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Australian Children's

Word of the Year

2025

Shortlist report

CWOTY 2025 shortlist report

Summary

The 2025 dataset

A total of 46,771 children's stories (3,475,264 words) were collected this year through Writing Legends. Most stories were submitted by students in mid- to late-primary year levels.

Top themes in trending words

1. **Health**
2. **Emotion and connection**
3. **Society and learning**
4. **Environment and nature**

2025 CWOTY shortlist

Word	Total uses	Change, relative frequency
exercise	334	176.98%
vitamin	363	1133.41%
diet	157	154.37%
skin	1042	140.11%
muscle	168	127.07%
energy	319	51.63%

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Corpus composition

There was a bigger pool of words in 2025 (3,475,264 compared to 2,294,964 in 2024) and a higher number of submissions (46,771 compared to 25,698 in 2024). As with previous years, most entries are from the mid-primary to late-primary year levels. Entries this year were not classified by gender.

Data set	Submissions	Words	Total words (%)
Foundation/Year K	683	20,789	0.6
Year 1	3,621	181,235	5.2
Year 2	6,013	263,051	7.6
Year 3	9,814	581,233	16.7
Year 4	9,959	763,625	22
Year 5	8,583	818,192	23.5
Year 6	7,431	813,261	23.4
Year 7	192	11,728	0.3
Year 8	80	4,229	0.1
Year 9	89	4,498	0.1
Year 10	64	4,176	0.1
Year 11	15	659	0
Year 12	21	1894	0.1
Undisclosed year level	206	6,688	0.2
Total	**46,771**	**3,475,258**	**-**

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High-frequency wordlist

This list shows the highest-frequency words in the 2025 submissions, with their number ranking compared to last year. Note that these are not case-sensitive.

Rank	Word	Frequency	Rank change direction	Rank change number
1	the	169159	-	0
2	and	117925	↑	1
3	a	101693	↑	1
4	to	91260	↑	1
5	i	86265	↓	-3
6	it	57583	-	0
7	you	56610	↑	1
8	was	49771	↓	-1
9	in	45322	↑	1
10	of	41574	↓	-1
11	is	39796	-	0
12	that	30451	↑	1
13	they	29825	↑	4
14	my	28677	↓	-2
15	so	26877	-	0
16	he	26786	↓	-2
17	are	22963	↑	5
18	but	22903	↓	-2
19	for	22810	↓	-1
20	on	22222	↑	1
21	have	21224	↑	2
22	with	20110	↑	2
23	can	19605	↑	13
24	she	18224	↓	-5
25	we	17938	↓	-5
26	there	16711	↑	2
27	be	16458	-	0
28	then	16449	↑	2
29	do	16105	↓	-3
30	your	15237	↑	7

31	me	13818	↓	-6
32	as	13793	↑	2
33	**has**	**13731**	↑	**37**
34	like	13417	↑	10
35	all	13404	-	0
36	get	13272	↑	7
37	when	12742	↑	10
38	this	12644	↓	-6
39	at	12522	↓	-8
40	will	12506	-	0
41	one	12102	-	0
42	her	12092	↓	-13
43	out	11647	↓	-5
44	up	11646	↑	1
45	if	11233	↑	6
46	had	11196	↓	-13
47	not	10764	↓	-5
48	because	10489	↑	13
49	go	10202	-	0
50	what	9806	↓	-4
51	said	9577	↓	-12
52	his	9456	↓	-4
53	would	9031	↑	6
54	were	8863	↓	-2
55	just	8851	↓	-5
56	very	8782	↑	13
57	from	8468	-	0
58	or	8371	↑	14
59	could	8285	↓	-5
60	day	8191	↓	-7
61	**big**	**8014**	↑	**33**
62	them	7999	↑	3
63	some	7736	↑	11
64	went	7647	↓	-6
65	**monster**	**7531**	↑	**165**

66	**pink**	**7427**	↑	**419**
67	time	7201	↓	-7
68	got	7160	↓	-12
69	**make**	**6963**	↑	**30**
70	no	6832	↓	-15
71	**also**	**6787**	↑	**37**
72	into	6606	↓	-1
73	about	6577	↓	-6
74	did	6535	↓	-11
75	people	6449	↑	10
76	an	6115	↑	8
77	how	6106	↑	12
78	know	6102	↓	-10
79	back	6095	↓	-17
80	by	6087	**-**	0
81	see	5999	↓	-5
82	**now**	**5957**	↓	**-16**
83	**going**	**5778**	↓	**-19**
84	their	5762	↑	12
85	best	5666	↓	-8
86	more	5582	↓	-3
87	**water**	**5321**	↑	**61**
88	little	5264	↑	2
89	good	5080	↓	-3
90	saw	5040	↓	-8
91	**him**	**5028**	↓	**-18**
92	**need**	**5006**	↑	**43**
93	**fun**	**5001**	↑	**29**
94	want	4839	↓	-3
95	**play**	**4773**	↑	**45**
96	after	4748	↓	-3
97	**am**	**4740**	↓	**-22**
98	**down**	**4698**	↓	**-17**
99	**first**	**4565**	↑	**25**
100	house	4513	↓	-8

Note: This wordlist excludes the word part “n’t”, which is treated as a word by Sketch Engine. It was originally ranked #31 in this high-frequency list, with a total of 14,472 instances in the list.

