

# THE PLAY REPORT 2015



## SAY YES TO PLAY!

We know that play is learning for life. It fuels our development. It makes us more creative, stronger and more active. It teaches us how to work together and care about each other. It sparks curiosity. Play makes the world bigger. For children and grown-ups.

So for us, it makes sense to see how we can find ways to do more of it. It helps to think of play not as toys and games (although those definitely don't hurt!), but as a state of mind. A way of finding the fun in everything you do – especially those normal, everyday activities that are such a big part of our lives at home.

And just think about how much more fun we'd have doing these activities if we just let ourselves play a bit more. Because we think good things can happen if we just say yes to playing more.

That's why at IKEA, play is pretty serious business. So serious, in fact, that we conducted the world's largest research study on the subject. We interviewed almost 30,000 parents and children in 12 countries to learn more about play and how people spend their time together all around the world. This work has given us lots of insights into family life today, which we've put together here. This study has shown us that part of our job in creating a better everyday life at home must be to inspire and enable people to play more together.

So let's see what we found out!

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## BACKGROUND AND TECHNICAL NOTES

**IKEA has undertaken** a major research-driven project in 2014 across 12 countries to explore the subjects of children's development and play, and young people and parents' perception of family life at home. This is a follow-up to the 2009 Play Report which interviewed 7,833 parents of 0-12 year olds and 3,101 children aged 7-12. Carried out in 25 countries, it became the largest global study ever carried out on play, parenting and life at home. Panel provider Research Now carried out the internet based fieldwork in both 2009 and 2014.

**The 2009 study** has been repeated and extended in 2014 to include young people aged 13-18 and parents of 0-16 year olds. Some questions have been repeated to enable a comparison between 2009 (titled '2009 Global Index') and 2014 (titled '2014 Global Index') data. Other questions, particularly those exploring the use of media devices, have been added to provide additional insight into family life. The research in 2014 consists of 16,174 internet-based interviews with parents of 0-16 year olds; 6,235 interviews with children aged 7-12 and 6,790 interviews with young people aged 13-18.

**Family, Kids and Youth** has partnered with IKEA to design the questionnaire, analyse the results and provide an overview of child development and background to parenting, family life and the importance of play. It has partnered with panel provider Research Now to carry out the fieldwork. The countries surveyed in 2014 are: **UK, France, Germany, Italy, Netherlands, Russia, Spain, Sweden, USA, India, China and South Korea.**



**As all interviews** were conducted via the Internet, these survey and report findings only represent the views of parents and children with Internet access (usually at home), sometimes referred to in this report as 'online parents/children'. In emerging economies (e.g. China, Russia, South Korea and India) where Internet access may not be as widespread across all regions, the views of lower income, rural, less technically literate and other parents may be underrepresented.

**Data are weighted** to ensure all countries have the same relative influence on the Global Index (ie 8.33% per country) and also to ensure there is an even balance of mothers and fathers represented within each country (ie 50% Mothers and 50% Fathers).

## RESEARCH OBJECTIVES

**The overall objective** of this research was to explore what has changed to life at home since the 2009 Play Report in terms of play and family life spent together.

In particular it sought to establish:

- Whether the view of play and the nature of play has changed amongst children and parents
- Whether children are playing less or more, and the nature of this play
- Whether parents are playing less or more with their children
- What the main family activities are that take place at home

**The extent to** which media, and especially digital media, impacts on family life at home

**The main behaviour**, emotions, concerns and benefits experienced by global families towards life at home and spending family time together.

## SAMPLE

	TOTAL
<b>Children 7-12</b>	<b>6235</b>
<b>Young people 13-18</b>	<b>6790</b>
<b>Parents of 0-16</b>	<b>16174</b>

	China	France	Germany	India	Italy	Netherlands
<b>Children 7-12</b>	640	555	540	596	506	517
<b>Young people 13-18</b>	459	500	658	681	790	653
<b>Parents of 0-16</b>	1942	1337	1184	1547	1505	1348
<b>TOTAL</b>	<b>3041</b>	<b>2392</b>	<b>2382</b>	<b>2824</b>	<b>2801</b>	<b>2518</b>

	Russia	South Korea	Spain	Sweden	UK	USA
<b>Children 7-12</b>	532	287	518	518	524	502
<b>Young people 13-18</b>	522	205	727	557	504	534
<b>Parents of 0-16</b>	1548	655	1484	1177	1204	1243
<b>TOTAL</b>	<b>2602</b>	<b>1147</b>	<b>2729</b>	<b>2252</b>	<b>2232</b>	<b>2279</b>



# 1. TIME PRESSURES AND ORGANISATION



Parents want to spend time with their children but the reality is that many do not have the time to do so. Recent research\* carried out by academics in Spain and the UK however points out that parents are actually spending more time with their children compared to the 1970's when many of today's parents were born.

**The nature of** quality time is highlighted in this report. Parents want to spend 'quality time' with their children but more parents are finding it difficult to find time to play with their children compared to 2009, especially in mature markets. Many parents are admitting to feeling 'too stressed to enjoy playing with my children'.

**And parents are** feeling guilty about this. In France, Germany, Netherlands, Spain, UK and the USA there has been an increase in the number of parents agreeing 'I don't feel I have enough time to play with my children'. In India, which was not part of the 2009 research, the figure is the highest at 60%. Even in time rich Netherlands, the figure has risen from a quarter (25%) in 2009 to a third (33%) in 2014.

**On the other** hand over a quarter of the children interviewed feel that their parents organise too many things for them to do outside school, especially in the emerging markets of India, China, South Korea and Russia. And the number of children saying they would like their parents to spend more time playing with them has increased from 38% in 2009 to 47% in 2014.

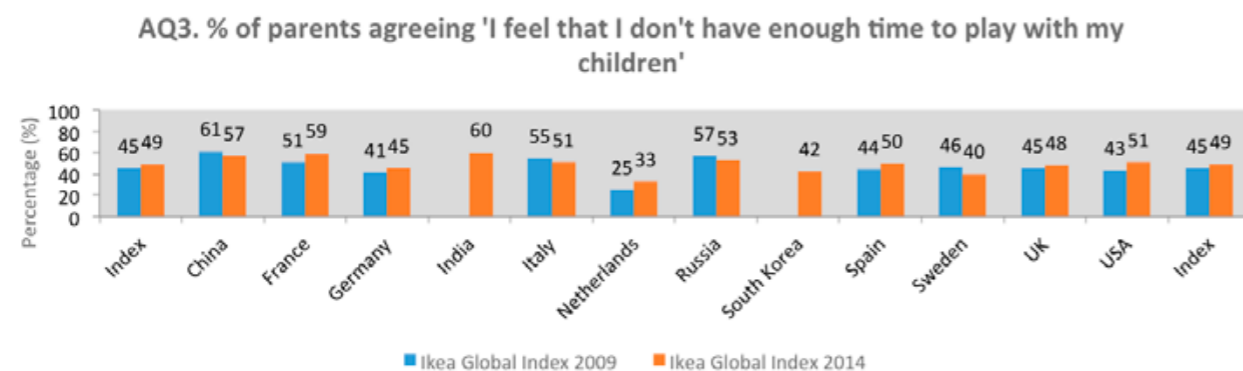
**Importantly, around three-quarters** (73%) of parents and half (49%) of young people would like to have more time to 'chill out' with each other.

\*[www.theguardian.com/lifeandstyle/2014/jun/15/fathers-spend-more-time-with-children-than-in-1970s](http://www.theguardian.com/lifeandstyle/2014/jun/15/fathers-spend-more-time-with-children-than-in-1970s)

**More parents are** finding it difficult to find time to play with their children. As in 2009, many parents feel they struggle to find time to play with their children: Nearly half (49%) of parents agree 'I feel I don't have enough time to play with my children' (16% strongly agree). This is an increase from 2009 when 45% of parents agreed with this.

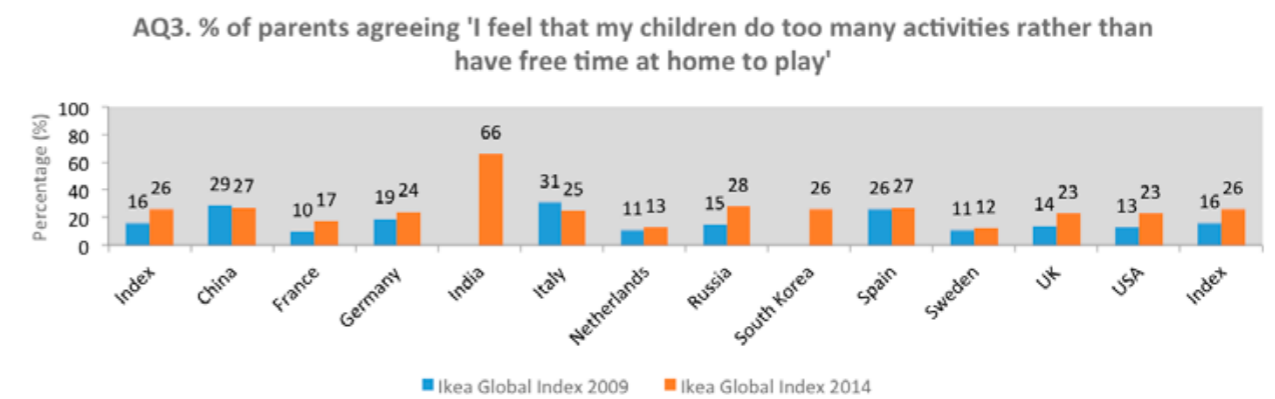
**And more parents** are feeling guilty that they do not spend enough time with their children. The same proportion agree (49% agree, 17% strongly) that 'I often feel guilty that I'm not spending enough time with my children', compared to 45% of parents in 2009.

**Time poor parents** do not have time to play with their children. There are a number of countries which are 'time poor' with higher than average proportions of parents who agree they do not have enough time to play with their children. In 2009, China, Russia, Italy and France were some of the most 'time-poor' countries (of those also surveyed in 2014). In 2014, India (60%), France (59%) and China (57%) are particularly 'time poor'. Russia (53%) also has an above average number of parents who feel they do not have enough time to play with their children. By contrast more 'time-rich' countries include the Netherlands (33%), Sweden (40%), South Korea (42%) and Germany (45%).



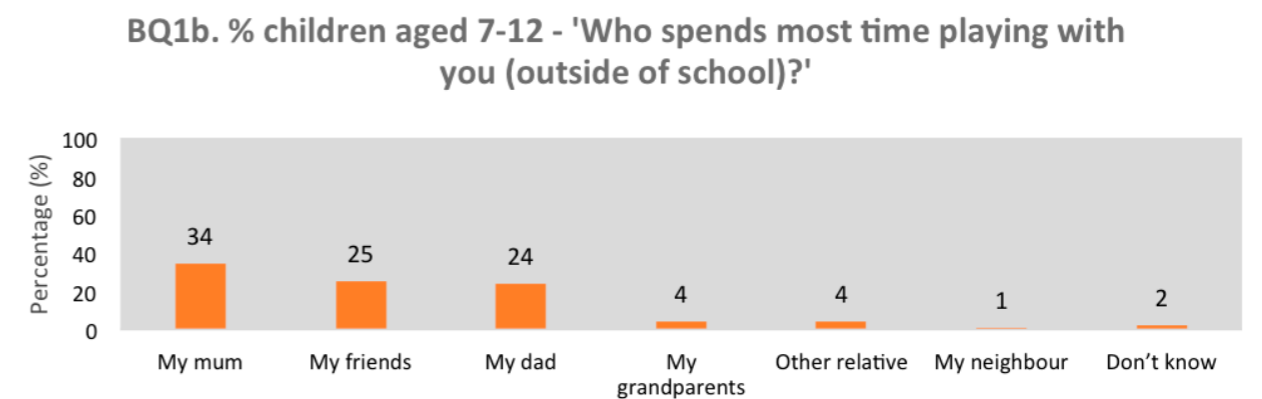
**More children feel** that their parents organise too many things for them to do outside school. Around a quarter of children aged 7-12 (2014 Global Index average 26%) now feel that their parents organise too many things for them to do outside school. This is an increase from 2009 when 16% of 7-12 year olds agreed with this. This is particularly the case for children in India (66%), China (48%), South Korea (41%) and Russia (35%). Children aged 7-12 in France (10%), Italy (11%), the Netherlands (13%), the UK (13%), Sweden (13%), the USA (19%) and Spain (19%) are the least likely to agree that their parents organise too much.

**More parents feel** their children do too many organised activities with little free time at home to play. Around a quarter of parents (26%) agree with the statement 'I feel that my children do too many activities rather than have free time at home to play', an increase from 16% in 2009. 'Time poor' parents from India are most likely to see this as an issue – with two-thirds (66%) agreeing. 'Time-rich' countries of Sweden (12%) and the Netherlands (13%) are the least likely to agree.



**Almost all children** aged 7-18 in the countries surveyed spend most of their time outside school with one or both of their parents (2014 Global Index average for 7-12 year olds=83%, 2014 Global Index average for 13-18 year olds=60%). This is generally consistent across countries, although children and young people in France, Spain, USA and Italy spend more time outside of school with their parents (and China for 13-18 year olds).

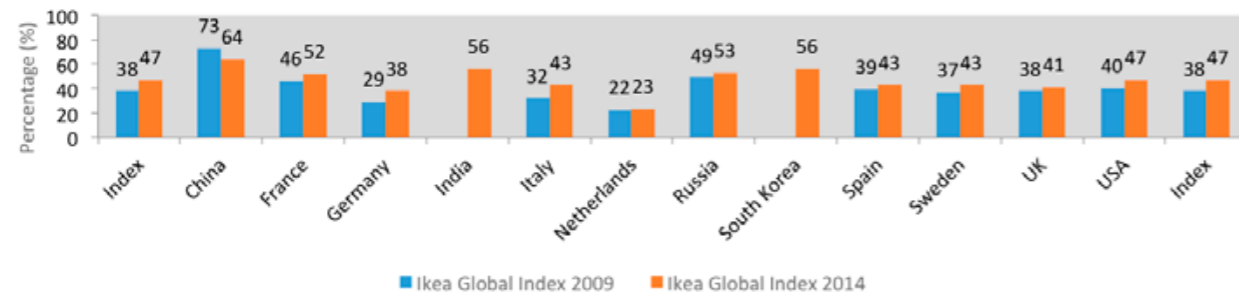
**In terms of** playtime outside of school, 7-12 year old children globally are still most likely to spend this time with their parents (2014 Global Index 58%). Children's friends however also appear prominently in playtime (2014 Global Index=25%). This is particularly the case in Sweden (50%), the Netherlands (40%), Germany (39%) and the UK (28%). Children aged 7-12 in France (9%), South Korea (15%), China (17%) and Italy (17%) report spending the least time playing with their friends outside of school.



**More children aged** 7-12 would like their parents to spend more time playing with them, compared to 2009. In 2009, around two-fifths (38%) agreed that that they would like more playtime with their parents, compared to nearly half (47%) in 2014. This reflects the increase in time pressures on parents and supports parents' views that they would like more time to play with their children. For children in the 'time-poor' countries of China (64%) and India (56%) this is particularly important. South Korean children would like more time playing with their parents (56% agree). A higher than average number of children in Russia (53%) and France (52%) would also like more time to play with their children.



