

CHILDWISE Monitor Pre-School Report 2015

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 2012 and 2014, allowing comparisons over time.

Key Findings

- In 2015, 73% of children aged 0-4 years use a computer, tablet or laptop at all (up from 42% in 2014), whilst 29% have their own device (up from 26% in 2014).
- Amongst children who use computers, tablets or laptops, 41% do so every / most days (up from 37% in 2014), 30% use them 2-3 times a week, 18% around once a week, and 11% less often than this. The average frequency of use amongst 0-4 year olds is 3.9 times per week, up from 3.7 times a week in 2014.
- The average session on a tablet or computer lasts around one and a half hours - with greater access to on-demand services likely to be a contributory factor in the length of these sessions.
- The majority of children with access to a tablet or computer use it to watch TV programmes and video clips (71%), and to play games and apps (65%). One in six pre-schoolers use a tablet or computer to video call family and friends (16%).
- Using apps has become a mainstream activity for pre-school children this year. More than half of all pre-schoolers use apps of some kind (52%), either on a smart phone, tablet or elsewhere. CBeebies Playtime is their favourite app. Other popular apps mentioned include YouTube, plus Peppa Pig and Disney apps.
- Pre-school children and their parents are increasingly focusing their viewing attention towards on-demand services - three out of four households now use these to some extent (76%, up from 53% in 2014). YouTube is the most popular destination for on-demand services. Netflix is the highest subscription-based video on-demand service this year, ousting Sky from the top spot for the first time since this survey began.
- CBeebies continues to dominate TV viewing for this age group, but to a lesser extent than in previous years. More than one in four pre-schoolers name a show broadcast on the channel as their favourite, although their top favourite is still Peppa Pig.

- The average time pre-schoolers spend watching TV has increased again this year, with levels now higher than ever before. Under 5s watch more than two and a half hours per day (2.6 hours). This is consistent with the growth in portable devices and greater access to on demand services
- YouTube and CBeebies are the favourite websites among children under five, further reinforcing the popularity of these brands among the Pre-school demographic. Other popular websites include BBC iPlayer and Disney Junior.
- In 2015, 47% of 0-4 year old children use a mobile phone at least on occasion, up from 35% in 2014. Numbers have increased rapidly since 2012 (then 19%).
- More than one in three children under five use a mobile phone to access apps and games on a weekly basis (36%), including 12% who do so everyday.
- By the age of four, most youngsters are self-sufficient on a tablet or computer, and a significant minority are becoming independent players across the spectrum of mobile phones, TV and the internet.

Methodology

The report findings are based on interviews with 1,034 parents of children aged between 6 months and 4 years. Interviews were conducted online across the UK, during the month of June 2015. The sample was quotaed by parents' gender, age and gender of child, and by socio economic group.

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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