



The Alannah and Madeline Foundation

Children365 Research Report

Date:

November 2010

Research Objectives

The research objectives covered the following areas...

What activities do parents do with their kids?

How much quality time families spend together?

Hopes and dreams for their kids.



Executive Summary

- What we found in this research was largely similar to trends we have noted amongst Australians over the last year.

Australian families are increasingly time poor

- The challenges of everyday life are impacting on Australian families who are increasingly having to juggle work, home and social commitments.

Parents want to spend more quality time with their children

- Parents are highly likely to feel that the current time they spend with their children is not enough.

In a world of technology, tradition is still important

- Families continue to enjoy the simpler things in life, such as playing board-games, using their imagination or reading by way of entertainment.



Sample & Methodology

- 500 5-minute internet surveys were conducted between 18th and 20th October 2010
- To be eligible for participation, all respondents were parents with children aged 0-15 years.
- To achieve 500 interviews, 6800 potential respondents were mailed a survey/emailed a participation invitation
- Sample for the survey was sourced from Research Now who provided us with sample at a reduced rate.
- Incentives for this survey were in line with the panel provider's usual standard rates

Respondent Sample Structure				
		¹ No. of Interviews #	No of interviews %	² Max Margins of Error +/-
Total		500	100	4.4
Gender	Male	250	50	6.2
	Female	250	50	6.2
Age of children	0-4 years	236	47	6.4
	4-8 years	282	56	5.8
	8-12 years	234	47	6.4
	12-15 years	157	31	7.8
Location	Metro	350	70	5.2
	Regional	150	30	8.0
Number of children	One	129	26	8.6
	Two	233	47	6.4
	Three	94	19	10.1
	Four plus	44	9	14.8

¹Response rate calculated as follows:
$$\frac{\text{Achieved}}{\text{Achieved \& Refused}}$$

²Maximum margins of error shown are based on a research finding of 50% at the 95% Confidence Interval

Online Research Findings



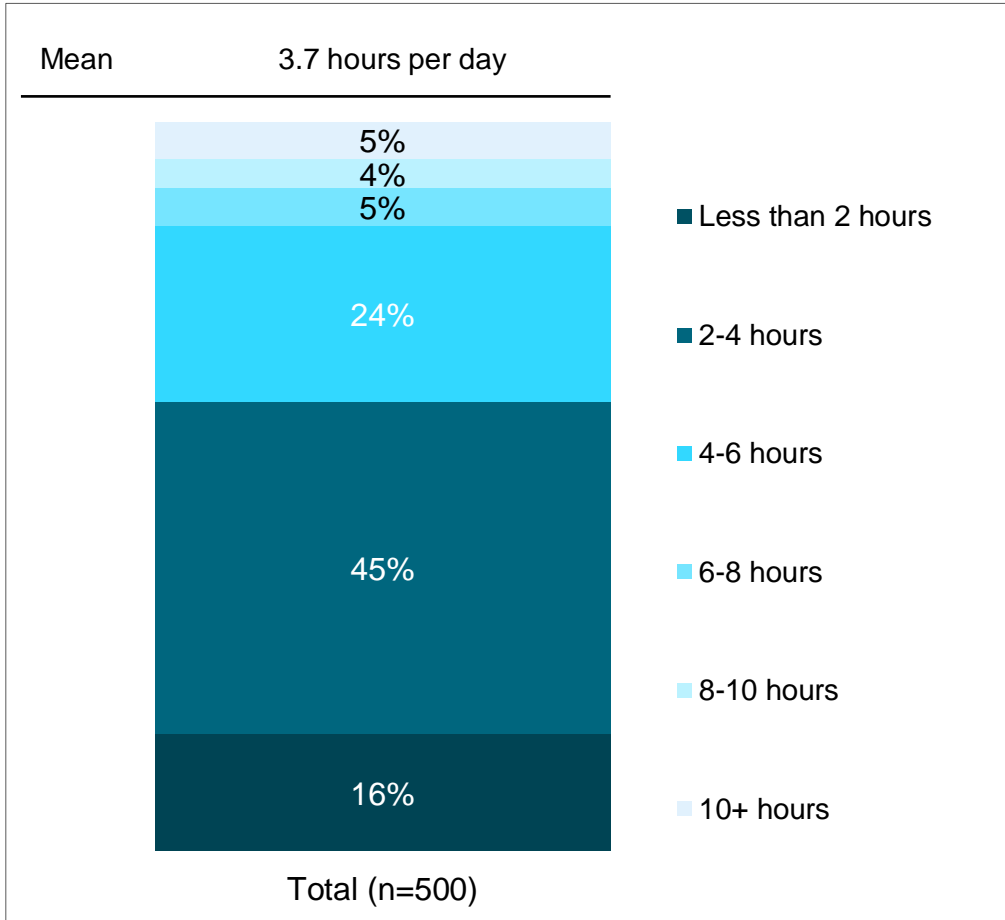
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Keeping children safe from violence

Quality Time with Children

- Parents are spending on average 3.7 hours per day with their children, with 45% spending between two and four hours together.