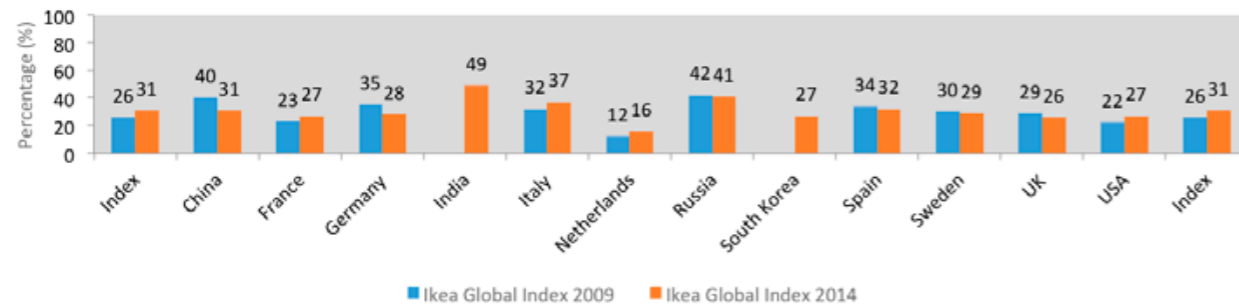
**BQ9. % of children aged 7-12 agreeing 'I would like my mum and dad to spend more time playing with me'**



**Children and young** people are conscious of the time pressures on their parents. Around half (51%) of children aged 7-12 and two-fifths (41%) of young people aged 13-18 agree that 'my parents always seem to be in a rush'. Across both age groups, children in China (69% 7-12; 60% 13-18) and France (66% 7-12; 51% 13-18) are more likely to report feeling that their parents are always in a rush. Agreement is also high amongst 7-12 year olds in India (61%). By contrast, children in the Netherlands (31% 7-12; 20% 13-18); and Germany (32% 7-12; 28% 13-18) are the least affected by this time pressure issue.

**Parental stress continues** to grow, affecting their enjoyment of playing with their children. Around a third (31%) agree that 'when I play with my children I am often too stressed to enjoy it' (8% strongly, 23% slightly). This is an increase from 2009 when 26% agreed (5% strongly) that they were often too stressed to enjoy playing with their children. Parents from the Netherlands are the least likely to be too stressed to enjoy play with their children; only 16% agree with the statement, compared to 12% in 2009.

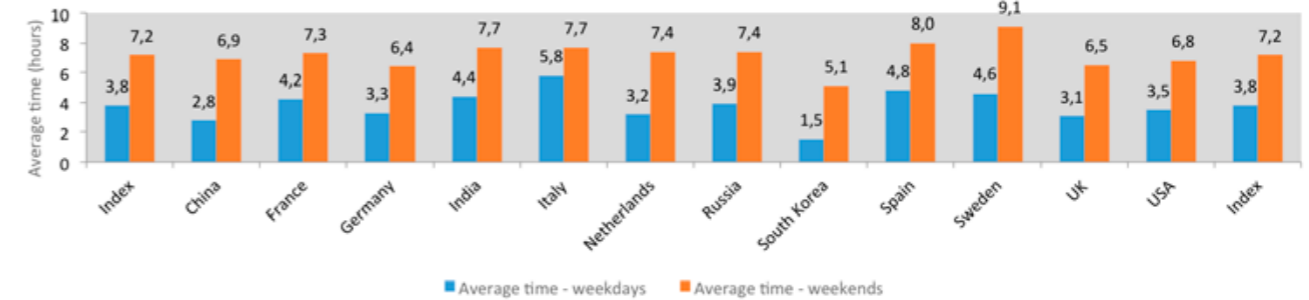
**AQ9. % of parents agreeing 'When I play with my children I am often too stressed to enjoy it'**



**Teens want to** spend time with their parents. Young people aged 13-18 are spending on average 3.8 hours (per day) with their parents during the week and 7.2 hours (per day) at the weekend. South Korean young people spend the least time with their parents during the week and at weekend; 1.5 hours on average a day during the week and 5.1 hours a day at the weekend. Chinese young people also spend a below average amount of time with their parents during the week

(2.8 hours per day), although this increases to closer to the global average at the weekend (6.9 hours per day). Countries where young people report spending above the global average amount of time with their parents during the week and at weekends include France, Russia, Spain, Italy, Sweden and India.

**CQ1a/b. % of young people aged 13-18 - 'On average, how much time in the daytime are you able to spend with your parents each day in the week/at the weekends (not including night time)?'**



**Parents and young** people (aged 13-18) would value having more time to chill out with each other. Nearly three-quarters (73%) of parents agree (17% strongly) with the statement 'I would like to have more time to just chill out with my children' (compared to 71% in 2009). Overall, this is less important to young people aged 13-18 with around half (49%) agreeing 'I would like to have more time to chill out with my family'. However, there are wide variations from country to country. Young people in China (80%), India (77%) and Russia (55%) are the most likely to want to spend more time chilling out with their families. Young people in Sweden (23%) and the Netherlands (27%) are the least likely to agree.





## 2. SAFETY, CONCERN AND RISK AVERSION



Being a parent appears to prompt anxiety. Only 6% of parents interviewed said they had no concerns about their child. While child abduction by a stranger is extremely rare (most child abductions are carried out by a family member), the fear such an event instils in parents and the wide-spread media coverage it receives makes many parents understandably apprehensive about allowing their child to be outside unsupervised. Such fear is highest in India, Italy, the UK and France. Fear of road accidents is also high.

**This report shows** however that while fear about child abduction and road traffic has slightly decreased since 2009, parental fear about their child being bullied has risen. This may be because more children report bullying, or it may be because the ubiquitous use of digital media has created more opportunities for bullying behaviour to occur.

**However, parents are** aware of the nature of their concerns with over half of the parents interviewed agreeing with the statement 'I think as a society we have now become too over-protective of our children.' This is reflected in parents' memories of play when they were a child (Chapter 4).

**Safety concerns continue** to directly affect children's play. Anxiety about allowing children to play out with their friends has increased. And around a fifth of 7-12 year olds globally are not allowed to play outside their own,

**It is worth noting** that here is strong academic evidence\* to show that children who are allowed to take some risks are likely to become more resilient and therefore better able to cope when difficulties arise in their lives at a later age.

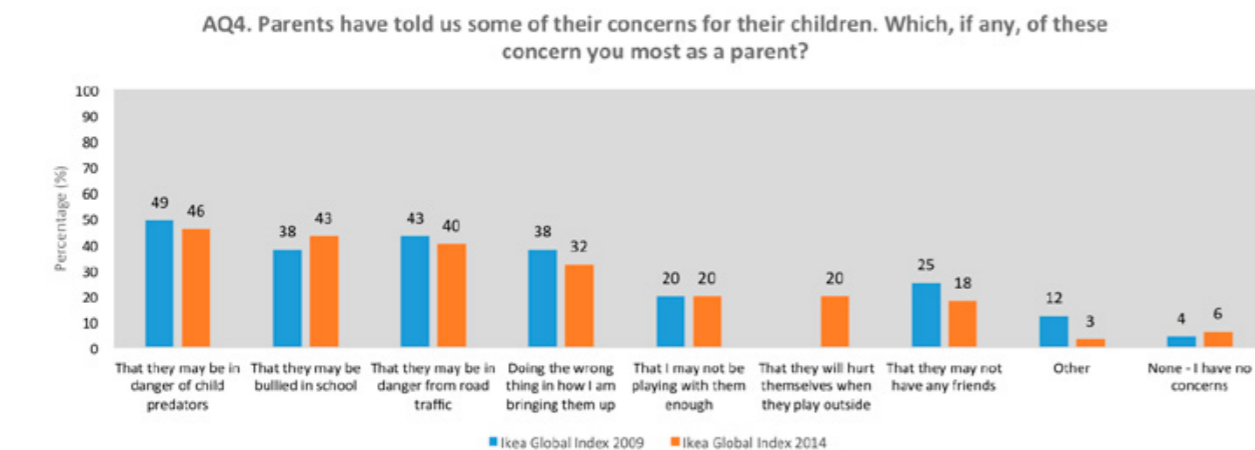
\*<http://ann.sagepub.com/content/591/1/146.short>

**The 2009 Play** report highlighted that today's parents are increasingly concerned about protecting their children from unwelcome external factors. Ikea Index data in 2009 showed that on average across all countries surveyed 'stranger danger', danger from road traffic, lack of confidence in their own parenting skills and bullying at school worried more than a third of parents.

**While parental concern** about child predators remains consistent, concern about their child being bullied in school increases. In 2014 parental concerns remain fairly consistent with views from 2009, although parents appear more concerned about their child/ren being bullied at school (43% in 2014 vs. 38% in 2009). Concerns about child predators and danger from road traffic remain consistent with the 2009 findings (46% in 2014 vs. 49% in 2009). There has however been a decrease in the number of parents who are concerned that they are doing the wrong thing in the way they are bringing up their children (38% in 2009 vs. 32% in 2014) and also those parents who are concerned that their children may not have any friends (25% in 2009 vs. 18% in 2014).

**Concerns about child** predators are highest in Spain (60%), France (58%), Germany (56%), Italy (53%) and Russia (52%). The least concern about child predators are amongst parents in Sweden (31%), China (33%) and the Netherlands (33%). Bullying is mostly a concern for parents in Spain (60%), Italy (57%) and France (50%). Parents from Russia (59%) and the Netherlands (51%) are the most concerned about danger from road traffic.

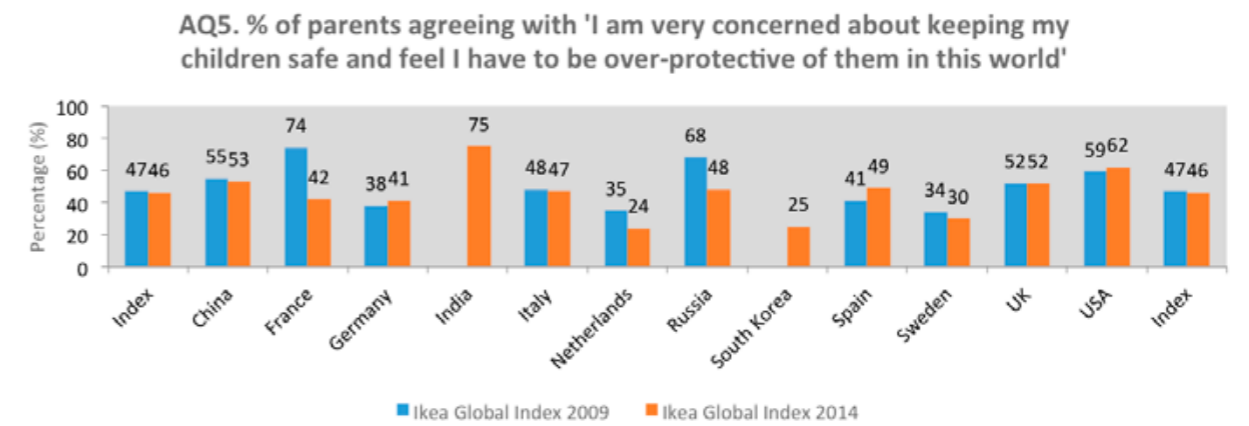
**Interestingly, concern about** not bringing up their children the right way is much more prominent amongst parents in South Korea (60%) than any other country. Parents in Italy (49%) and China (40%) also have above average concerns about this.



**Parents are more** worried about children being over-protected and the effect of this compared to 2009. Whereas in 2009, almost half (46%) of parents interviewed agreed that 'I think as a society we have now become too over-protective of our children' in 2014 this proportion has increased to 53%.

**Increased concern about** society becoming 'too over-protective' continues to effect parental behaviour. Nearly half of parents still feel that overprotectiveness is necessary with 46% agreeing that 'I am very concerned about keeping my children safe and feel I have to be over-protective of them in this world' (compared to 47% in 2009).

**Levels of agreement** about the need for parental over-protectiveness are highest in India (75%) and the USA (62%) and are above average in China (53%) and the UK (52%). Parents in the Netherlands (24%), South Korea (25%), Sweden (30%), Germany (41%) and France (42%) have below average concerns however.

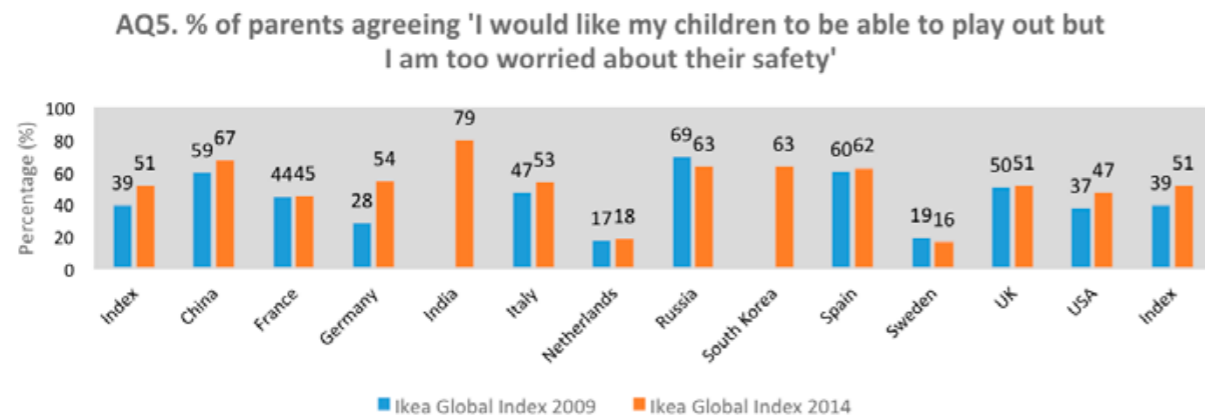


**Safety concerns continue** to directly affect children's play. In 2009, two in five parents (39%) agreed that they would like their children to be able to play outside but they were too worried about their safety. In 2014 this concern has increased to around half (51%) of parents agreeing (17% strongly) with the statement 'I would like my children to be able to play outside but I am too worried about their safety'. Levels of agreement are highest in India (79%), China (67%), Russia (63%), South Korea (63%) and Spain (62%). By contrast, levels of agreement are lowest in Sweden (16%) and the Netherlands (18%) and below average in France (45%) and the USA (47%).

**Anxiety about allowing** children to play out with their friends has increased. Children's play and interaction with their friends is influenced by their parent's concerns about strangers. 39% of parents agree 'I am fearful of strangers and this stops me letting my children go out to play/hang out with their friends', an increase from 30% in 2009. Concerns about strangers are much more evident in India (68%), Italy (55%), the UK (54%), France (50%) and Spain (47%). Parents in the Netherlands (13%), Germany (22%), Sweden (24%) and China (27%) are the least concerned about strangers.

**Around a fifth** of 7-12 year olds globally are not allowed to play outside their own, an increase from 2009. This is likely to be due to heightened parental concerns about safety discussed above. Over a fifth (22%) of 7-12 year olds surveyed state that they are not allowed to play outside on their own (compared to 18% in 2009).