The wordlist is very stable year-on-year. Words that have changed significantly have been bolded. Some of the words that have changed significantly in frequency may have been affected by the writing prompts.

Thematic clusters

Trending words in this year’s dataset were organised into thematic clusters. This helps to evidence where there is a strong argument for a particular word of the year, in terms of its conceptual weight and its similarity to other trending words. Proper nouns, trademarks, and words with unclear meaning were removed from this analysis as they would not be chosen as words of the year. Slang words have been included within their own thematic cluster for 2025.

Subject	**Trending words**
Health	exercise, diet, skin, muscle, energy, vitamin, booster, nutrition, mineral, sunscreen, fitness, strength, refresh
Environment/nature	adaptation, cycle, evacuation, ecosystem, earth, galaxy, pollution, recycling, nature, pollen, grass, land, sky, air, star, planet, seed
Animals	hatchling, camouflage, carnivore, herbivore, extinct, cocoon, chameleon, stingray, snake, bee, giraffe, jellyfish, tiger
Emotion and connection	pressure, love, safety, teamwork, community, support, danger, doubt, choice, confidence, curiosity, excitement, creativity
Society/learning	exploration, language, fact, skill, opinion, culture, discovery, opportunity, population, local, protection, research, career
Business/economics	budget, brand, expensive, discount, logo, price, sale, product
Technology	ai, vr, programme, app, display, maker, virtual, website, solar
Sport	arena, soccer, player, kayaking, netball, volleyball, training, tournament, gymnastics
Food	food, ingredient, sugar, watermelon, orange, chocolate, strawberry, carrot, honey, lettuce, syrup, sausage
Fantasy/magic	queen, king, kingdom, invisible, troll, elf, wing, phoenix, lair

Objects	ball, diary, map, telescope, instrument, marker, glue, string, oven, eraser, glitter
Slang	sigma, skibidi, bff, bestie, slay, dude
Miscellaneous	ability, body, system, experience, balance, vintage, activity, award, competition, event, group, issue, plastic

Top themes in trending words

1. **Health**

   Students are writing about health and how important it is to look after yourself so that you grow up healthy and strong. They wrote about eating well, exercising and playing sport so that you can become fit, healthy and strong. Words such as “vitamin”, “exercise”, “energy” and “muscle” had an increase in frequency.

2. **Emotion and connection**

   Students are writing about their emotions and relationships, and the ways in which they connect with others. Words such as “love”, “teamwork”, “community” and “confidence” increased in frequency. But words such as “doubt” and “pressure” were also more frequent. The notable slang words that appeared in students’ writing related to how students may perceive each other and relate to each other, for example, “sigma”, “bff” and “bestie”.

3. **Society and learning**

   Students are writing about information and how they understand and digest it. Words such as “fact”, “opinion”, “research” and “exploration” increased in frequency, which could be a result of the current media and social media landscape. Students get most of their information about society from social media, which often raises the question about whether something is factual or not.

4. **Environment and nature**

   Pollution and the environment continue to be topics that students are concerned with, particularly the impact on animals and the ocean. Words such as “ecosystem”, “adaptation”, “pollution”, “recycling” and “extinct” increased in frequency, which suggests an interest in how ecosystems and animals adapt and survive in the students’ writing.

2025 CWOTY shortlist

Several CWOTY candidates are presented below. Using the Word Sketch function of Sketch Engine, a range of examples of usage are given for each, along with some brief narrative detail about what this appears to show about the way children are using language.

The words below were selected for the breadth and significance of their usage within the dataset. Words that appeared to have a close relationship with one or more Writing Legends prompts were also filtered out, in order to give the best chance of selecting words that reflect students' interests, rather than the topics they were instructed to write about. For more information about the data used in the selection process, see the Appendices.

2025 CWOTY shortlist table

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diet	157	154.37%
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energy	319	51.63%

Note: Counts of the uses of the words are limited to the noun sense only; some words also have a verb sense, and the total use of these words would be higher.

Exercise

Statistics: The word “exercise” appeared 176.98% more frequently in students’ writing in 2025 compared to 2020–2024, a total of 334 times.

Usage: Students are writing about exercise as an activity that is good for you and that you should be doing. Concepts such as health, wellness and sport were some of the topics within which exercise was discussed. Students seem to find exercise to be important for improving their wellbeing and helping them grow strong, and they find it fun especially in the context of playing sport.

Themes: Exercise and wellbeing are popular topics across the media, particularly with the rise of social media health/gym influencers, which may be influencing students’ usage of this word. This link is particularly striking when considering that Gen Z is often referred to as “the healthiest generation ever” in the news. Students are likely also taught about the importance of exercise from adults in their life and through their health and physical education subjects at school.

Writing samples

"We eat vegetables so we can grow muscles and strengthen bones. People wear a hat so they can stay protected from the sun's rays. We need to get lots of sleep so we can be refreshed for the next day. We should **exercise** daily so we can keep fit, grow muscles and strengthen our bones."
– Year 1

"Moving your body is healthy so you can stay fit, healthy and strong. Moving your body is healthy because each day you do **exercise** you will be strong and healthy. Doing 10 jumping jaxs, running on the spot or play outside is healthy."
– Year 2

"Life is good because you get to play with you friends. You get to smell and eat a cake. You get to experience life and joy. You get to sleep. You get to enjoy relaxing. You get to play video games. You get to eat. You get to make friends. You get to play with your pet (if u have one). You get to have walks and **exercise**.”
– Year 3

"Many people argue whether kid should have roller skates or not. In my oppinion I agree that kids should have roller skates. First and foremost kids should have roller skate because it is good **exercise**. I am sure none of you parents out there want your kids to be a lazy couch patatoe. You can ride your roller skates anywhere such as the backyard or even the park ...”

