



## START-RITE - Research with School Children

### METHODOLOGY

Start-rite commissioned CHILDWISE, leading specialists in research with children and young people, to conduct this survey on their behalf. Research was conducted in schools, with children aged 7-11 (School Years 3 to 6). The questionnaire was administered online, and completed under teacher supervision.

A total of 698 children took part, from seventeen schools across England. The sample covered boys and girls, with schools selected to give a good geographical spread. Fieldwork took place during June and July 2015.

### *Do you have your own...*

**Most children aged 7-11 own an electronic device of some kind** (93%), including more than two thirds (69%) who have a tablet computer and three in five (59%) who own a games console. Less than half have their own laptop computer (42%) or mobile phone (38%).

**Boys are more likely to own a device at all** (97%, compared with 90% of girls), particularly a games console or laptop computer. Girls are marginally more likely to own a tablet computer or mobile phone.

**Ownership of multiple devices increases rapidly with age** - children aged 7-8 own 1.6 devices on average, rising to 2.5 by age 9-11. Girls aged 7-8 are the subgroup least likely to own a device of some kind.

### *How old do you expect to be when you are allowed your own...*

#### **...tablet computer**

Those who don't currently have their own tablet computer expect to have one by the age of 13 (62%) - even though the majority of their friends already own one (69% of 7-11s). One in four expect to be older than this (24%), including 14% who predict they will be 16 or older.

#### **...games console**

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Games consoles are seen as slightly more attainable to those without - most expect to have one of their own by the age of 11 (55%). One in three predict that they'll be older than this (30%), including 15% who expect to be 14+.

***...laptop computer***

Those who don't currently own a laptop computer expect to have their own device by the age of 13, on average. Two thirds of those without predict they will have one by this age (67%), whilst one in four expect to be older (25%)

***...mobile phone***

The majority of children aged 7-11 don't yet own a mobile phone (62%) - however most of those without are optimistic that they will have one by the age of 13 (68%). Others are less convinced - one in ten predict they will be at least 14 or 15 (10%), whilst 17% expect to be 16+

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***Do you have any rules about how long you can use your devices each day...***

**Amongst those children who have devices of their own, almost half are allowed to regulate the amount of time they spend on these themselves** - 45% don't have any rules about how long they can use their equipment. Three in ten say they are allowed to use for up to one hour a day (30%), whilst half as many use their equipment for 2-3 hours daily (14%). 9% say they have rules to some extent, but they are still allowed to use their device(s) for 4 hours or more a day.

**Girls are more likely than boys to be given the freedom to regulate their own time on their devices.** The majority of girls don't have any rules about how long they can use their device(s) each day - 51%, compared with 39% of boys. Conversely, boys are more likely to say they have their time capped at around 2-3 hours (17%, compared with 11% of girls)

**As children grow older, they are more likely to say they have no rules about how long they can use their devices** - 49% of 9-11s say this, compared with 41% of 7-8 year olds.

***How long do you think you actually spend on your device(s) each day...***

**The majority of children spend at least 2 hours on their various devices each day (52%),** including 21% who say they spend 4 hours or more on their equipment daily. However a significant minority spend less than this - two in five say they spend an hour or less on their devices (42%).

**Boys spend the most amount of time on their devices, despite being more likely than girls to have rules in place to limit their screen time.** The majority of boys use their device(s) for at least 2 hours a day (54%, compared with 50% of girls), including 24% who say they use these for four hours or more (compared with 18% of girls).

**Usage increases with age** - 47% of 7-8 year olds use their device(s) for 2 hours or more a day, rising to 57% among 9-11 year olds.

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***Do you ever use your device(s) in secret, without your parents knowing...***

**Most children say they don't use their device(s) in secret, without their parents knowing (56%)** - although a significant minority do admit to doing this (42%). The most popular place to use a device in secret, is in bed at night - more than one in four children say they do this (27%). Almost one in five secretly use their equipment in a different room (18%), whilst slightly fewer use them at a friends house (11%). Less than one in ten secretly use their device(s) in the back of the car (8%), outside in the garden (8%), or at school (3%)

**Boys and girls are equally likely to use their devices in secret** - although boys are more likely to use their equipment across multiple secret locations (1.9 on average, compared with 1.6 locations among girls). Girls are more likely to secretly use in bed at night (31%, compared with 23% of boys), whilst boys are more likely to use in any of the other locations.