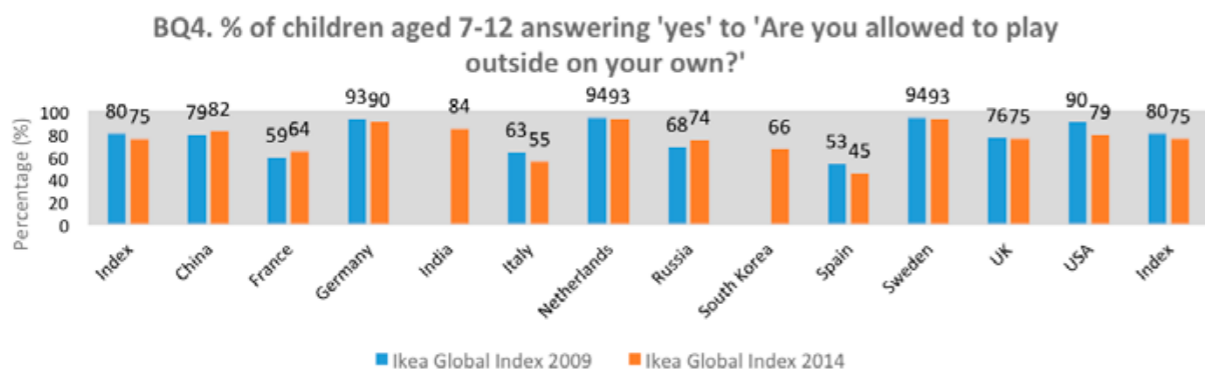




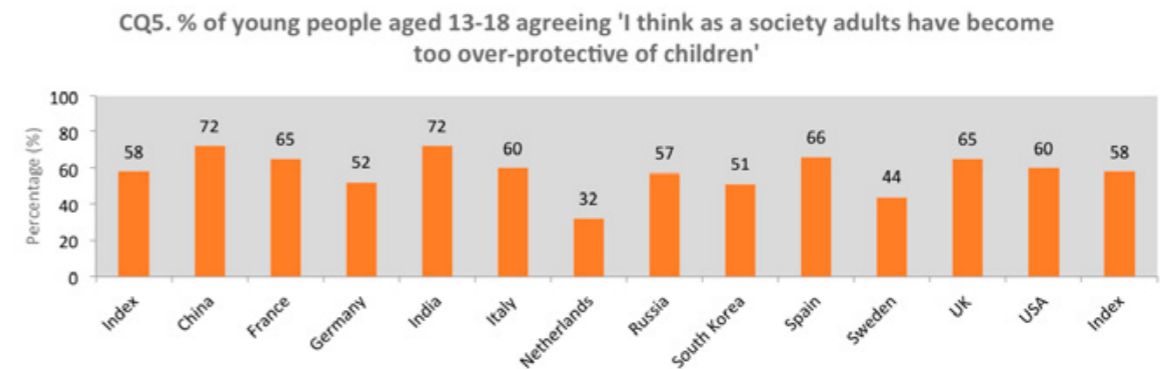
**There are considerable** differences across the countries surveyed. 7-12 year olds in Spain (45%), Italy (55%), France (64%) and South Korea (66%) are the most likely to not be allowed to play outside on their own. Whereas nearly all children aged 7-12 from Sweden (93%), the Netherlands (93%) and Germany (90%) reported being allowed to play outside.

**There seems to** be a link between children who are not allowed to play outside on their own and their feelings of safety about doing so. Nearly a fifth (18%) of 7-12 year olds across the countries surveyed do not feel it is safe to play outside on their own. Children in South Korea (54%), Italy (31%) and Russia (30%) are the most likely to report that they do not feel it is safe to play outside on their own. These are all countries where the occurrence of independent outside play is lower. The exception to this is Spain, where although only 45% are allowed to play outside on their own, only 13% do not feel it is safe to do so.

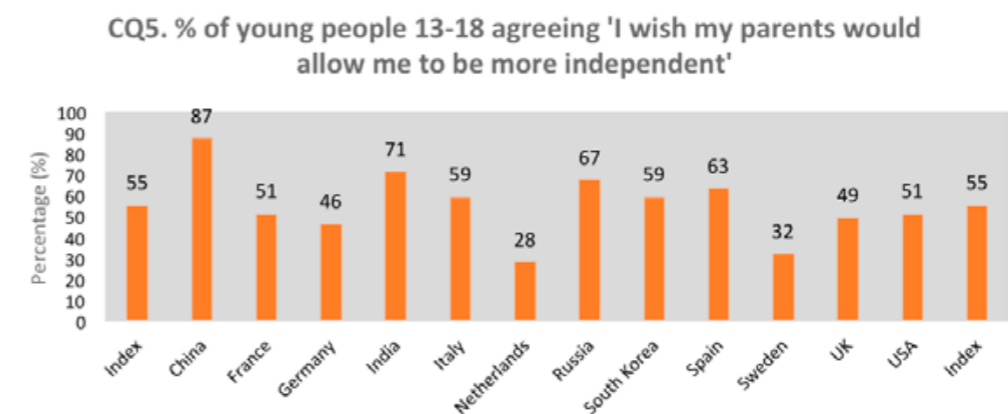
**Children and young** people are very aware of the safety concerns of their parents and the impact this has on their lives. Nearly half (45%) of 7-12 year olds and over a third (37%) of 13-18 year olds agree 'my parents worry about my safety and this stops them letting me go out to meet my friends'. Furthermore, 73% of 7-12 year olds agree 'my parents are very concerned about keeping me safe' and 51% of 13-18 year olds agree that 'my parents are very concerned about keeping me safe and I feel they are over protective towards me'.



**The majority of young** people are concerned about the level of over protectiveness shown by adults. Across the countries surveyed 58% of 13-18 year olds agree that 'as a society adults have become too over-protective of children'. Young people from China (72%), India (72%), Spain (66%), France (65%) and the UK (65%) are most likely to report feeling like this. 13-18 year olds from the Netherlands (32%) and Sweden (44%) are the least likely to feel society has become too over-protective of children. These views are a reflection of lower levels of concern amongst parents in these countries about the need for them to be over-protective and minimal worries about them being able to play outside safely.



**Over half of** young people aged 13-18 year olds agree for greater independence from their parents. 55% agree with the statement 'I wish my parents would allow me to be more independent'. Striving for greater independence is particularly high amongst young people aged 13-18 in China (87%), India (71%), Russia (67%) and Spain (63%). Younger children (aged 7-12) are similarly keen to have a greater level of independence (56% agreed).



**Conversely, over half** of 7-12 and 13-18 year olds feel they are given enough freedom. 52% of 7-12 year olds and 59% of 13-18% agreed with the statement 'my parents are quite relaxed and allow me to do what I want'.

### 3. FAMILY TIME TOGETHER



Family life at home emerges as very important to both parents and young people aged 13-18. Over seven out of ten parents and six out of ten young people agree with the statement 'my home should be a place for fun and play'.

**Meal times signify** the importance of family time together at home, with four out of ten parents saying they 'always eat together as a family'. This is particularly high in the Netherlands, with six out of ten parents agreeing with this statement.

**It is worth** noting that in the 2013 UNICEF report on Child Wellbeing in Rich Countries\*, the Netherlands is rated the highest overall for children's wellbeing, followed by the four Nordic countries, Finland, Iceland, Norway and Sweden.

**Overall however, eight** out of ten parents in all countries say they 'regularly eat together at the table, as a family'.

**Watching TV is** the most common family activity, with eight out of ten parents saying they do this, and nearly all families, nine out of ten, say they use media devices together as a family. These include using games consoles, surfing the internet and playing computer games.

**Family activity is** not entirely sedentary however. Overall, over a third of parents say 'they regularly play sport together as a family', and four out of ten families regularly go hiking together.

**Many parents say** they would like to encourage more outdoor activities as a family. Over half say they would like to go hiking outside as a family and over four in ten say they would like to play sport.

**Younger children agree,** with nearly four in ten 7-12 year olds say they would like to go hiking outside and play sport as a family, second only to watching TV.

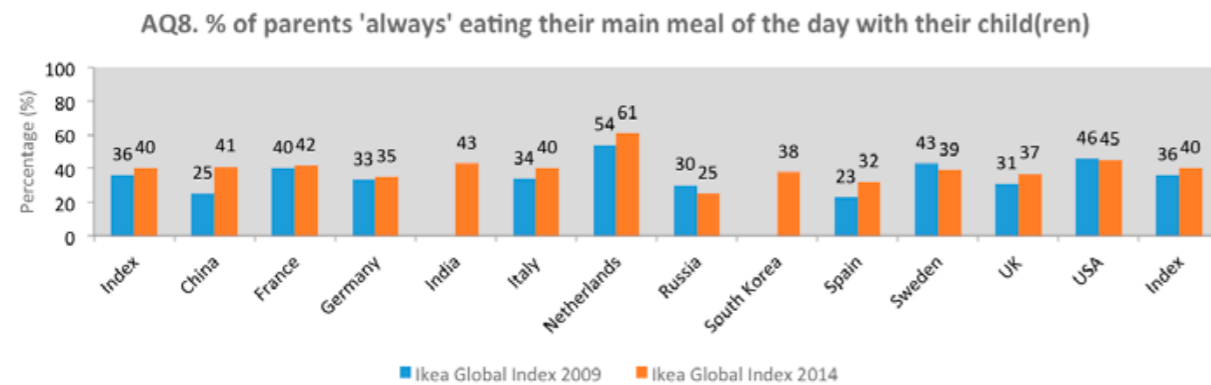
**Young people aged 13-18** however are most likely to want to do other activities as a family, with nearly four in ten say they would like to eat together, talk face to face and watch TV.

**Most families do** make time to regularly talk to each in person. Seven out of ten parents say they regularly talk together face to face as a family, although around four in ten parents and young people aged 13-18 would like to talk face to face as a family more.

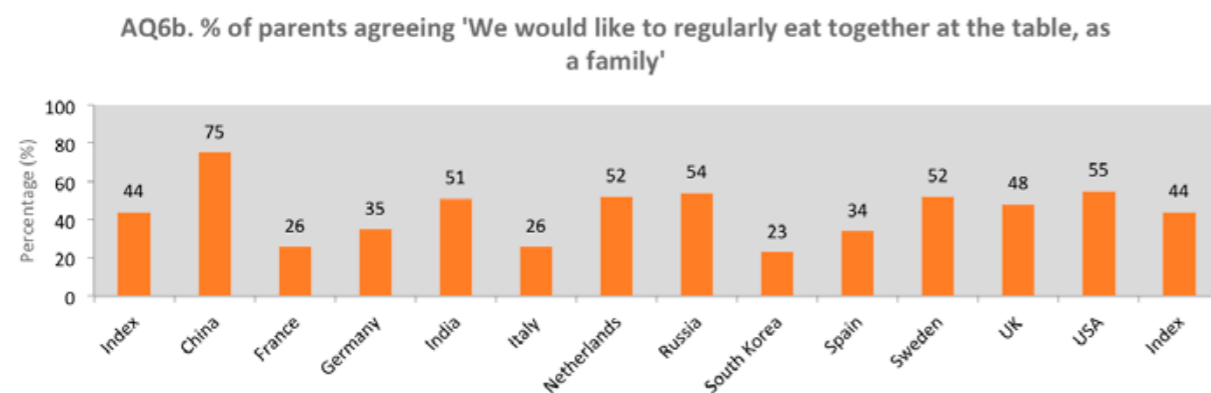
\*<https://www.unicef.org.uk/Images/Campaigns/Report%20card%20briefing2b.pdf>



**Families 'always' eating** their main meals together has increased. Whilst there has been little overall change in the proportion of parents who say they eat their main meal of their day with their children at least most days of the week (75% in 2009 vs 73% in 2014), the proportion of parents who say they 'always' eat their main meal with their children is higher in 2014 as compared to 2009 (2014 40%, 2009 36%). Parents in the Netherlands eat their main meal with their children the most regularly (61% 'always', 27% 'most days'). By contrast, parents in Russia, Spain and South Korea are the least likely to say they eat their main meal with their children 'always' (Russia 25%, Spain 32%, South Korea 38%) or 'most days' (Russia 42%, Spain 23%, South Korea 23%).

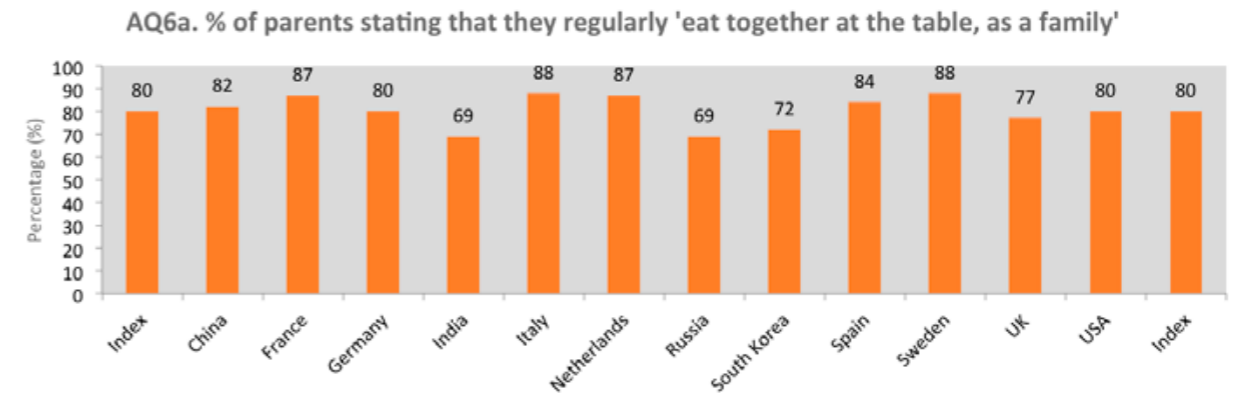


**Parents in China,** the USA, Russia, the Netherlands, Sweden, India and the UK, would like to eat together more as a family. Three quarters (75%) of parents in China and over half of parents in the USA (55%), Russia (54%), the Netherlands (52%), Sweden (52%), India (51%) and the UK (48%) said they would like to eat together more as a family.



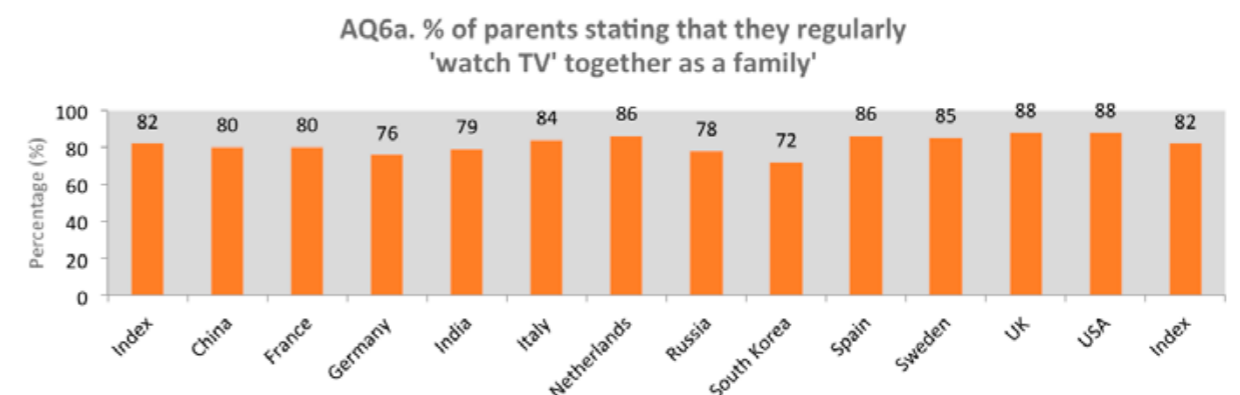
**Meal times continue** to be an important part of family life. The 2014 Global Index average shows that despite the time pressures many parents face, the majority do make time to eat their main meal of the day with their children regularly. Overall, four out of five parents say they regularly eat together at the table as a family (80%) and eating together is the top activity that families

do regularly together in Sweden (88%), Italy (88%), the Netherlands (87%), France (87%), China (82%), Germany (80%), and South Korea (72%).