– Year 4

"… Firstly, you can **excersise** so you can stay **balanced**. It is essential to keep your body healthy and balanced. No one wants to be so fat and can't even walk properly. Elementally, physical activity or exercise can improve your health reduce the risk of developing several diseases like type 2 diabetes cancer and cardiovascular diseases. You can get a better brain function. That is very useful. Stronger lives helps a lot …"
– Year 5

Vitamin

Statistics: The word "vitamin" appeared 1133.41% more frequently in students' writing in 2025 compared to 2020–2024, a total of 363 times.

Usage: Students are writing about vitamins as something that is essential and often in relation to them being healthy, energising and good for your body. They have often been written about in the context of the importance of eating fruits and vegetables to stay healthy. They have written about vitamins, fruit and vegetables from a very positive perspective.

Themes: Students may have been influenced by the fact that vitamins and supplements are now a common item found across supermarkets and are often advertised or promoted by influencers across social media. It is also striking that "biohack" was a shortlist word for Oxford University Press' Word of the Year in the UK. This seems to suggest that students' writing may be influenced by what they're seeing the adults in their lives adopt to try and optimise their health.

Writing samples

"Apples are crunchy and juicy and healthy. Watermelon, very juicy and sweet and very good for the body. Banana, it's very good for the Our tummy And very delicious. Oranges, are very healthy and lots of **vitamin** C and sweets good for our body."
– Year 1

"Fruit is the best because it is refreshing health body easy to eat brainbooster crisp and crunchy. Makes you fit too. Delicious immune system strong teeth and bones engising **vitamins** and minarals crisp and crunchy healthy bodybrain booster healthy body"
– Year 2

"Did you ever think that the best food in the world is junk food like lollies and chocolate? Well you are wrong. Fruit is actually quite heathy for you, fruit is sweet and gives you **vitamins**, which means fruit is the best!"

– Year 3

“You can stay healthy by playing games or going to the beach or going to the gym or playing a sport are all good ways to keep healthy and fit. You certainly have to be healthy.
Lastly, it is essential that you excersise and stay healthy and strong. You must have a even diet of protein and **vitamins**. In conclusion you must stay hydrated and healthy!"
– Year 4

"Have you ever felt weak? Well, I think you must eat the refreshing crisp and crunchy fruits. You can build a healthy body by eating fruits, because they build your immune system as well as having nutrious fruits with good **vitamins** and minerals. Fruit is the best! Fruit is a crowd favourite it is easy to eat, but not only that, it is good for your body in all sorts of ways … Furthermore, it is good for your body. A healthy body makes you energetic and free. The **vitamins** and minerals in the fruit help strengthen your teeth and bones. They also build up your immune system quickly.”
– Year 5

“If you store healthy food options in Tuck-Shops in Australia, you could again see increases of attendence and the kids would be eating healthier. If you put oranges and healthy food into Tuck-Shops you could see and increase in energy. Because of students have fibre and **vitamin** C. Students are influenced to eat foods they see around them like KFC, McDonalds or Hungry Jacks. If you put healthy options into the Tuck-Shop, people may be influenced to eat healthier food.”
– Year 6

Diet

Statistics: The word “diet” appeared 154.37% more frequently in students’ writing in 2025 compared to 2020–2024, a total of 157 times.

Usage: Students are writing about diet as being an important part of life. They have written about this regarding both humans and animals. When discussing humans, students have written about how having a good diet can improve your health and fitness, and that fruit is essential to your diet. They have also written about the importance of a well-balanced diet.

Themes: Nutrition and diet are popular topics across social media, with younger generations seeming to take a big interest in what their consuming. This may be evident in the fact that it’s now a common occurrence for there to be a “food trend” going viral on social media platforms.

Discussions about diet and the importance of eating healthy could also be something students are being taught as they grow up.

Writing samples

“Keeping healthy is vital. Do you want to become obese? I bet you don't. Here's why. Firstly, it is essential, both for children and adults. If you don't stay healthy or eat a lot of butter and salt, you're very likely to have a early heart attack. So certainly must stay healthy by eating lots of protein, fruits and vegetables. Additionally, it can also be fun too. You can stay healthy by playing games or going to the beach or going to the gym or playing a sport are all good ways to keep healthy and fit. You certainly have to be healthy. Lastly, it is essential that you excersise and stay healthy and strong. You must have a even **diet** of protein and vitamins. In conclusion you must stay hydrated and healthy!”
– Year 3

"... Did you know that when you have fruit it gives you a healthy body? Wel, it is actually true. It can be a bit sour and a bit sweet but still helps you. What do you think will happen if you only had junk food? Yes! You will get a tummy ache, feel sick and you might even get a sugur rush. Know that you know that fruit is so healthy, next time you think of having junk food have a fruit first, so you have an very even **diet**.”
– Year 4

“... Lastly, you can reduce your anger and anxiety. Did you know that being angry is not good for you? Happy people are often healthier than others who are depressed. Happy people normally live longer. YAY! Staying happy can help you be healthy too. You can improve on your **diet**, not lose and gain weight.”
– Year 5

“The better nutrition we have is known to improve all children's and infants health, development, stronger immune systems, and everything your body needs to maintain your body. Having a healthy **diet** now will maintain their health, development and abilities for the rest of their whole life. All students and infants learn to eat healthier when healthier foods like vegetables and cheese is in front of them.”
– Year 6

Skin

Statistics: The word “skin” appeared 140.11% more frequently in students’ writing in 2025 compared to 2020–2024, a total of 1042 times.

