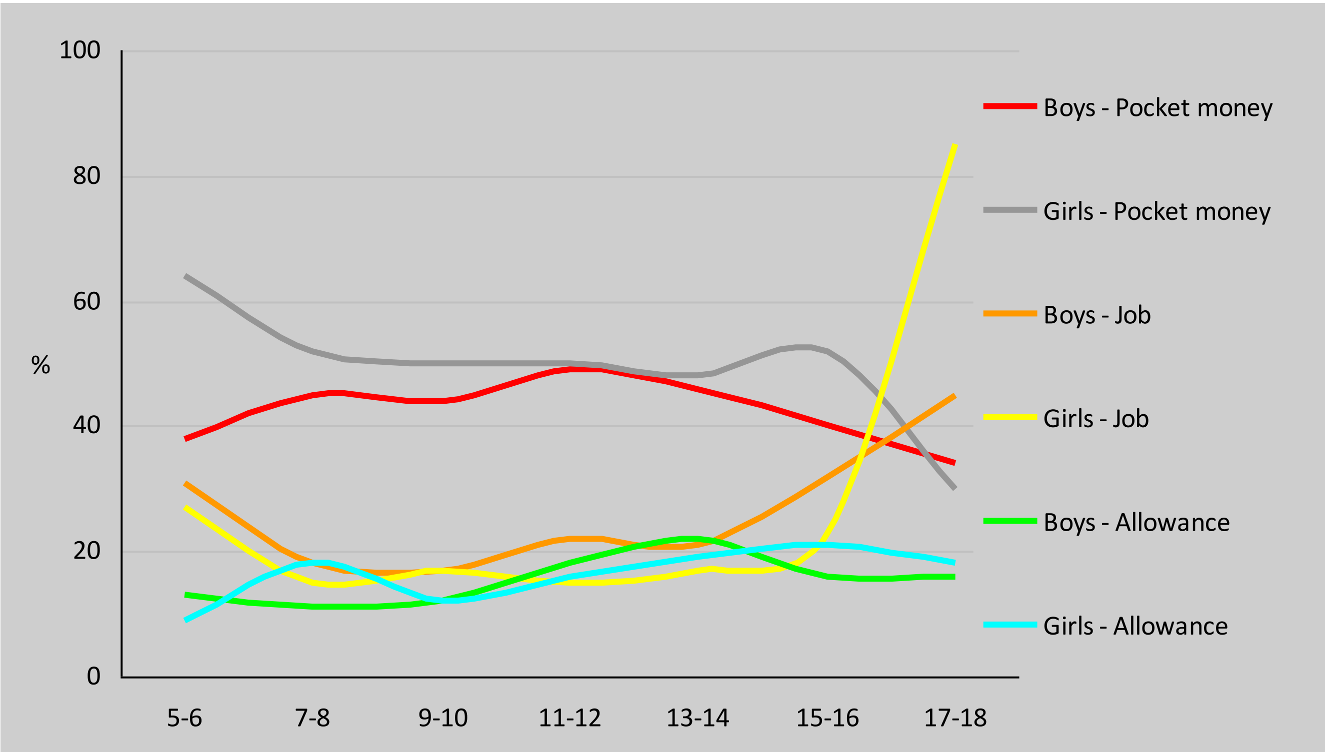


CHART 11.1 Pocket money, allowance and jobs

BASE All aged 5-18 (11.5m—unwtd 2802)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE £ INCOME ACROSS ALL 7-18S	18.30	-	18.70	14.80	19.60	17.40	-	3.40	5.40	6.50	11.70	23.50	53.50
Up to £4.99	16	▼	20	21	15	17	-	29	22	28	14	6	0
£5 to £9.99	20	▼	25	24	20	19	-	18	30	32	23	15	2
£10 to £19.99	14	-	16	12	14	14	-	7	14	12	23	21	8
£20 to £49.99	13	-	11	11	11	15	-	4	8	3	13	23	25
£50 to £99.99	7	-	5	6	8	6	-	0	0	1	3	9	27
£100 plus	5	-	5	2	6	4	-	0	0	1	2	5	18
No amount given	25	▲	19	25	26	25	-	43	26	23	22	21	20

TABLE 11.2 Weekly income from pocket money, allowance and jobs

BASE All aged 7-18 getting income (7.2m—unwtd 1178)

7-18 year olds get an average income of £18.30 per week

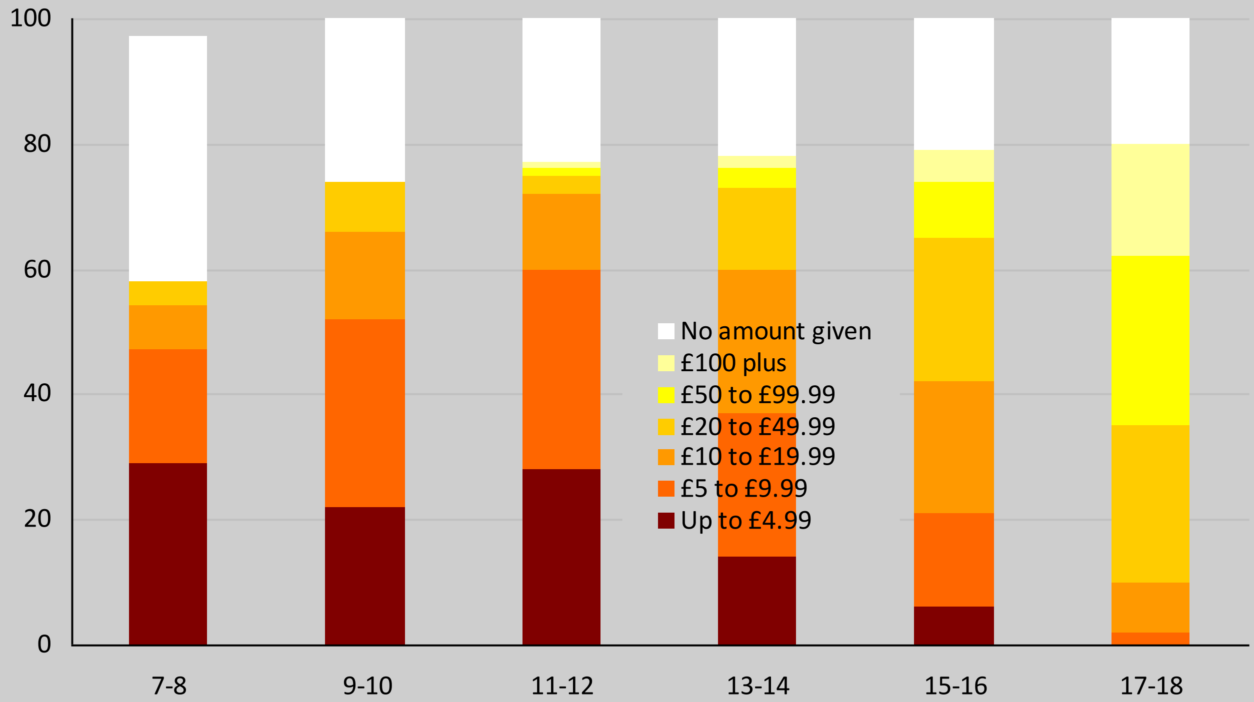


CHART 11.2 Weekly income from pocket money, allowance and jobs

BASE All aged 7-18 getting income (7.2m—unwtd 1178)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Any of these	86	-	86	84	87	86	-	85	87	91	90	84	79
Parents	63	-	62	59	67	60	-	67	57	64	66	65	61
Grandparents	63	-	64	61	62	63	-	52	61	75	67	60	61
Other relatives	48	-	50	46	46	50	-	35	49	65	56	44	38
None of these	7	-	6	7	7	8	-	8	5	3	4	6	19
Don't know	6	-	8	9	7	6	-	8	8	5	5	10	2

TABLE 11.3
Ad hoc income

BASE
All aged 7-18 (9.9m—unwtd 1677)

Four in five ever get ad hoc handouts (86%)

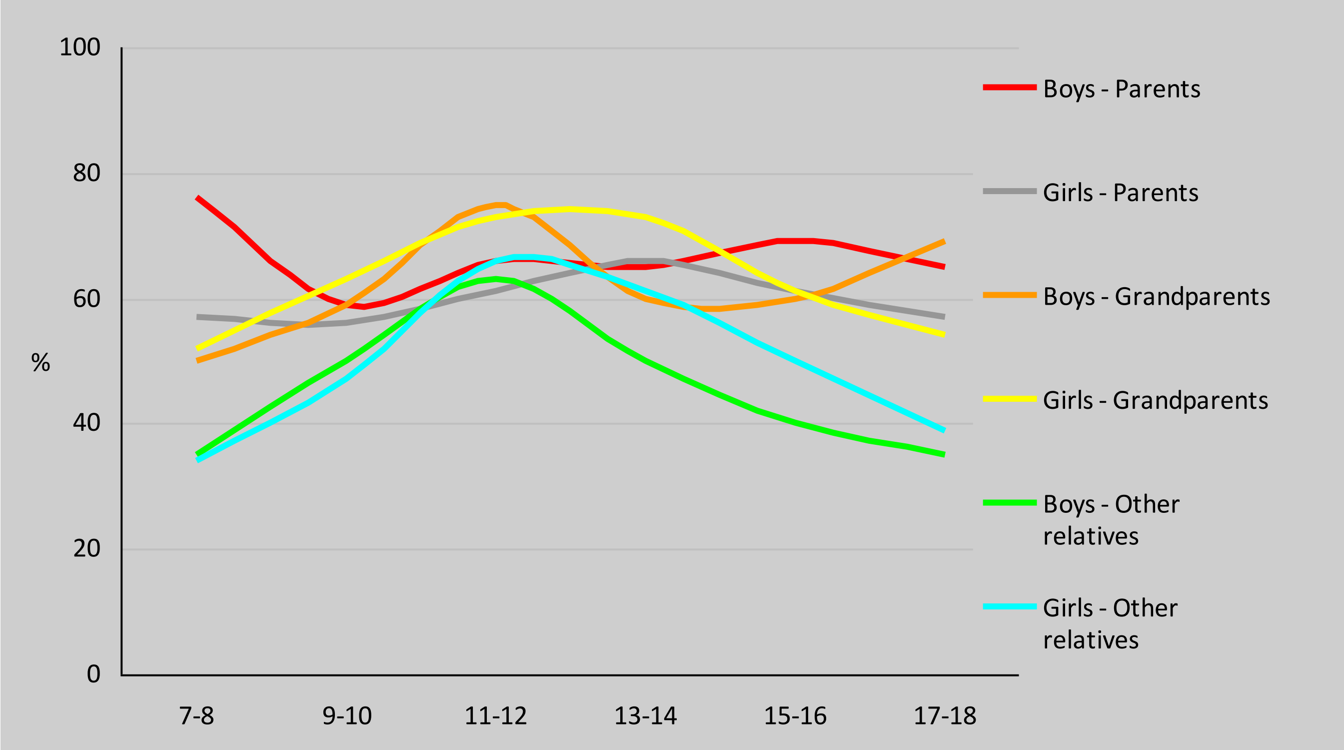


CHART 11.3
Ad hoc income

BASE
All aged 7-18 (9.9m—unwtd 1677)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE £ INCOME ACROSS ALL 7-18S	14.10	▼	19.50	15.00	15.10	12.90	-	3.80	6.70	9.00	18.60	20.60	28.20
Up to £4.99	8	▼	12	12	9	8	-	12	13	12	8	3	0
£5 to £9.99	14	▲	11	15	14	13	-	11	19	18	14	12	7
£10 to £19.99	14	-	14	11	12	14	-	6	14	15	16	16	14
£20 to £49.99	10	-	12	9	8	12	-	8	8	5	14	18	8
£50 to £99.99	4	-	5	4	4	4	-	0	1	3	5	8	10
£100 plus	3	-	3	2	4	3	-	0	1	2	4	4	9
None in the last week	47	▲	44	47	48	47	-	63	44	46	39	39	51

TABLE 11.4 Ad hoc income in the last week

BASE All aged 7-18 getting income (8.5m—unwtd 1486)

7-18s got an average of £14.10 of handouts in the last week

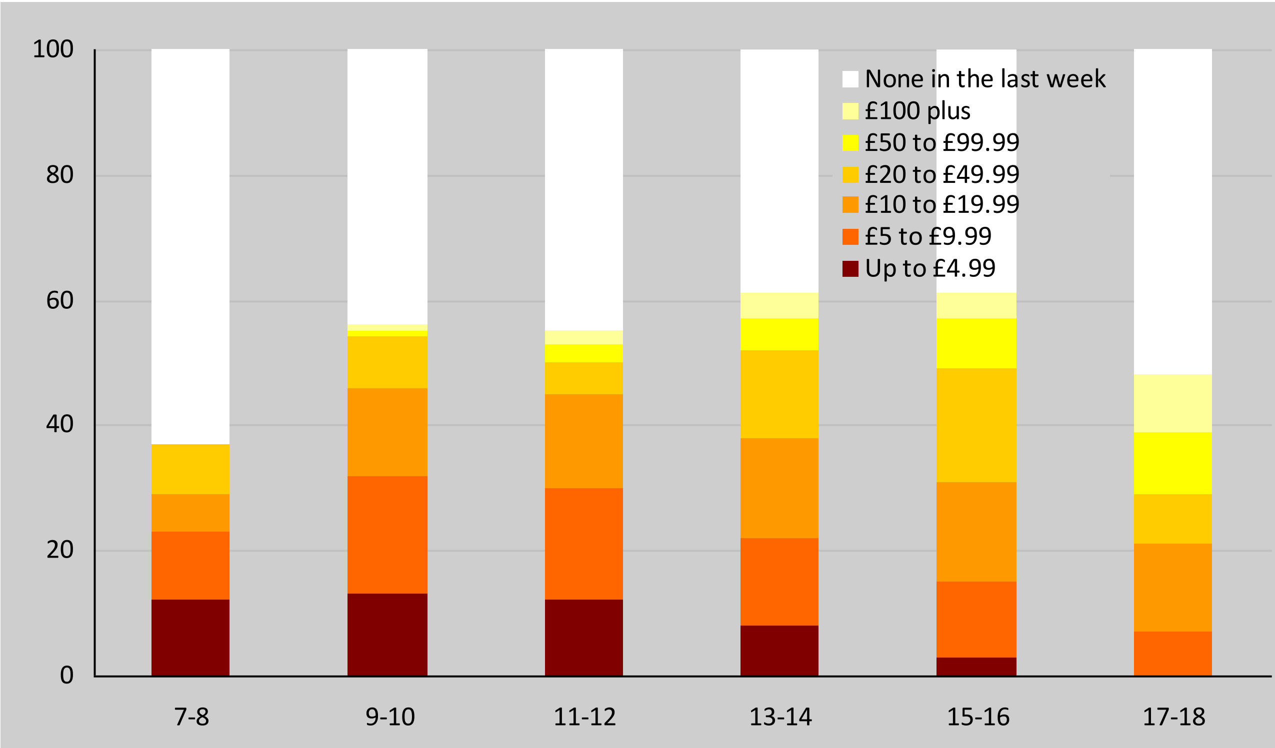


CHART 11.4 Ad hoc income in the last week

BASE All aged 7-18 getting income (8.5m—unwtd 1486)

SECTION

12

PURCHASING

This section looks at children's purchasing habits across a range of product areas

SUMMARY OF KEY DATA

SELF PURCHASE:	
Sweets and chocolate	52%
Crisps and snacks	49%
Soft drinks	45%
Clothes	44%
Going out (e.g. McDonald's)	37%
Accessories (e.g. jewellery)	31%
Computer / Console games	29%
Footwear	26%
Books	23%
Toys	23%
Sports gear and equipment	20%
Apps (for mobile phone / tablet)	17%
Toiletries / Hair products / Make-up	16%
Movies / Films	12%
Music	12%
Magazines and comics	8%

Base: All aged 7-18

SELF PURCHASE FOR BOYS:	
Sweets and chocolate	50%
Crisps and snacks	50%
Soft drinks	46%
Computer / Console games	43%
Going out (e.g. McDonald's)	34%
Clothes	33%
Footwear	27%
Sports gear and equipment	27%
Toys	25%

Base: All boys aged 7-18

SELF PURCHASE FOR GIRLS:	
Clothes	55%
Sweets and chocolate	54%
Crisps and snacks	47%
Accessories (e.g. jewellery)	44%
Soft drinks	42%
Going out (e.g. McDonald's)	40%
Toiletries / Hair products / Make-up	29%
Books	28%
Footwear	26%

Base: All girls aged 7-18

Base: All aged 7-18 (9.9m—unwtd 1677) / All boys aged 7-18 (5.0m—unwtd 781) / All girls aged 7-18 (4.7m—unwtd 865)

12 PURCHASING

Children were asked which from a list of different spending categories they ever bought for themselves, with their own money.

12.1 Self purchase categories (see page 3-4)

More than half of 7-18 year olds ever buy **sweets and chocolate** for themselves with their own money (52%), up marginally since last year (then 49%). Girls remain more likely than boys to buy their own (54% vs. 50% of boys), and purchase tends to increase with age.

Half (49%) buy their own **crisps and snacks**, with boys marginally more likely than girls to buy this year (50% vs. 47% of girls), although this situation is usually reversed. Purchase tends to increase with age, with two in five 17-18s ever buying (65%).

Fewer than half ever spend money on **soft drinks** (45%), with boys more likely than girls to buy these (46% vs 42% of girls). Purchase increases with age, from just one in five 7-8 year olds (21%), up to two in three 17-18s (65%).

More than two in five spend their own money on **clothes** (44%), with girls remaining much more likely than boys to buy these (55% vs. 33% of boys). Spending on clothes increases rapidly with age, from just one in five 7-8 year olds (19%) up to seven in ten 17-18s (71%).

More than one in three (37%) ever spend their money on **going out** (e.g. to the cinema or McDonald's), with girls (40%) remaining more likely than boys (34%) to spend their money in this way. Spending on going out increases dramatically with age, from one in six 7-8 year olds (16%) up to three in five 17-18s (62%).

Three in ten buy themselves **accessories** such as jewellery (31%), up from one in four (26%) last year. Girls remain twice more likely than boys to buy these (44% vs. 18% of boys), and purchasing increases steadily with age, with almost half (46%) of 17-18s claiming to buy for themselves.

A further three in ten (29%) buy **computer or console games** with their own money, with boys remaining more than three times more likely than girls to do this (43% vs. 13% of girls). Purchasing only increases gradually from age 7-16 (20% up to 29%), but more than half of 17-18 year olds ever spend their money in this way (53%).

One in four ever buy themselves **footwear** (26%), up marginally from 23% a year ago. Boys and girls are now more or less equally likely to buy. Spending on footwear increases from just one in nine 7-8 year olds (11%) up to three in ten 15-16s (31%), rising to more than half (56%) of 17-18s.

One in four young people ever buy **books** for themselves (23%), with girls (28%) remaining more likely than boys (18%) to spend their money on these. Purchasing fluctuates across the age range, highest for three in ten 9-10 year olds (31%).

A further one in four ever spend their money on **toys** (23%), up from 18% buying last year. Boys (25%) remain marginally more likely than girls (20%) to ever buy these, and purchasing drops from more than half of 7-8 year olds (54%), to one in three 9-10s (36%), and one in five 11-12s (21%), dropping to just 8% of 15-18 year olds.

One in five buy **sports gear and equipment** for themselves (20%), up from 17% a year ago. Boys (27%) remain twice more likely than girls (13%) to ever spend on these items. Spending in this way peaks among one in four 13-14 year olds (25%).

17% of 7-18 year olds spend their money on **apps**, with boys (19%) remaining marginally more likely than girls (14%) to ever buy these. Purchasing varies with age, but is highest amongst one in four 17-18 year olds (25%).

16% ever buy **toiletries, hair products or make-up** for themselves, with girls remaining much more likely than boys to do this (29% vs. just 4% of boys). Spending increases with age, from a handful of 7-8 year olds (3%) up to one in three 17-18s (32%).