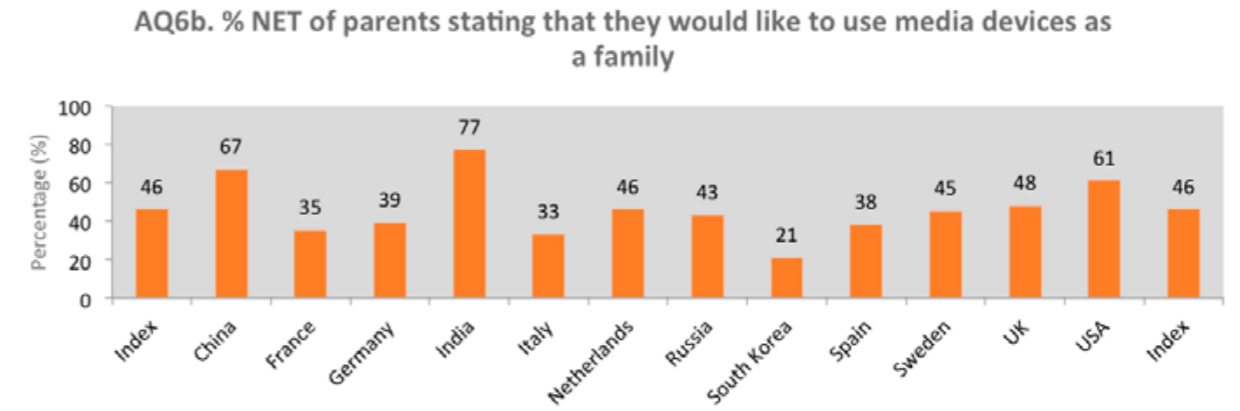
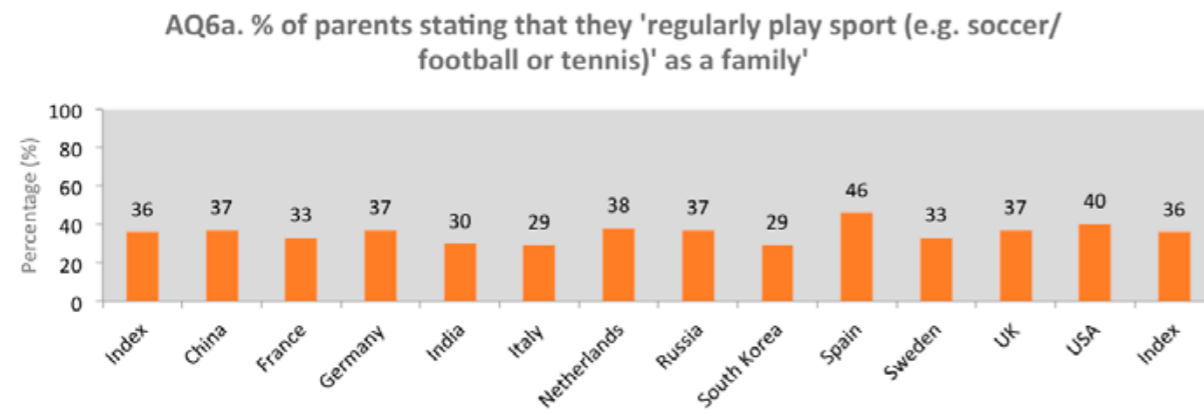
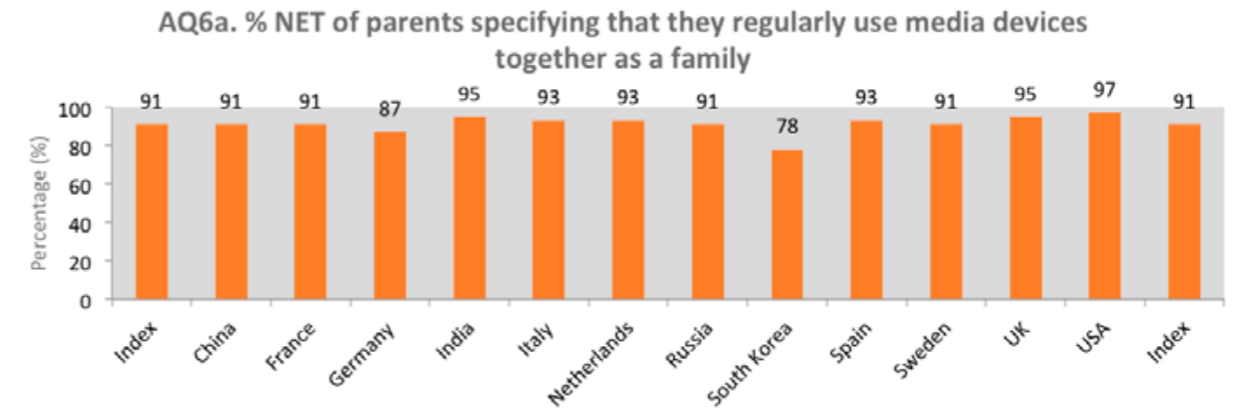
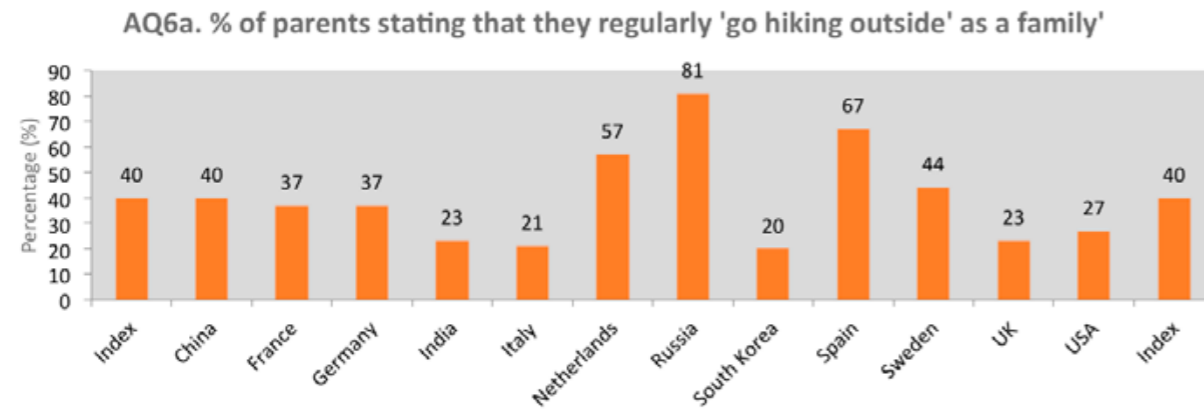


**Family life involves** parents and children regularly doing various activities together as a family. This indicates that although time is precious for families and the time families can spend together differs across countries, time they do spend together involves a number of different activities.

**Watching TV is** the most common family activity (82%), particularly in the UK (88%), the USA (88%), Spain (86%) and the Netherlands (86%). Almost half (48%) of parents report regularly playing board/card games and 18% listen to the radio together.



**Parents spend time** doing physical activities with their children. Two in five online families regularly go hiking together (40%) and just over a third (36%) play sports together. Hiking is particularly popular in Russia; 81% of parents in Russia said they go hiking outside regularly as a family, making it the most common family pastime there. Hiking is also fairly popular in Spain (67%) and the Netherlands (57%). By contrast, just one in five of parents in South Korea (20%) and Italy (21%) go hiking as a family regularly and the figure is also low in the UK (23%) and India (23%). The level of engagement in sports as a family also varies between countries; it is most popular in Spain (46%) and the USA (40%) and least popular in South Korea (29%), Italy (29%) and India (30%).

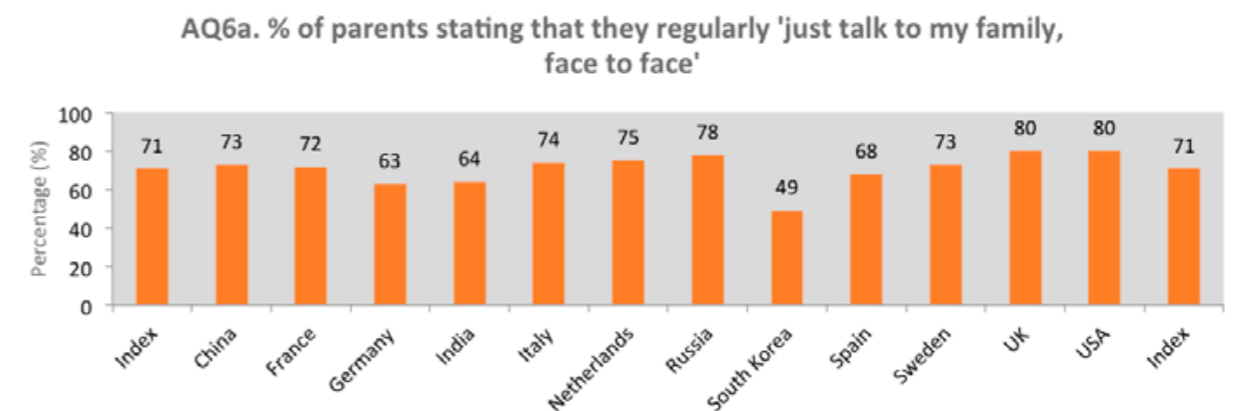


**Many parents say** they would like to be engaging in more outdoor activities as a family. The 2014 Global Index average shows that 52% of online parents would like to go hiking outside as a family and 44% would like to play sport. This desire to engage in physical activities/sport as a family is greatest in South Korea where parents are currently not engaging in these activities with their families (40% currently do together as a family versus 82% would like to do together as a family). By contrast, in Russia parents would also like to do more physical activities/sport together as a family, but here, the majority are already doing so (85% currently do together as a family versus 80% would like to do together as a family).

**Younger children would** also like to be engaging in outdoors activities as a family. 38% of 7-12 year olds would like to go hiking outside and 38% would like to play sport as a family, second only to watching TV (42%). By contrast, 13-18 year olds are most likely to want to do other activities as a family, such as eat together (39%), talk face to face (38%) and watch TV (38%). They are less likely than 7-12 year olds to want to do more physical activities with their families (33% hiking, 30% play sports).

**Families are regularly** using media devices together. 9 out of 10 parents report regularly using media devices as a family. Playing games such as Wii/Playstation/Xbox (29%), Surfing the Internet (28%) and playing games on a PC/laptop (26%) are the most commonly mentioned. 22% play games on a Tablet and 18% on a Smartphone. Just 14% of parents say they use social media together, confirming that social media is more of an individual activity, rather than a shared family activity.

**Most families do** make time to regularly talk to each other face to face. 71% of parents say they regularly talk face to face with their families; children also recognise this, although to a lesser degree (7-12 year olds 57%, 13-18 year olds 65%). Making time to talk regularly is most common amongst parents in the UK (80%) and the USA (80%), closely followed by Russia (78%). Parents in South Korea are the least likely to mention talking face to face as a family regularly (49%) and are also amongst the least likely to want to do so in the future (30%) perhaps reflecting cultural differences.

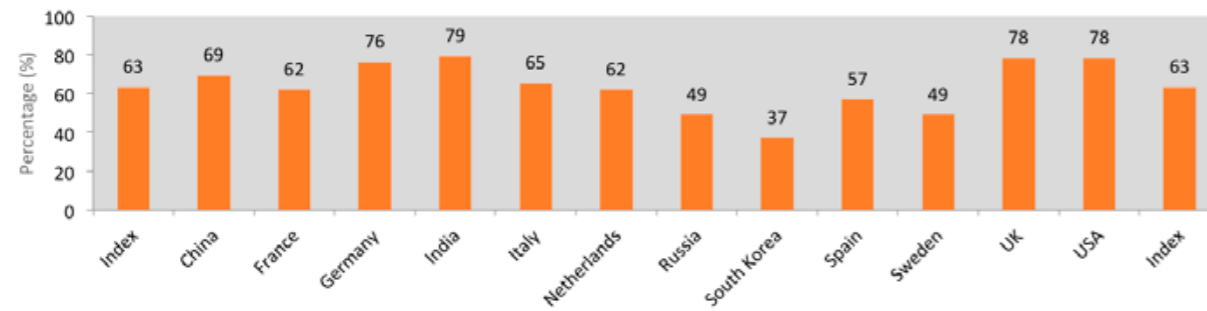




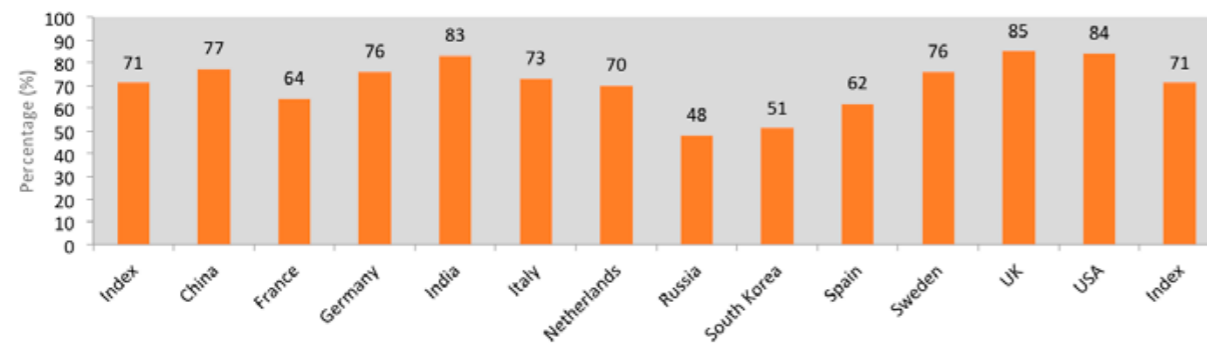
**Around two in five** parents and older children would like to talk face to face as a family more. 44% of parents and 39% of 13-18 year olds would like to talk their family face to face. 7-12 year olds are less likely to have this desire, with just 31% mentioning they would like to talk face to face as a family. This may be due to many of this age group reporting talking to their family regularly already (57%).

**Overall, both parents** and young people feel that fun and play have an important role in family life. 7 out of 10 parents (71%) and over 3 out of 5 (63%) 13-18 year olds agree with the statement 'My home should be a place for fun and play'. This is particularly important to both parents and young people in the UK, the USA, India and Germany. Parents and young people in Russia and South Korea and are the least likely to agree with the need for their home to be a place for fun and play, alongside Swedish young people.

CQ9. % of young people (13-18) agreeing 'my home should be a place for fun and play'



AQ12. % of parents agreeing 'my home should be a place for fun and play'





## 4. ATTITUDES TO PLAY



The importance of play to children's physical, social and cognitive development is well documented\*. Parents recognise this. Nine out of ten parents in the research agree that play is essential to a child's development and that play is essential for their child's wellbeing and happiness.