Usage: Students are writing about skin in the context of both humans and animals. They have written about skin as being a feature they notice in their parents but also as something that needs to be taken care of. They have written about skincare and about using sunscreen to protect your skin.

Themes: Skincare is a big industry and could be said to be as big as the makeup industry now. It also seems to be an industry that is now advertised to younger customers and across social media. This may suggest that there is now a bigger interest in caring for your skin than there has been in the past, which may have influenced the students’ writing. Using sunscreen to protect your skin is also a message that is consistently projected across media and is likely taught to the students. Also, skin is often discussed in the context of aging with wrinkly skin being a sign of getting older and that idea may have trickled down to the students from the discourse of adults in their lives.

Writing samples

"I could stay safe in the sun by putting my sunscreen on my back, face, front, legs and arms. We mite need to protect our skin from the sun too.”
– Year 1

"You should eat vegetables since they contain vitamins such as vitamin A, nutrients and minerals like iron or calcium. Everyone should wear a sun hat because it helps defend their **skin**. Not even one single person should stay awake at night so they can grow, relax and recover by sleeping. Everybody has to exercise so that they can move their muscles and stretch themselves.
– Year 2

"A sweet **body**, scrub, it is the best body scrub out there. after one or two weeke your **skin** will be so healthy clear and smell good. You can purchase this at Kmart big W and not just Australia everywhere. You will notice that affects and it feels so refreshing. Do yourself a favour and buy one!!!!!!!!."
– Year 3

"'BEEP BEEP' went my alarm. I had church today and sometimes I sleep in and then my friend goes before me with her family. My name is Violet and my friend is called Willow. I woke up and went to my private bathroom and brushed my teeth. My bathroom was very

nice and luxury. it's even better than a hotel bathroom. I did my **skin**care routine because otherwise I will get wrinkles. I have the best **skin**care in the world!!!!!!! Well maybe my mum has some better **skin**care but still I have the best **skin**care ever for teenagers."
– Year 4

"Moving your body and having a good diet is very helthy for your body and taking care of your **skin**. doing exercises staying fit is the most helthyest thing for your body"
– Year 5

“Monday 25/9/25
Today was school captain speeches, I hope u get a leadership role! It would be so amazing for my resamay. I just don't want Lola to get my role. She's so annoying, she always talks about her **skin** care, her filtered water and everything else a pick me girl would do. Like, none would want to know about filtered water. Drink from the taps for our sake.”
– Year 6

Muscle

Statistics: The word “muscle” appeared 127.07% more frequently in students’ writing in 2025 compared to 2020–2024, a total of 168 times.

Usage: Students are writing about muscles as being strong and as something that you need to grow. They have been written about in the context of exercising, playing sport and eating fruit and vegetables.

Themes: Across the media there have been discussions about Gen Z being “obsessed” with the gym. This is likely due to the prevalence of fitness/gym influencers on social media. There are discussions about how the focus has now turned more to going to the gym rather than playing sport for younger generations. These types of discussions and social media content may have influenced how students have used this word. They may have also been influenced by lessons they’ve been taught about how eating well helps you grow strong.

Writing samples

"Eat vegatables so stay healthy and have vitamins. Wear a hat to protect you from the sun's rays so you avoid getting burnt. Get lots of sleep to feel refreshed. Exercise daily to grow **muscles**, keep fit and strengthen your bones."
– Year 1

"You should have milk because it gives you **muscle** and keeps you healthy. You can have it

with cochlet powder and strabery and all diferint kinds."
– Year 2

“Do you like you like racing your friends ? Well I do let me tell you some reasons why you should to. Its really good for your health and it helps you and your friends exersise. And its an fun activety on a hot Summer day for you and your friends. Running can help you build up the **muscle** and creats a good competition between your classmates and yourself. Competition is also a good challenge for yourself. And you can cheer other people on and you and your friends can become even better friends.”
– Year 3

"There are many benefits of reading. Reading helps you go to sleep. It also helps your mental health. It also helps you increase your knowledge.
There are many benefits of playing basketball. Playing basketball can build healthy bones and they can also improve **muscle** strength. You can also burn lots of calories."
– Year 4

"Cycling is good because if you don't like walking this is your go to. You could lose weight if your aiming to get fit and cycling engages all the major **muscles**. It doesn't require that much skill and it can increase stamina and strength. You could see nature, birds, tree's and bugs. Cycling is good for many things like you could do adventures of city's, nature and forests.”
– Year 5

“You may be asking why is swimming so amazing. Well swimming offers a number of benefits such as physical, mental and social benefits. Firstly it helps with your physical health which are things such as cardiovascular health, **muscle** and joint strength, endurance, weight management, its also a a low-impact exercise, improves lung capacity, bone health, flexibility and mobility.”
– Year 6

Energy

Statistics: The word “energy” appeared 51.63% more frequently in students’ writing in 2025 compared to 2020–2024, a total of 319 times.

