

Playday 2009 opinion poll summary

Parents would like more time to support their children to play

- Nearly three-quarters of parents (72%) say they would like more time to play with their children or take them places to play. Of parents of children under seven, this figure rose to 84%. Figures vary slightly between men and women, with 76% of dads, and 68% of mums reporting their aspiration.

(Weighted base=310 parents and 158 parents of children under 7)

- Half of parents (50%) say there aren't enough places where they live, for their children to play safely without an adult. This is particularly true amongst low-income families (67%).

(Weighted base=310 parents, low income families based on those in social grade DE, weighted base=58)

- More than half of parents (52%) feel that work or other unavoidable commitments prevent them playing with their children or taking them to places to play, as much as they would like. Figures vary slightly between men and women, with 58% of dads, and 47% of mums highlighting their concern.

(Weighted base=310 parents)

Parents say they can no longer afford to take their children out to play

- One in three parents (33%) report that the credit crunch means they can no longer afford to take their children to places to play as much as before.

What happens if children don't have time to play?

- Parents recognise the effects of children not having enough time to play, saying it makes children feel bored (86%), unhappy (86%) and miss their friends (80%).

(Weighted base = 310 parents)

- Children also highlight the same three effects, most frequently reporting that not having enough time to play made them feel bored (77%), miss their friends (68%) and unhappy (52%).

(Base = 1030 children aged 7-14)

- Interestingly parents also report that not having enough time to play makes their children naughty (72%) and angry (62%) but children are less likely to acknowledge

such effect on their behaviour (14% and 26% respectively).

(Base=1030 children aged 7-14. Weighted base=310 parents)

- 66% of parents and 25% of children also think that not having time to play makes children feel unhealthy.

(Base=1030 children aged 7-14. Weighted base=310 parents)

What can we do to ensure children have more time to play?

- Adults were asked what they would most like to happen to help children to have more time to play. Adults, as well as parents, support measures that would help children to have more time to play. 76% of parents (73% of adults) would like places to play which children can go to independently, 66% (61% of adults) would like flexible working arrangements for parents, and 54% (63% of adults) would like there to be encouragement for children to walk to and from school.

(Weighted base=1037 adults and 310 parents)

Children have to manage conflicting pressures on their time

- Doing homework has a big impact on children's time to play, with 1 in 3 children (34%) saying it often stops or limits the amount of time they have to play, and 69% saying it often or sometimes does. The impact of homework on children's time to play increases by age of respondent, yet still, a quarter of 7-8 years olds (25%) report it often stops or limits their time to play.

(Base=1030 children aged 7-14)

- 39% of adults believe that doing homework often stops or restricts the time children have to play (73% often or sometimes). Nearly a third of adults (30%) believe that being driven to or from school also often stops or restricts the time children have to play (56% often or sometimes).

(Weighted base=1037 adults)

- 30% of adults (29% parents) would like there to be less homework for children, to enable them to have more time to play.

(Weighted base=1037 adults and 310 parents)

- Nearly half of adults (47%) and 39% of parents would like children to go to fewer extra lessons, organised activities and out of school clubs, to enable them to have

more time to play.

(Weighted base=1037 adults and 310 parents)

- More than 1 in 3 children (37%) say they would rather play with friends than go to out of school clubs, lessons or organised activities.

(Base=1030 children aged 7-14. Weighted base = 1037 adults, and 310 parents)

- Over half of children (53%) say they need more time to play.

(Base=1030 children aged 7-14)

Play England

July 2009

Notes:

1. This research was commissioned to support the Playday 2009 Make time! campaign.
2. ICM Research interviewed a random sample of 1037 adults aged 18 + by telephone between 24 – 25 June 2009. Interviews were conducted across the UK and the results have been weighted to the profile of all adults. They also interviewed a random sample of 1030 children and young people aged 7 – 14 across the UK by telephone between 19 June – 30 July 2009. ICM is a member of the British Polling Council and abides by its rules. Further information at www.icmresearch.co.uk.
3. Further research commissioned to support the *Make time!* campaign is available from the Playday website www.playday.org.uk or by request:
 - Review of published literature on children's time to play
 - Qualitative research from focus groups with children and young people
4. For more information about Playday and the *Make time!* campaign, visit www.playday.org.uk or contact **Clare Quarrell on 020 7843 6044 or email cquarrell@ncb.org.uk** for press enquiries.
5. Playday is the annual celebration of children's right to play. The campaign is coordinated by Play England working in partnership with PlayBoard Northern Ireland, Play Scotland and Play Wales. On Playday and throughout the summer of 2009, children, young people and communities will get out and play at hundreds of locally organised events across the UK. This year's Playday campaign theme, *Make time!* highlights that all children have the right to play and need time and space to play. The campaign is calling on everyone, including parents, carers, teachers, policy makers and planners, to think about what they can do to ensure children can play.
6. Play England promotes excellent free play opportunities for all children and young people. Play England provides advice and support to promote good practice, and works to ensure that the importance of play is recognised by policy makers, planners and the public. Play England is part of NCB and is funded by the Big Lottery Fund. For further information visit www.playengland.org.uk
7. NCB promotes the voices, interests and well-being of all children and young people across every aspect of their lives. As a membership and infrastructure support agency for the children's sector in England and Northern Ireland, NCB provides essential information on policy, research and best practice for our members and the members of our wide range of partnership bodies which operate under our charitable status and are based in our London headquarters. For further information visit www.ncb.org.uk