**There is also** acknowledgment that play is important for adults also, with over half of parents wanting to find their 'inner child' and become playmates with their children. This was especially the case in the emerging markets of China, India and Russia. And six out of ten parents think that 'everyone should spend more time playing and less time working.'

**However, overall a** quarter of all parents admit to sometimes feeling bored when they play games with their children.

**Nearly all parents** agree that play can be educational for children, but six out of ten parents think play is best when it is educational, an increase from under half of parents agreeing in 2009. Again, the emerging markets of China, India and Russia rate play as best when it is educational with over eight in ten agreeing; Sweden and the Netherlands meanwhile are least likely to think this, with under one-third agreeing. However around nine out of ten parents appreciate that play can encourage their child's imagination and creativity.

**Very few children** (6%) feel they are too old to play and, in contrast to many parents' views about play being best when it is educational, around half of children like to be creative and make up their own activities.

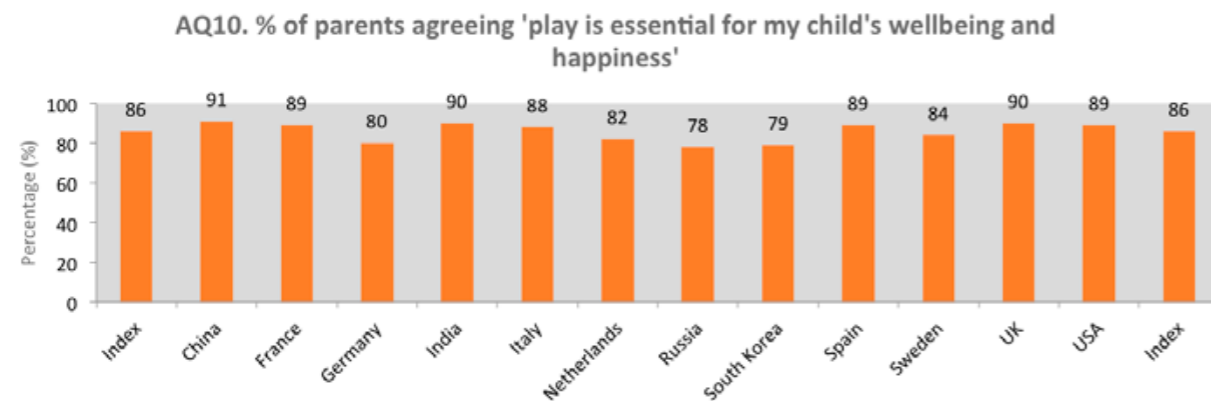
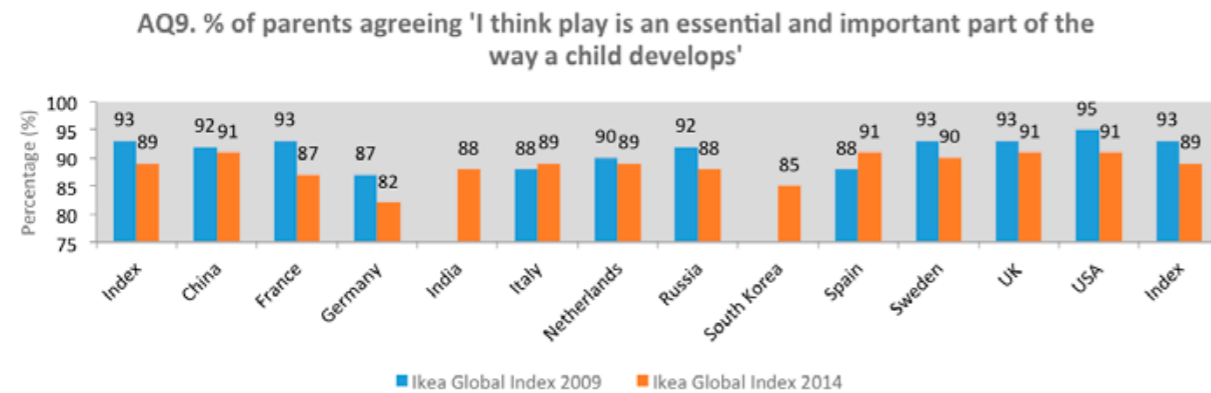
**And play is clearly** therapeutic for children. Nearly half of children aged 7-12 say they 'don't worry about things when I'm playing'. Similarly, nearly six in ten children do not think about what time it is when they are playing.

**The place for** including digital devices in play is recognised by parents and children, with over half of parents and two-fifths of children agreeing that play can include the use of Tablets, smartphones, games consoles and computers.

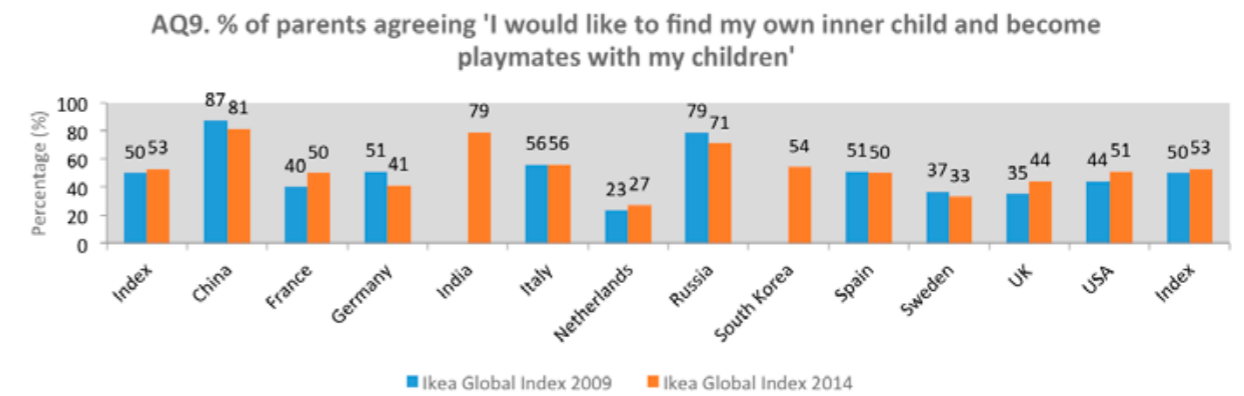
\*[www.legofoundation.com/en-us/research-and-learning/foundation-research/cultures-of-creativity/](http://www.legofoundation.com/en-us/research-and-learning/foundation-research/cultures-of-creativity/)



**Parents universally recognise** play as being essential to a child's development. The 2014 Global Index average shows that 89% agree (59% strongly) with the statement 'I think play is an essential and important part of the way a child develops' (89% of parents of 7-12 year olds and 86% of parents of 13-18 year olds). This is a decrease from the 2009 Play report in which the Global Index Average was 93%. Similarly, in 2014 there is agreement across all countries that 'play is essential for my child's wellbeing and happiness' (2014 Global Index average 86% agree, 49% strongly).

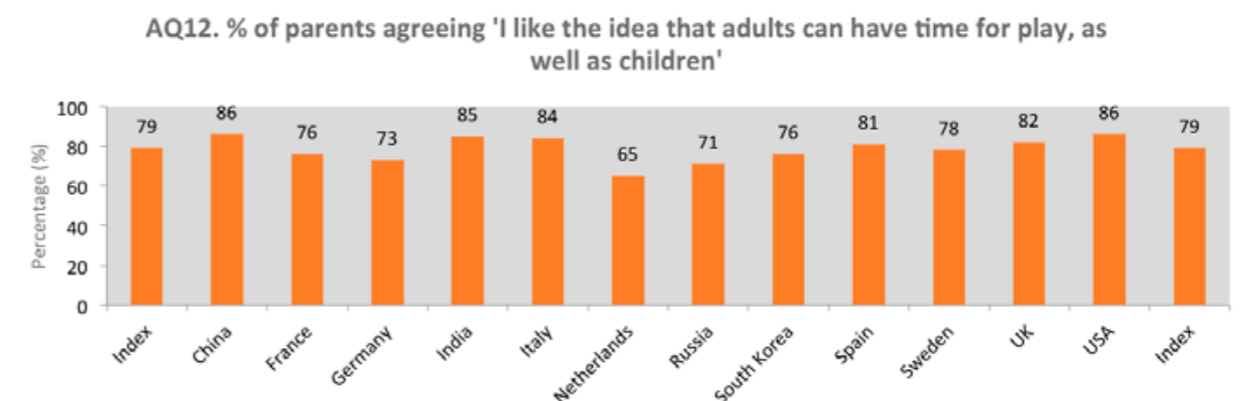
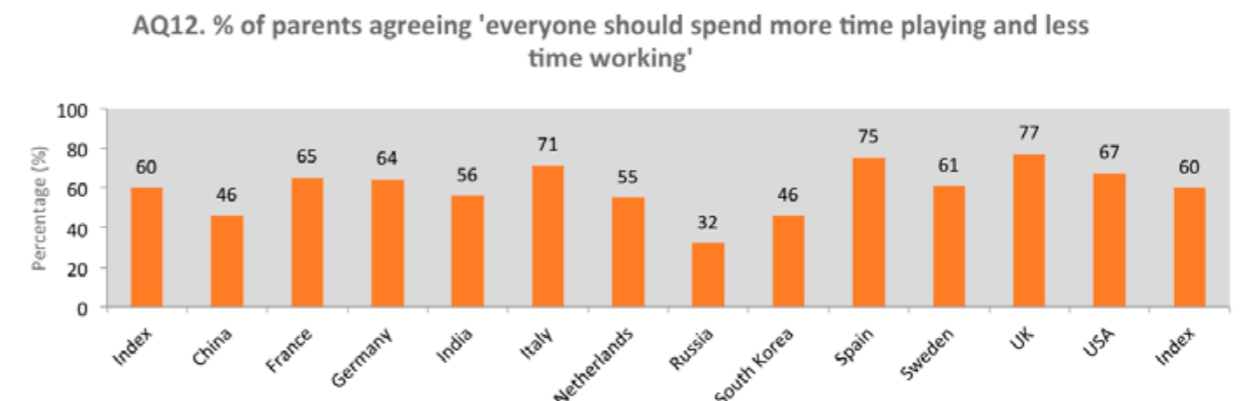


**Time poor parents** wish they could become playmates with their children. The 2014 Global Index average shows that over half (53%) of parents would like to find their inner child and become playmates with their children, compared to 50% in 2009. However, there is great variation in agreement with this statement across countries. Agreement is highest in China (81%), India (79%) and Russia (71%), countries where parents are struggling to find time to play with their children. Agreement is lowest in the Netherlands (27%) and Sweden (33%), perhaps because parents in these countries are more time rich and find it easier to spend time playing with their children already.

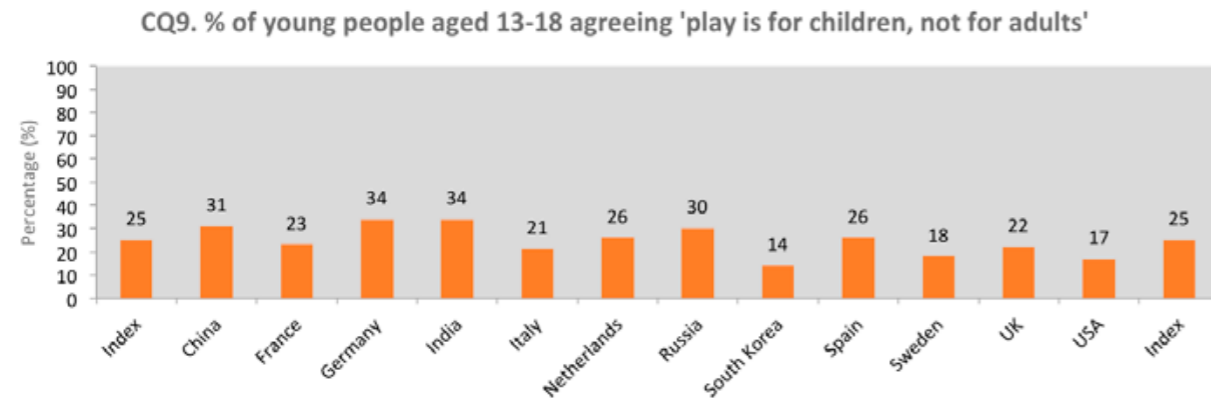


**Many parents view** 'play' as a valuable pastime which adults, as well as children, can benefit from. On average, three in five (60%) agree that 'everyone should spend more time playing and less time working', with agreement highest in the UK (77%), Spain (75%) and Italy (71%).

**Similarly most parents** like the idea that adults can have time for play as well as children (2014 Global Index average 79%), particularly parents in China (86%), the USA (86%), India (85%) and Italy (84%).

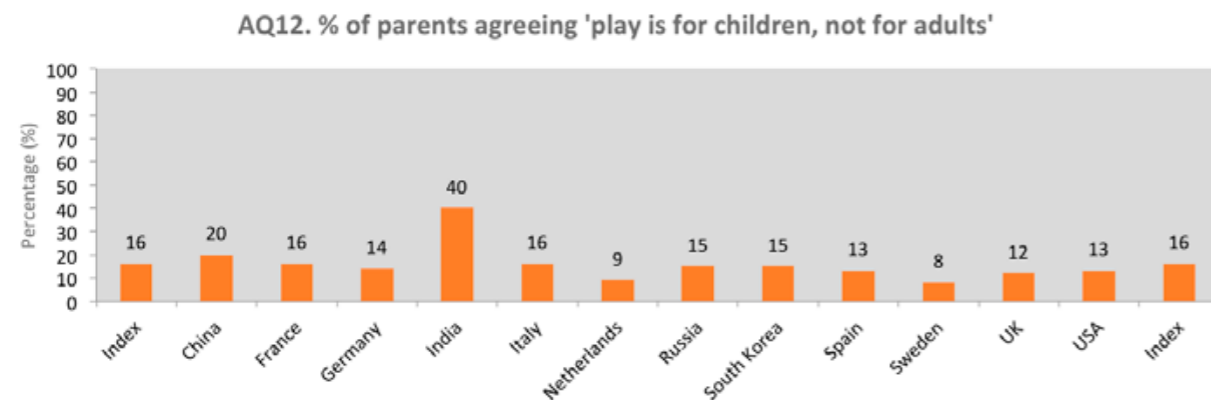


**Most young people** aged 13-18 think play is important for adults also. Just a quarter (25%) of young people aged 13-18 think that 'Play is for children, not for adults', with 45% disagreeing with this statement. Agreement is lowest in South Korea (14%), the USA (17%) and Sweden (18%) and is highest in Germany (34%), India (34%), China (31%) and Russia (30%).