One in eight ever spend their money on **movies or films** (12%), and this year boys (16%) are more likely than girls (9%) to do this, but purchase in usually more balanced by gender. Spending only increases marginally across the age range, but jumps to one in five (22%) 17-18 year olds.

A further one in eight (12%) ever buy **music** for themselves, boys (12%) marginally more likely than girls (10% to buy, with purchasing not really kicking in until age 17-18 (23%).

Only 8% ever buy **magazines and comics** for themselves, with boys marginally more likely than girls to do this, and varied across the age range.

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Sweets and chocolate	52	▲	49	52	50	54	-	42	46	57	51	50	68
Crisps and snacks	49	-	47	49	50	47	-	37	40	49	44	59	65
Soft drinks	45	-	43	43	46	42	-	21	35	44	49	55	65
Clothes	44	-	42	45	33	55	-	19	30	38	47	61	71
Going out (e.g. cinema)	37	-	37	39	34	40	-	16	22	26	43	55	62
Accessories (e.g. jewellery)	31	▲	26	30	18	44	-	18	20	28	34	39	46
Computer / Console games	29	-	27	29	43	13	-	20	20	25	27	29	53
Footwear	26	▲	23	27	27	26	-	11	19	20	24	31	56
Books	23	-	21	22	18	28	-	23	31	19	23	25	19
Toys	23	▲	18	22	25	20	-	54	36	21	10	8	8
Sports gear and equipment	20	▲	17	24	27	13	-	19	21	22	25	16	16
Apps (for mobile phone / tablet)	17	-	19	23	19	14	-	7	16	21	16	16	25
Toiletries / Hair products / Make-up	16	-	15	19	4	29	-	3	8	15	22	19	32
Movies / Films	12	-	14	17	16	9	-	6	11	10	13	14	22
Music	12	-	12	15	12	10	-	7	10	9	11	12	23
Magazines and comics	8	-	9	8	9	7	-	6	9	8	8	10	8
None of these	5	-	7	5	5	6	-	13	6	5	4	3	0
Don't know	8	-	10	10	7	7	-	5	12	6	9	10	2

TABLE 12.1
Self purchase of different categories

BASE
All aged 7-18 (9.9m—unwtd 1677)

Around half of 7-18 year olds buy sweets & chocolate, crisps & snacks, or soft drinks with their own money

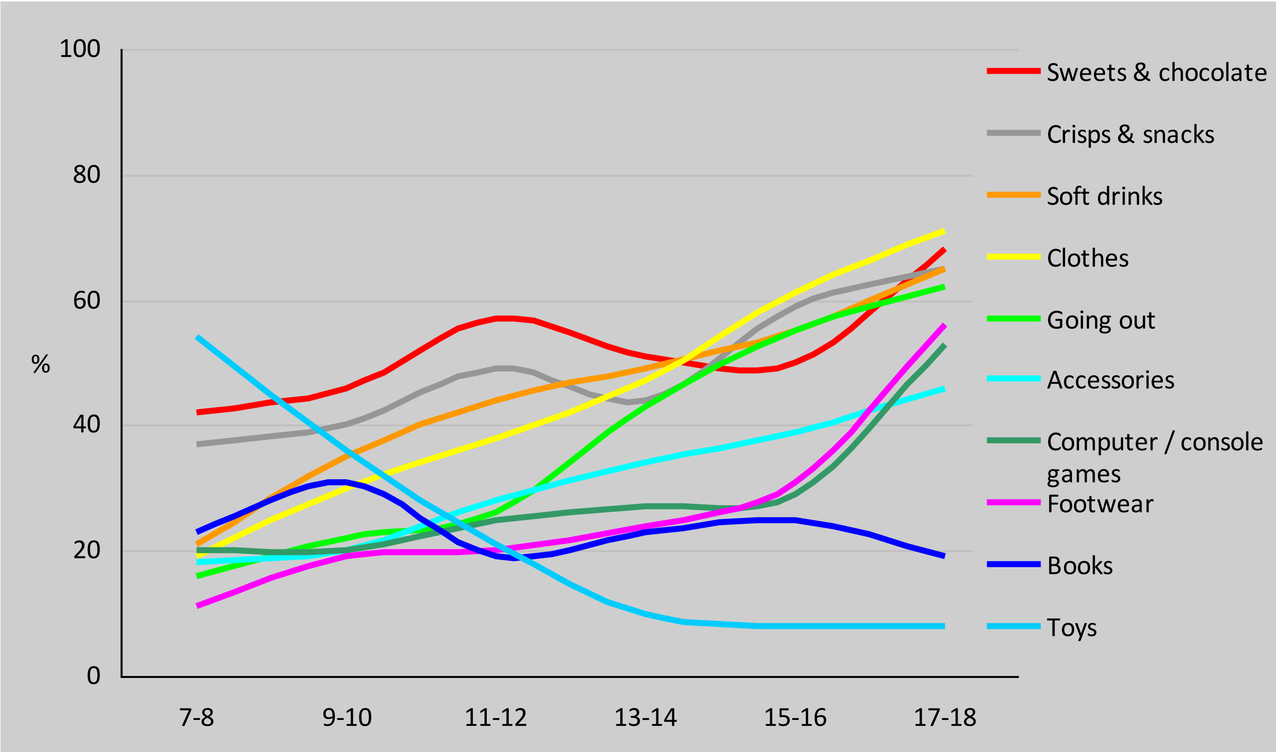


CHART 12.1 Selected purchasing categories by age

BASE
All aged 7-18 (9.9m—unwtd 1677)

CHILDREN'S ATTITUDES AND ACTIVITIES

SECTION

13

SPORT AND ACTIVITIES

This section looks at children's involvement in sport at school and elsewhere, including hours of sport played, sports taken part in, and out of school activities

SUMMARY OF KEY DATA

PARTICIPATION IN SPORT:

Play sport at all	85%
Play sport at school	75%
Play sport at out of school	76%
Play sport both at school and out	65%
Play sport only at school	9%
Play sport only outside school	10%

Base: All aged 7-18

HOURS OF SPORT PER WEEK:

Played at school	1.5
Played outside of school	2.1

Base: All aged 7-18

TOP SPORTS AT SCHOOL:

Football	51%
Basketball	29%
Netball	27%
Running / Walking	25%
Gymnastics	21%

Base: All aged 7-18 answering

TOP SPORTS OUTSIDE OF SCHOOL:

Football	42%
Running / Walking	23%
Swimming	22%
Basketball	17%
Cycling	14%

Base: All aged 7-18 answering

ACTIVITIES OUTSIDE OF SCHOOL:

Sports club / team	18%
Swimming lessons	17%
After school club	15%
Gym / Fitness	11%
Music / Singing lessons	9%
Dance lessons	7%
Guides / Scouts	7%
Extra lessons outside of school	6%
Martial arts	6%
Gymnastics	5%
Brownies / Cubs	5%
Drama lessons	5%
Religious activity	4%

Base: All aged 7-18 answering

Base: All aged 7-18 (9.9m—unwtd 2775)

13 SPORT AND ACTIVITIES

Children were asked how many hours of sport they play in and out of school per week, which sports they take part in at school and outside of school, and what activities they take part in out of school.

13.1 Sport at school and out of school

(see page 4)

More than four in five 7-18 year olds play **sport at school or out of school** at all (85%), much the same as last year, with boys and girls remaining equally likely to play. Participation is highest amongst nine in ten 9-12 year olds (91%), before dropping back to just two in three 17-18s (65%) taking part.

Three in four play **sport at school** (75%), with little change since last year. Boys and girls remain equally likely to play at school, and taking part at school is highest for more than four in five 9-14 year olds (85%), before dropping to two in three 15-16s (68%), and further to two in five 17-18s playing sport at college (41%).

Three quarters of 7-18s play a **sport outside of school** (76%), as last year, with boys (78%) remaining marginally more likely than girls (74%) to take part. Nearly nine in ten 9-10 year olds play sport out of school (87%), but this falls to just three in five 17-18s doing any sport in their spare time (58%).

Two in three 7-18s (65%) are particularly keen, doing sport **both at school and outside of school**. This measure hasn't changed since last year, with boys and girls more or less equally likely to play. Four in five 9-10s play sport this much (80%), falling to just one in three 17-18s (34%).

13.2 Time spent playing sport at school

(see page 5)

7-18 year olds spend **1.5 hours a week on average playing sport at school**, with little change over the last year. Boys (1.6 hours) continue to spend more time playing sport at school than girls do (1.3 hours per week). Time spent peaks among 13-14 year olds at 1.9 hours a week (especially boys this age at 2.1 hours) and is lowest at 0.7 hours for 17-18s (especially girls this age at 0.6 hours a week).

13.3 Time spent playing sport outside school (see page 6)

Young people spend **2.1 hours a week playing sport outside of school**, the same as last year. Boys (2.4 hours a week) continue to spend longer playing sport out of school than girls do (1.9 hours). Playing sport out of school peaks among 11-14 year olds who spend 2.5 hours a week playing (especially boys at 3 hours a week), and is lowest for 17-18s at just 1.6 hours a week (girls at 1.5 hours).

13.4 Types of sport at school (see pages 7-8)

Football remains the sport 7-18s are most likely to play at school, with half (51%) taking part at school. Boys (63%) are almost twice more likely than girls (38%) to play, and playing peaks among two in three 9-10 year olds (65%), and drops to one in four (26%) by age 17-18.

Three in ten (29%) play **basketball** at school, as last year, with boys (32%) remaining more likely than girls (25%) to play at all. Interest is steady at just under two in five for 7-14 year olds (37%) but drops off rapidly amongst 15-18s. Two in five boys aged 11-14 ever play (41%).

One in four play **netball** at school (27%), with girls (39%) remaining twice more likely than boys (17%) to play. Two in five 9-10 year olds play (39%), and interest remains around this level but by 17-18 no one is claiming to play. Half (50%) of girls aged 11-16 ever play.

A further one in four ever do **running / walking** as a sport at school (25%, as last year). Girls (27%) remain marginally more likely than boys (24%) to do this at school, and it is most popular among two in five 9-10 year olds (43%).

This year, young people are more likely than last year to be taking part in **gymnastics** (21% from 18%), or **swimming** (20% from 12%) at school. Both of these remain more popular among girls (31% and 26% respectively) than boys (13% and 16%). Both are also more popular among younger children (7-12s) with interest declining with age.

One in five play **badminton** or **tennis** at school (both 19%, as last year), with girls more likely than boys to take part in badminton (22% vs. 16% of boys). Playing badminton peaks among more than one in three 13-16 year olds (35%), whilst tennis is popular across age 7-12 (25%).

16% play **cricket** at school (as last year), boys and girls equally, and popular from age 9-14 (21%).

Sports that have declined in popularity at school this year include **athletics** (20% was 23%), **rugby** (16% was 19%), **hockey** (13% was 16%), and **fitness training** (10% was 14%).

Fewer than one in ten take part in **volleyball** (8%, 13-16s), **boxing** (7%, boys), **cycling** (7%, 9-10s), **online fitness videos** (5%, 9-10s), **yoga / pilates** (5%, girls), **golf** (4%, young boys), **diving**, **martial arts**, **rowing**, and **kickboxing** (all 2%).

13.5 Types of sport out of school

(see pages 9-10)

Football remains the most popular sport to take part in out of school, with two in five playing this (42%, up from 35% last year). Boys (58%) are twice more likely than girls (25%) to play, as they have been in previous years. More than half of 7-10s take part (54%), dropping to just one in four 17-18 year olds (26%).

One in four **run or walk** for sport outside of school (23% as last year), with girls (26%) remaining more likely than boys (21%) to do this. Participation is across the age range, but peaks among one in three 9-10 year olds (34%).

The proportion of 7-18s **swimming** outside of school has risen to more than one in five this year (22%, up from 18%), and once again girls (25%) are more likely than boys (19%) to swim for fun. Swimming peaks among two in five 9-10s (44%) but then drops off rapidly with age.

One in six play **basketball** out of school (17%, as last year), with boys remaining nearly twice more likely than girls to play (21% vs. 12% of girls). It is popular for one in four 7-10s (26%) but its popularity declines with age.

One in seven **cycle** out of school (14%, was 16% last year), boys and girls alike, and more common among one in four 7-10s (24%) before declining with age.

One in ten children take part in **gymnastics** out of school (10%, was 8% last year), predominantly girls (17% vs. just 3% of boys), and those aged 7-8 (22%) before declining with age.

9% of young people take part in **boxing** (13% of boys vs. 5% of girls, and mainly 7-12s, **tennis** (boys and girls alike, mainly 7-12s), **badminton** (both boys and girls, mainly 9-14s), or **fitness training** (13% of boys vs. 4% of girls, increasing in popularity with age).

8% of children do **athletics** out of school (12% of 9-10 year olds), **rugby** (11% of boys vs. 4% of girls, popular with the youngest and oldest children), or **martial arts** (9% of boys, 6% of girls, with the youngest and oldest the most interested).

Fewer than this ever play **cricket** (7%, younger boys), **golf** (7%, boys), **netball** (6%, younger girls), do **online fitness videos** (5% down from 10% last year, girls), play **hockey** (4%), do **kickboxing** (4%, mainly younger boys), go **horse riding** (4%, girls), do **yoga / pilates** (3%, girls), play **volleyball** (3%, younger children), go **diving** (3%, younger children), **rowing** or **sailing** (both 2%), or do **motorsports** (1%, only boys).

13.6 Out of school activities (see pages 11-12)

The main out of school activity continues to be attending a **sport club or team** (18%). Boys (26%) remain twice more likely than girls (11%) to attend, and they are popular across the age range, particularly with 9-14s (21%).

One in six take **swimming lessons** in their spare time (17%, up from 14% a year ago), and this year girls (19%) are more likely than boys (15%) to take these. It is mainly 7-10s taking swimming lessons (35%), dropping back to just 7% of older children.

One in seven attend an **after school club** (15%), boys and girls alike, with attendance highest amongst one in four 7-8 year olds (23%) before dropping to one in five 9-10s (19%), and levelling off amongst one in eight 11-18s (12%).

The proportion visiting the **gym or a fitness club** has dropped from one in seven (14%) last year to one in nine (11%) this year. Boys (14%) are more likely than girls (8%) to go, and attendance increases from 4% of 7-10 year olds, up to nearly one in five teenagers (18% of 13-18s).

Just under one in ten take **music or singing lessons** out of school (9%, as last year), with girls (12%) remaining twice more likely than boys (6%) to go to these. One in nine 7-10 year olds have these lessons (11%), dipping to around one in twenty 11-16s (6%), before rising to one in eight 17-18 year olds (13%).

7% of young people have **dance lessons**, predominantly girls (13% vs. 2% of boys), and varied across the age range, or go to **Scouts / Guides** (up from 4% a year ago), boys and girls alike, with peaks at age 11-12 (11%) and 17-18 when they could be Explorers / Rangers (13%).

6% have **extra school lessons** out of school, with girls this year twice more likely to take these than boys are (8% vs. 4% of boys). These do not really kick in until age 15-18 when young people are facing exams (11%).

A further 6% do some form of **martial art**, with boys (8%) remaining more likely than girls (3%) to take part in these. Attendance is highest for 8% of 7-12 year olds.

Fewer than this do out of school **gymnastics** (5%, predominantly young girls), go to **Brownies / Cubs** (5%, 7-10 year olds), take **drama lessons** (5%), attend **religious activity** (4%), go **horse riding** (4%, mainly girls), go to a **youth club** (4%, from age 11 up), or a **breakfast club** (3%, mainly young boys), attend **Army / Air / Sea Cadets** (3%, mainly boys aged 11-16), go to **Boys / Girls Brigade** (2%), **Rainbows / Beavers** (2%), do **sailing or watersports** (2%), or go to a **computer club** (2%).

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Does any sport at all	85	-	85	83	86	85	-	88	92	91	89	81	65
Does sport at school	75	-	74	70	75	75	-	81	86	84	84	68	41
Does sport outside of school	76	-	76	73	78	74	-	81	87	83	76	67	58
Does sport at school and outside school	65	-	65	60	67	65	-	74	80	76	71	54	34
Does sport only at school	9	-	9	10	8	10	-	7	6	8	13	14	7
Does sport only outside school	10	-	11	13	11	10	-	7	6	7	5	13	24
Doesn't do any sport at all	15	-	15	17	14	15	-	12	8	9	11	19	35

TABLE 13.1 Sport at school or out of school

BASE All aged 7-18 answering (9.9m—unwtd 2775)

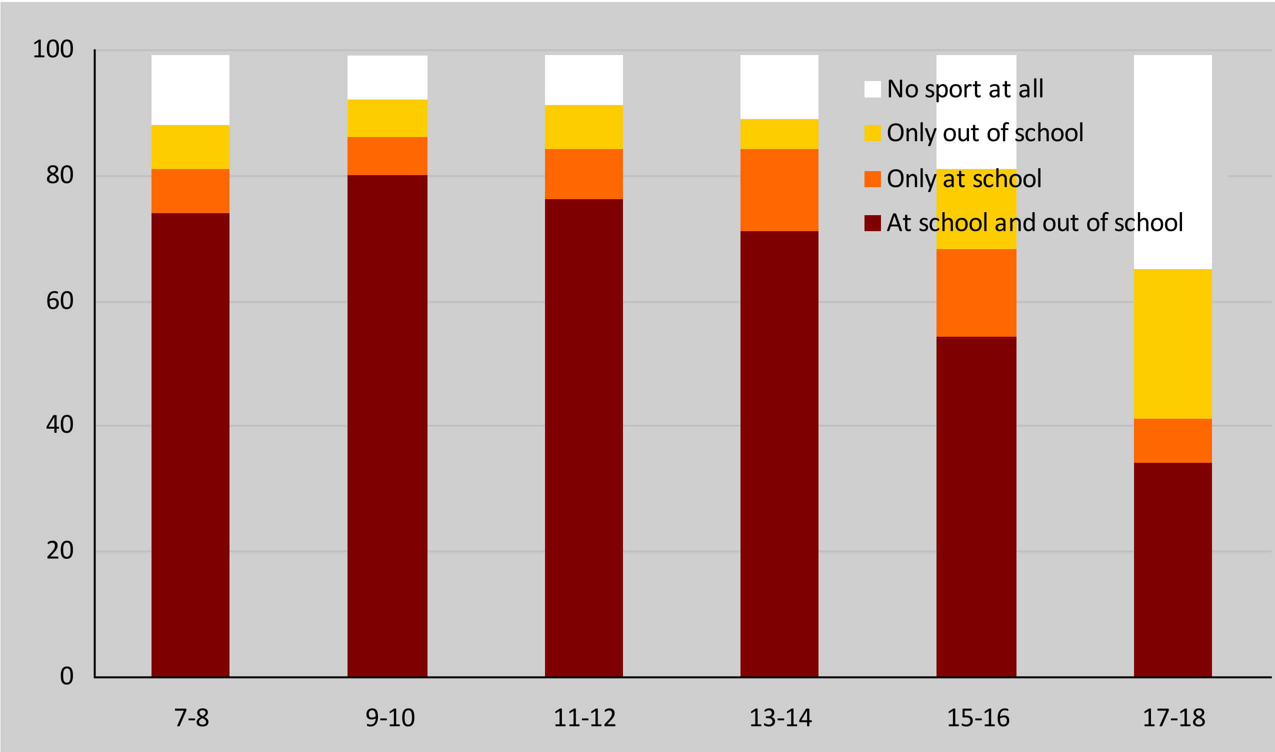


CHART 13.1 Sport at school or out of school

BASE All aged 7-18 answering (9.9m—unwtd 2775)

TABLE 13.2 Time spent playing sport at school per week

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE HOURS PER WEEK	1.5	-	1.6	1.4	1.6	1.3	-	1.4	1.6	1.8	1.9	1.6	0.7
None	22	-	23	25	22	21	-	15	10	12	11	27	58
About 1 hour	31	▲	28	28	28	34	-	38	40	30	27	24	28
About 2 hours	19	-	21	20	20	18	-	13	17	24	29	28	3
About 3 hours	8	-	8	8	9	8	-	5	7	12	14	8	3
About 4 hours	4	-	4	4	4	4	-	3	5	5	7	4	0
About 5 hours	2	-	3	2	3	1	-	2	3	3	1	3	1
More than 5 hours	5	-	6	3	6	3	-	7	6	5	5	3	2
Don't know	9	-	7	6	8	10	-	17	14	10	5	2	3