**Secretive behaviour becomes less prevalent with age** - 45% of 7-8 year olds admit to doing it, compared with 41% of 9-11 year olds. But among those who do use their devices in secret, older children are more likely to use any of the listed secret locations, suggesting that they are secretive more often than their vounder counterparts.

***Does your device ever get taken away if you are naughty?***

Electronic devices can be given or taken away to reflect good or bad behaviour, in a way that was not always possible with a conventional television set or computer. **The majority of children say their devices are taken away if they are naughty (51%)**, with 11% admitting that this happens *often*. A further 20% say their parents sometimes threaten to do this, but never follow through. Around one in four children say their devices are never taken away if they are naughty (27%)

**Boys are most likely to have their devices confiscated** - 55% of boys say this happens to them, compared with 47% of girls. Conversely, girls are more likely to say their parents threaten to take their device away but never do (23%, compared with 18% among boys), suggesting that parents are slightly softer towards their daughters.

**Equipment is more likely to be confiscated as children get older**, possibly reflecting the increasing importance and ownership of these devices among older children. 49% of 7-8 year olds say their devices are taken away when they are naughty, rising to 54% among 9-11 year olds. 24% of 9-11 year olds also say their parents threaten to do this, but don't follow through (compared with 16% of 7-8 year olds)

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***How would you feel if your device was taken away for a week?***

**The majority of children would feel varying degrees of sadness if their device was taken away for a week (66%).** Although many say they would get by (36%), a significant minority say they would be lost without their equipment (30%). A similar number say they would not be bothered at all if their device was taken away for a week (31%).

**Girls are marginally more likely than boys to say they wouldn't be bothered if their device was confiscated for a week** (34%, compared with 29%). Lower levels of concern among girls might reveal why they are less likely to have their devices taken away if they are naughty.

**Younger children claim to be most concerned by the prospect of their device being taken away for a week** - 35% of 7-8 year olds say they would be really sad and would feel lost without their device if it was taken away, compared with 25% of 9-11 year olds. Similarly, older children are more likely to say they wouldn't be bothered if their device was confiscated (36%, compared with 26% for 7-8s) - with equipment more likely to be confiscated as children get older. It's possible that the older ones are drawing on their actual experiences of equipment being taken away.

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***How much do you agree that you spend more time online or watching TV, than you do talking to your family...***

**Children are more likely to agree that they spend more time online or watching TV than they do talking to their family, than disagree on balance.** Two in five children agree with this statement to some extent (42%), including 13% who agree strongly. Just one in three disagree (34%).

**More boys agree with this statement than girls** and they are more confident in their opinion. 44% of boys agree that they spend more time online or watching TV than they do talking to their family, including 18% who agree strongly (compared with 39% and 8% of girls respectively). Comparatively, girls are more likely to disagree with this statement (38%, compared with 31% of boys)

**Across the age range, younger children are more likely to agree with this statement than older ones** - almost half of 7-8 year olds agree that they spend more time online or watching TV, than they do talking to their family (46%), but this drops back to 38% among children aged 9-11 - when perhaps there is more common ground to be found. Older children are more likely to disagree with this statement.

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***Who do you think spends the most time using gadgets...***

**Most children think their siblings spend the most time using gadgets** - 45% believe this to be the case. One in three identify a parent as the most prolific user (33%), including 18% who choose their Dad and 15% who choose their Mum. One in five think their friends use the most (21%)

Girls are more likely to identify a sibling or their mum as the most frequent users of gadgetry (48% and 17% respectively), whilst boys are more likely to believe it to be their friends or their Dad (24% and 19% respectively)

**Younger children (7-8) are the subgroup most likely to single out their parents as using gadgets the most** (42%), including 22% who choose their Dad and 20% who choose their Mum. By contrast, older children are more likely to single out their siblings (51%) or their friends (23%).