Usage: Students are writing about energy as something that you need and that it’s something you can lose. It has been written about in the context of things giving you energy or boosting your energy, such as exercise, sport, sleep and food.

Themes: Energy is a concept that is closely linked to all of the other shortlist words and so is also linked to the themes explored by those words. Students may have been taught that eating well is important in giving them energy which they'll need to exercise and play sport. Although it may also be interesting the consider that the importance students are placing on energy in their writing may be influenced by the discourse in the media surrounding burnout and how Gen Z are conscious of where they are using their energy and preserving it for activities they care about.

Writing samples

"I Love to eat for lunch pasta. It's good to eat foods. You have **energy**."
– Year 1

"It was the day of the big race. I was sweating out of how nervous I was, but I felt proud I was representing my country Australia. My **energy** was fading away as I was on the starting line, ON YOUR MARKS GET SET GO I started running as fast I could puffing every second by gaining more and more speed. Finally I had reached the finish line and I was proud on how I represented my country Australia."
– Year 2

"After a week of using organic eggs, my **energy** levels went up. After a month of eating fruit, you'll notice that you became much more stronger ..."
– Year 3

"Fruit is the best because it is very healthy and it's very good for your body. Lots of fruit have vitamins and minerals which is very good for the body. Fruits are also brain boosters, they give you **energy** for your brain and body. Most fruits are so easy to eat it might be one of the most easiest things to eat."
– Year 4

"Imagine yourself so fat that you can't even fit in a car. I think you must try cycling. Do you hate running? Hate sports? Don't like going to the gym? Well I think it is time for you to go cycling. Not only is cycling good for your body but, it is good for the environment we live in. It can also release your stress and anger. Did you know that you use more **energy** to be angry then happy? If you didn't know, you must listen to the rest."
– Year 5

"Cells are the fundamental units of life, serving as the basic building blocks for all living organisms. They provide structure, perform specific functions, take in nutrients and convert them into **energy** to sustain life. Humans are composed of trillions of cells that work

together to form tissues and organs. Cells also contain hereditary material and can reproduce themselves.”

– Year 6

Appendix 1: Word trends

To create a shortlist for the 2025 Children's Word of the Year, a keyword analysis was run in Sketch Engine, using the following steps:

- Two lists were generated – one using the standard "commonness" level of 1 and the other using a "commonness" level of 10.
- Rare words were removed – any word that appeared in the 2025 corpus fewer than 50 times was deemed not to be "trending".
- A list of words that appeared in prompts was generated and all associated words were removed from the list to attempt to "control" for the impact of prompts.
- Misspelled words and single letters were removed.
- The list was filtered for nouns only – this is to reflect that the word of the year would be describing a concept (and thus would be a noun form of a word).

This analysis resulted in the list below.

Word	Frequency (2025)	Frequency (2020–24)	Relative frequency (2025)	Relative frequency (2020–24)	Score	Change (relative frequency, %)
ability	199	748	49.29539	25.24636	1.916	95.25741533
activity	437	1459	108.25168	49.24391	2.174	119.8275482
adaptation	85	7	21.05582	0.23626	17.841	8812.139169
adult	705	1566	174.63943	52.85535	3.261	230.4101288
ai	69	327	17.09237	11.03685	1.503	54.86637945
air	1118	8120	276.94592	274.06479	1.01	1.051258719
amusement	106	138	26.25784	4.65775	4.818	463.7451559
antenna	79	71	19.56952	2.39638	6.056	716.6284145
app	71	474	17.5878	15.99836	1.094	9.935018339
arena	105	204	26.01013	6.88537	3.425	277.7593651
award	92	557	22.78983	18.79976	1.202	21.22404754
baby	1743	5838	431.76813	197.04312	2.185	119.1236771
balance	170	402	42.11164	13.56823	2.959	210.3694439
ball	1710	9589	423.59351	323.64621	1.308	30.88165315
bee	615	1147	152.34503	38.71334	3.861	293.5207605
behaviour	51	248	12.63349	8.37045	1.455	50.92963939
benefit	142	442	35.1756	14.9183	2.273	135.7882601
bestie	68	450	16.84465	15.18832	1.102	10.90528775
bff	60	399	14.86293	13.46698	1.096	10.36572416
body	3022	10225	748.59631	345.11237	2.166	116.9137867
booster	70	106	17.34009	3.57769	4.006	384.6727917
brand	258	1011	63.9106	34.12309	1.848	87.29429252