BASE
All aged 7-18 answering (9.5m—unwtd 2650)

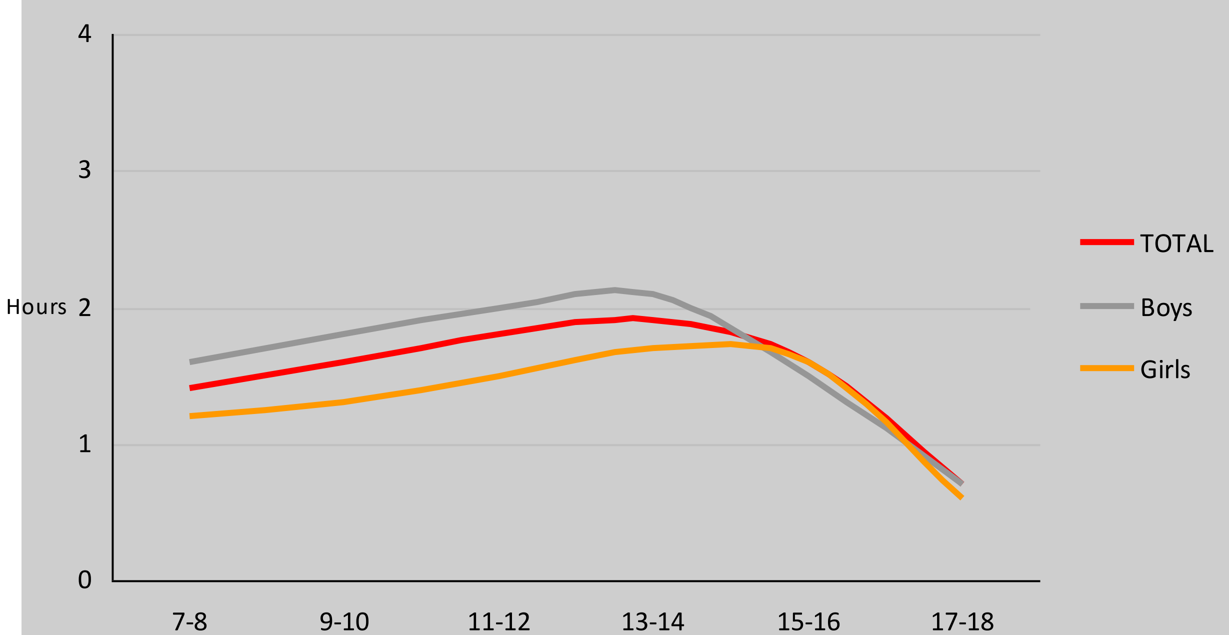


CHART 13.2 Time spent playing sport at school per week

BASE
All aged 7-18 answering (9.5m—unwtd 2650)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
AVERAGE HOURS PER WEEK	2.1	-	2.1	2.0	2.4	1.9	-	1.9	2.2	2.5	2.5	2.1	1.6
None	21	-	21	22	19	22	-	15	9	14	19	29	41
About 1 hour	20	-	22	21	16	24	-	25	28	18	16	19	14
About 2 hours	15	-	14	15	15	15	-	14	17	15	17	12	12
About 3 hours	11	-	11	10	12	10	-	6	11	15	11	13	13
About 4 hours	7	-	8	6	9	5	-	6	7	9	10	8	3
About 5 hours	6	-	4	4	7	5	-	3	4	7	6	6	10
More than 5 hours	12	-	13	10	15	9	-	14	13	15	16	11	2
Don't know	8	-	7	7	7	10	-	17	12	8	5	3	5

TABLE 13.3
Time spent playing sport out of school per week

BASE
All aged 7-18 answering (9.4m—unwtd 2647)

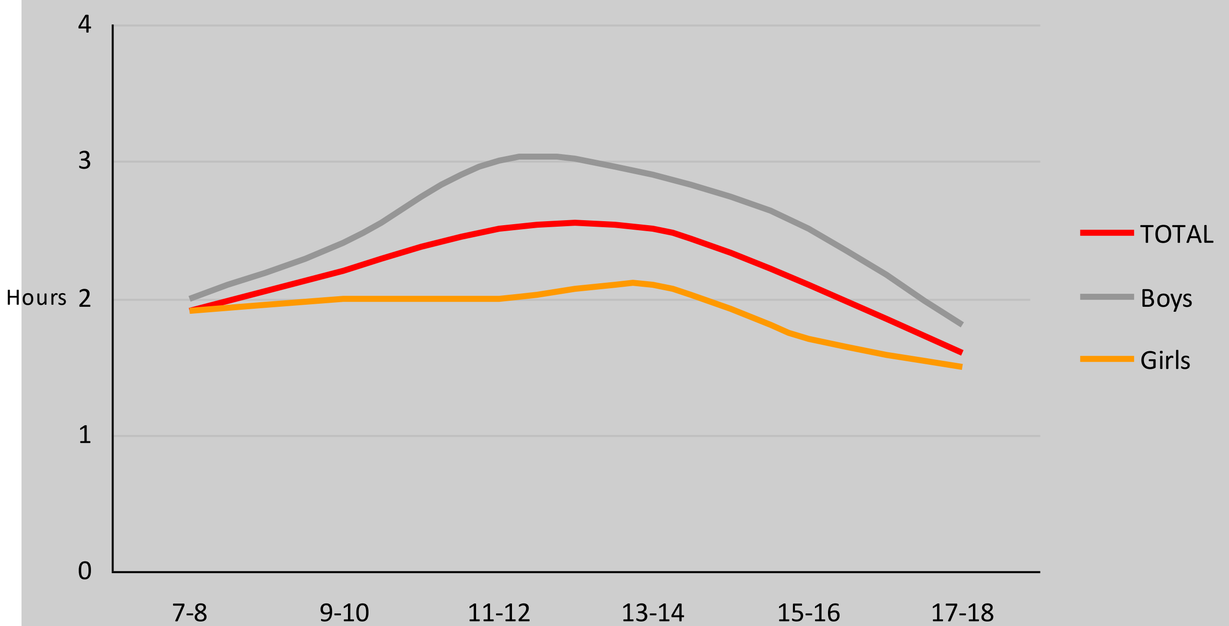


CHART 13.3
Time spent playing sport out of school per week

BASE
All aged 7-18 answering (9.4m—unwtd 2647)

TABLE 13.4
Top types of sport played at school

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Football	51	-	50	44	63	38	-	60	65	56	61	33	26
Basketball	29	-	30	23	32	25	-	37	33	37	39	20	4
Netball	27	-	26	27	17	39	-	19	39	33	35	29	0
Running / Walking	25	-	25	32	24	27	-	27	43	23	29	20	4
Gymnastics	21	▲	18	18	13	31	-	30	28	26	23	14	0
Swimming	20	▲	12	14	16	26	-	24	31	27	19	12	4
Athletics	20	▼	23	22	16	23	-	13	27	28	25	18	0
Badminton	19	-	19	16	16	22	-	4	7	28	37	33	4
Tennis	19	-	19	13	18	20	-	27	22	27	19	12	0
Cricket	16	-	16	9	16	16	-	16	25	19	20	11	0
Rugby	16	▼	19	20	19	12	-	11	10	24	31	8	8
Hockey	13	▼	16	11	13	13	-	12	18	14	17	8	8
Fitness training	10	▼	14	16	11	10	-	3	8	15	15	18	0
Volleyball	8	-	7	7	7	9	-	6	5	7	15	14	0
Boxing	7	▲	3	3	10	3	-	5	7	9	12	7	0
Cycling	7	-	8	5	6	7	-	8	18	6	3	4	0
Online fitness videos	5	-	7	6	4	6	-	3	12	3	8	5	0
Yoga / Pilates	5	-	5	5	3	8	-	10	9	1	4	7	0
Golf	4	-	3	3	4	2	-	7	3	4	3	4	0

BASE
All aged 7-18 answering (8.9m—unwtd 984)

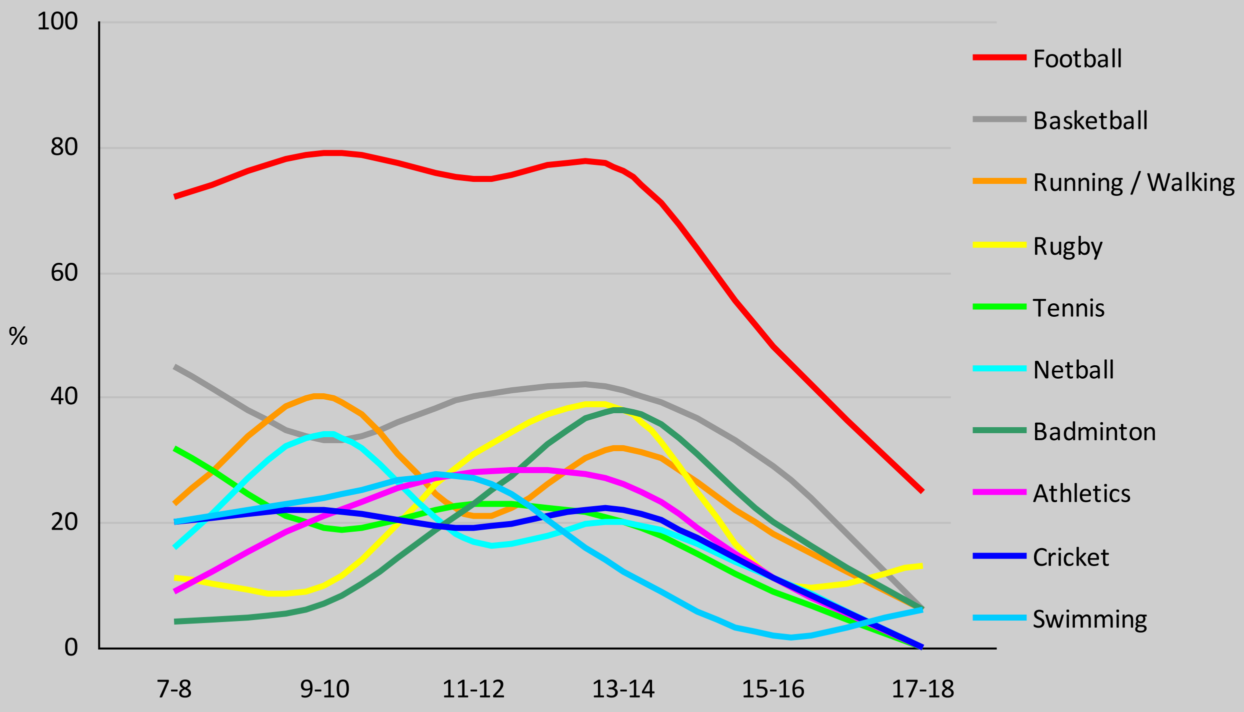


CHART 13.4a Top types of sport played at school by BOYS

BASE All boys aged 7-18 answering (4.6m—unwtd 414)

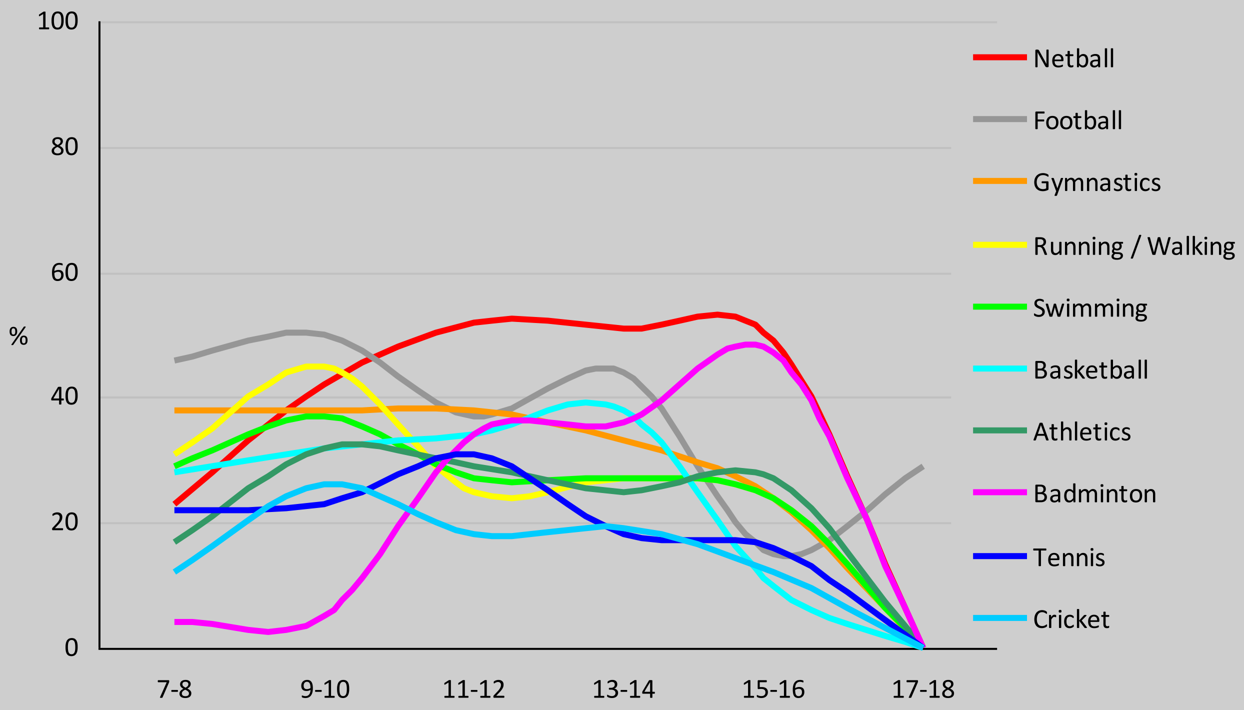


CHART 13.4b Top types of sport played at school by GIRLS

BASE All girls aged 7-18 answering (4.0m—unwtd 556)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Football	42	▲	35	33	58	25	-	52	55	43	42	29	26
Running / Walking	23	-	23	27	21	26	-	23	34	20	22	24	17
Swimming	22	▲	18	20	19	25	-	31	44	26	12	4	9
Basketball	17	-	17	12	21	12	-	27	26	16	14	11	4
Cycling	14	-	16	21	15	13	-	22	26	17	12	5	0
Gymnastics	10	-	8	11	3	17	-	22	14	12	6	3	0
Boxing	9	-	9	7	13	5	-	13	12	11	9	7	0
Tennis	9	-	10	6	10	8	-	17	12	12	9	2	0
Badminton	9	-	7	4	8	10	-	4	12	10	10	8	9
Fitness training	9	-	11	13	13	4	-	5	4	7	9	14	15
Athletics	8	-	8	9	8	7	-	9	12	9	5	3	7
Rugby	8	-	7	6	11	4	-	12	5	7	9	1	13
Martial arts	8	-	7	6	9	6	-	11	8	8	4	4	11
Cricket	7	-	7	6	9	6	-	12	15	7	4	4	0
Golf	7	-	7	7	10	4	-	10	10	7	7	6	0
Netball	6	-	6	5	3	9	-	7	13	6	6	3	0
Online fitness videos	5	▼	10	7	2	9	-	4	5	3	4	5	11
Hockey	4	-	4	2	4	4	-	6	2	3	4	1	9
Kickboxing	4	-	4	4	5	2	-	7	5	4	3	3	0

TABLE 13.5
Top types of sport played out of school

BASE
All aged 7-18 answering (8.3m—unwtd 930)

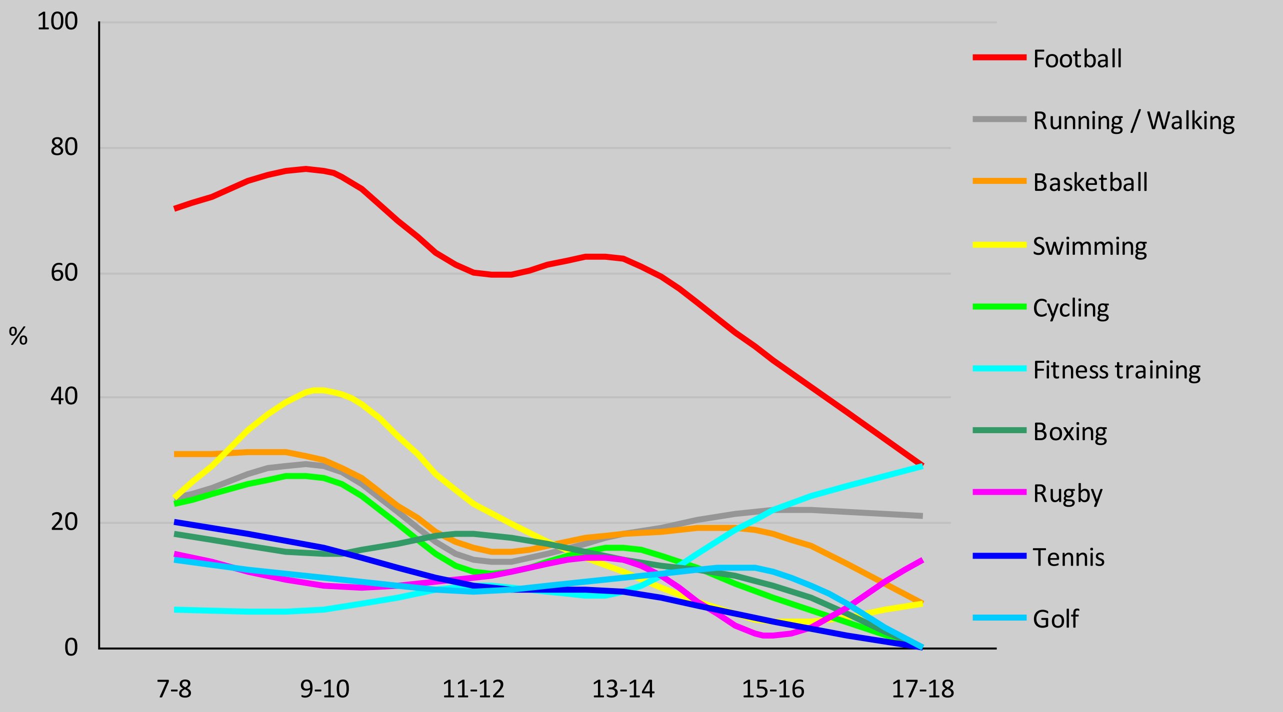


CHART 13.5a Top types of sport played out of school by BOYS

BASE All boys aged 7-18 answering (4.3m—unwtd 388)

