

Press release

Under embargo until: 04 October 2018 at 00.01h GMT

New report into preschoolers and toys in 2018

CHILDWISE report finds average monthly spend on preschoolers' toys increases this year.

Parents of under-fives spend a pound more on average on toys this year – up to £18 compared with £17 last year.

Latest figures from the independent CHILDWISE Monitor Preschool Report 2018 also show spending on toys is more likely to be higher on boys than girls with an average spend of £19 on boys and £17 on girls.

“The preschool market is unique, with spending mainly in the hands of parents, but with a growing sense of children’s own preferences and interests,” says Jenny Ehren, CHILDWISE research manager.

“The majority of parents spend money on toys for their preschooler each month, largely unchanged since last year. But among those spending, amounts have increased for the third consecutive year,” says Jenny.

Parents were asked how much they spend on their preschoolers across nine different categories per month: clothes; days out; organised activities; toys; footwear; books; magazines; DVDs/Blu-Rays and apps & games.

As last year the highest spend is on clothes, and on average parents spend more than £100 month across the nine categories. Toys were the category with the third highest average spend.

There is no difference in average spend between boys and girls aged under two, but a gender gap forms by the age of three to four.

“There is also a higher average monthly spend of £18 on toys for the under-tuos decreasing to £17 a month for older preschoolers,” says Jenny.

More than one in 10 parents spend in excess of £40 in a one-month period, while one in five continue to spend less than £10.

“In contrast to last year, the amount spent on toys per month is the same regardless of socio-economic group. Parents in lower groups are spending more on toys than they were a year ago, whereas spending in higher socio-economic groups remains unchanged,” says Jenny.

Research from the 2015 edition of the Preschool Report revealed that children under five are more likely to influence the purchase of toys than anything else. Over half of all three to four year olds choose the toys that are bought for them.

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.

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