budget	345	33	85.46185	1.11381	40.903	7572.928956
camouflage	187	200	46.3228	6.75036	6.106	586.2271049
campsite	120	252	29.72586	8.50546	3.232	249.4915031
care	1058	6670	262.08301	225.12465	1.163	16.41684285
career	70	454	17.34009	15.32333	1.124	13.16136897
carnivore	123	101	30.46901	3.40893	7.138	793.799814
carrot	385	998	95.37047	33.68431	2.779	183.1302467
chameleon	165	95	40.87306	3.20642	9.955	1174.725707
chocolate	796	4355	197.18155	146.98917	1.339	34.14699192
choice	369	2422	91.40702	81.74691	1.117	11.81709498
cocoon	115	49	28.48728	1.65384	11.111	1622.493107
community	243	1051	60.19487	35.47316	1.678	69.69131028
competition	186	840	46.07508	28.35153	1.604	62.51355747
confidence	60	278	14.86293	9.38301	1.528	58.40258083
courage	82	518	20.31267	17.48344	1.153	16.18234169
creativity	52	84	12.88121	2.83515	3.619	354.3396293
culture	55	256	13.62435	8.64047	1.517	57.68065858
curiosity	69	334	17.09237	11.27311	1.474	51.62071514
cycle	472	441	116.92172	14.88455	7.424	685.5240501
cyclone	121	159	29.97358	5.36654	4.865	458.5270957
danger	377	1685	93.38875	56.87181	1.631	64.20921015
diary	351	2030	86.94814	68.5162	1.265	26.90157948
diet	157	453	38.89133	15.28957	2.449	154.3650999
discount	174	234	43.1025	7.89793	4.956	445.7442646

discovery	60	269	14.86293	9.07924	1.574	63.70235835
display	134	312	33.19388	10.53057	2.965	215.2144661
doubt	174	747	43.1025	25.21261	1.682	70.95612077
drama	50	321	12.38578	10.83433	1.131	14.31975951
dude	97	705	24.0284	23.79503	1.009	0.980751022
earth	1300	7659	322.03015	258.50519	1.245	24.57395923
ecosystem	67	136	16.59694	4.59025	3.148	261.5694134
elf	265	1588	65.64461	53.59789	1.221	22.47610867
energy	319	1544	79.02125	52.11281	1.507	51.63498188
eraser	53	86	13.12892	2.90266	3.62	352.3065051
evacuation	76	40	18.82638	1.35007	8.436	1294.474361
event	214	1281	53.01112	43.23608	1.221	22.6085251
excitement	160	996	39.63448	33.61681	1.174	17.90077643
exercise	334	885	82.73698	29.87036	2.713	176.986886
expensive	210	1028	52.02026	34.69687	1.485	49.9278177
experience	419	2081	103.79279	70.23753	1.471	47.77397497
exploration	232	40	57.47	1.35007	24.88	4156.816313
extinct	234	588	57.96543	19.84607	2.829	192.0751061
eyewitness	57	5	14.11978	0.16876	12.937	8266.781228
fact	698	3448	172.90543	116.37627	1.482	48.57447313
fang	827	547	204.86072	18.46225	10.577	1009.619467
female	410	445	101.56335	15.01956	6.402	576.2072258
fitness	103	390	25.5147	13.16321	1.872	93.83341905
food	3937	28124	975.25592	949.23621	1.027	2.741120674

galaxy	127	574	31.45987	19.37354	1.593	62.38575913
giraffe	396	482	98.09534	16.26838	5.739	502.9816122
girl	2190	14770	542.49701	498.51437	1.088	8.822742662
glade	77	15	19.07409	0.50628	13.327	3667.498222
glitter	176	536	43.59793	18.09097	2.336	140.9927715
glue	474	580	117.41715	19.57606	5.755	499.7997043
grass	823	2931	203.86986	98.92659	2.05	106.0819644
grassland	94	86	23.28526	2.90266	6.223	702.2041851
group	520	3315	128.81206	111.88728	1.15	15.12663459
gymnastics	93	372	23.03754	12.55568	1.773	83.48301327
hatchling	131	28	32.45073	0.94505	17.198	3333.758002
herbivore	61	67	15.11065	2.26137	4.94	568.2077679
honey	330	1943	81.74612	65.57979	1.243	24.65139031
horn	1845	820	457.0351	27.67649	15.972	1551.347768
hunger	53	382	13.12892	12.8932	1.017	1.828250551
ingredient	830	1807	205.60387	60.98954	3.333	237.1133312
instrument	184	188	45.57965	6.34534	6.341	618.3169066
invisible	582	976	144.17043	32.94178	4.277	337.6522155
issue	92	555	22.78983	18.73226	1.206	21.6608674
jellyfish	284	342	70.3512	11.54312	5.688	509.4643389
juvenile	133	32	32.94616	1.08006	16.32	2950.400904
kayaking	72	53	17.83552	1.78885	6.754	897.0383207
kindness	70	353	17.34009	11.91439	1.42	45.53904984
king	2117	4519	524.4137	152.52448	3.422	243.8226441