***Do you think your parents or carer spend too much time on their gadgets...***

**The majority of children do not feel their parents spend too much time on their gadgets** (64%) - but a significant minority disagree with this. One in three think their parent or carer does spend too much time on these devices (34%)

**Boys are more likely to think their parent or carer spends too much time on their gadgets** (37%, compared with 31% of girls) - although 61% disagree

Younger children are also more likely to agree with this statement - 39% think their parents spend too much time using technology, compared with 29% of older children (9-11)

***How do you feel about the amount of time your parents or carer spend looking at their phone or tablet computer...***

**Seven in ten children claim they don't mind about the amount of time their parents or carer spend looking at their phone or tablet computer** (71%), and a further one in ten say they are quite happy about this (11%). However, one in seven children feel sad about the amount of time their parents spend on these devices (14%), rising to 27% among those who feel their parents spend too much time on their gadgets (O10)

There is no real difference by gender or age for this question

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***When you go online, what do you spend most of your time doing...***

**Children spend most of their time online playing games and apps, and watching videos** - around three in ten favour either of these activities (33% and 26% respectively). More than one in ten spend a lot of time listening to music (12%), whilst a minority spend most of their time doing homework (9%), talking to / messaging friends (9%), reading (4%) or researching and looking around (3%)

**Boys are twice as likely to spend most of their time playing games and apps** (44%, compared with 22% of girls), whilst girls spend more time listening to music (16%), talking to / messaging friends (13%) or doing homework (12%)

Younger children are more likely to spend the majority of their time online, playing games and apps, or doing homework (36% and 12% respectively), whilst older children have a wider repertoire of favourite activities, including watching videos (28%), listening to music (14%) and talking to / messaging friends (12%)

***How do you feel when you lose a game or miss out on moving up to the next level...***

Although one in three children claim they are not bothered when they lose a game online, or miss out on moving up to the next level (35%), more than two in five (44%) say they feel annoyed (19%), angry (10%), disappointed (8%) or sad (7%). In comparison, just one in ten say this makes them feel determined (10%). 4% of children say they don't play games of this kind.

**Boys are more likely to say they feel angry (13%) or sad (8%) when they lose a game online or miss out on moving up to the next level**

Similarly, younger children are more likely to say they feel angry (12%) or sad (11%), whereas older children are more likely to say they feel determined (12%)

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**Can you name any social media websites...**

**More than three quarters of children can spontaneously name at least one social media website (77%),** including nearly half who name Facebook (48%) and around one in three who name either Twitter (37%) or Instagram (33%). One in five name Snapchat (21%) or Whatsapp (18%), and around one in ten name YouTube (12%), Skype (11%) or ooVoo (10%). A handful mention Viber (6%), Vine (5%), iMessage (4%), Tumblr (3%) and fewer mention Pinterest, a school VLE, Moviestar Planet, Gmail and Google + hangouts (each 2%).

Girls can spontaneously name a wider repertoire of social media sites than boys. They are more likely to name almost all of the websites mentioned except Gmail and Google + hangouts (both named by more boys), and Whatsapp and Vine which are named by an equal number of boys and girls.

**Spontaneous awareness of social media websites increases rapidly with age.** Children aged 9-11 are more likely to name any of the websites mentioned, except school VLEs (virtual learning environments).

**Facebook is a social media website - have you heard of it...**

**Almost all children know of Facebook to some degree (96%)** - including 9% who have their own profile on the site, and 28% who would like to use the site but say they are not allowed. Just 3% of children say they haven't heard of Facebook.

Boys are marginally more likely than girls to say they either have their own profile on Facebook (11%) or would like to but are not allowed (29%).

**Awareness of Facebook is slightly higher among older children (9-11),** although interest in having a profile peaks among younger children - one in three children aged 7-8 say they would like to have a profile Facebook (31%), compared with 24% of children aged 9-11. There is no difference in the number of children who already have a profile on the website.

**Which of these other social media websites have you heard of...**

**Besides Facebook, the majority of children are also aware of Twitter (86%), Instagram (74%), Snapchat (69%) and Whatsapp (66%),** when prompted with a list. Fewer recognise Viber (42%), ooVoo (33%) or Vine (32%). Just 4% of children don't recognise any of these social media websites.

Girls are more likely to have heard of Instagram (77%), Snapchat (74%), Viber (45%) and ooVoo (35%), whilst boys are more likely to have heard of Vine (33%).