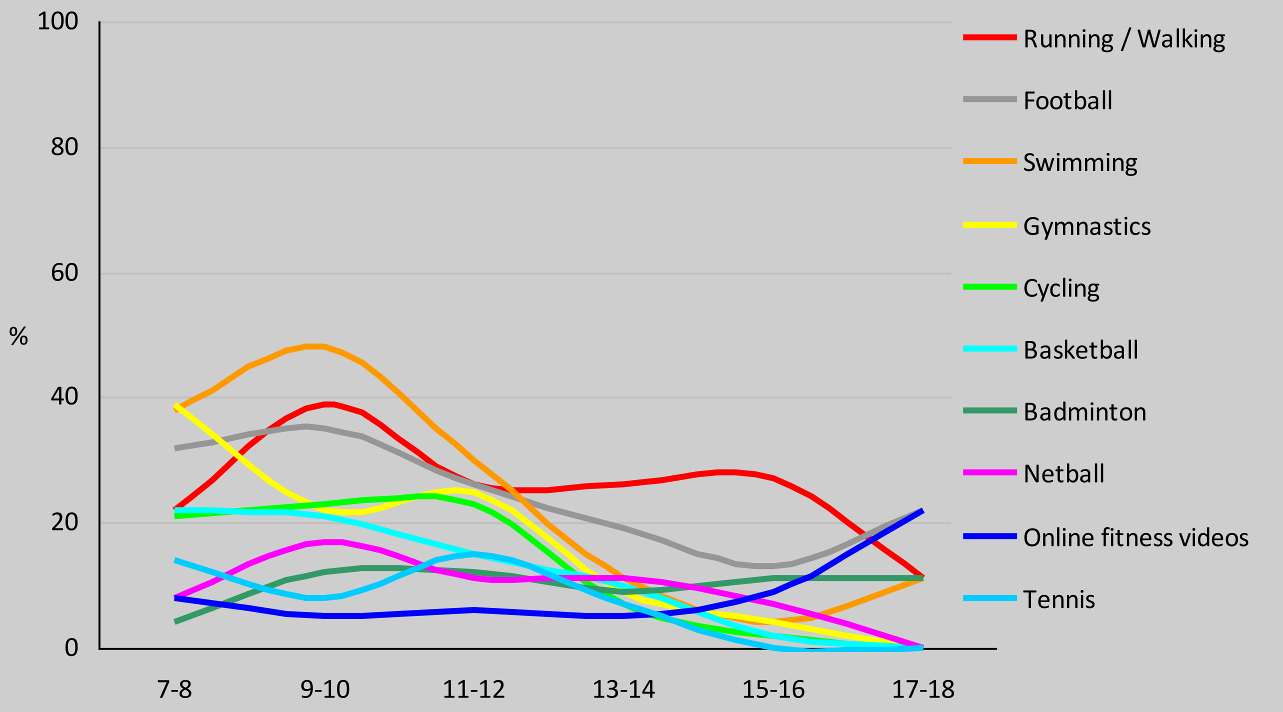


CHART 13.5b Top types of sport played out of school by GIRLS

BASE All girls aged 7-18 answering (3.9m—unwtd 529)

TABLE 13.6 Top out of school activities

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Sports club / team	18	-	17	16	26	11	-	13	21	22	20	16	18
Swimming lessons	17	▲	14	9	15	19	-	30	40	10	4	8	4
After school club	15	-	13	4	15	15	-	23	19	13	12	9	13
Gym / Fitness	11	▼	14	11	14	8	-	4	3	7	17	19	18
Music / Singing lessons	9	-	9	6	6	12	-	11	10	4	6	8	13
Dance lessons	7	-	9	7	2	13	-	9	9	4	4	6	11
Guides / Scouts	7	▲	4	6	7	6	-	3	3	11	5	6	13
Extra lessons out of school	6	-	5	2	4	8	-	5	3	2	4	11	11
Martial arts	6	-	7	5	8	3	-	8	7	9	4	5	0
Gymnastics	5	-	6	7	2	10	-	13	8	6	3	3	0
Brownies / Cubs	5	-	3	4	5	6	-	10	15	0	1	3	0
Drama lessons	5	-	6	3	4	5	-	7	4	3	1	5	7
Religious activity	4	-	4	4	5	4	-	3	3	5	6	6	4
Horse riding	4	-	5	7	2	6	-	3	5	6	4	4	0
Youth club	4	-	4	4	4	3	-	1	1	5	3	6	7
Breakfast club	3	-	3	2	5	2	-	10	4	2	1	4	0
Army / Air / Sea Cadets	3	-	2	2	4	2	-	3	2	2	5	6	0
Boys / Girls Brigade	2	-	1	1	2	2	-	6	1	2	0	2	4
Rainbows / Beavers	2	-	3	3	3	2	-	4	3	1	1	3	0

BASE
All aged 7-18 answering (8.0m—unwtd 893)

CHILDWISE

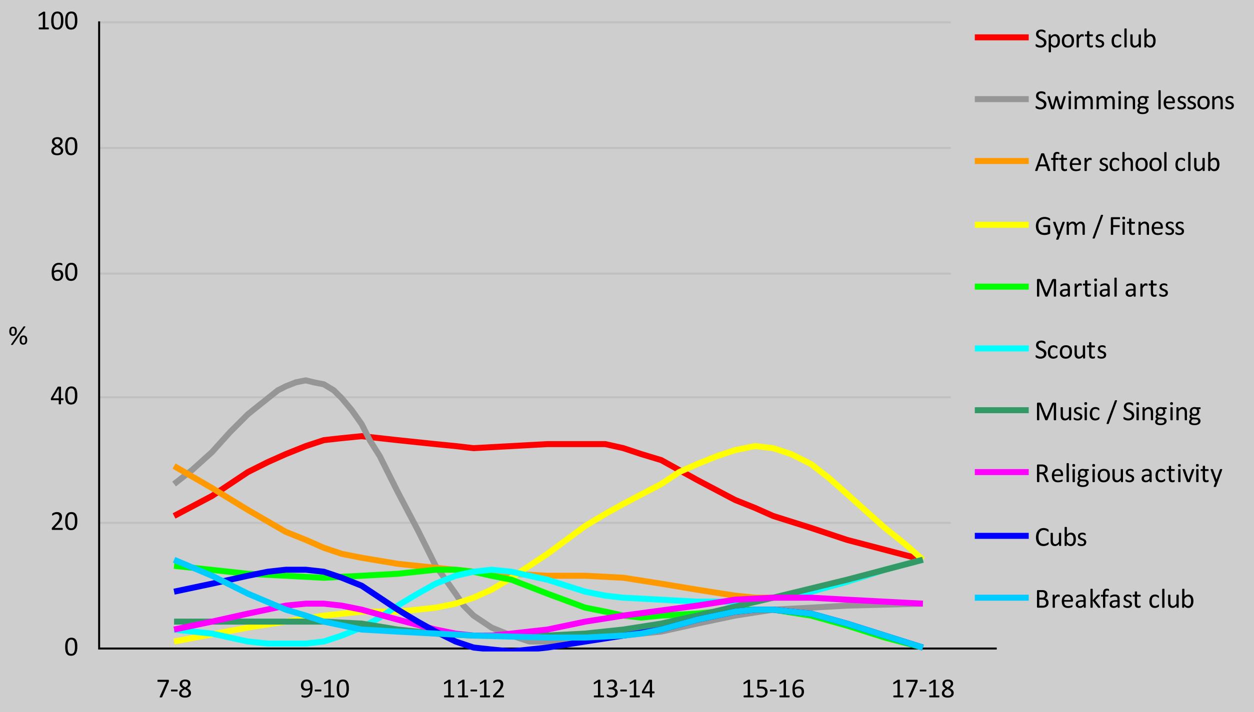


CHART 13.6a Top out of school activities for BOYS

BASE All boys aged 7-18 answering (4.1m—unwtd 363)

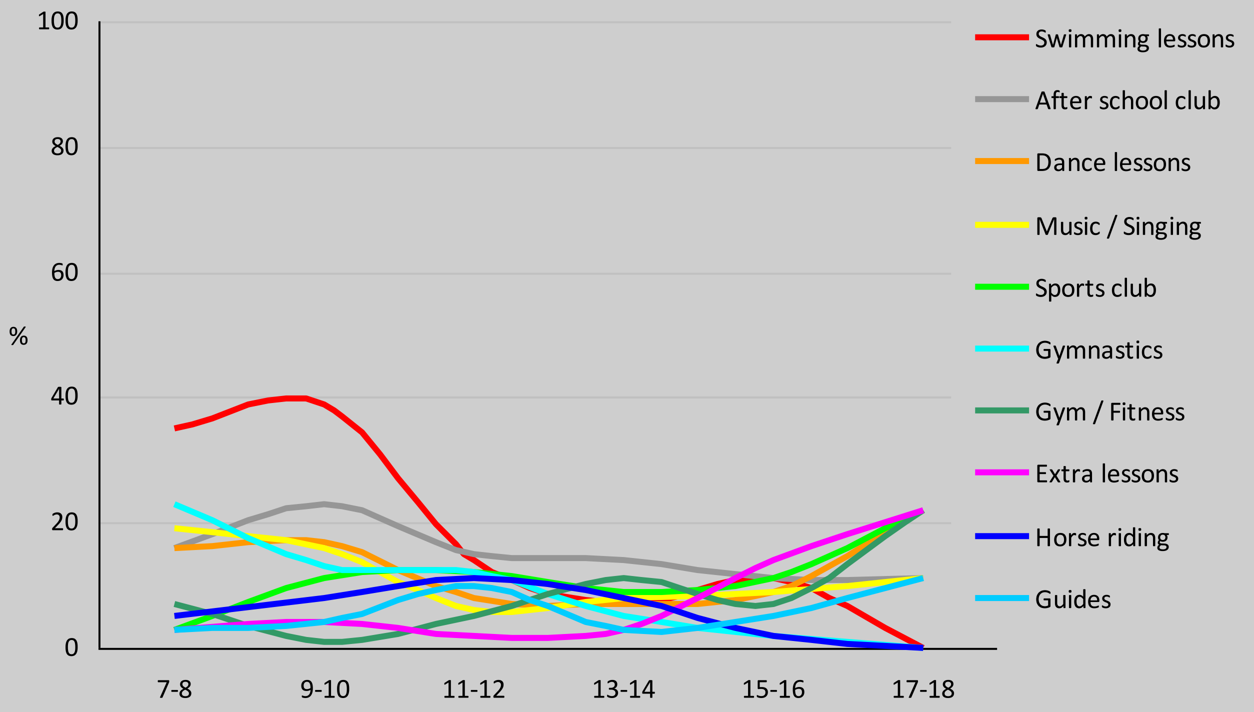


CHART 13.6b Top out of school activities for GIRLS

BASE All girls aged 7-18 answering (3.9m—unwtd 517)

SECTION
14

HEALTH AND WELLBEING

This section looks at children's health and happiness, and how often they experience stress and anxiety about different aspects of their lives

SUMMARY OF KEY DATA

HOW HEALTHY DO YOU THINK YOU ARE:

Very healthy	27%
Quite healthy	55%
Not very healthy	12%
Not at all healthy	2%

Base: All aged 5-18 answering

HOW HAPPY ARE YOU MOST OF THE TIME:

Very happy	30%
Quite happy	47%
Not very happy	14%
Not at all happy	5%

Base: All aged 5-18 answering

WHICH OF THESE HAVE YOU OFTEN EXPERIENCED:

Stress about school work	36%
Feeling worried / anxious	29%
Fear that I'm not good enough	28%
Feeling I need to be perfect	27%
Feeling that I don't look good enough	24%
Feeling lonely	19%
Feeling the way I look holds me back	18%
Comparing myself to celebrities	11%

Base: All aged 9-18 answering

FEELINGS ABOUT THE FUTURE:

Excited	37%
Positive	35%
Hopeful	33%
Anxious	30%
Uncertain	29%
Worried	24%
Sad	11%

Base: All aged 7-18 answering

QUOTES ABOUT THE FUTURE:

"I am excited because I will finally be able to do stuff I've always wanted to do but haven't been old enough for" Boy aged 11

"I'm hopeful to get Robux and excited about my birthday and positive about my room being done" Girl aged 12

"I'm hopeful because I think I will do alright in my future and I sorta have some things planned out!" Girl aged 9

"Just that there are sooo many things that could happen and you don't ever really know for sure what is going to happen in the future" Girl aged 14

"The unknown the disappointments in life, the rent taxes and other payments or even if I were to get myself debt" Boy aged 15

Base: All aged 5-18 (11.5m—unwtd 2802) / All aged 7-18 (9.9m—unwtd 1092) / All aged 9-18 (8.3m—unwtd 908)

14 HEALTH AND WELLBEING

Children were asked how healthy they thought they were, how happy they are most of the time, how often they feel or experience a range of different emotions, and which from a list of words they would use to describe how they feel about the future.

14.1 How healthy do you think you are

(see page 4)

Four in five 5-18 year olds would describe themselves as healthy at all (82%), including one in four (27%) who would describe themselves as very healthy. One in seven (14%) think they are unhealthy at all, including a very small proportion of 2% who think they are not at all healthy. There has been little change in any of these measures over the last few years.

At age 5-6, more or less all children would say they are healthy (95%), but even at age 7-8 one in ten (10%) say they are unhealthy at all, rising to one in five 15-16s (21%), and further to three in ten 17-18 year olds (30%).

Despite the deterioration by age, boys and girls are just as likely as each other to feel healthy or unhealthy across the age range.

14.2 How happy are you most of the time

(see page 5)

Three in four 5-18 year olds say they are happy most of the time (77%), including three in ten (30%) who say they are very happy most of the time. One in five (19%) are unhappy most of the time, including one in twenty (5%) not at all happy. Other than a marginal increase in those saying they are unhappy, these proportions have changed little year on year.

Happiness traditionally tends to decline with age - most 5-6 year olds are happy (96%), and despite dropping, this stays steady across age 7 to 12 (82% happy at all). At the start of their teenage years, three in four are usually happy (73% of 13-14s), dropping to two in three 15-16s (66%), and further to just three in five 17-18s (60%), one in three of whom (35%) say they are usually not happy.

Girls remain less happy than boys (75% vs. 82% of boys), with one in five girls saying they are mostly unhappy (21% vs. 15% of boys). From age 7 upwards, the happiness gap between boys and girls grows. Across age 7-12, girls are around 5% points less happy than boys, and in their early teens (13-16) around 15% points less happy. By age 17-18, only half of girls (55%) say they are usually happy, compared to seven in ten boys (68%).

14.3 How often do they feel different emotions

(see pages 6-13)

This year there seems to have been a drop in children and young people experiencing most of the emotional situations that we presented them with, and in most cases this returns proportions to those seen in 2020, after a spike in 2021, when the UK entered its third national lockdown and the future remained uncertain.

Generally speaking, children and young people are traditionally more likely to say they ever experience these things as they get older, and girls remain more likely than boys to say they ever experience these emotions.

More than four in five 9-18s ever feel **stressed about school work** (84%, 87% last year), including one in three who often feel like this (36%, down from 41% last year). Stress increases with age, rising from seven in ten 9-10s ever feeling the pressure (72%), up to almost all 17-18s (94%), with nearly half (46%) of young people this age often feeling stressed. Girls remain more likely than boys to feel stressed in this way - nine in ten do so (90%), with almost half (44%) feeling this way often (79% and 28% for boys respectively). Least stressed are boys age 9-10 (72%), most stressed are girls aged 17-18 (100%).

Four in five ever feel **worried or anxious** (79%, down from 87% last year), with three in ten (29%) often feeling like this (down from 35% a year ago). Three in four 9-14 year olds ever feel worried or anxious (77%), rising to four in five 15-16s (81%), and more 17-18s (85%, 41% often feel this way). Girls (90%) remain much more likely than boys (68%) to ever feel like this, with two in five girls (40%) often feeling worried or anxious (just 18% for boys). Least worried are boys aged 9-10 (62%), whilst girls aged 15-18 tend to be the most worried or anxious (92% ever feel this way, 50% often feel like this).

Two in three ever fear that they **don't look good enough** (67%), including one in four who often feel like this (24%, down from 28% a year ago). Around three in five 9-14s ever worry about this (59%), rising to two in three 15-16s (66%), before a steep increase to nine in ten 17-18 year olds (90%). Girls (79%) remain much more worried than boys (53%) that they don't look good enough, with one in three girls often feeling like this (32% vs. 15% of boys). Least worried about their looks are 11-12 year old boys (41%), whilst the most concerned are girls aged 17-18 (99% ever worry about this).

Two in three ever fear that **they are not good enough** (66%, down from 74% a year ago), with three in ten (28%, 31% last year) often feeling this way. Three in five 9-10s ever feel they are not good enough (59%), rising to two in three across secondary school (64% of 11-16s), before rising to three in four 17-18 year olds (76%). Three in four girls ever feel this way (78%, including 34% often feeling like this), with boys remaining much less likely to ever experience this (52%, 20% often). Despite experience increasing with age, 15-16 year old boys are least likely to worry they are not good enough (47%), whilst girls aged 17-18 are most likely to feel this (91%).

Just over three in five ever feel they **need to be perfect** (63%, down from 67% last year), with one in four (27%) feeling this way often. Just over half of 9-12 year olds ever feel like this (56%), rising to three in five 13-16s (63%), before increasing to 85% amongst 17-18s (44% of young people this age often feel this need). Girls remain more likely than boys to feel this way - three in four girls feel like this (73%), compared to just over half of boys (54%). The oldest girls are the most likely to ever feel this need (91%, with 50% often feeling this), but least likely is a tie between boys aged 11-12 and boys aged 15-16 (both 43%).

Around three in five 9-18s ever **feel lonely** (62%, as last year), including one in five (19%) who often feel like this. Loneliness is high for 9-10 year olds (61%), but drops back among 11-14s (54%), before rising to two in three 15-16s (66%), and seven in ten 17-18s (72%). Only half of boys ever feel this way (49%), compared to three in four girls (75%). Boys aged 13-14 are the least likely to ever feel lonely (40%), but girls aged 17-18 are the most likely, with half (50%) often feeling like this, and nine in ten (92%) ever feeling this way.

More than half ever feel **the way they look holds them back** (56%, 60% last year), with one in five ever feeling this way (18%, 21% a year ago). Feeling this way increases from fewer than half of 9-12 year olds (46%), up to more than half of 13-16s (54%), with a steep increase to more than four in five 17-18s (83%). Seven in ten girls ever feel this way (70%), compared to two in five boys (41%). Only one in three boys aged 15-16 ever feel like this (32%, 5% feeling this often), compared to all girls aged 17-18 we spoke to (100%, 25% saying they feel like this often.

Two in five ever **compare themselves to celebrities** (38%, 41% a year ago), with one in nine (11%) often doing this. One in three 9-14 year olds ever compare themselves to celebrities (34%), rising slightly to 38% of 15-16s, and up to more than half of 17-18s (53%). Half of girls ever do this (49%), compared to three in ten boys (28%). Least likely to compare themselves to celebrities are boys aged 13-14 (18%), rising to two in three girls aged 17-18 (64%).

14.4 Which words would they use to describe the future (see pages 14-15)

More than one in three young people aged 7-18 would use the word **excited** to describe how they feel about the future (37%, down from 44% last year), boys and girls alike. Half of 7-8 year olds are excited about the future (52%), but excitement drops back among older children, lowest for one in four 13-14s (25%).

A further one in three are **positive** about the future (35%, 40% last year), with boys (39%) remaining more positive than girls (31%). Positivity peaks among half (51%) of 9-10 year olds, before falling to just one in five 17-18s (18%).

One in three are **hopeful** about the future (33%, down from 43% last year), with girls (36%) remaining more hopeful than boys (31%) about what the future holds. Feeling hopeful varies across the age range, but is highest amongst nearly half of 9-10 year olds (46%), lowest for one in five 17-18s (22%).

Three in ten are **anxious** about what the future will bring (30%, down from 36% a year ago), with girls (40%) remaining much more anxious than boys (21%). Anxiety tends to increase with age, from just one in eight 7-8 year olds (12%), up to half (50%) of 17-18s.

A further three in ten are **uncertain** about the future (29%, down from 35% last year), with girls (32%) still marginally more likely than boys (26%) to feel this way. Uncertainty rises with age, from just 8% among 7-8 year olds, quickly rising to more than half (57%) of 17-18s.

One in four are **worried** about the future (24%), down from 29% last year), with girls remaining much more likely than boys to worry about what the future holds (32% vs. 16% of boys). The proportion worried about the future is fairly static across the age range, but highest among three in ten 17-18s (30%).

One in nine say they are **sad** about the future (11%, as last year). This year girls (13%) are more likely than boys (8%) to be sad about the future, and the level of sadness varies across the age range, lowest for just 6% of 15-16s, but then highest for one in five 17-18s (21%).

See page 15 for children and young people's quotes about why they feel how they do about the future.