kingdom	366	938	90.66387	31.65921	2.807	186.3743915
kiss	200	603	49.5431	20.35235	2.367	143.4269261
lair	211	446	52.26797	15.05331	3.318	247.2191166
land	1344	9396	332.92963	317.13208	1.05	4.981378737
language	179	793	44.34108	26.76519	1.633	65.66697266
lettuce	210	220	52.02026	7.4254	6.293	600.571821
logo	59	85	14.61522	2.8689	4.036	409.4363693
love	5522	27912	1367.88501	942.08075	1.452	45.19827626
mammal	292	309	72.33292	10.42931	6.416	593.5542236
map	401	1885	99.33392	63.62218	1.553	56.13095936
marker	107	115	26.50556	3.88146	5.635	582.8760312
mineral	114	73	28.23957	2.46388	8.441	1046.142263
model	61	334	15.11065	11.27311	1.313	34.04153778
moisture	50	24	12.38578	0.81004	7.395	1429.033134
muscle	168	543	41.6162	18.32724	2.205	127.0729253
museum	264	658	65.3969	22.2087	2.861	194.4652321
nature	435	1059	107.75625	35.74318	2.96	201.4735958
netball	334	1062	82.73698	35.84443	2.273	130.8224179
nutrition	52	28	12.88121	0.94505	7.137	1263.018888
opinion	319	1263	79.02125	42.62855	1.834	85.3716582
opportunity	182	628	45.08422	21.19614	2.076	112.7001426
orange	911	2665	225.66882	89.9486	2.492	150.8864174
origami	50	19	12.38578	0.64128	8.156	1831.415294
oven	465	851	115.18771	28.7228	3.909	301.0323158

phoenix	193	382	47.80909	12.8932	3.513	270.8085658
pine	275	271	68.12177	9.14674	6.812	644.7655667
planet	666	4198	164.97853	141.69014	1.163	16.43614016
plastic	509	3363	126.08719	113.50737	1.11	11.0828222
platform	73	272	18.08323	9.1805	1.874	96.9743478
player	688	3306	170.42827	111.58351	1.523	52.73607184
pollen	95	101	23.53297	3.40893	5.564	590.3330371
pollution	95	587	23.53297	19.81232	1.179	18.77947661
population	92	652	22.78983	22.00619	1.034	3.560998065
pose	53	172	13.12892	5.80531	2.076	126.1536421
pressure	229	549	56.72685	18.52975	2.956	206.1393165
price	321	1084	79.51668	36.58697	2.142	117.3360625
product	151	444	37.40504	14.98581	2.402	149.6030578
programme	70	61	17.34009	2.05886	5.996	742.2180236
protection	101	315	25.01927	10.63182	2.237	135.3244318
queen	565	3234	139.95926	109.15338	1.28	28.22256168
recycling	51	263	12.63349	8.87673	1.38	42.32144044
refresh	158	243	39.13905	8.20169	4.362	377.2071366
relationship	63	243	15.60608	8.20169	1.805	90.27883278
research	121	558	29.97358	18.83352	1.562	59.15017479
resident	115	159	28.48728	5.36654	4.632	430.8314109
safety	251	825	62.17659	27.84525	2.19	123.2933445
sale	157	597	38.89133	20.14984	1.886	93.01061448
sausage	877	729	217.24651	24.60508	8.524	782.9335649

seed	326	674	80.75526	22.74873	3.443	254.9879927
share	286	1964	70.84663	66.28857	1.068	6.876087386
sigma	139	150	34.43246	5.06277	5.844	580.1110854
skibidi	52	116	12.88121	3.91521	2.824	229.0043191
skill	494	1897	122.37146	64.0272	1.897	91.12417847
skin	1042	3185	258.11957	107.49954	2.388	140.1122554
sky	1192	8174	295.27689	275.88739	1.07	7.028048654
slay	64	312	15.85379	10.53057	1.462	50.55016015
smile	2264	4279	560.82788	144.42404	3.863	288.3203101
snake	947	3047	234.58658	102.8418	2.269	128.1043117
soccer	1190	3749	294.78146	126.53557	2.319	132.9633162
solar	77	391	19.07409	13.19696	1.414	44.53396843
son	501	2243	124.10547	75.70534	1.631	63.93225366
squeal	244	460	60.44258	15.52584	3.718	289.3031231
star	744	3763	184.30034	127.0081	1.448	45.10912296
stingray	77	67	19.07409	2.26137	6.155	743.4749731
strawberry	921	2569	228.14598	86.70842	2.613	163.1185991
strength	157	839	38.89133	28.31778	1.361	37.33890863
string	283	460	70.10349	15.52584	4.303	351.52784
suburb	123	151	30.46901	5.09652	5.162	497.8395062
sugar	307	1334	76.04866	45.02493	1.674	68.90344971
sunflower	87	139	21.55125	4.6915	3.962	359.368006
sunscreen	136	231	33.68931	7.79667	3.943	332.0987037
support	149	787	36.90961	26.56268	1.375	38.95288427

survival	50	266	12.38578	8.97798	1.342	37.95731334
syrup	252	243	62.42431	8.20169	6.893	661.1152092
system	223	800	55.24056	27.00146	2.008	104.583604
tail	1895	2577	469.4209	86.97844	5.347	439.6979987
teamwork	78	298	19.32181	10.05804	1.838	92.10313341
tectonic	134	42	33.19388	1.41758	14.144	2241.587776
telescope	264	61	65.3969	2.05886	21.706	3076.36459
tiger	478	2020	118.40801	68.17867	1.726	73.6731004
touch	637	4476	157.79478	151.07315	1.044	4.449255212
tournament	73	265	18.08323	8.94423	1.919	102.177605
training	137	1004	33.93702	33.88683	1.001	0.148110638
trick	621	3263	153.83133	110.13219	1.393	39.6788078
troll	207	617	51.27711	20.82487	2.395	146.2301565
tusk	134	118	33.19388	3.98271	6.862	733.4495858
universe	189	1193	46.81823	40.26592	1.159	16.27259479
vintage	59	42	14.61522	1.41758	6.459	930.9978978
virtual	53	235	13.12892	7.93168	1.582	65.52508422
vitamin	363	216	89.92073	7.29039	10.967	1133.414536
volleyball	69	189	17.09237	6.37909	2.452	167.9437036
volunteer	63	111	15.60608	3.74645	3.499	316.5564735
vr	140	721	34.68017	24.33506	1.408	42.51113414
watermelon	237	347	58.70858	11.71188	4.697	401.2737494
website	73	362	18.08323	12.21816	1.444	48.00289078
wedding	53	274	13.12892	9.248	1.379	41.9649654

