

CHILDWISE Monitor Pre-School Report 2014

Aims

The CHILDWISE Monitor Pre-School Report aims to provide an overview of trends in the media use of children aged up to 4 years, complementing the annual CHILDWISE Monitor Report which focuses on media use and purchasing habits of 5 to 16 year old children. This report follows on from research carried out in 2009 and 2012, allowing comparisons over time.

Key Findings

- In 2014, 42% of children aged 0-4 years use a computer, tablet or laptop, whilst 26% have their own device. These figures have increased significantly since 2012 - then 27% and 4% respectively.
- Amongst children who use computers, tablets or laptops, 37% do so every / most days (up from 22% in 2012), 35% use them 2-3 times a week, 14% around once a week, and 14% less often than this. The average frequency of use amongst 0-4 year olds is 3.7 times per week, up from 2.7 times a week in 2012.
- 20% of children aged 0-4 years use the Internet.
- Amongst preschoolers who go online, 24% do so every / most days (up from 11% in 2012), 24% use it 2-3 times a week, 26% around once a week, and 27% less often. The average frequency of Internet use amongst 0-4 year olds is 2.6 occasions per week, up from 2.1 in 2012.
- 14% of 0-4 year olds who go online spent about two hours online in an average day (up from 7% in 2012), 62% around an hour on the Internet, whilst 14% were online for less than an hour per day (10% not known).
- Supervision whilst using the Internet is clearly the responsibility of mums, with 93% of preschool children who use the Internet, having their mum supervise them at least on occasion (up from 76% in 2012). Dad supervises for 55% of children, whilst a sibling helps for 24% of 0-4 year olds. Only 5% of 0-4 year olds were allowed to use the Internet on their own (down from 9% in 2012).
- The main activity amongst 0-4 year olds using the Internet was playing games, with 76% choosing to do this. 55% watched TV or video clips on the Internet (28% in 2012), whilst a minority used specific websites (10%).
- CBeebies is the favourite website by far amongst 0-4 year olds who use the Internet, with 52% of parents saying their child visits this site. YouTube was chosen by 19% (11% in 2012), followed by Disney (14%), Milkshake (7%), Nick Jr. and games website FRIV (both 5%).

- More than half of 0-4 year olds use on-demand services to access TV programmes (53%), up from 35% in 2012. Services from Sky are used most widely, followed by CBeebies iPlayer and Netflix.
- In 2014, 35% of 0-4 year old children use a mobile phone at least on occasion, up from 19% in 2012.
- 36% of 0-4 year olds use apps, either on smartphones or tablet computers (up from 15% in 2012).
- Amongst 0-4 year olds using apps in 2014, 63% did so mainly on someone else's smartphone (dropping from 80% in 2012), with only 1% doing so mostly on their own mobile phone. 33% mainly use someone else's tablet computer to use apps (10% in 2012), whilst 21% mainly use their own tablet (3% in 2012).
- The favourite app amongst app using 0-4s in 2014 was CBeebies Playtime, followed by Peppa Pig's Party Time, and Disney Princess Palace Pets.

Methodology

CHILDWISE conducted 200 face-to-face street interviews with parents of children aged between 6 months and 4 years old, during August 2014. The sample was quotaed by social class and by age and sex of child. 20 sampling points were used across four broad regions in England (North, Midlands, East, and South). A structured questionnaire was used, with questions relating to media use (TV, magazines and comics, games consoles, computer and Internet use, mobile phones), pocket money, activities, and skills.

Background

The CHILDWISE Monitor Pre-School Report is designed to provide an overview of trends in the media use of children aged up to 4 years, complementing the annual CHILDWISE Monitor Report which focuses on media use and purchasing habits of 5 to 16 year old children.

Source www.childwise.co.uk

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