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Very healthy	27	-	27	27	29	25	66	35	27	23	17	12	9
Quite healthy	55	-	54	52	53	57	29	46	58	61	62	65	61
Not very healthy	12	-	10	12	12	11	0	8	8	11	14	17	24
Not at all healthy	2	-	3	3	2	2	0	2	1	1	2	4	6
Don't know	4	-	5	6	4	5	4	9	5	5	5	2	0

TABLE 14.1 How healthy do you think you are

BASE
All aged 5-18 answering (11.4m—unwtd 2788)

Four in five 5-18s say they are healthy at all (82%)

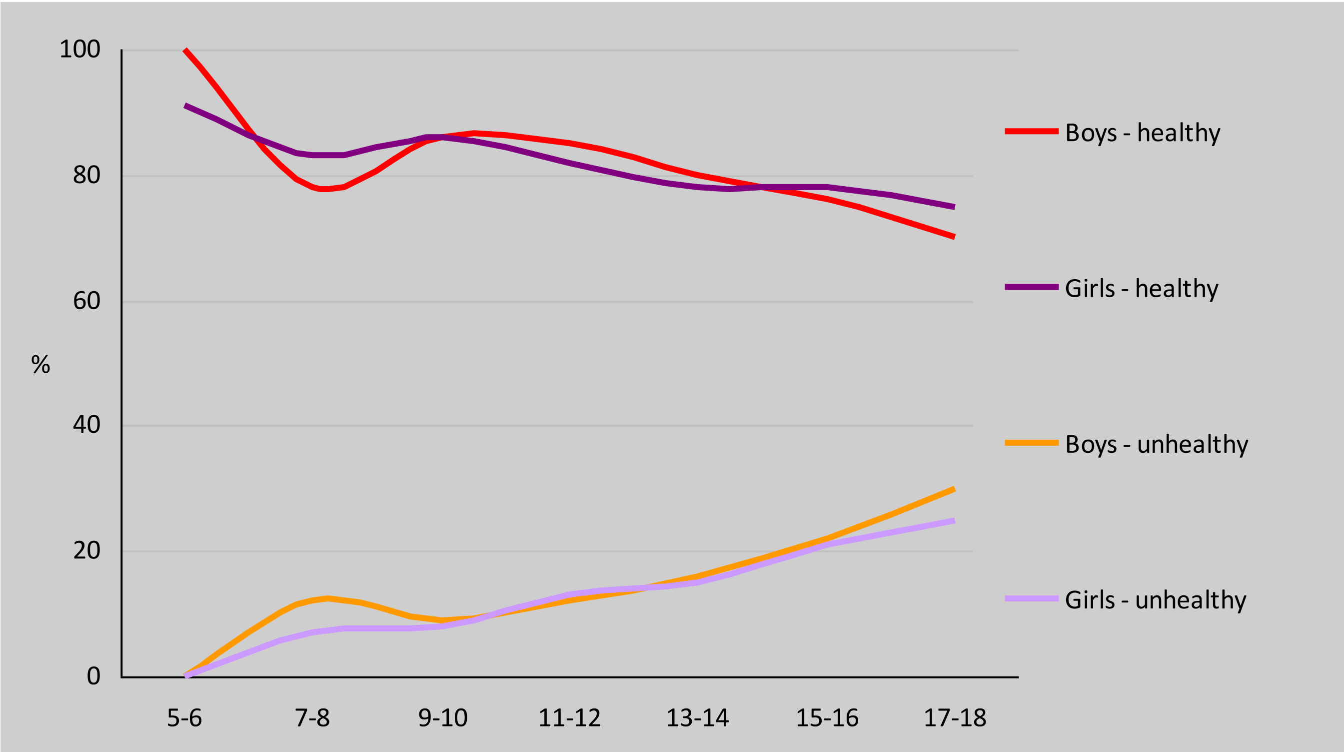


CHART 14.1 How healthy do you think you are—by gender and age

BASE
All aged 5-18 answering (11.4m—unwtd 2788)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Very happy	30	-	28	29	33	29	78	39	32	24	16	13	9
Quite happy	47	-	49	46	49	46	18	42	53	57	57	53	51
Not very happy	14	-	15	13	11	16	3	10	8	12	16	21	26
Not at all happy	5	-	3	3	4	5	0	5	3	3	5	8	9
Don't know	4	-	5	8	4	4	0	4	4	5	6	6	4

TABLE 14.2 How happy are you most of the time

BASE
All aged 5-18 answering (11.0m—unwtd 2665)

Three in four 5-18s say they are happy at all (77%)

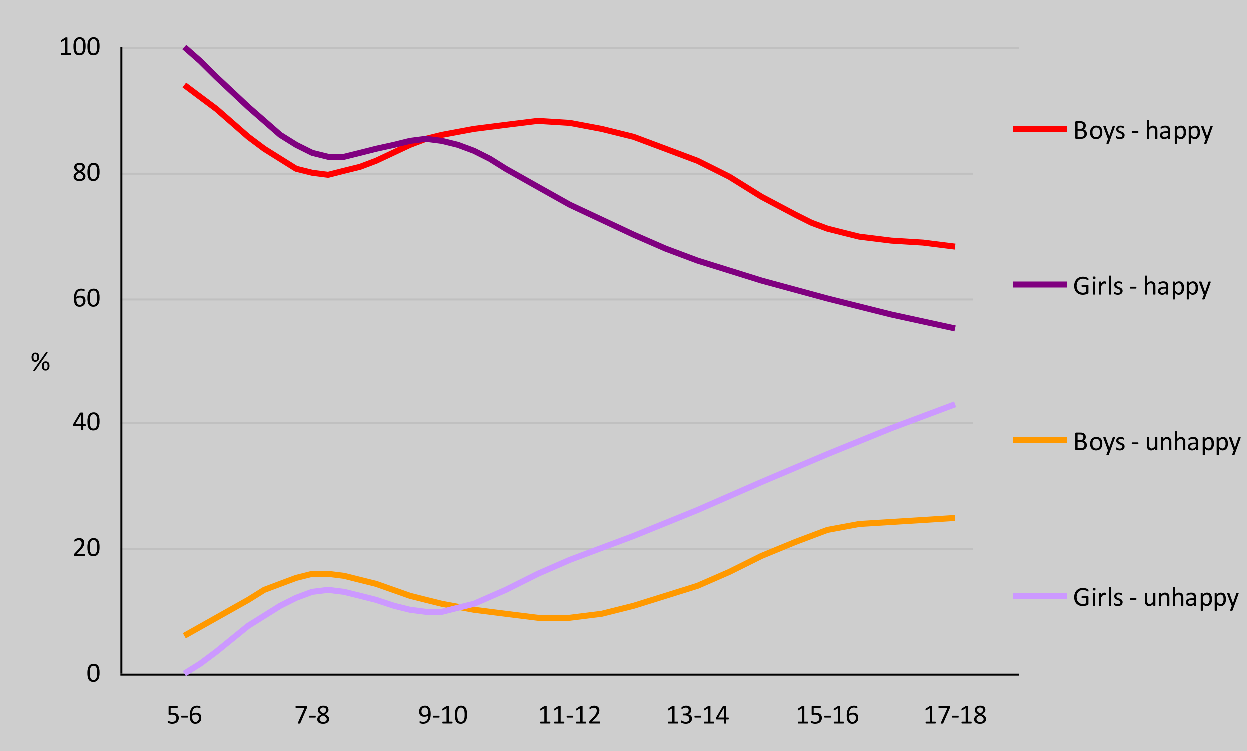


CHART 14.2 How happy are you most of the time

BASE
All aged 5-18 answering (11.0m—unwtd 2665)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Often	36	▼	41	35	28	44	-	-	28	37	40	31	46
Sometimes	26	-	27	31	25	28	-	-	22	23	27	29	28
Occasionally	22	▲	19	19	26	18	-	-	22	24	17	27	20
Never	13	-	11	13	17	8	-	-	26	8	13	10	6
Don't know	3	-	2	2	4	2	-	-	2	8	3	3	0

TABLE 14.3a Stress about school work

BASE All aged 9-18 answering (7.9m—unwtd 861)

Four in five 9-18s ever feel stress about school work (84%)

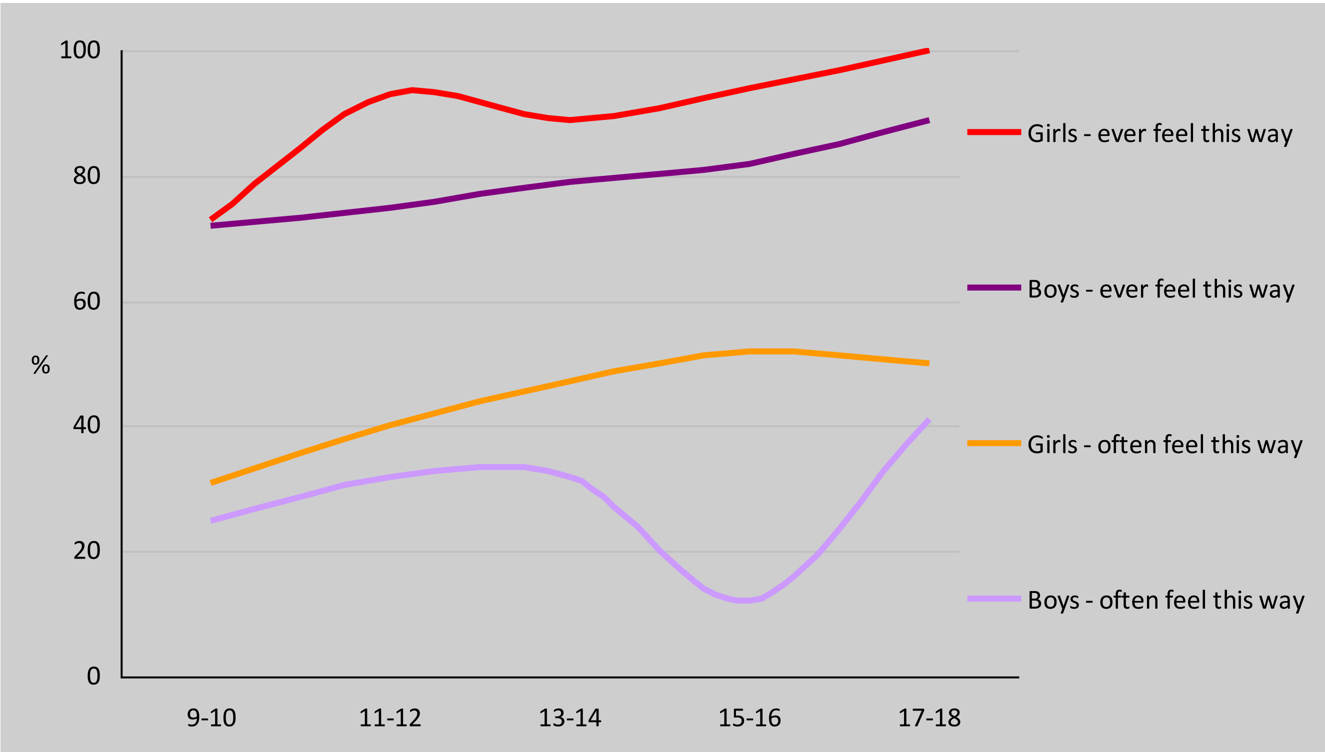


CHART 14.3a Stress about school work

BASE All aged 9-18 answering (7.9m—unwtd 861)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Often	29	▼	35	32	18	40	-	-	20	26	28	31	41
Sometimes	25	▼	29	30	20	30	-	-	30	26	23	22	24
Occasionally	25	-	23	20	30	20	-	-	28	24	27	28	20
Never	15	▲	10	16	24	5	-	-	18	14	16	16	9
Don't know	6	▲	2	3	7	5	-	-	4	10	6	4	7

TABLE 14.3b Feeling worried / anxious

BASE All aged 9-18 answering (7.9m—unwtd 857)

Four in five 9-18s ever feel worried or anxious (79%)

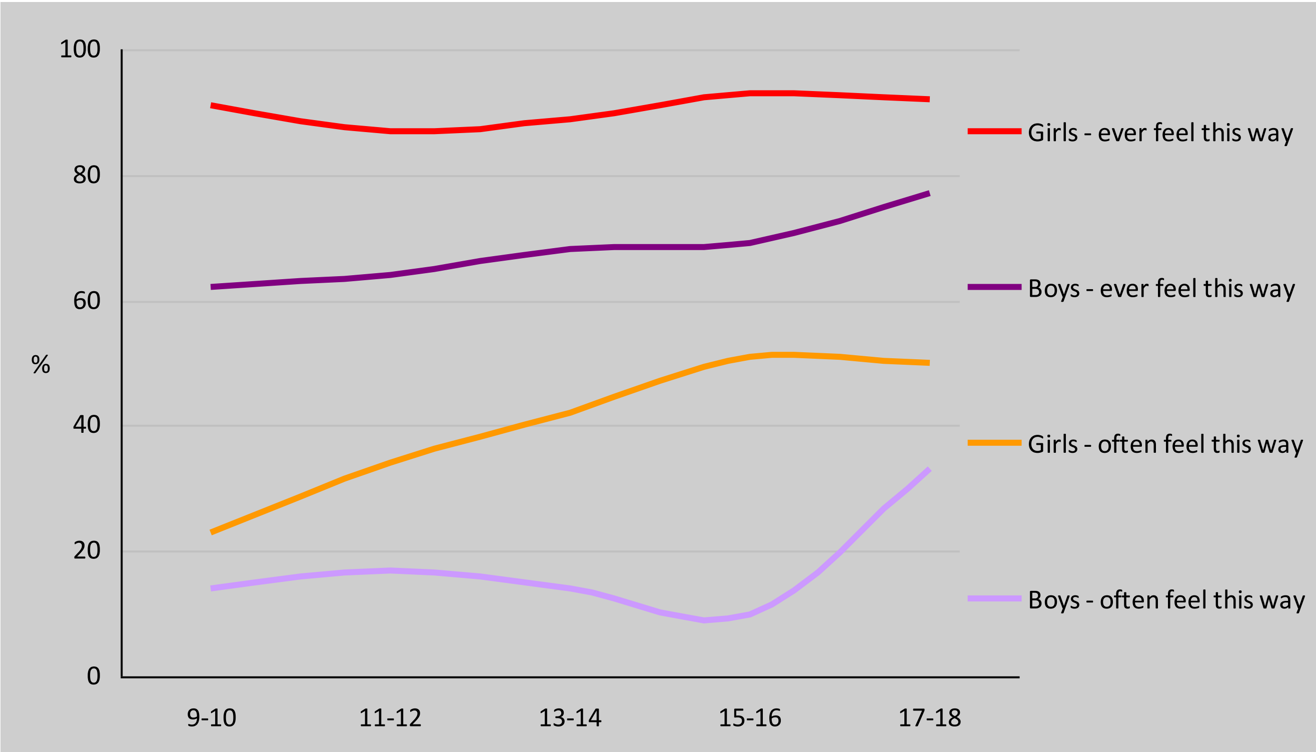


CHART 14.3b Feeling worried / anxious

BASE All aged 9-18 answering (7.9m—unwtd 857)

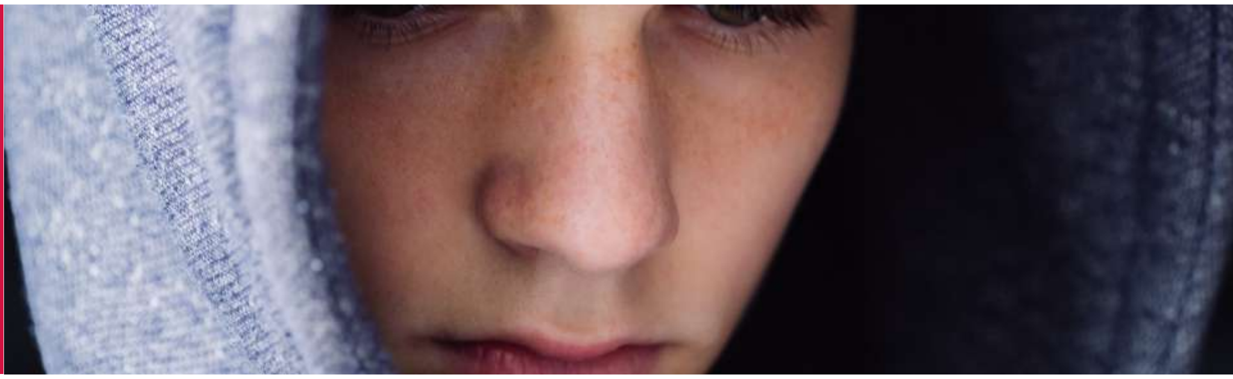
CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Often	24	▼	28	28	15	32	-	-	20	25	25	20	30
Sometimes	24	▲	21	21	18	29	-	-	18	18	17	19	45
Occasionally	19	-	20	16	20	18	-	-	19	15	20	27	15
Never	27	-	27	30	40	15	-	-	39	32	29	29	9
Don't know	6	▲	3	4	6	5	-	-	4	11	8	5	0

TABLE 14.3c Fear that I don't look good enough

BASE All aged 9-18 answering (7.9m—unwtd 862)

Two in three 9-18s ever feel like they don't look good enough (67%)



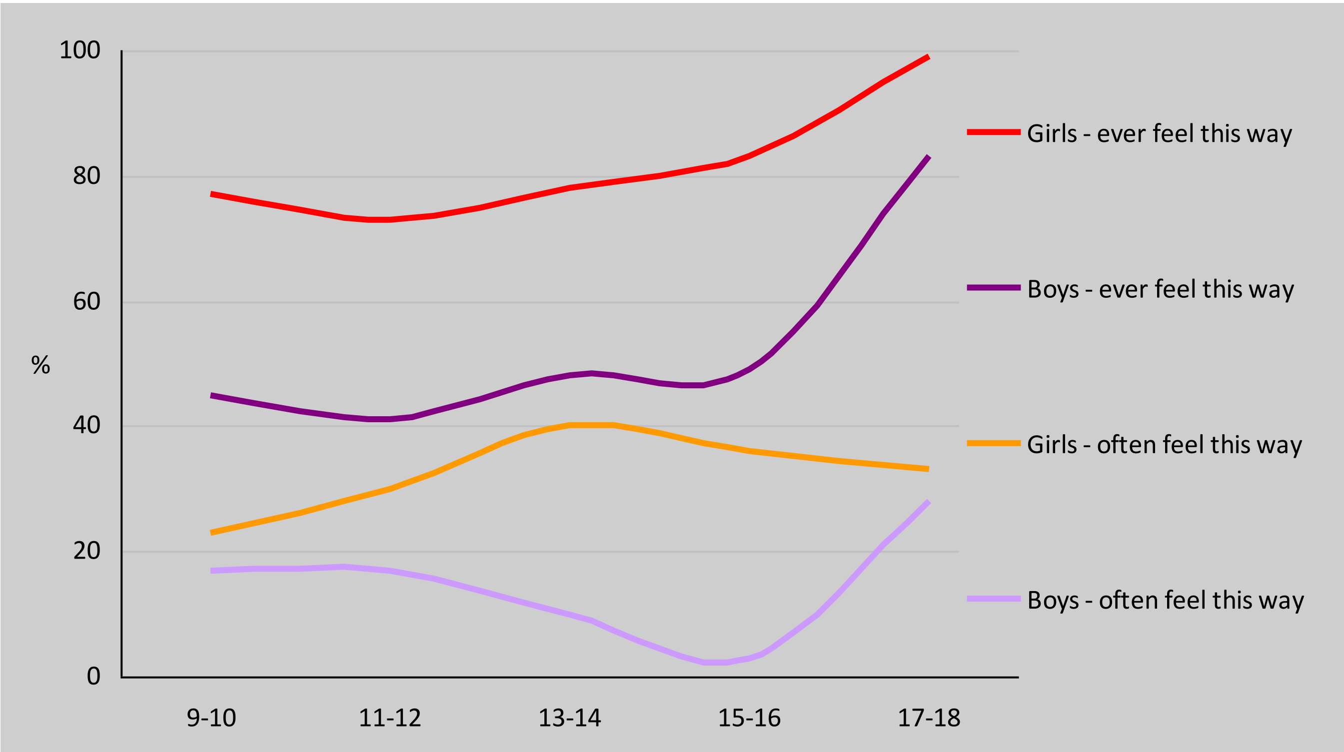


CHART 14.3c Fear that I don't look good enough

BASE All aged 9-18 answering (7.9m—unwtd 862)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Often	28	▼	31	27	20	34	-	-	22	23	25	18	51
Sometimes	23	-	24	24	18	28	-	-	20	22	20	33	18
Occasionally	15	▼	19	19	14	16	-	-	17	19	19	15	7
Never	30	▲	24	27	42	18	-	-	38	28	28	30	24
Don't know	5	▲	2	4	6	4	-	-	3	8	9	4	0

