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New report into lives of preschoolers in 2018

CHILDWISE report finds access to connected devices (eg tablet, phone, PC, laptop) has grown this year among children under five after two years of little change.

The latest figures from the independent CHILDWISE Monitor Preschool Report 2018 also show that preschoolers now spend an increasing amount of their day watching television and online video content – nearly 3 hours on average. This increase comes after three years of relative stability.¹

“Their access to tablets, PCs and laptops, has increased in the last 12 months to 75%. This is the highest it has been since we started the survey²,” says CHILDWISE research manager Jenny Ehren.

“CBeebies remains the most popular TV channel among this group. However, subscription-based services, such as Netflix and Amazon Prime, have gained significant ground this year.”

Original YouTube content has appeared in the list of preschoolers favourite viewing content for the first time, with many of their choices focusing on nursery rhymes and educational viewing

Almost half of all preschool households now regularly access content via YouTube or YouTube kids.

“The increasing use of connected devices by preschoolers this year may reflect growing access to on-demand services, especially subscription-based options such as Netflix which has quickly risen through the ranks over the last three to four years,” adds Jenny Ehren.

“Their list of favourite programmes is becoming more varied, and whilst many are drawn from across the different preschool channels, we are beginning to see more references to content exclusively available on YouTube and paid for streaming services.”

Boys watch content for longer periods of time than girls, with the gap between the two continuing to widen this year – although both genders are watching for longer than ever before.

¹ Under 5s watch an average of 2.8 hours a day, up from 2.6 hours last year.

² Access to connected devices (eg a tablet device, laptop/netbook, or a desktop PC) is now 75% up from 69% in 2017, 70% in 2016, 73% in 2015.

This year also sees a rise in the number of preschoolers with access to a games console at home, reversing the downward trend seen in recent years.

“This year has seen a noticeable increase in gaming with three out of 10 under fives now regularly exposed to video games, often as players, but also as spectators as well,” says Jenny.

CHILDWISE is a leading, independent research specialist in children and young people. This latest report provides a comprehensive understanding of what the youngest children are currently interested in, their media behaviour, spending and wider skills.

Findings include...

- Personal ownership of connected devices (eg a tablet device, laptop/netbook, or a desktop PC) is now 44%, up from 37% in 2017, 35% in 2016, 29% in 2015 and 26% in 2015.
- 2018 is the first year that there are more 3-4 year-olds with their own connected device, than there are without (54%, up from 47% last year).
- More than two thirds of preschool households own a voice recognition gadget, such as Siri or Alexa. More than a quarter of under fives use voice recognition software.
- YouTube is the favourite app in all age and gender categories.
- Parents spend more than £100 a month on average across nine spending categories, including toys, clothing, footwear and days out.
- This year sees an increase in the number of preschoolers doing arts and crafts and going to the library

Editorial notes: For more information or to interview Jenny Ehren please contact Liz Hollis 07889 680302 liz@lizhollis.co.uk

The annual CHILDWISE Preschool Report talks to more than 1000 parents of 0-4 year olds, asking about their children’s media use and parents’ spending habits
<http://www.CHILDWISE.co.uk/reports.html#preschoolreport>

Independent research company CHILDWISE www.CHILDWISE.co.uk has a programme of published research, including the Preschool Report. In addition, CHILDWISE conducts research for government agencies, charities, broadcasters, publishers and brands.