**Recognition increases dramatically with age, for all of the listed websites.**

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***Which do you think is better - YouTube or Facebook...***

**YouTube is the overwhelming favourite among children aged 7-11** - more than seven in ten think this is the better website (72%), compared with just 3% who choose Facebook. One in five children think they are both as good as each other (18%), and a further 7% are unsure either way

There is no difference between boys and girls for this question

**The gap between the two sites is widens with age** - 5% of younger children favour Facebook, but this drops to 1% among 9-11 year olds as YouTube gains more ground

***If you could go on YouTube right now, what is the first thing you would search for...***

**Given the choice, most children would search for gaming videos or music videos if they could go on YouTube** (26% and 22% respectively). Slightly fewer would choose funny videos (18%), and a minority would choose TV programmes (8%), video blogs (7%) or How to videos (3%). Just 3% of children say they don't use YouTube

**Gaming videos and funny videos are the typically the top search choice for boys** (41% and 22% respectively), **whilst girls are more likely to choose music videos, video blogs and TV programmes** (32%, 11% and 10% respectively)

Search choices do vary with age - younger children (7-8) are more likely to choose funny videos and TV programmes (23% and 9% respectively), whilst older children (9-11) have more interest in gaming videos (28%), music videos (24%) and video blogs (9%)

***Do you know what a selfie is, and if so, have you ever taken one...***

**The majority of children know what a selfie is (89%)**. More than three quarters have taken a photo of themselves (78%), including 26% who have shared this online. 11% of children know what a selfie is, but have never taken one.

**Girls are slightly more familiar with the term than boys (91%, compared with 86%)**, and they are more likely to have taken a selfie of themselves at some stage (83%, compared with 71% of boys). Conversely, boys are more likely to say they have heard of the term, but haven't actually taken one themselves (15%, compared with 8%). There is no difference between the number of boys and girls who have shared their selfie online.

**Awareness of selfies increases with age**, and is almost universal by age 9-11 (93%, compared with 83% of 7-8 year olds). The main point of difference across the age range is that older children are much more likely to have shared their selfie online (32%, compared with 19% of 7-8 year olds)

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***What are you most looking forward to having more time for during the school holidays...***

**Despite the increasing presence of portable devices in the lives of children, they are most likely to say they are looking forward to spending more time with their family and having more time to play outdoors during the school holidays** (24% and 20% respectively). Slightly fewer mention more time with their friends (15%), whilst less than one in ten specifically say they are looking forward to more time playing games or apps on a handheld device (9%), and half as many say they are looking forward to more time online (5%). A minority mention more time on a hobby (7%), and less than one in twenty are looking forward to more time watching TV (4%), more time messaging friends (4%), more time to read (3%) or more time playing indoors (2%).

**Girls are twice as likely to say they are looking forward to spending more time with their family** (31%, compared with 16% for boys), and they are also more keen to have time to message their friends (6%, compared with 2% of boys). **The top activity among boys is having more time to play outdoors** - they are slightly more likely than girls to favour this (21%, compared with 18%). However, boys are also much more likely to say they are looking forward to more time playing on games and apps (14%, compared with 3%) and having more time online (7%, compared with 3%).

There is little difference across the age range - although older children (9-11) are more likely to say they are looking forward to spending more time with their friends (19%, compared with 11% of 7-8s) and enjoying a hobby (9%, compared with 5%) - reflecting their increasing independence

***Which of these activities would you most like to do during the summer holidays...***

**Children would most like to visit an adventure / theme park or go the beach during the holidays** (both 32%). A similar number would like to play sports (31%), go swimming (28%) or go to the cinema (27%). Around one in six would like to visit the park (16%) or go ice skating (15%), whilst fewer are interested in going to an indoor activity centre or going to ten pin bowling (both 6%). Just 4% of children said they weren't interested in any of these activities.

**Playing sports is the top activity among boys, by far (44%, compared with 18% of girls).** Conversely, girls are more likely than to favour a trip to the beach (40% vs 25%), a day out to an adventure / theme park (37% vs 27%), going swimming (36% vs 20%) or going ice skating (19% vs 11%)

**All of the activities are more likely to be chosen by older children (9-11),** especially going to an adventure / theme park, going to the beach and playing sports. The only activity that is slightly more popular among younger children is ten pin bowling

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***If you go on a long car trip during the holidays, which of these will you do to keep yourself entertained...***

**Technology is the top form of entertainment for long car journeys.** Children are most likely to say they listen to music (48%), play games or apps on a handheld device (45%) or watch films (41%) to stave off boredom during a long trip in the car. Around one in three like to talk or chat (36%) or read a book / magazine (30%), whilst slightly fewer choose to traditional games such as 'I spy' (28%). One in four say they send messages to their friends (25%) or sing songs (24%).