TABLE 14.3d Fear that I'm not good enough

BASE All aged 9-18 answering (7.9m—unwtd 856)

Two in three 9-18s ever fear that they are not good enough (66%)

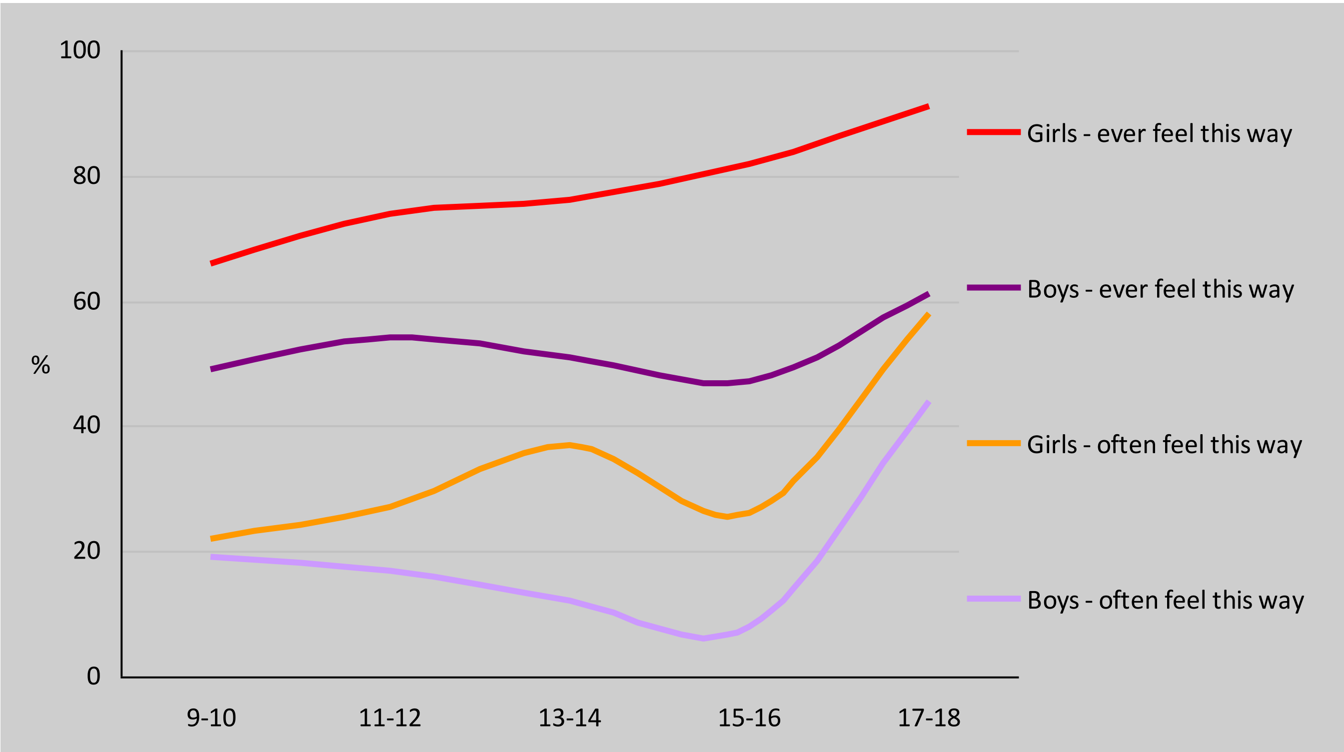


CHART 14.3d Fear that I'm not good enough

BASE All aged 9-18 answering (7.9m—unwtd 856)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Often	27	-	29	26	20	33	-	-	22	25	24	21	44
Sometimes	18	▼	22	18	16	21	-	-	20	17	19	24	13
Occasionally	18	-	16	20	18	19	-	-	14	14	22	15	28
Never	29	-	30	31	39	20	-	-	37	33	29	36	11
Don’t know	7	▲	3	3	7	7	-	-	7	11	7	5	4

TABLE 14.3e Feeling I need to be perfect

BASE All aged 9-18 answering (7.9m—unwtd 868)

Two in three 9-18s ever feel they need to be perfect (63%)

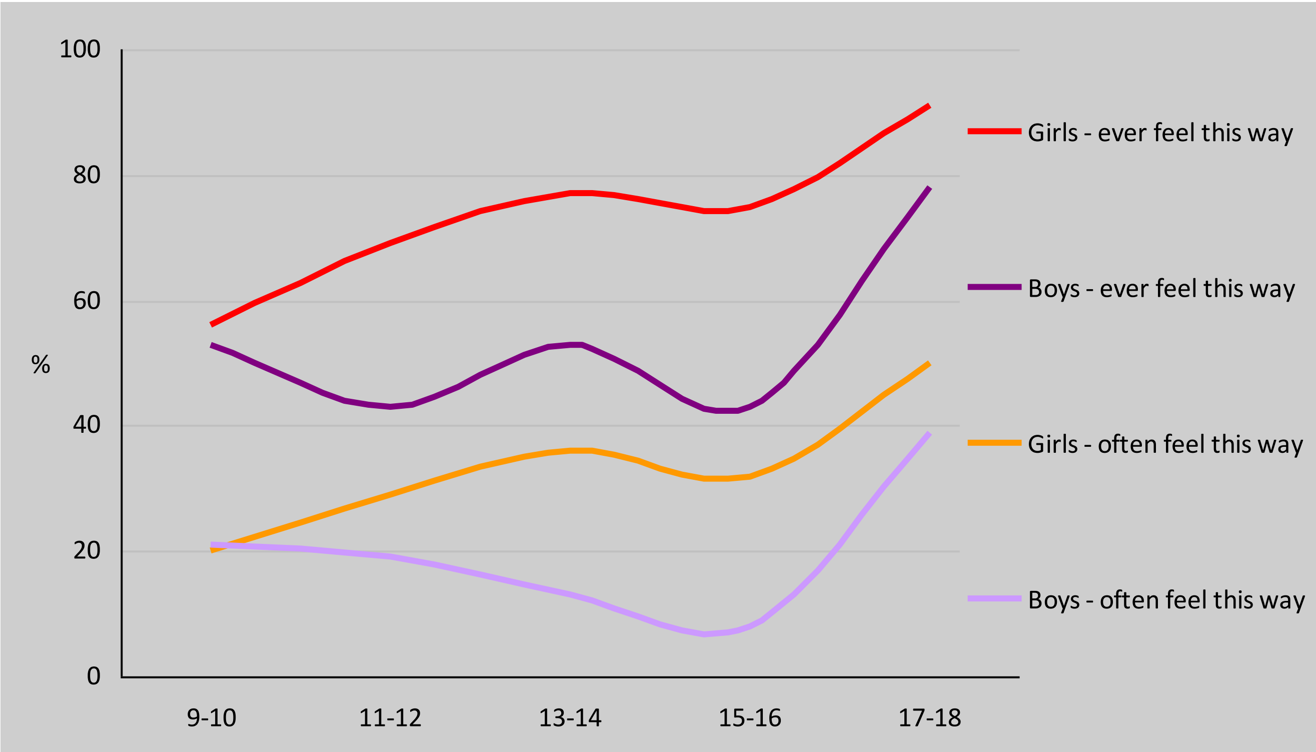


CHART 14.3e Feeling I need to be perfect

BASE All aged 9-18 answering (7.9m—unwtd 868)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Often	19	-	19	18	12	25	-	-	17	17	14	13	34
Sometimes	24	-	25	22	20	29	-	-	31	19	20	26	24
Occasionally	19	▼	27	25	17	21	-	-	13	18	20	27	14
Never	32	▲	25	33	44	20	-	-	36	36	37	29	21
Don't know	7	▲	3	2	7	6	-	-	4	10	8	5	7

TABLE 14.3f Feeling lonely

BASE All aged 9-18 answering (7.9m— unwtd 856)

Three in five 9-18s ever feel lonely (62%)

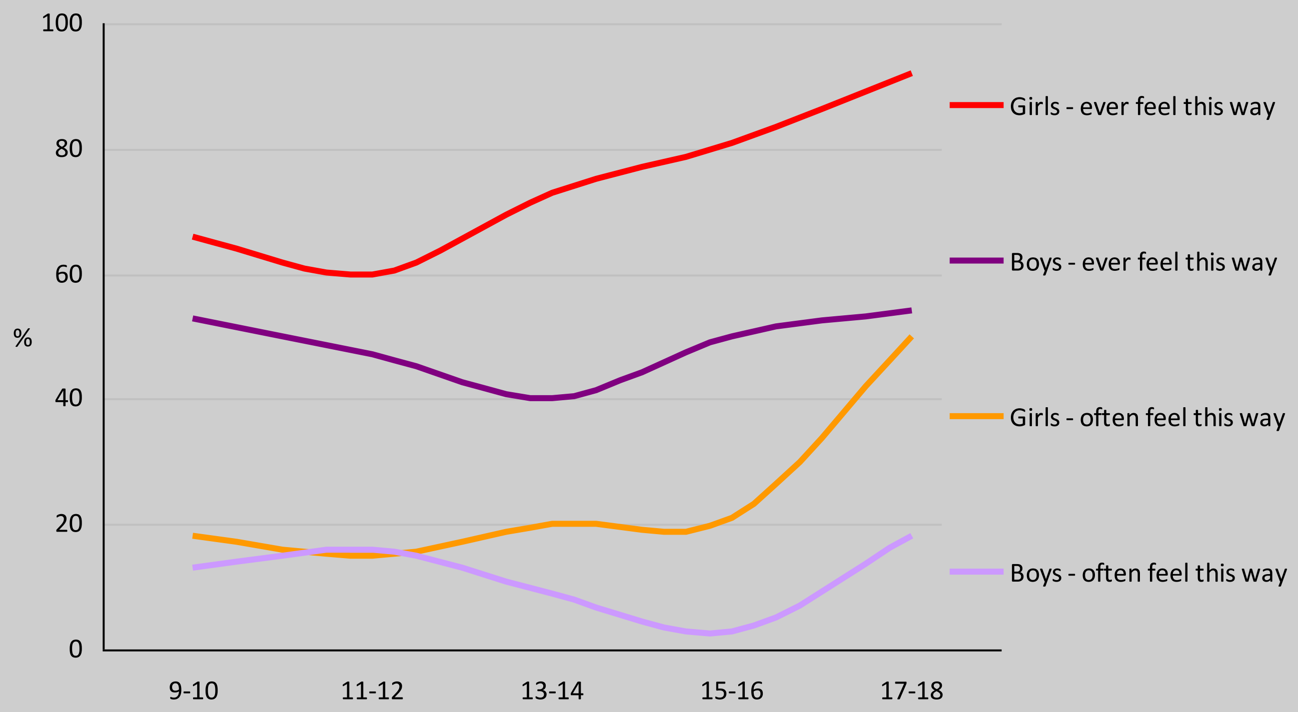


CHART 14.3f Feeling lonely

BASE All aged 9-18 answering (7.9m— unwtd 856)

CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Often	18	▼	21	22	14	21	-	-	14	21	19	12	26
Sometimes	21	-	20	19	12	31	-	-	18	15	18	21	33
Occasionally	17	-	19	17	15	18	-	-	12	11	17	21	24
Never	35	-	36	38	49	22	-	-	45	38	36	42	14
Don't know	9	▲	4	5	10	7	-	-	10	15	11	4	3

TABLE 14.3g Feeling that the way I look holds me back

BASE All aged 9-18 answering (7.9m—unwtd 854)

More than half of 9-18s feel the way they look holds them back (56%)

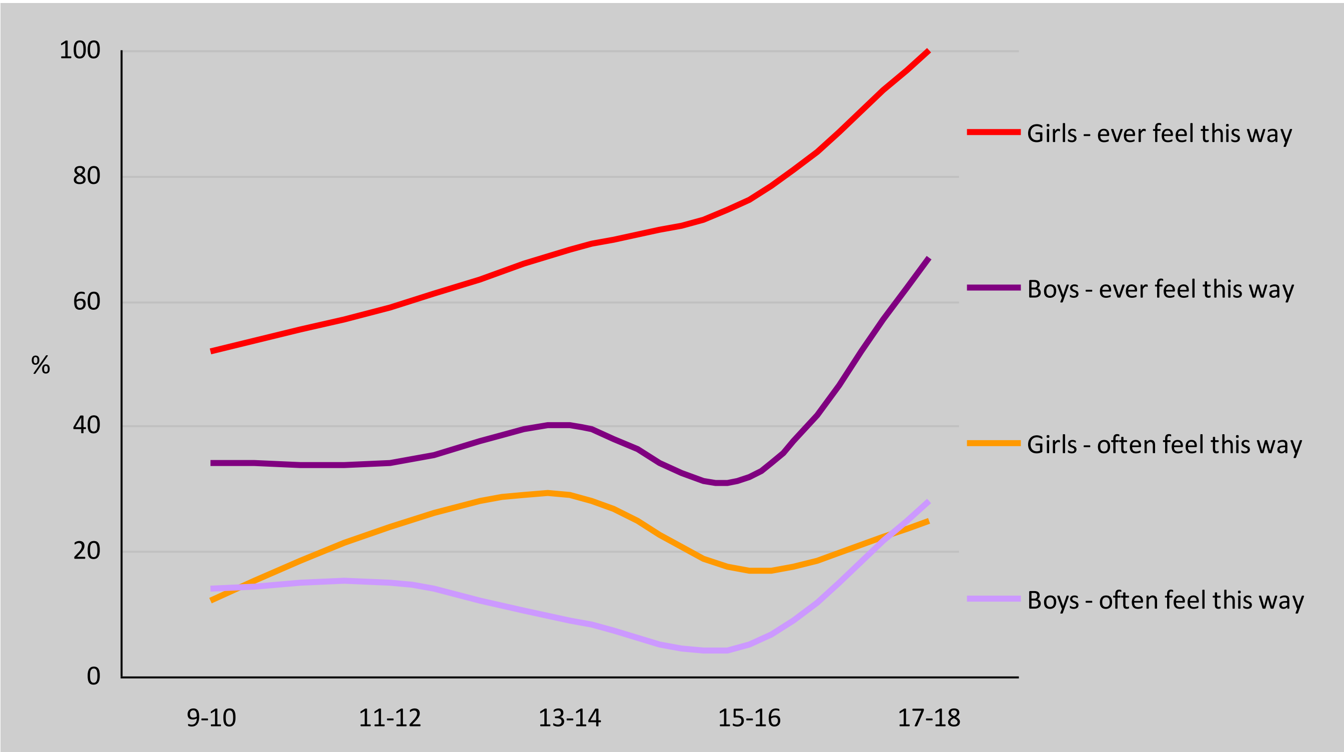


CHART 14.3g Feeling that the way I look holds me back

BASE All aged 9-18 answering (7.9m—unwtd 854)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Often	11	-	13	11	8	14	-	-	10	11	15	11	10
Sometimes	11	-	11	13	10	13	-	-	15	12	8	9	13
Occasionally	16	-	17	15	10	22	-	-	9	10	11	18	30
Never	55	-	56	56	65	45	-	-	60	54	59	54	48
Don't know	7	-	4	4	7	7	-	-	6	13	7	9	0

TABLE 14.3h Comparing myself to celebrities

BASE All aged 9-18 answering (7.9m—unwtd 858)

Two in five 9-18s ever compare themselves to celebrities (38%)

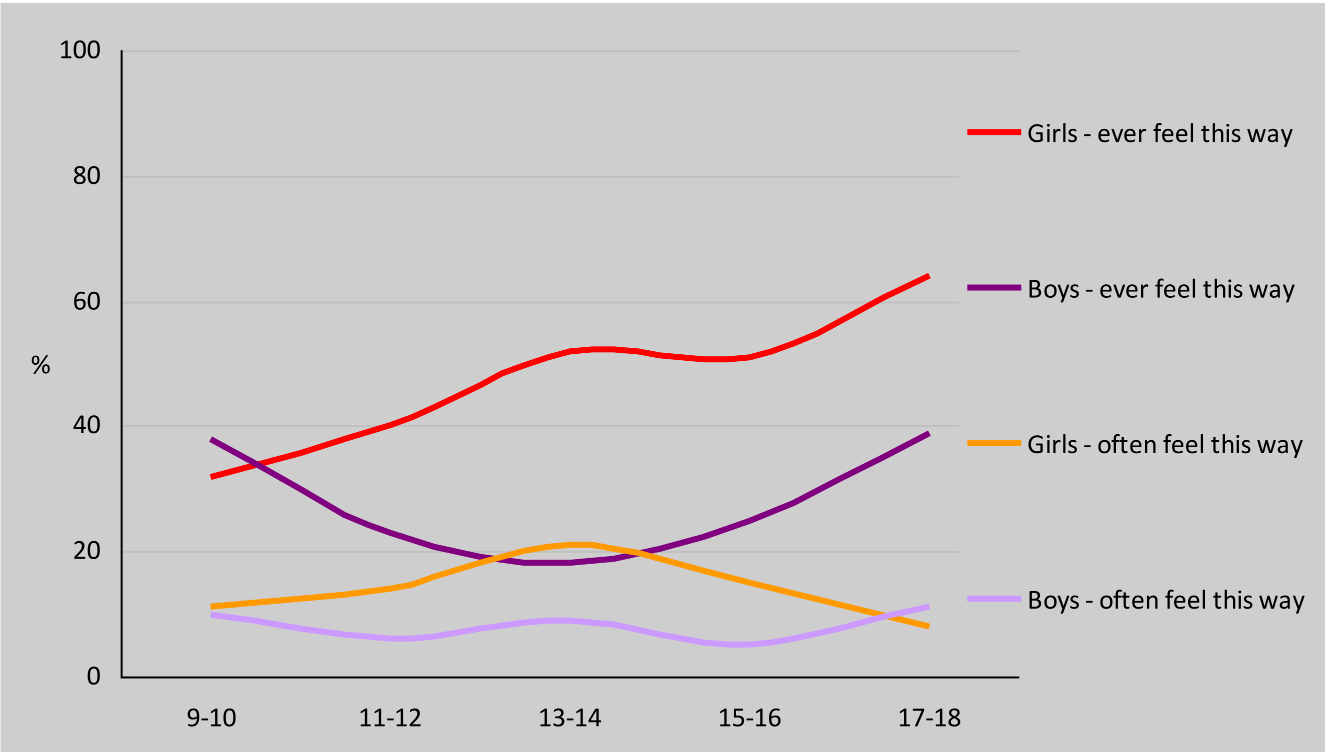


CHART 14.3h Comparing myself to celebrities

BASE All aged 9-18 answering (7.9m—unwtd 858)

TABLE 14.4a Words to describe how they are feeling about the future

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Excited	37	▼	44	-	38	37	-	52	43	39	25	37	28
Positive	35	▼	40	-	39	31	-	37	51	36	36	29	18
Hopeful	33	▼	43	-	31	36	-	27	46	32	30	41	22
Anxious	30	▼	36	-	21	40	-	12	24	31	32	34	50
Uncertain	29	▼	35	-	26	32	-	8	16	28	30	36	57
Worried	24	▼	29	-	16	32	-	19	25	24	25	22	30
Sad	11	-	11	-	8	13	-	12	10	8	7	6	21
None of these	1	-	2	-	1	1	-	3	1	1	3	1	0
Don't know	8	-	7	-	7	8	-	9	9	13	10	6	0

BASE All aged 7-18 answering (9.9m— unwtd 1092)