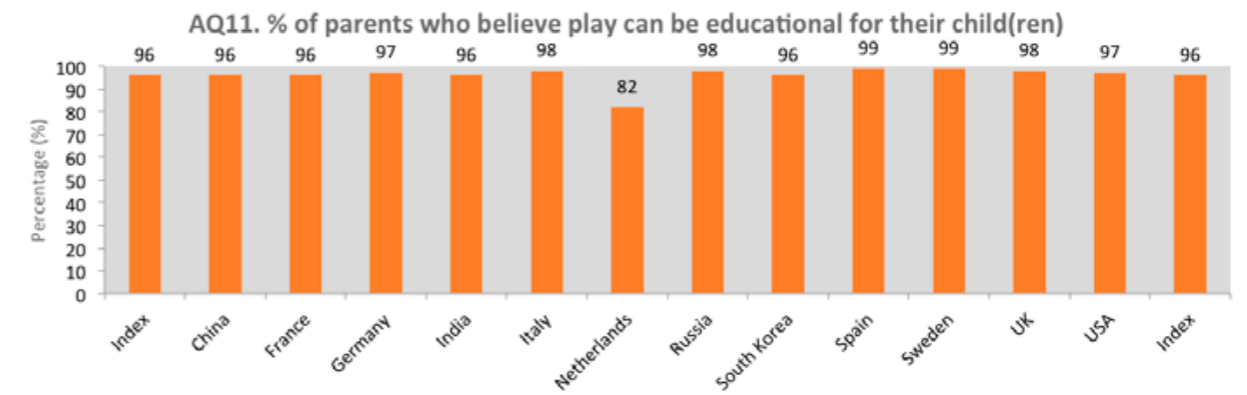


**Some parents admit** to feeling bored playing games with their children. A quarter (26%) agree with the statement 'I get bored easily playing children's games', with parents in India (41%), Sweden (34%) and the USA (32%) being the most likely to agree with this statement.

**Some parents across** the countries surveyed appear to be less supportive of mutual play with parents and children. The 2014 Global Index average shows that a minority of parents think that 'play is for children, not for adults' (2014 Global Index average 16%). Parents in India (40%) and China (20%) are more likely than all other countries to feel this way which may be because of cultural differences.

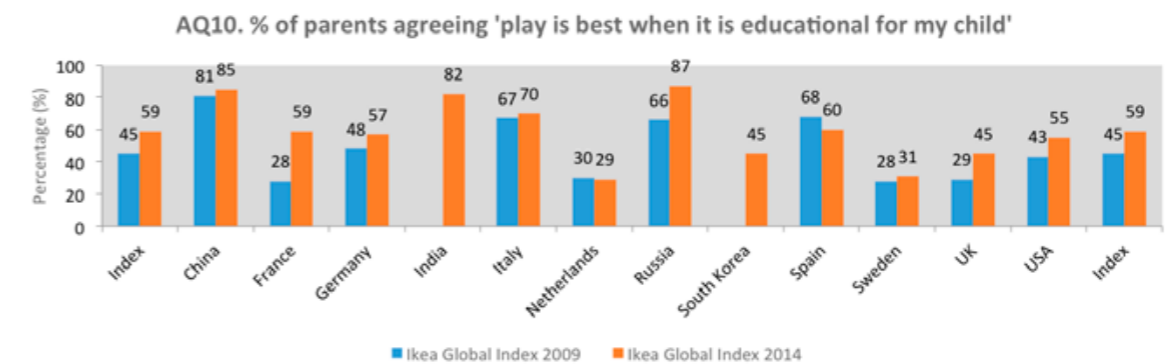


**The educational value** of play is universally clear to parents. The 2014 Global Index average shows that almost all parents (96%) believe play can be educational and this belief is held across all countries (although a slight decrease from 99% of parents in 2009). Interestingly, parents in the Netherlands are slightly less sure about the educational value of play; 82% agree and 16% say they 'don't know' if play can be educational for their child/ren.



**Whilst most parents** appreciate that play can be educational, many also see that play does not necessarily have to be educational in order for it to be valuable. Overall, just 33% agree that 'play should always have a purpose', whilst 38% disagree with this statement. However, this is an increase from 2009 when 27% of parents agreed with the statement and 47% disagreed.

**There is an increase** in the number of parents who agree that play is best when it is educational. 59% of parents agree that 'play is best when it is educational for my child', compared to 45% in 2009; whilst 13% disagree with this statement and a further 27% neither agree nor disagree. Attitudes across the different countries vary widely on this measure. Parents in Russia (87%), China (85%) and India (82%) are most likely to agree that play is best when it is educational. Whilst parents in the Netherlands (29%), Sweden (31%), South Korea (45%) and the UK are the least likely to agree.

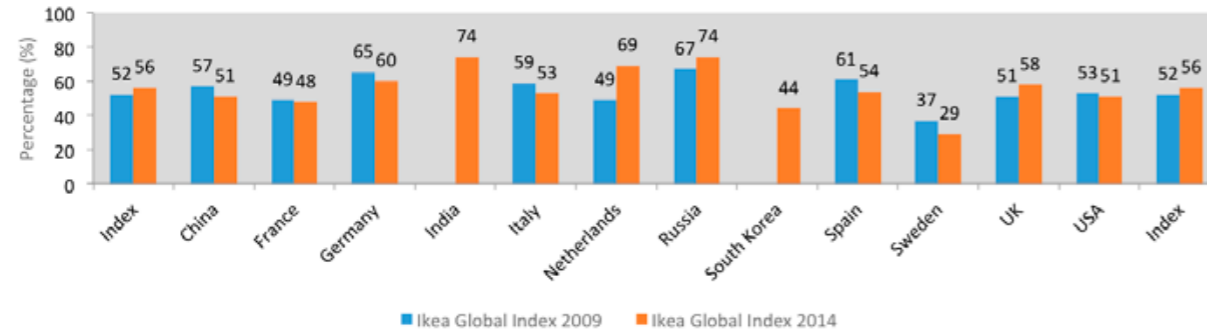


**Parents continue to** appreciate that play can serve different purposes. As well as educational potential, parents clearly see the role of play in fostering their children's creativity and imagination, with almost 9 out of 10 (88%) agreeing with the statement 'play is to encourage my child's imagination and creativity' and a high level of agreement across all countries. This is consistent with the findings from 2009 when 89% agreed with this statement.

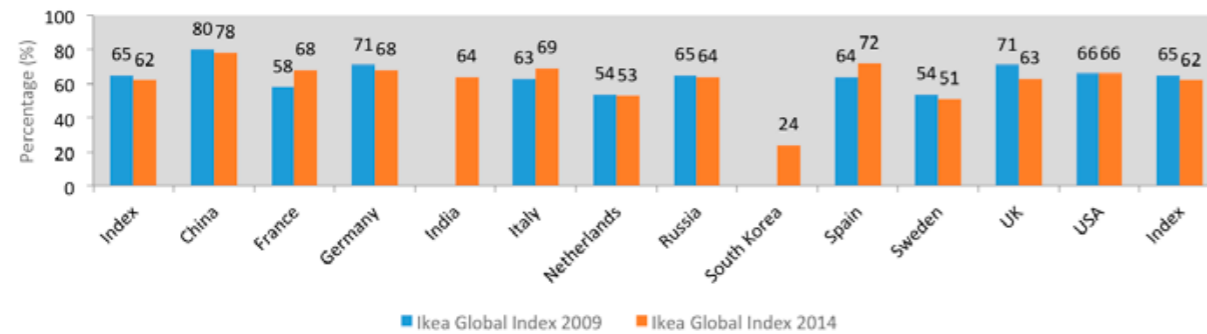
**Parents see that** play can serve simple functions such as passing the time and alleviating boredom. Three in five parents (2014 Global Index average 62%) agree that 'Play is when my child and I lose all sense of time', compared to 65% of parents in 2009. Just over half (2014 Global Index average 56%) agree that 'play is to stop my child getting bored' (compared to 52% who agreed with this statement in 2009).



AQ10. % of parents agreeing 'play is to stop my child getting bored'

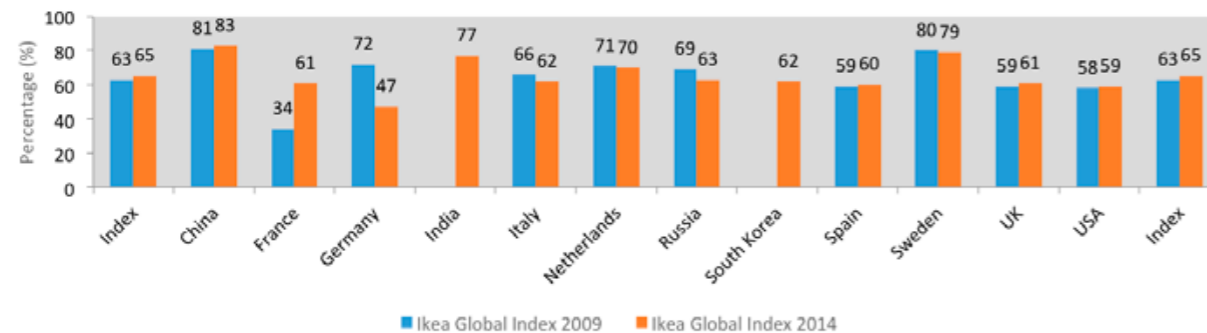


AQ10. % of parents agreeing 'play is when my child and I lose all sense of time'



**Play continues to** be seen by many parents as offering opportunities to role play real life situations. Overall, around two thirds of parents (2014 Global Index average 65%) agree with the statement 'play is a rehearsal for real life' (compared to 63% in 2009) with parents in China (83%), Sweden (79%) and India (77%) being the most likely to believe in the value of play as a rehearsal for real life. Parents in Germany (47%), Spain (60%), the UK and France (both 61%) are the least likely to agree.

AQ10. % of parents agreeing 'play is a rehearsal for real life'



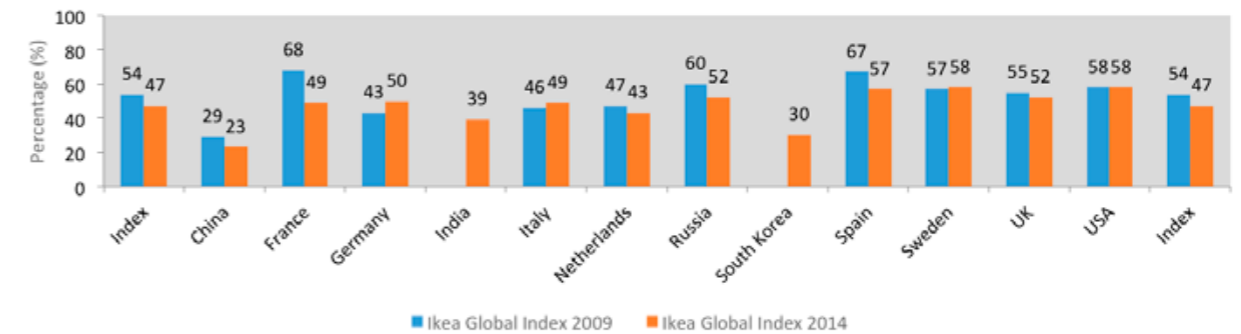
**Children's views of** play do not differ greatly from their parents. They become immersed in play, and it prevents them from thinking about worries, time and stops them from becoming bored. 47% of children aged 7-12 agree with the statement 'I don't worry about things when I'm playing' (compared to 48% in 2009). Just over half (56%) do not think about what time it is when they are playing

(compared to 61% in 2009) and a similar number (57%) stated that playing stops them from getting bored (compared to 65% in 2009).

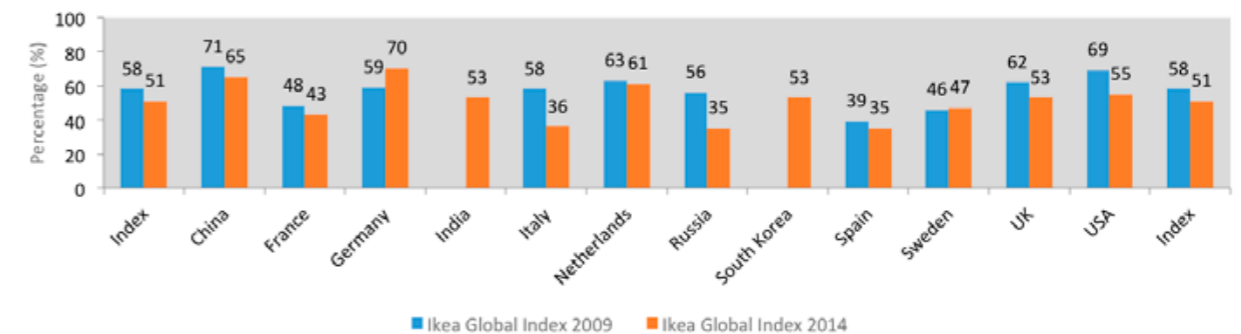
**Very few children** aged 7-12 feel they are too old for play. Just 6% of children overall feel they are too old for play and this figure is low across all countries and is consistent with the 2009 findings. Children in India (13%) and Sweden (11%) are more likely to feel too old to play.

**Preferences for play** indoor versus outdoor play differ considerably across the countries surveyed. Children aged 7-12 in Germany, China, and the Netherlands prefer to spend time playing outside, whereas children in Sweden, the USA, Spain and Russia are more likely to say they like to play inside the house.

BQ9. % of children aged 7-12 agreeing 'I like playing inside the house'



BQ9. % of children aged 7-12 agreeing 'I prefer to spend time playing outside'



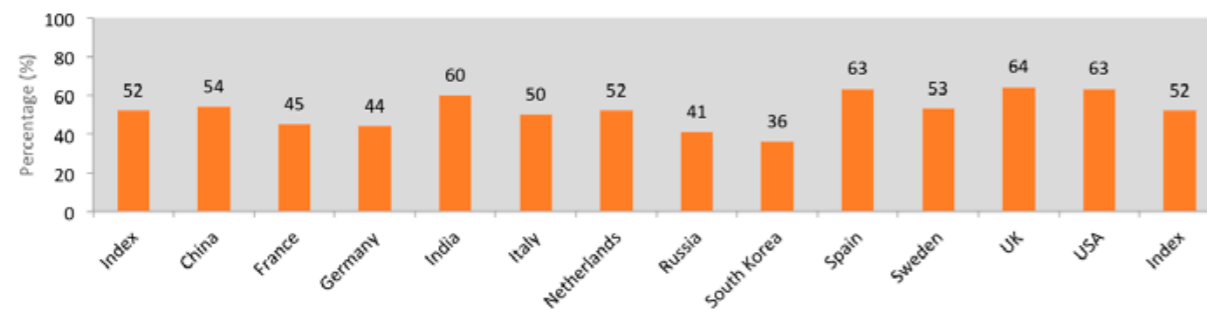
**Just under half** of the children across all the countries surveyed like to be creative with their play and make up their own activities, and they recognise that play helps them with creativity and generating ideas. Overall, 45% of children aged 7-12 agree with the statement 'I like to make up my own activities' (compared to 51% in 2009), particularly in Sweden (55%), USA (54%) and the UK (52%). A similar proportion of children aged 7-12 surveyed (2014 Global Index average 47%) agreed that play helps them with their creativity (compared to 49% in 2009) and children in the USA were particularly likely to agree (57%).

**The place for** digital devices in play is recognised by some parents and children, however for others, the use of these devices is not considered to be 'play'. Overall, around half (52%) of parents agree 'play can include using Tablets,



smartphones or computers', whereas 21% disagree and a further 26% are unsure. However, attitudes to digital devices in play vary across the countries surveyed. Parents in the UK (64%), Spain (63%), the USA (63%) and India (60%) are the most likely to accept the use of digital devices as play, whereas parents in South Korea (36%) and Russia (41%) are the least likely, with France (45%) and Germany (44%) also below average.

