

CHILDWISE Monitor Pre-School Report 2012

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.

Key Findings

- In 2012, 27% of children aged 0-4 years used a computer at all, whilst 4% of 0-4 year olds had their own computer.
- Amongst children aged 0-4 years who used computers in 2012, 22% did so every / most days, 31% 2-3 times a week, 28% around once a week, and 18% less often than this. The average frequency of use amongst 0-4 year olds was 2.7 times per week.
- In 2012, 23% of children aged 0-4 years used the Internet at all.
- Amongst children aged 0-4 years using the Internet in 2012, 11% used every / most days, 36% 2-3 times a week, 33% around once a week, and 20% less often. The average frequency of Internet use amongst 0-4 year olds was 2.1 times per week.
- Amongst children aged 0-4 years using the Internet in 2012, 7% spent about two hours online in an average day, 47% around an hour on the Internet, whilst 37% were online for less than an hour per day (9% not known).
- Supervision whilst using the Internet was mainly the responsibility of mums, with 76% of children aged 0-4 who used the Internet at all in 2012 having their mum supervise them at least on occasion. Dad supervised for 20% of children, whilst a sibling helped for 26% of 0-4 year olds. 9% of 0-4 year olds were allowed to use the Internet on their own.
- The main activity amongst 0-4 year olds using the Internet in 2012 was to play games, with 74% playing games online. 28% watched TV or video clips on the Internet, whilst a minority of 13% used specific websites.
- CBeebies was the clear favourite website amongst 0-4 year olds using the Internet in 2012, with 61% of parents saying it was their child's favourite. YouTube was chosen by 11%, followed by CBBC at 7%, and Disney and Milkshake both at 4%.
- In 2012, 19% of 0-4 year old children used a mobile phone at least on occasion.
- 15% of 0-4 year olds in 2012 used apps at all, either on smart phones or tablet computers.

- Amongst 0-4 year olds using apps in 2012, 80% did so mainly on someone else's smart phone, and 7% did so mostly on their own mobile phone. 13% mainly used a tablet computer to use apps (3% mainly used their own, 10% mostly used someone else's).
- The favourite apps amongst app using 0-4s in 2012 tended to be games, with Angry Birds topping the list.

Methodology

CHILDWISE conducted 200 face-to-face street interviews with parents of children aged between 6 months and 4 years old, during May 2012. 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. The Pre-School Report was carried out in 2001, 2009 and 2012, allowing comparisons over time.

Source www.childwise.co.uk

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