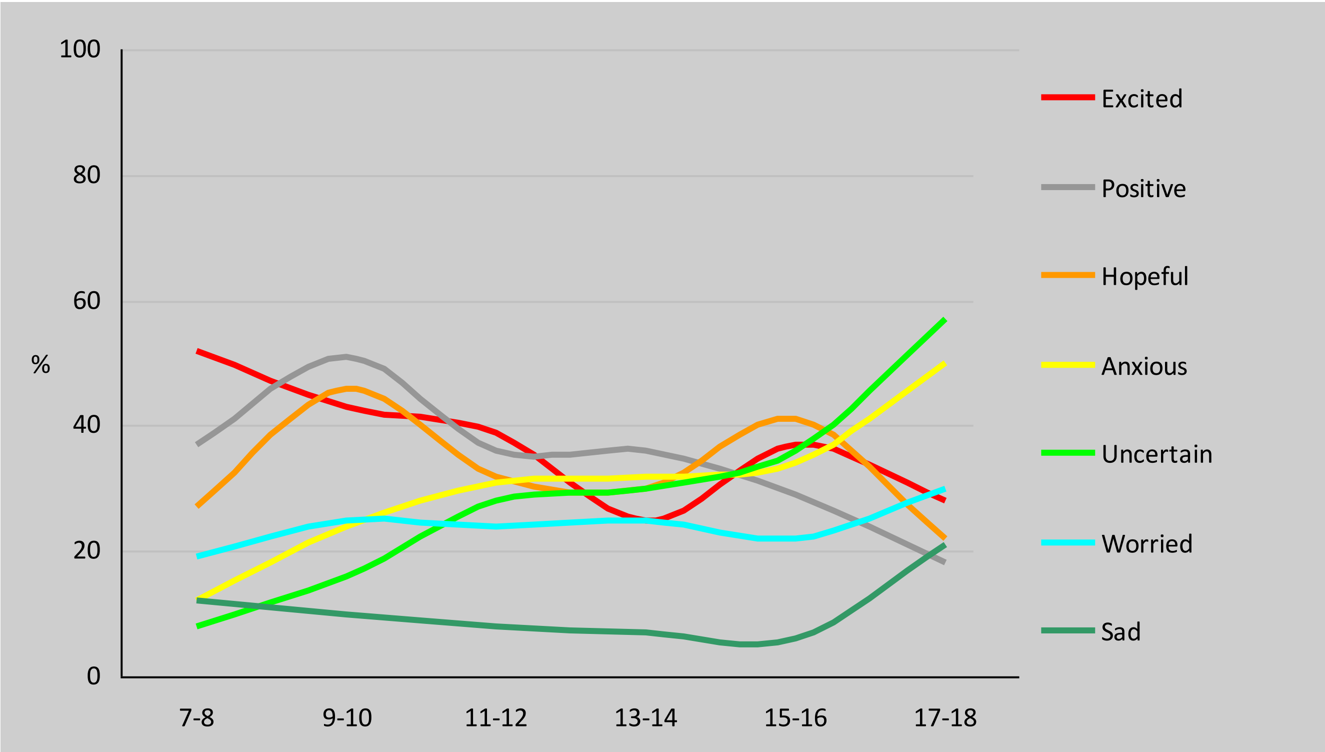


CHART 14.4 Words to describe how they are feeling about the future

BASE All aged 7-18 answering (9.6m— unwtd 1092)

TABLE 14.4b Reasons for words to describe how they are feeling about the future

Excited

"Exiting adventures to space, how the world will evolve and how people will evolve" Boy aged 10

"I am excited because I will finally be able to do stuff I've always wanted to do but haven't been old enough for" Boy aged 11

"Everything. The future career I want to pursue due to my interest and passions" Boy aged 16

"Yes, because my dream job is to be an actress and I do believe that I can accomplish that dream" Girl aged 12

"I'm excited because I'm gonna do a lot of hard work and move to London" Girl aged 12

Positive

"See how my football career progresses and get responsibility by paying bills and earning money through a job" *Boy aged 14*

"That life is adventure so I'm positive I'll fun in the future! I'm excited too because life is full of surprises" Girl aged 9

"I'm gonna be roommates with my best friend and we will open a salon together" Girl aged 11

"I am always positive, excited and hopeful to things to be well" Girl aged 15

"Just being an adult and having the opportunity to travel and be more independent and self disciplined" Girl aged 16

Hopeful

"I'm hopeful that I'm gonna get a good job, I'm positive about it and a bit excited about to see the future and see what it brings" *Boy aged 14*

"I am hoping to have a nice life - have the freedom to do more and not just at the weekend" Boy aged 14

"I'm hopeful because I think I will do alright in my future and I sorta have some things planned out!" Girl aged 9

"I've all ways hoped to be an paliantoligist or alcioligest" Girl aged 10

"I'm hopeful to get Robux and excited about my birthday and positive about my room being done" Girl aged 12

Anxious

"A little anxious as it's a big time In my life rn but I'm excited" Boy aged 14

"Exams, my life and the direction I could take, the state of climate and the direction the UK is heading as a whole, war and the threat of nuclear destruction by that crazy Russian" Boy aged 17

"Because I would have to do work which is worrying and I'd have to go away from my mum and dad" Girl aged 10

"Being independent and not having people always there that I can talk to when I'm feeling low" Girl aged 17

Uncertain

"I'm uncertain of a lot of things because you can never know what will definitively happen and there is always a chance things will go wrong" Boy aged 15

"Just that there are sooo many things that could happen and you don't ever really know for sure what is going to happen in the future" Girl aged 14

"Fact I might die at any point and leave my little siblings and leave behind the people I love" Girl aged 15

"Whether I'll actually achieve my goals and grades and be able to continue to the next stage and whether I'll actually live to get there" Girl aged 17

Worried

"The unknown the disappointments in life, the rent taxes and other payments or even if I were to get myself debt" Boy aged 15

"The A levels I picked thinking I'm a genius when realistically I only got good enough results because the boundaries were so low after Covid. Also I skipped half the questions" Boy aged 16

"Because I am worried if will lose my home or get fired" Girl aged 8

"Climate change, Jobs, Women's rights, Gay rights, SA, Sexism, Racism etc" Girl aged 13

Sad

"Because my friend is upset and I anxious that she is very sad and if she is sad I am" Girl aged 9

"I am sad about people dieing" Girl aged 8

SECTION

15

THE ROYAL FAMILY

This section looks at children's attitudes towards the Royal Family after the sad passing of Her Majesty Queen Elizabeth II

SUMMARY OF KEY DATA

I think it must be a really hard job being a member of the Royal Family

Strongly agree	24%
Agree	33%
Disagree	12%
Strongly disagree	13%
Don't know / No reply	19%

Base: All aged 9-18

I think the money spent on the Royal Family would be best spent elsewhere

Strongly agree	24%
Agree	28%
Disagree	13%
Strongly disagree	7%
Don't know / No reply	28%

Base: All aged 9-18

It is important that we continue to have a Royal Family

Strongly agree	23%
Agree	33%
Disagree	12%
Strongly disagree	7%
Don't know / No reply	25%

Base: All aged 9-18

I am interested in hearing news about the Royal Family

Strongly agree	11%
Agree	30%
Disagree	22%
Strongly disagree	15%
Don't know / No reply	22%

Base: All aged 9-18

I feel proud to have a Royal Family, they are an important part of the traditions in this country

Strongly agree	20%
Agree	33%
Disagree	14%
Strongly disagree	9%
Don't know / No reply	24%

Base: All aged 9-18

The Royal Family need to become more modernised

Strongly agree	12%
Agree	26%
Disagree	20%
Strongly disagree	9%
Don't know / No reply	33%

Base: All aged 9-18

Base: All aged 9-18 (8.3m—unwtd 1596)

15 THE ROYAL FAMILY

Children and young people were asked how they felt about the Queen, and what she had meant to them, how they felt about King Charles III now being king, and were presented with a list of statements about the royal family to agree or disagree with.

15.1 The Queen

Most children and young people aged 7-18 said that they were **sad or upset** about the Queen passing away, with girls marginally more sad than boys.

"I felt quite upset because she served in world war 2 to help us and she had been are queen for 70 years which is the 2nd longest reign in the world" Boy aged 10

"As the head of State of the UK, I feel deeply saddened due to the fact that she has passed away. RIP the Queen" Boy aged 13

"I felt deeply disheartened to learn the Queen had died. She was like the mother of our nation, so it did upset me , yes" Girl aged 13

"Upset, she had a great sense of humor and made me feel better when I was feeling down" Girl aged 13

"At first I wasn't sad but now I think about it, it is really sad isn't it like I'm never gonna have a queen again in my life like this is huge and she seemed like a nice lady I guess" Girl aged 15

At the opposite end of opinion, a small proportion of young people said they **really didn't care** about the Queen, boys and girls alike.

"I haven't really cared much about the queen as most of my culture and things I do is around Jamaica" Boy aged 12

"I felt nothing uhhh she was an old lady and she did nothing for me so I dont really care" Boy aged 13

"Didn't really care but see still was an important part of the country and she will be missed" Girl aged 13

"Didnt care tbh rip to lizzy tho bless her old soul but yeah I dint really care she didnt do much for me I didnt wake up and think abt the queen so" Girl aged 13

"I dont care at all I think there are other people who do so much for the world who don't get appreciated but because she raises money income by 20% she gets everything when some people deserve more" Girl aged 13

15.2 The King

Most 7-18s thought that the ascension of King Charles III to the throne was generally a **good** thing, that he would make a good King.

"Good I think he will be a good king and hopefully makes the right decision when he need to make important ones" Boy aged 11

"I feel like he is going to be a good role model and he will lead us and in that I see as him as a good king" Boy aged 11

"Good I think it's a bit different but I like different" Girl aged 11

"I feel good but I'm not really like super happy because if Diana was with him he would've been a better king but I just think that" Girl aged 11

"I think he will be good because he loves the planet" Girl aged 15

But a proportion of children were **ambivalent, didn't think it would impact them at all, or thought that he wouldn't be as good a ruler as Queen Elizabeth II**.

"I feel like we need a new young leader like Prince William instead of Charles, but i don't care that much for the royal family" Boy aged 11

"I don't care that he's king he will only really have 20 years or so on the throne so that is a bit annoying" Boy aged 13

"I don't really care who is the monarch as it doesn't really effect me who is king / queen" Boy aged 13

"Don't like him, he's much more actively political than Queen Elizabeth was and if he doesn't like LGBTQ+ people (WHICH I AM) then I'm a bit worried since he has quite a bit of control. Also I can barely remember his name" Boy aged 13

"I don't like King Charles because he choose Camilla over Diana even when Diana was way more prettier than Camilla" Girl aged 12

"I don't believe in divine right I think it an outdated idea however it provided a clear and structure path for the country leadership and I wish for Charles to live out his time to the throne peace and I'm interested to see how he handles this new found responsibility" Girl aged 13

15.3 Statements about the royal family

(see pages 4-9)

Almost three in five 9-18 year olds think **it must be a really hard job being a member of the royal family** (57%), with one in four (24%) agreeing strongly. One in four disagree at all (25%), including one in eight who strongly disagree (13%). However one in five (19%) were unsure either way.

Agreement is high among younger children, with seven in ten 9-10 year olds agreeing (71%), falling to two in three 11-12s (64%). By age 13-14 only half agree (52%), and one in four (24%) disagree. Just under half of 15-16 year olds agree it must be a hard job (46%), but one in three disagree (34%). At age 17-18, almost as many disagree with this statement (42%) as agree (47%).

Two in three girls agree (63%) compared to just over half of boys (52%). Most likely to agree are girls aged 9-10 (74%, 35% strongly agree), and most likely to disagree are boys aged 17-18 (47%, 35% strongly disagree).

More than half agree that it is **important that we continue to have a royal family** (56%), with one in four strongly agreeing (23%). One in five disagree (19%), including just 7% strongly disagreeing. However one in four (25%) were unsure either way.

Agreement tends to decline with age, from three in four 9-10s (76%) to two in five 15-16s (39%), but recovers a little at age 17-18 with almost half agreeing (45%), although one in three this age disagree (33%).

Girls (60%) are more likely than boys (54%) to agree we need to continue to have a royal family, and most likely to agree are girls aged 9-10 (78% agree, 51% strongly), most likely to disagree are boys aged 15-16 (35%, 11% strongly).

Just over half say they **feel proud to have a royal family, they are an important part of the traditions in this country** (53%), including one in five who strongly agree (20%). One in four disagree at all (23%), with one in ten strongly disagreeing (9%). One in four (24%) were unsure either way.

Agreement drops with age, from seven in ten 9-10 year olds (70%) down to two in five 15-18s (39%), with 17-18s just as likely to disagree as agree (both 40%).

Once again girls are more likely to agree than boys are (58% vs. 50% of boys), and by age and gender, most likely to agree are girls aged 9-10 (71%), most likely to disagree are boys aged 17-18 (42%, with 23% strongly disagreeing).

Despite a positive response to other statements, just over half think **the money spent on the royal family would be best spent elsewhere** (52%), including one in four (24%) who strongly agree with this. Only one in five disagree at all (20%), although three in ten are not sure either way (28%).

Agreement increases with age, from one in three 9-10 year olds (34%), up to two in three 15-16 year olds (66%), but drops slightly to three in five (59%) 17-18s.

Boys are only marginally more likely than girls to agree (52% vs. 50% of girls), and across the age range, agreement is highest for 15-16 year olds boys (71%), and disagreement highest for one in three girls aged 9-10 (32%).

Two in five 9-18s are **interested in hearing news about the royal family** (41%), including one in nine (11%) who strongly agree. However, almost as many disagree (37%, including 15% who strongly disagree). One in five (22%) are unsure either way.

Opinion reverses with age, pivoting between age 12 and 13. Two in three 9-10s agree they like news about the royals (64%), dropping to half (48%) of 11-12s. One in three 13-14 year olds agree (36%), but two in five disagree (40%). By age 17-18, two in three disagree with this statement (64%), including 28% strongly disagreeing.

Almost half of girls are interested in news about the royal family (47%), compared to one in three boys (37%). Most likely to agree they like news are two in three girls aged 9-10 (67%), and most likely to disagree are three in four boys aged 17-18 (73%).

Two in five agree that **the royal family need to become more modernised** (38%), including one in eight agreeing strongly (12%). Three in ten disagree (29%), including one in ten strongly disagreeing (9%). However, one in three overall are unsure either way (33%).

Agreement flips with age, changing at around age 12-13. One in three 9-12 year olds disagree the royals need to modernise (36%), with fewer agreeing. At age 13-14, two in five agree (38%) with three in ten disagreeing (29%), and by age 17-18 three in five agree (59%), with one in five agreeing strongly (20%), compared to one in four disagreeing (23%).

Girls and boys share more or less the same opinions at an overall level, but girls aged 17-18 are the most likely to agree (68%, compared to 50% of boys this age), and girls aged 9-10 most likely to disagree (39%).

CHILDWISE

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Strongly agree	24	-	n/a	n/a	23	25	-	-	36	30	22	15	14
Agree	33	-	n/a	n/a	29	38	-	-	35	34	30	31	33
Disagree	12	-	n/a	n/a	12	11	-	-	5	11	13	15	15
Strongly disagree	13	-	n/a	n/a	17	7	-	-	1	6	11	19	27
Don’t know	19	-	n/a	n/a	20	19	-	-	23	19	25	21	11

TABLE 15.3a
I think it must be a really hard job being a member of the royal family

BASE
All aged 9-18 (8.3m—unwtd 1596)

“He (King Charles III) has an extremely difficult job ahead of him, trying to replace the irreplaceable. I wish him good luck and I am sure he will make the country proud” Boy aged 15

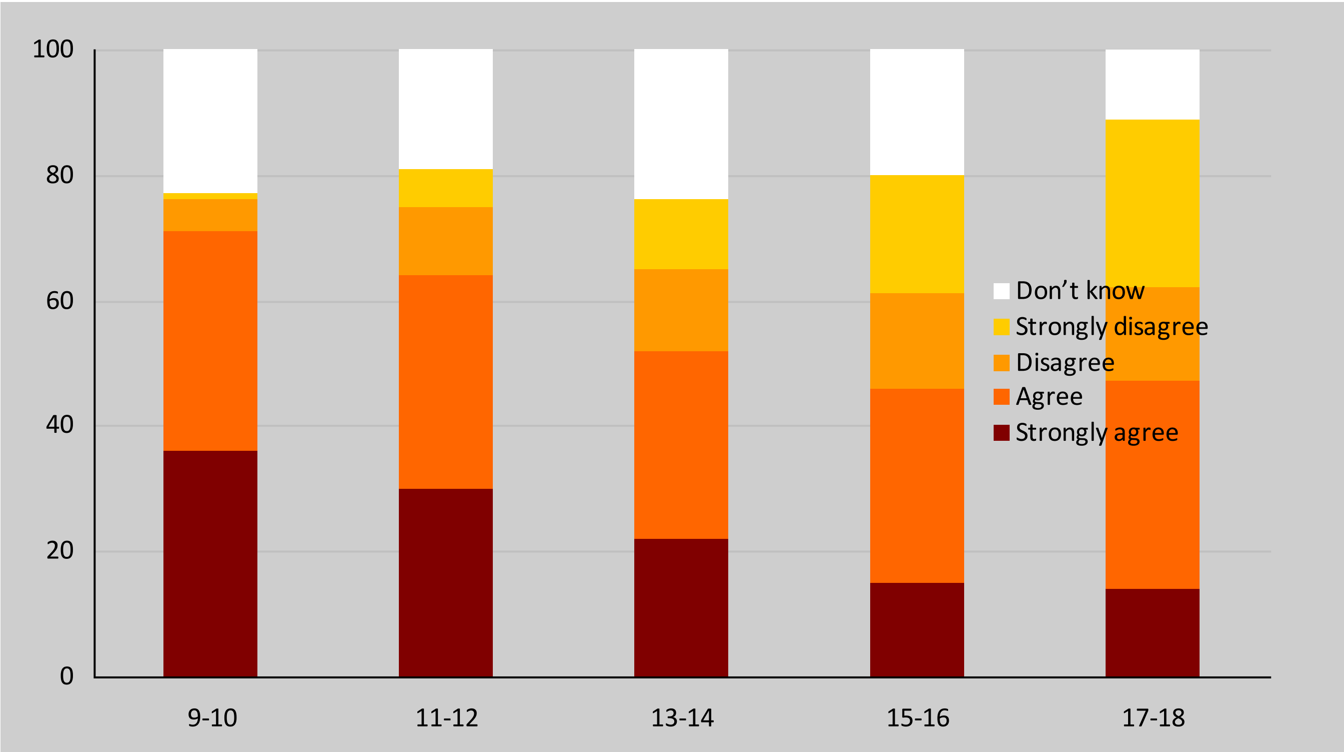


CHART 15.3a
I think it must be a really hard job being a member of the royal family

BASE
All aged 9-18 (8.3m—unwtd 1596)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Strongly agree	23	-	n/a	n/a	24	23	-	-	50	31	16	13	5
Agree	33	-	n/a	n/a	30	37	-	-	26	37	34	26	40
Disagree	12	-	n/a	n/a	13	11	-	-	2	7	12	21	19
Strongly disagree	7	-	n/a	n/a	8	5	-	-	1	3	8	9	14
Don't know	25	-	n/a	n/a	25	25	-	-	21	21	30	31	22

TABLE 15.3b
It is important that we continue to have a royal family

BASE
All aged 9-18 (8.3m—unwtd 1596)

"She was a really pivotal figure in everyone's lives and was really important. She was also really kind and always thoughtful of others, and not just in Great Britain but around the world" Boy aged 13