**Girls choose a wider range of activities than boys** - they use 3 different techniques on average (compared with 2.6 for boys). In particular they are more likely to listen to music (54%), talk or chat (40%), read a book or magazine (34%), sing songs (33%) or send messages to friends (28%). Boys are more likely to play games or apps on a handheld device (49%, compared with 42% of girls)

All of the activities are more likely to be chosen by older children (9-11) - they choose 3.4 different techniques on average, compared with 2.3 among 7-8 year olds

***Which of these would be the hardest to give up for a week during the school holidays...***

**Technology would be the hardest thing to give up for a week during the holidays** - children would have greatest difficulty giving up their games console, mobile phone or tablet computer (20%) or their internet connection (18%). Around one in six would find it hardest to give up playing outdoors (16%), being able to speak or play with friends (15%) or sweets, chocolate and other food treats (14%). Less than one in ten would find it hard to give up television (9%), whilst the thing that children would find least hard to give up, would be their toys - just 6% of children would find this difficult

**Boys would find it harder than girls to give up their games console, mobile phone or tablet computer** (29%, compared with 12% of girls), whilst girls would find it more difficult to part with an internet connection (20%, compared with 15%) or sweets, chocolate or other food treats (17%, compared with 10% of boys)

There are differences across the age range - younger children would find it harder to give up sweets, chocolate and other treats (17%, compared with 10% of 9-11s), plus TV (11%) and playing with their toys (8%). Older children once again show their dependence on technology - they are less willing to give up their internet connection (24%, compared with 12% of 7-8s), or their games console, mobile phone or tablet (22%). They would also find it harder than younger children to give up speaking to or playing with their friends for a week (17%, compared with 13%)

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***How do you feel about going up to the next school year, after the summer holidays...***

**Children feel a mixture of different emotions when thinking about moving up to the next school year.** They are most likely to say they feel nervous (41%) and excited (40%), with far fewer saying they feel happy (24%), relaxed (18%) or scared (14%).

**Girls struggle most with the transition to the next year group** - they are much more likely than boys to say they feel nervous (49%, compared with 34% of boys) or scared (20%, compared with 9% of boys) - whilst boys are more likely to say they feel relaxed about it (23%, compared with 13% of girls)

**Older children are more likely than younger ones to say they feel nervous (48%) or excited (44%)** - they choose 1.9 emotions on average, compared with 1.6 among 7-8 year olds

***Which of these would you like for a present for your next birthday...***

**A new phone or tablet would be the top birthday present among children this age** - three in ten choose this (28%), more than would like a trip to another country (18%) or a day out to a theme park (14%). One in ten would like tickets to see their favourite sports team (11%) or a TV in their bedroom (10%), whilst a minority would like a shopping trip for new clothes (6%) or a toy that they can play with (3%)

**A new phone or tablet is marginally more popular among girls, than boys** (30% vs 25%), as is a day out to a theme park (17% vs 12%) or a shopping trip to buy new clothes (11% vs 2%). Boys place more importance on tickets to see their favourite sports team (17% vs 5%) or a TV in their own bedroom (12% vs 8%)

Older children are slightly more likely to appreciate a trip to another country (20%, compared with 16% among 7-8s), whilst younger ones like the idea of having a TV in their bedroom (14%, compared with 7% of 9-11s)

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**Thinking about the type of job you would like when you grow up, which of these are important to you...**

**Earning lots of money is the most important consideration for children, when thinking about the type of job they would like when they grow up** - two out of five choose this (39%), followed by keeping active (35%). Slightly fewer would like to be able to help people or animals (both 31%). One in four would like to travel to different countries (26%) or work with technology and computers (23%), and 22% would like to be famous on TV. Just 18% would like a job that is similar to what their parents do.

Girls are more likely than boys to say they would like a job that involves helping animals (45% vs 17%) and people (38% vs 25%), or a job that is similar to what their parents do (21% vs 16%). Boys on the other hand, are twice as likely than girls to say they would like a job that involves technology and computers (32% vs 15%)

**All but one of the features are more likely to be chosen by older children (9-11)** - but the prospect of being famous on TV is appeals slightly more to younger children (23% vs 21%)

**Would you like a job that involves designing and making new technology, like games, apps and equipment...**

**The majority of children would like a job that involves designing and making new technology** - almost two thirds of children find this appealing (63%), including 35% who would *really* like this. One in three children would not be interested in this, including 17% who wouldn't like this at all

Boys find this industry most appealing (75%) - although more than half of girls are receptive towards it (53%), including 23% who would *really* like it.

On balance there is little difference in opinion across the age range - however younger children are more likely than older ones to say this is an industry that they would *really* like to work in (38% say this, compared with 33% of 9-11s)