

1.Introduction & Sample

The **CHILDWISE** Pre-school Report was first published in 2009 in response to the call for more evidence and understanding of media consumption and behaviour among the under fives. Fast-forward eight years and media access among pre-schoolers is still very much in the spotlight.

This annual report provides a comprehensive understanding of what the youngest children are currently interested in, their media behaviour and how their wider skills are developing. Children’s own preferences and aptitudes become apparent by age three to four, and many spend time independent from their parents, at nursery or playgroup. By age four most youngsters are self-sufficient on a tablet or mobile phone and are becoming independent players when accessing apps, games and downloadable content. This report explores all of this in detail, as well as looking at children’s proficiency across a range of social, developmental and technical skills.

The report findings are based on **interviews with 1011 parents** of children aged between six months and four years. Interviews were conducted online across the UK, during the month of July 2016. The sample was quotaed by parent gender, age and gender of child, and by socio economic group, to give a final distribution as follows:

Parents	
500 Mums	511 Dads
Age of child	
503 0-2 year olds	508 3-4 year olds
Gender of child	
508 Boys	503 Girls
Socio-economic group	
501 ABC1	510 C2DE

TABLE 1.1
Sample Structure