wing	870	2589	215.5125	87.38346	2.45	146.628481
woman	373	2664	92.39788	89.91485	1.027	2.761534941
zipline	54	60	13.37664	2.02511	4.752	560.5389337

Appendix 2: 2025 Children's Word of the Year candidates

From this analysis and the thematic clusters identified within them, a list of words was selected that represent concrete concepts and/or social issues. Emphasis was placed on words that had multiple similar variations (e.g., synonyms) in the thematic clusters listed above. The shortlist was chosen from words that had support from both quantitative and qualitative analysis to be a representative choice for Word of the Year.

Word	Frequency (2025)	Frequency (2020–24)	Relative frequency (2025)	Relative frequency (2020–24)	Score	Change (relative frequency, %)
ability	199	748	49.29539	25.24636	1.916	95.25741533
adaptation	85	7	21.05582	0.23626	17.841	8812.139169
ai	69	327	17.09237	11.03685	1.503	54.86637945
arena	105	204	26.01013	6.88537	3.425	277.7593651
balance	170	402	42.11164	13.56823	2.959	210.3694439
ball	1710	9589	423.59351	323.64621	1.308	30.88165315
body	3022	10225	748.59631	345.11237	2.166	116.9137867
brand	258	1011	63.9106	34.12309	1.848	87.29429252
budget	345	33	85.46185	1.11381	40.903	7572.928956
camouflage	187	200	46.3228	6.75036	6.106	586.2271049
carnivore	123	101	30.46901	3.40893	7.138	793.799814
choice	369	2422	91.40702	81.74691	1.117	11.81709498
community	243	1051	60.19487	35.47316	1.678	69.69131028
cycle	472	441	116.92172	14.88455	7.424	685.5240501
danger	377	1685	93.38875	56.87181	1.631	64.20921015
diary	351	2030	86.94814	68.5162	1.265	26.90157948

diet	157	453	38.89133	15.28957	2.449	154.3650999
doubt	174	747	43.1025	25.21261	1.682	70.95612077
earth	1300	7659	322.03015	258.50519	1.245	24.57395923
ecosystem	67	136	16.59694	4.59025	3.148	261.5694134
energy	319	1544	79.02125	52.11281	1.507	51.63498188
evacuation	76	40	18.82638	1.35007	8.436	1294.474361
exercise	334	885	82.73698	29.87036	2.713	176.986886
expensive	210	1028	52.02026	34.69687	1.485	49.9278177
experience	419	2081	103.79279	70.23753	1.471	47.77397497
exploration	232	40	57.47	1.35007	24.88	4156.816313
extinct	234	588	57.96543	19.84607	2.829	192.0751061
fact	698	3448	172.90543	116.37627	1.482	48.57447313
food	3937	28124	975.25592	949.23621	1.027	2.741120674
galaxy	127	574	31.45987	19.37354	1.593	62.38575913
hatchling	131	28	32.45073	0.94505	17.198	3333.758002
ingredient	830	1807	205.60387	60.98954	3.333	237.1133312
invisible	582	976	144.17043	32.94178	4.277	337.6522155
king	2117	4519	524.4137	152.52448	3.422	243.8226441
kingdom	366	938	90.66387	31.65921	2.807	186.3743915
language	179	793	44.34108	26.76519	1.633	65.66697266
love	5522	27912	1367.88501	942.08075	1.452	45.19827626
map	401	1885	99.33392	63.62218	1.553	56.13095936
muscle	168	543	41.6162	18.32724	2.205	127.0729253
opinion	319	1263	79.02125	42.62855	1.834	85.3716582

player	688	3306	170.42827	111.58351	1.523	52.73607184
pollution	95	587	23.53297	19.81232	1.179	18.77947661
pressure	229	549	56.72685	18.52975	2.956	206.1393165
queen	565	3234	139.95926	109.15338	1.28	28.22256168
safety	251	825	62.17659	27.84525	2.19	123.2933445
sigma	139	150	34.43246	5.06277	5.844	580.1110854
skibidi	52	116	12.88121	3.91521	2.824	229.0043191
skill	494	1897	122.37146	64.0272	1.897	91.12417847
skin	1042	3185	258.11957	107.49954	2.388	140.1122554
soccer	1190	3749	294.78146	126.53557	2.319	132.9633162
support	149	787	36.90961	26.56268	1.375	38.95288427
system	223	800	55.24056	27.00146	2.008	104.583604
teamwork	78	298	19.32181	10.05804	1.838	92.10313341
vitamin	363	216	89.92073	7.29039	10.967	1133.414536
vr	140	721	34.68017	24.33506	1.408	42.51113414