AQ10. % of parents agreeing 'play can include using Tablets, smartphones or computers'



**Some children aged 7-12** also associate play with using digital devices; 43% agree with 'I think I can play when I'm using the computer' (compared to 53% in 2009) and 34% agree with 'I think I can play when using my games console' (compared to 42% in 2009). Children's' attitudes to using digital devices in play is most positive in China and the UK and is least positive in Italy and the Netherlands.





# MEMORIES OF HAVING FUN PLAYING

We asked parents: Thinking back to when you were a child, what is your best memory of play as a child? What were you doing and why was it so special?

**'In my childhood I didn't have a TV, and definitely didn't have a tablet pc, I remember I was happiest playing hide and seek with little friends, bean bags, old eagle and small chick game, now I recall, even more is that the friendship when playing with small friends was most precious.'**  
*Mother of girl age 9, China*

**'Always being outside when it was windy and raining and only going home when it got dark... complete and utter freedom!!!'**  
*Mother of girl age 7, Germany*

**'Memory of running around and playing with friends until sunset and then my parents calling for me to come home for dinner and then making my way home...'**  
*Mother of boy age 13, South Korea*

**'I played a lot in the wood that was close to mine. I'd build little dens. I had a blast doing that. I would make things out of nothing.'**  
*Father of boy age 13, France*

# MEMORIES OF HAVING FUN PLAYING

We asked children and young people: We'd now like you to think about a time when you have had great fun playing. This might have been recently, or when you were younger. Please tell us what you were doing, who you were playing with and why it was such fun?

**'To go on holiday with my cousins. We dressed up because my grandmother had a chest full of things which for us was "the treasure chest"**  
*Girl age 13, France*

**'If we are talking about family play, it's all the time. My mom is always making up silly songs and singing them to us. She will play just about anything with me. She takes me places like laser tag and the trampoline park. She comes in too. If we are talking about friends, I like when we go out in my back yard and make up games. Sometimes we are soldiers. Sometimes we make up tricks on the trampoline to see who can do them best'**  
*Boy age 11, US*

**'Not long after starting school I made a friend who had a new up and coming toy I really wanted one when I eventually got one I was really happy and played with my new toy with my new friend. I'm now almost 17 and that friend is still to this day my best friend and we still have the Bionicle toys we loved so much when we were little'**  
*Boy age 16, UK*

**'Having a snowball fight with adults and children after a heavy snowfall. Because the snow was really beautiful and a lot of fun'**  
*Girl age 10, China*

**'My best moments were playing with my older brother, didn't matter what we were playxing it was always a great time'**  
*Boy age 13, US*



## 5 ATTITUDES TO FRIENDS AND FAMILY



The importance of friends and family to a child is well documented\* and has a profound effect on future levels of happiness and resilience.

**To illustrate this**, eight out of ten children would prefer to play with their friends than watch TV (19%) or use the internet (17%), and seven out of ten would prefer to play with their parents than use the internet (30%).

**Friendship is particularly** important in adolescence when a young person is seeking an identity and becoming more independent. Perhaps surprisingly therefore, nearly two-thirds (63%) of young people aged 13-18 rate their family as being more important to them than their friends, challenging the myth that teens reject their families in favour of their peer group. On the other hand, young people do value their own space and privacy (80%) and having time away from their family (74%).

**It is also** the case that parents value their time away from their children, with nearly six out of ten (62%) agreeing 'my partner and I try to have time together as a couple in order to have fun together'. This perhaps reflects the findings in Chapter 4 with nearly the same number (60%) of parents agreeing that 'everyone should spend more time playing and less time working.'

**Parents also value** their family more than their friends, with over eight out of ten (84%) agreeing this is the case.

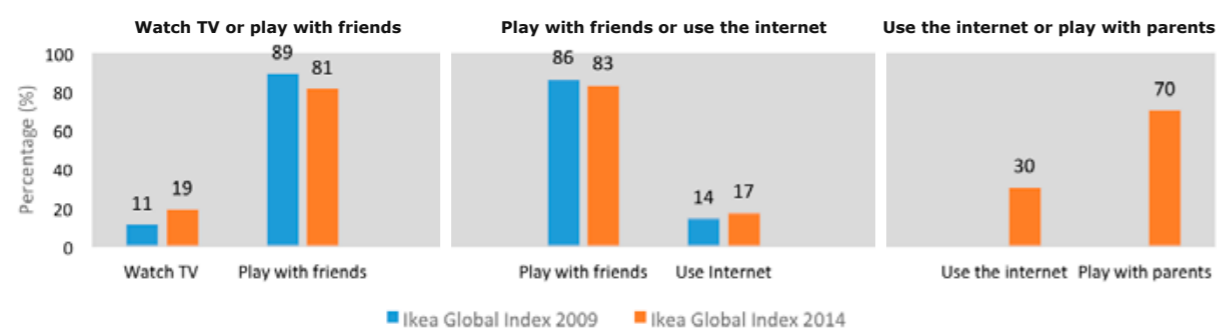
\* Bagwell, C. and Schmidt, M. (2001). *Friendships in Childhood and Adolescence*. The Guilford Press. New York



**Chapter 1 explained** that many children across the countries in the survey would like their parents to spend more time playing with them (2014 Global Index 47%) and this has increased from 2009 (2009 Global Index 38%).

**A series of** paired choices presented to children and young people confirms their strong preferences (Section 1) for playing with friends and family. However, although around four-fifths (81%) of 7-12 year olds would prefer to play with friends than watch TV (19%), this is a lower proportion than in 2009 (89%). A similar proportion of 7-12 year olds (83%) would prefer to play with friends rather than use the internet (17%), also a slight decrease from 2009 when 86% stated they would rather play with friends. Nearly three-quarters (70%) would meanwhile prefer to play with their parents than use the internet (30%).

**BQ13-15. % of children aged 7-12 - 'Would you rather X or Y this weekend, if you could only choose one?'**

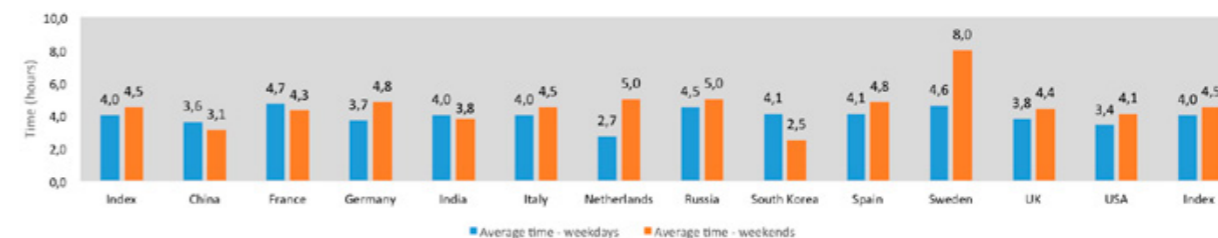


**The majority of** young people aged 13-18 rate their family as being more important to them than friends (2014 Global Index 63%). There are some noticeable differences across the countries surveyed. Young people in India (83%), China (74%) and the USA (72%) agree more strongly about the importance of family over friends, compared to young people in the Netherlands (45%), Sweden (51%), France (55%) and Germany (55%) where agreement is lowest.

**Parents feel more** strongly about the importance of family, with 84% agreeing that their family is more important to them than their friends. This is fairly consistent across countries, with parents in the USA (89%), the UK (87%) and Sweden (87%) being the most likely to agree with this.

**Across the countries** surveyed young people aged 13-18 are spending varying amounts of time with their friends during the week and at weekends, with distinct differences across countries. On average, young people report spending 4 hours (per day) with their friends during the week and 4.5 hours (per day) at weekends. This varies considerably across countries. Young people in Sweden by far spend the greatest amount of time with their friends at the weekend (8.0 hours on average per day). Young people in the Netherlands (5.0), Russia (5.0), Spain (4.8), and Germany (4.8) spend an above average amount of time with their friends at the weekend. Young people in South Korea spend the least time with their friends at the weekend (2.5) along with China (3.1) and India (3.8).

**CQ2a/b. % of young people aged 13-18 - 'On average how much time in the daytime are you able to spend with your friends each day in the week/at the weekends (not including night time)?'**



**Young people aged** 13-18 value their own space and privacy, and having time away from their family. Four-fifths (80%) agree (44% strongly) with the statement 'my privacy is very important to me'. Young people in Russia (90%), France (90%) and the USA (85%) feel this is the most important. Young people in Sweden (71%) and India (73%) are the least likely to agree that their privacy is very important to them. Furthermore around three-quarters (74%) agree (34% strongly) that 'it is important that I have my own personal time to have fun, away from my family'.

**Parents also value** having time away from their children. 62% agree (23% strongly) that 'my partner and I try to have time together as a couple in order to have fun together'. Parents from India (81%), Spain (69%), the USA (68%) and Russia (67%) are more likely to spend this time together. This is much less common amongst parents from South Korea (49%), Sweden (52%), France (55%) and Italy (57%).

**Nearly nine-tenths** (86%) of young people aged 13-18 surveyed globally have their own bedroom. An above average number of young people have their own bedroom in the Netherlands (97%), Germany (96%), France (95%), China (95%), Sweden (94%) and Spain (91%). In comparison, young people in Italy (68%), Russia (70%), India (78%) and South Korea (80%) are the least likely to have their own bedroom.

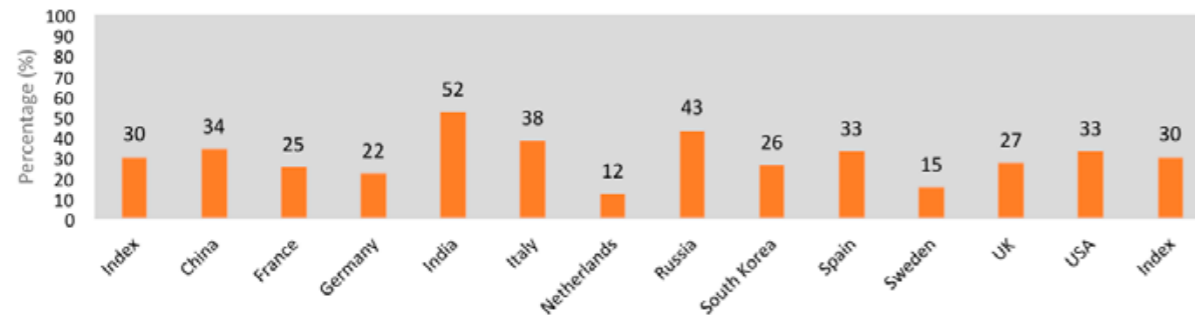
**With the value** young people place on their own space and privacy, it is unsurprising that their bedroom is seen as being very important. Over two-thirds (68%) of 13-18 year olds surveyed agree (33% strongly) with the statement 'my bedroom, to me, is the most important place in my home'.

**For nearly a** third of young people, a dedicated space to themselves within the family home is not always possible. 30% of 13-18 year olds agree 'I would like to have my own 'space' at home but our home is small and it isn't always possible'. Young people in India (52%), Russia (43%) and Italy (38%), appear to struggle the most with having this space, reflecting the fact that young people in these countries are less likely to have their own bedrooms.

**Children and young** people feel that their parents are focused on the importance of education. Over three-quarters (77%) of 7-12 year olds and 84% of 13-18 year olds across the countries surveyed agree 'my parents are anxious that I get the best possible education'. Children and young people from China, France, Italy, India, Netherlands and Russia are most likely to agree with this. A below average percentage of children and young people from South Korea (52% 7-12; 68% 13-18) and Spain (63% 7-12; 70% 13-18) agree with this statement.



**CQ10. % young people aged 13-18 agreeing 'I would like to have my own 'space' at home but our home is small and it isn't always possible'**

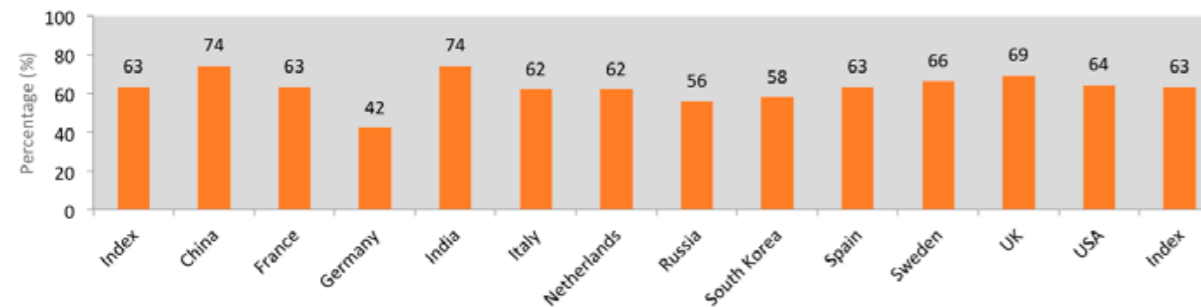


**The majority of** young people aged 13-18 surveyed have high aspirations for their future and are positive about what it holds. Around two-thirds (69%) agree 'I feel optimistic about my future'. This proportion is highest in India (85%), China (82%), Russia (81%) and the USA (79%). Young people in France (48%), South Korea (49%), Italy (63%) and Sweden (63%) are the least optimistic about their future.

**Although generally optimistic** about their future, young people also have some worries about it. 59% agree (20% strongly) with the statement 'I sometimes worry about my future'.

**Nearly two-thirds** of young people aged 13-18 surveyed across the countries place greater importance on happiness rather than having a well-paid job. 63% agree (26% strongly) with the statement 'It is more important for me to be happy, than have a well-paid job'. Young people from China (74%), India (74%), UK (69%) are more likely to place happiness above a well-paid job. Young people from Germany (42%), Russia (56%), and South Korea (58%) are the least likely to agree with this statement.

**CQ11. % of young people aged 13-18 agreeing 'it is more important for me to be happy, than have a well-paid job'**



**Around half (49%)** of young people aged 13-18 are expecting to leave home for good when they move on to college/university or work. Cultural differences across countries indicate that young people in India (66%), Spain (65%), the USA (62%), Italy (57%) and Sweden (56%) are the most likely to be planning to leave home. Young people from Germany (30%), South Korea (30%), Russia (38%) and France (43%) are the least likely.





## 6. THE USE OF MEDIA DEVICES



Across all countries in the research, use of media devices is significant. This is confirmed by most recent reports from EU Kids Online, Pew Research Internet Project (USA) and The World Internet Project (Asia)\*.

**Overall, this report** finds that children have an average of 1.5 media devices for their own personal use, increasing to an average of over 2 devices each for teenagers. These vary between country, with smartphones more common for children in South Korea and tablets more common in the UK, USA and the Netherlands. In Russia and Sweden, tablets and smartphones are both common for children's own personal use.

**Four out of ten** parents and a third of children and young people think mobile devices are replacing family communication however, and a quarter of parents admit to sometimes only communicating with their immediate family in the home through text message or social media.

**On the other** hand nearly three-quarters of parents and over four out of ten children and young people think there should be times at home when mobile devices are not used.

**The majority of** children (75%) and young people (87%) believe that the internet is a wonderful tool for learning and four out of ten children and six out of ten young people believe that using the internet regularly will help prepare them for a future career.

**Young people are** spending more time on the internet than their parents think, and while seven out of ten parents recognise that the internet is a wonderful educational tool, a third of parents find it difficult to know how much time their child should be spending on the internet.