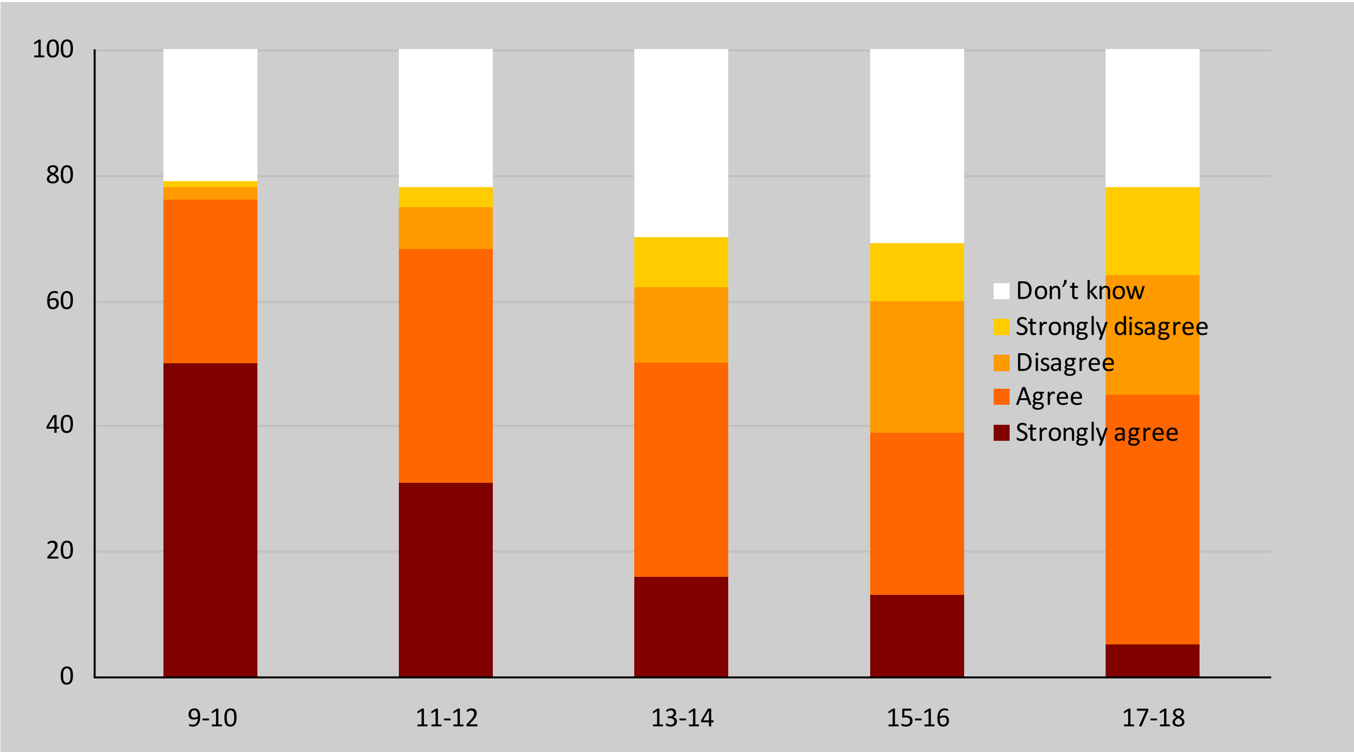


CHART 15.3b
It is important that we continue to have a royal family

BASE
All aged 9-18 (8.3m—unwtd 1596)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Strongly agree	20	-	n/a	n/a	20	22	-	-	41	28	17	8	5
Agree	33	-	n/a	n/a	30	36	-	-	29	39	30	30	35
Disagree	14	-	n/a	n/a	14	14	-	-	4	9	15	24	16
Strongly disagree	9	-	n/a	n/a	10	7	-	-	1	3	9	10	24
Don't know	24	-	n/a	n/a	26	21	-	-	24	20	29	28	20

TABLE 15.3c
I feel proud to have a royal family, they are an important part of the traditions of this country

BASE
All aged 9-18 (8.3m—unwtd 1596)

"I respected our late Queen. She represented Great Britain and its traditions. She is history" Boy aged 11

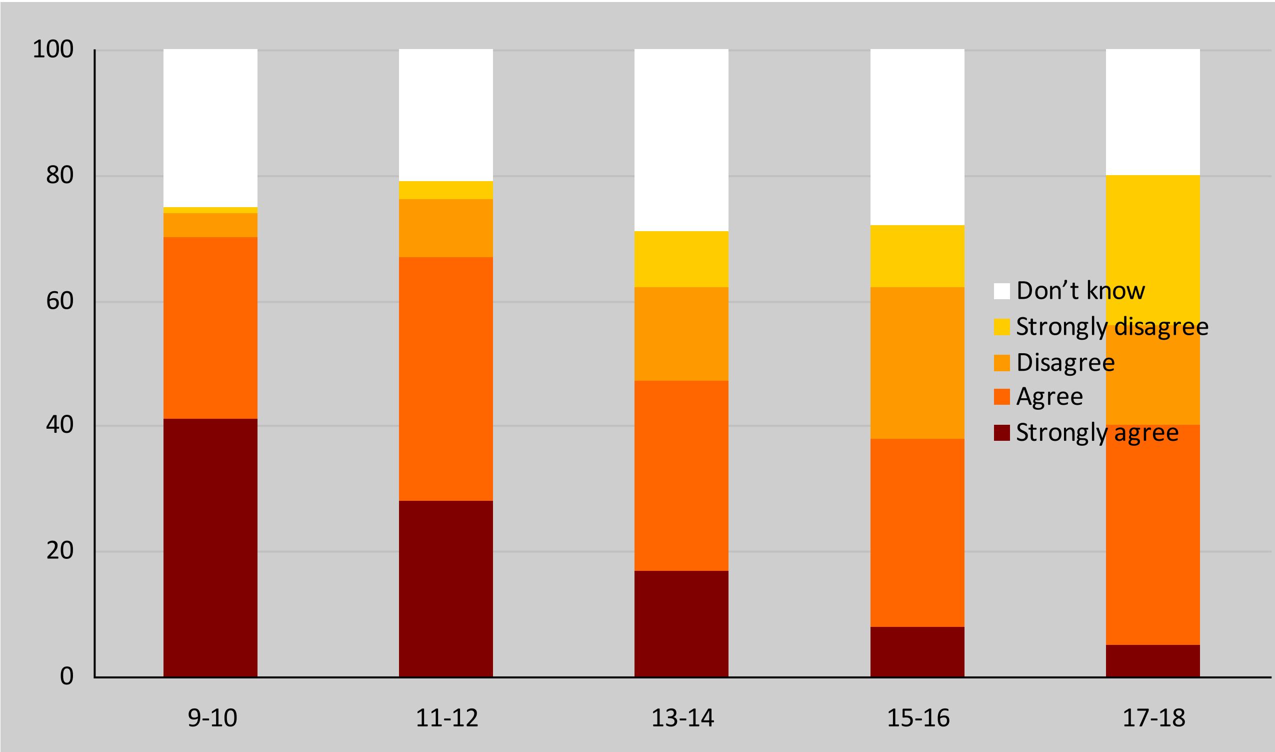


CHART 15.3c
I feel proud to have a royal family, they are an important part of the traditions of this country

BASE
All aged 9-18 (8.3m—unwtd 1596)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Strongly agree	24	-	n/a	n/a	26	20	-	-	14	17	26	35	28
Agree	28	-	n/a	n/a	26	30	-	-	20	26	31	31	31
Disagree	13	-	n/a	n/a	14	14	-	-	18	18	12	10	9
Strongly disagree	7	-	n/a	n/a	9	6	-	-	10	7	4	3	12
Don't know	28	-	n/a	n/a	25	30	-	-	37	32	27	22	20

TABLE 15.3d
I think the money spent on the royal family would be best spent elsewhere

BASE
All aged 9-18 (8.3m—unwtd 1596)

"I think she was a nice lady but I think all the money spent travelling in the coffin could have went to other problems in the world " Boy aged 11

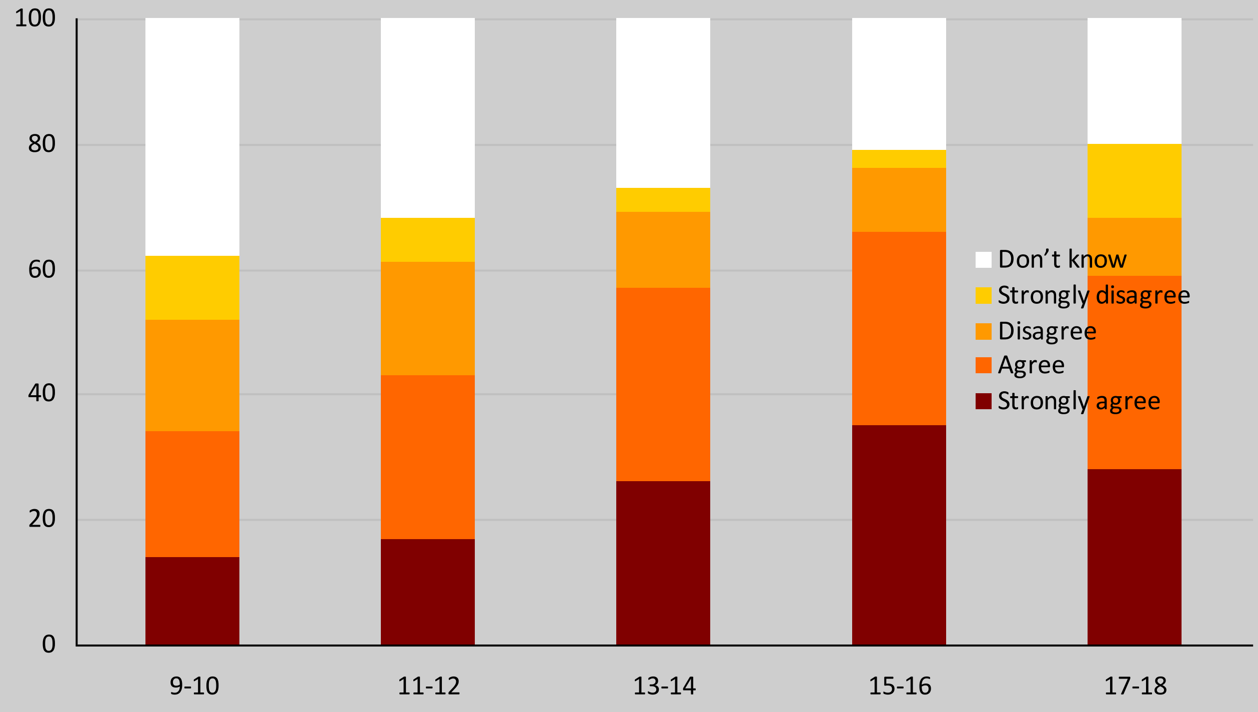


CHART 15.3d
I think the money spent on the royal family would be best spent elsewhere

BASE
All aged 9-18 (8.3m—unwtd 1596)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Strongly agree	11	-	n/a	n/a	11	13	-	-	23	14	8	8	3
Agree	30	-	n/a	n/a	26	34	-	-	41	34	28	25	19
Disagree	22	-	n/a	n/a	24	21	-	-	8	18	23	27	36
Strongly disagree	15	-	n/a	n/a	17	10	-	-	3	10	17	16	28
Don't know	22	-	n/a	n/a	21	22	-	-	26	22	24	24	14

TABLE 15.3e
I am interested in hearing news about the royal family

BASE
All aged 9-18 (8.3m—unwtd 1596)

"I felt sad when I found out about the news. I wasn't that close to her but I am really sorry for the people who were. she gave to charity and all in all was an amazing woman" Girl aged 11

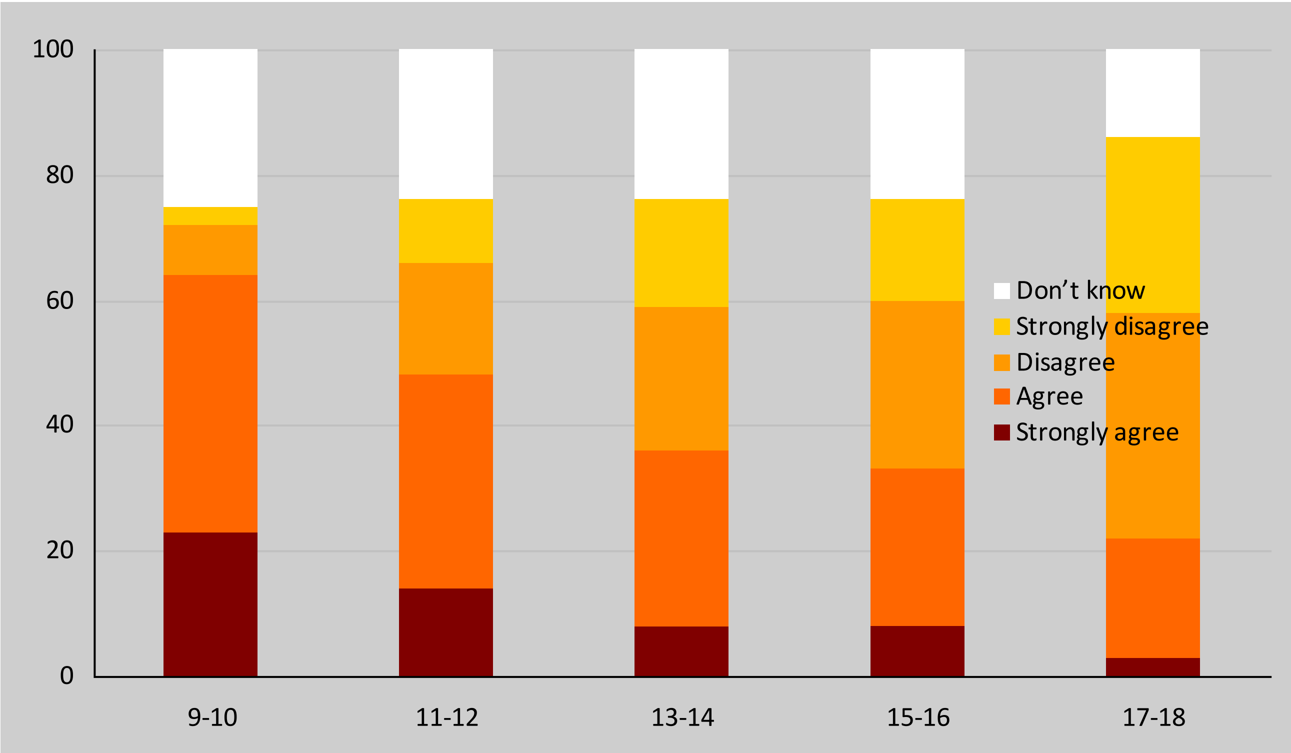


CHART 15.3e
I am interested in hearing news about the royal family

BASE
All aged 9-18 (8.3m—unwtd 1596)

%	2022	▲/▼	2021	2020	Boys	Girls	5-6	7-8	9-10	11-12	13-14	15-16	17-18
Strongly agree	12	-	n/a	n/a	14	10	-	-	8	9	12	11	20
Agree	26	-	n/a	n/a	25	28	-	-	15	20	26	34	39
Disagree	20	-	n/a	n/a	19	21	-	-	25	25	22	13	13
Strongly disagree	9	-	n/a	n/a	11	7	-	-	11	10	7	8	10
Don't know	33	-	n/a	n/a	32	34	-	-	41	36	34	34	18

TABLE 15.3f
The royal family need to become more modernised

BASE
All aged 9-18 (8.3m— unwtd 1596)

"I don't know, he is an okay king but he is quite old. So maybe Prince Harry or Prince William could of became king, so they are on the throne for longer"

Girl aged 10

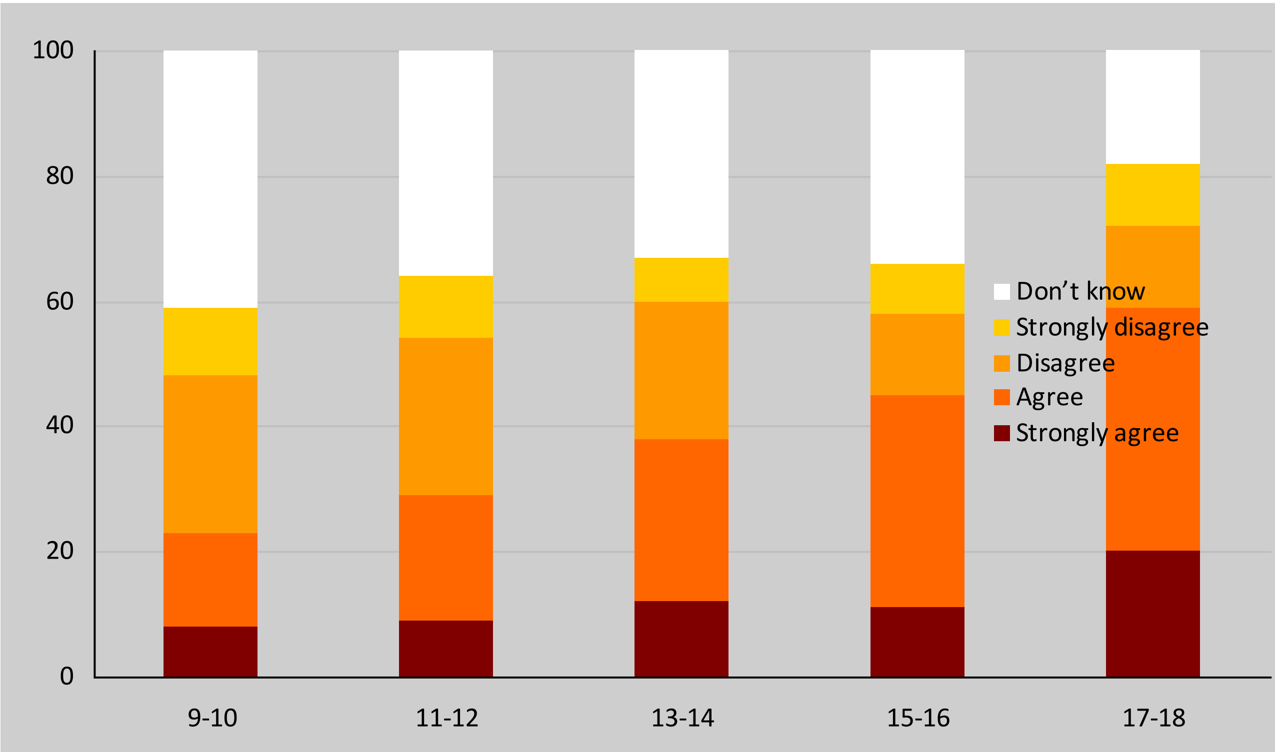


CHART 15.3f
The royal family need to become more modernised

BASE
All aged 9-18 (8.3m— unwtd 1596)

ABOUT CHILDWISE

CHILDWISE is an independent market research agency specialising in research with children and young people across the age range, from pre-school to teens, and with those who are involved with children, including parents, grandparents, teachers and other professionals.

The majority of our research is carried out on an ad-hoc basis for individual clients, covering both qualitative and quantitative projects.

We work primarily through a panel of over 1000 schools throughout the UK, but also conduct research outside of school when appropriate.

Research via schools offers a powerful and cost effective approach to reach children across all walks of life, talking to them in their own environment and stretching the boundaries in terms of potential feedback.

The **CHILDWISE online panel** provides an excellent channel to research children, using schools to access a representative sample. This overcomes issues such as limited internet access at home or parental concerns about child membership of a commercial online panel.

Quantitative research

- **Online panel**
- **Self completion**
- **Face to face**
- **Tracking**
- **Specific samples – e.g. ethnic minority, rural/ urban, socio-demographic groups**

Qualitative research

- **Discussion groups**
- **Depth interviews**
- **Paired depths**
- **Observation**
- **Workshop sessions**
- **Diary completion**
- **Online**

Specialist areas

- **Internet use and website development and testing**
- **Television, radio and magazine – product development and testing**
- **Children's lives – overall needs and attitudes, social issues**
- **Tracking – awareness, usership, attitudes**
- **Advertising – tracking, development**
- **New product development, concept testing**
- **Sport – involvement, motivations, attitudes**
- **Education – resources, choices and aspirations**

For more information please contact **Simon Leggett**, or **Jenny Ehren** on **01603 630054**, or email **research@childwise.co.uk**

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