\*<http://lsedesignunit.com/EUKidsOnline/>

\*<http://www.pewinternet.org/2013/05/21/introduction/>

\*<http://www.digitalcenter.org/wp-content/uploads/2013/12/2013worldinternetreport.pdf>



**For parents and** children, using media devices independently and as a family is an integral part of everyday life.

**Children and young** people's access to media devices is significant. Across the countries surveyed, parents report that their children are using TVs (34%), Tablets (20%), smartphones (17%) and laptops (10%) the most. Furthermore, according to parents, children and young people most commonly have smartphones (30%), tablets (28%) and TVs (20%) for their own personal use.

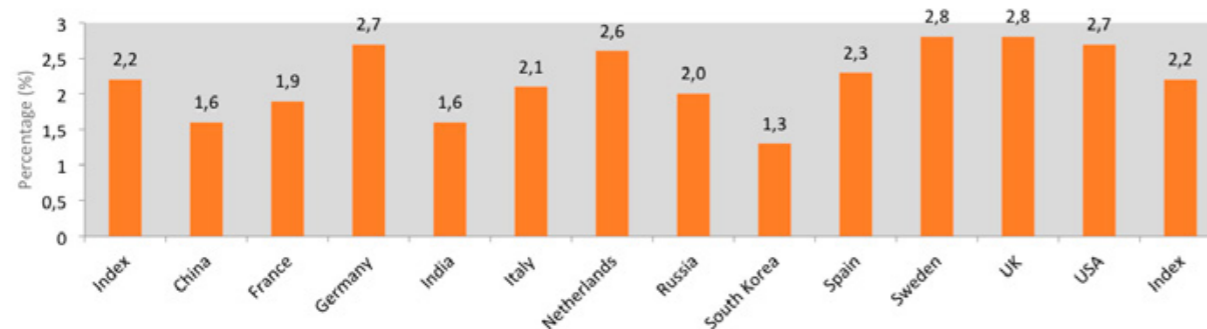
**There are distinct** differences across countries however in terms of the media devices that children have for their own personal use. Smartphones are most commonly owned by children in Sweden (45%), South Korea (43%) and Russia (37%). Tablet ownership is most common in the UK (43%), Russia (38%), the USA (37%), Sweden (35%) and the Netherlands (33%).

**Playing games on** a PC/laptop, smartphone or Tablet is occurring regularly during family time according to parents. Across the countries surveyed over a fifth of families (26%) are regularly playing games on a PC or a laptop, 28% surf the internet together, 22% are playing games on tablets, 18% on smartphones and 14% use social media together as a family. Children and young people's views reflect this, although young people aged 13-18 are less likely to report playing games regularly on PC/laptops, tablets and smartphones than parents and children aged 7-12.

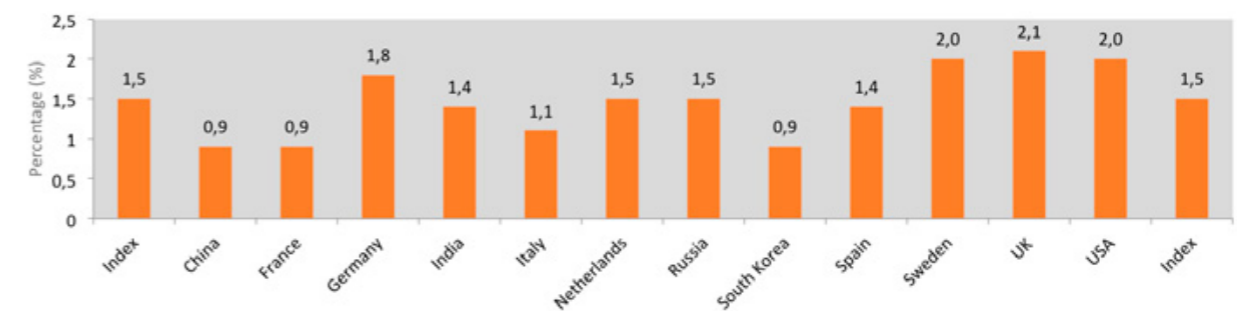
**There are some** clear differences in how much the use of media devices feature in family time globally. Parents from India and China are more likely to report that playing games on a smartphone features in family time (38% India, 31% China). China and India are also above average users of Tablet games (both 26%), alongside the Netherlands (29%), the USA (27%) and the UK (26%). Furthermore, surfing the internet as a family is above average in India (45%), Russia (40%) and Italy (36%). Use of all these media devices is by far the lowest in South Korea.

**Young people** (13-18 year olds) have access to more devices than 7-12 year olds for their own personal use – an average of 2.2 devices, compared to 1.5 devices for 7-12 year olds. For 13-18 year olds the smartphone was by far the most commonly owned device with nearly three-quarters (71%) of those surveyed having their own smartphone. For 7-12 year olds tablets were the most commonly owned device (34% had one), in comparison 27% of 13-18 year olds having a tablet. Owning a games console and TV were common for both age groups.

CQ12d. Average number of media devices that young people aged 13-18 have for their own 'personal use'



BQ16d. Average number of media devices children aged 7-12 have for their own 'personal use'



**4 out of** 10 parents think mobile devices replace family communication at times. The impact of media devices on the nature of family interaction is observed by both parents, children and young people. Nearly two-fifths (38%) of parents agree (10% strongly) that 'sometimes in my family everyone is using their mobile devices and not talking to each other'. Children aged 7-12 and young people aged 13-18 support this view with 32% and 37% respectively agreeing with this statement.

**A quarter of** parents admit to sometimes only communicating with their immediate family in the home through text message or social media. 23% agree 'sometimes I only communicate with my family at home through text messaging or social media'. Some children and young people are also reliant on it as a form of communication within the family home. 17% of 7-12 year olds and 23% of 13-18 year olds agree 'sometimes I only talk to my family at home through text messaging or social media'.

**Nearly three-quarters** of parents think there should be times at home when mobile devices are not used. 72% of parents agree (38% strongly) 'I think there should be times at home when we don't use our mobile devices'. Having this time without mobile devices is particularly important to parents in the USA (84%), India (78%) and Italy (77%).

**Children and young** people are less concerned than parents about having time at home without their mobile devices, and feel that they allow them the freedom to be themselves. Both 43% of children aged 7-12 and those aged 13-18 agree with the statement 'I think there should be times at home when we don't use our mobile internet devices'. Furthermore, 39% of 7-12 year olds and 62% of young people aged 13-18 agree 'having a mobile internet device gives me the freedom to be myself'.

CQ13a/b. Young people aged 13-18 - 'On average, how much time do you spend using the Internet on a typical weekday/weekend?'

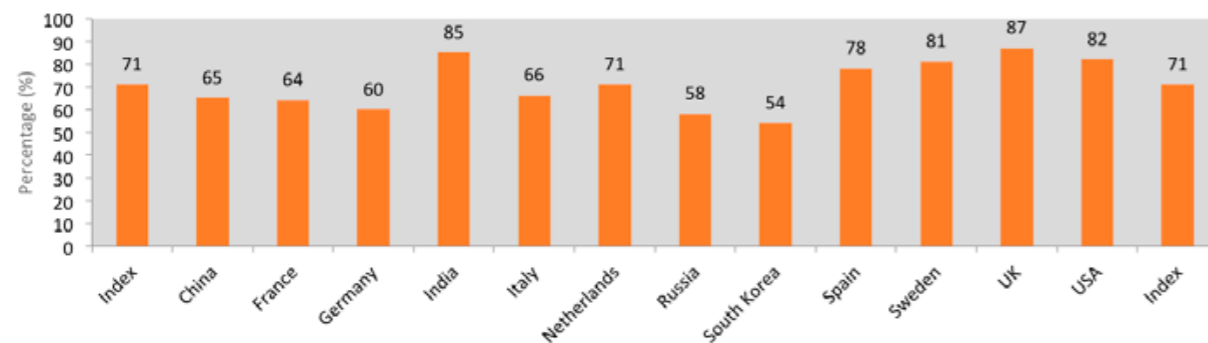


**Young people are** spending more time on the internet than their parents think. Parents report their children spending an average of 1.2 hours (per day) during the week and 2.2 hours (per day) at the weekend. Whereas young people aged 13-18 report spending double this, with an average of 2.6 hours (per day) during the week and 4.2 hours (per day) at the weekend.

**Analysis across countries** on young people's self-reported internet use shows that above average users of the internet reside in (order of highest users at the weekend) Russia (5.2), Sweden (5.2), the UK (4.7) and Spain (4.5). Young people in South Korea (3.2), Germany (3.6), India (3.7), China (3.7) and Italy (3.8) are below average users of the internet (at the weekend).

**Whilst many parents** appreciate the value of the internet as an educational tool, some are uncertain about how much time their children should be spending online. Around seven-tenths of parents value the internet as a learning tool (71% agree that that internet is a wonderful tool for learning). This differs by country, with parents from the UK (87%), India (85%), the USA (82%), Sweden (81%) and Spain (78%) seemingly more accepting of the internet as a learning tool. Whereas parents from South Korea (54%), Russia (58%), Germany (60%), and France (64%) are less likely to agree that the internet has a learning function. Around a third (31%) of parents across the countries surveyed agree with the statement 'I find it difficult to know how much time my child should be allowed to spend on the internet'.

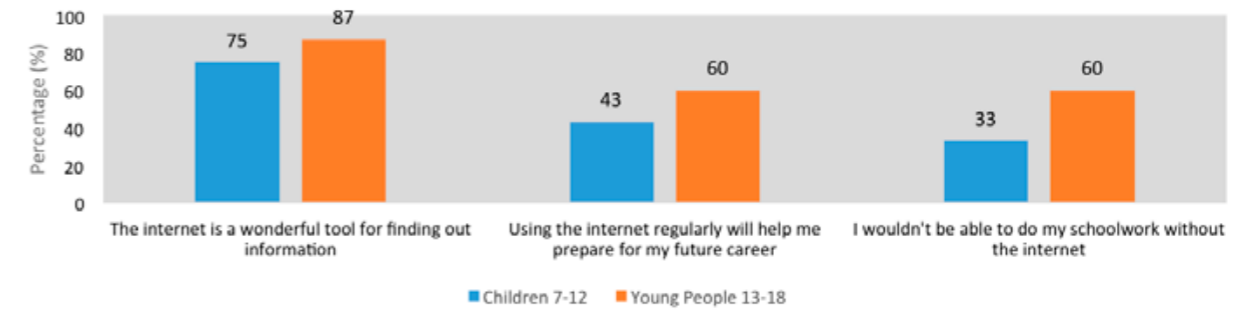
AQ16. % of parents agreeing 'the internet is a wonderful tool for learning'



**Children and young** people, particularly those aged 13-18 view the internet as a tool that can support their learning and help them prepare for their future. 75% of 7-12 year olds and 87% of 13-18 year olds agree 'the internet is a wonderful tool for finding out information'. Furthermore 43% of 7-12 year olds and three-fifths (60%) of 13-18 year olds agree 'using the internet regularly will help prepare me for my future career'.

**Young people (13-18)** are heavily reliant on the internet for their school work, with 60% agreeing 'I wouldn't be able to do my schoolwork without the internet', compared to a third (33%) of 7-12 year olds.

BQ17/CQ14. % of children (aged 7-12) and young people (aged 13-18) agreeing with the following statements..



**Over a quarter** of parents think their child spends too long on the internet and a quarter think their child is addicted to its use. Over a quarter (28%) agree 'I think my child spends too much time using the internet'. A similar proportion of parents across the countries surveyed (2014 Index 25%) agree with the statement 'sometimes I think my child is addicted to the internet'.

**These concerns are** reflected amongst children and young people, particularly amongst those aged 13-18. A fifth (20%) of 7-12 year olds and 36% of 13-18 year olds agree with the statement 'I think I spend too much time using the internet'. Furthermore, 21% of 7-12 year olds and 36% of 13-18 year olds agree 'I sometimes think I'm addicted to the internet'.

**Young people aged** 13-18 in India appear particularly concerned about the time they spent on the internet, and were the most likely to report that they sometimes felt they were addicted. This is surprising considering that young people from these two countries reported some of the lowest internet use globally. It does perhaps highlight however that young people from these countries were more conscious about their internet use.



## USE OF THE INTERNET?

We asked Children: What would you say if you couldn't use the internet for the next week?

'I'd live. When we went on vacation for 2 weeks last year my mom made it a technology-free vacation. We couldn't use a computer, iPod touch, tablet or cell phone. It was ok. We had an awesome time!'  
*Boy age 14, US*

'Unfair, all young people aren't addicted to the internet, it's a tool that makes me feel connected to others as I struggle with face to face contact sometimes'  
*Girl age 17, UK*

'That would be a shame. My dad and I look up information if something interests us.'  
*Boy age 9, Germany*

'Noooo :( Would be difficult, trying to maintain contact but also with regard to my school work as I use the internet every day for that.'  
*Girl age 18, Sweden*

'I would have more time to spend with family and friends, though I would still feel that I was missing out on a lot.'  
*Boy age 17, China*



## USE OF INTERNET?

We asked young people 13-18: What would you say to other young people your age about using the Internet and family life?

**'We are mobile-free when we have meals together.'**  
*Boy age 13, Sweden*

**'The internet is a wonderful thing allowing us to reach new areas of knowledge and information that would otherwise be inaccessible and it allows us to communicate with people all around the world helping us to keep in touch with family and friends but it is important to remember that we have to enjoy life and that can't always be done from behind a screen. Family life can be difficult but you have to remember that family can't be chosen and you have to make the best of what you have... You can't change it so just make the most of it.'**  
*Girl age 18, UK*

**'My mum always says that technology will always be there, and while it's good my family will be what counts in my life. I think that the internet does really cool stuff and allows us all sorts of things to see, learn and do but I think I would miss my family. We use a lot of computers and stuff at school and some days I just don't want to read or see any more stuff, these are usually the days that we go outside and play kickball or do stuff with friends outside at my house.'**  
*Boy age 13, US*

**'The whole world is linked with internet. It is essential in our daily lives, but we should maintain a balance in our family.'**  
*Boy age 13, India*

# HOPES AND DREAMS?

We asked parents: What are your hopes and dreams for your children?

'For them to continue to play for a long time (until they are older) and keep their inventiveness and creativity'  
*Mother of girl age 10, Sweden*

'I hope they're happy and have good memories of the times we've spent together.'  
*Mother of boy age 15, France*

'A good head on her shoulders; a good sense of self; a vision for what and who she wants to be and the drive to achieve it'  
*Mother of girl age 9, US*

'I hope for my child's future not to be like our generation's, facing obstacles to taking college exams and academic advancement'  
*Mother of boy age 2, China*

'To grow up happy and successful. I want her to be a child for as long as she can be- and not have to worry about growing up too fast'  
*Mother of girl age 3, US*



## HOPES AND DREAMS?

We asked children and young people:  
If you could wish for anything, what  
would that be?

'To have more hours in the  
day, because I don't have  
time to play enough.'  
*Girl age 9, France*

'Unlimited chocolates  
& ice creams for 1 week.'  
*Girl age 8, India*

'My Mam works hard to look  
after three of us. I would like  
her to have some time to rest.'  
*Girl age 17, UK*

'That everything wouldn't  
be so pressured. School,  
family, looks, getting  
good grades.'  
*Girl age 16, US*





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