Base: Total Sample (n=500)
Q7. How much quality time do you spend with your children each day?
Q8a. And, would you say this time you spend together is...?

Quality time with Children – In Detail

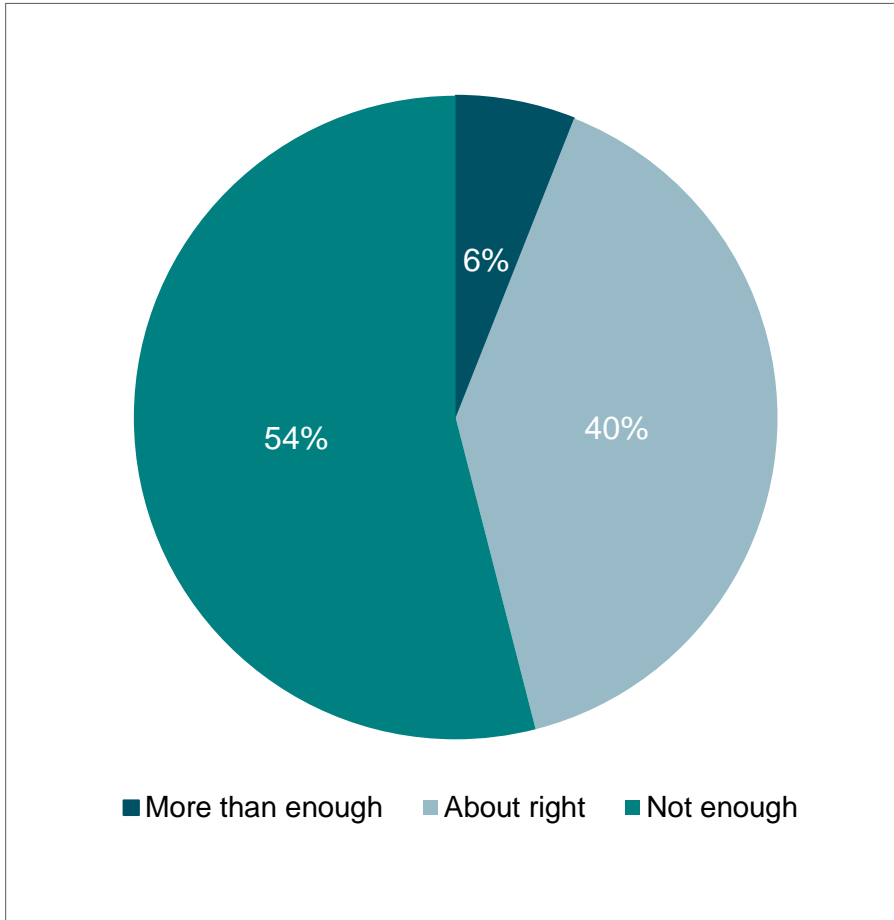
- Females and parents with younger children typically spend more time on average with their children per day. Whilst parents are spending around three or four hours with their children everyday, for over half (54%) this quality time is not enough.

	Gender		Age of Child				Perception of quality time			
	Total	Male	Female	0-4 years	4-8 years	8-12 years	12-15 years	More than enough	About right	Not enough
	500	250	250	183	238	212	157	29	201	270
Less than 2 hours	16%	21%	12%	14%	16%	21%	17%	3%	6%	25%
2-4 hours	45%	48%	42%	36%	46%	45%	48%	28%	38%	52%
4-6 hours	24%	22%	25%	23%	23%	25%	22%	21%	33%	17%
6-8 hours	5%	3%	8%	7%	4%	5%	5%	7%	9%	3%
8-10 hours	4%	3%	6%	10%	5%	1%	1%	7%	7%	2%
10+ hours	5%	4%	7%	9%	5%	2%	6%	34%	7%	1%
Average	3.7	3.3	4.11	4.61	3.58	3.09	3.59	7.93	4.47	2.69

Base: Total Sample (n=500)
 Q7. How much quality time do you spend with your children each day?
 Q8a. And, would you say this time you spend together is...?

Quality Time with Children

- In our increasingly busy lives, it is not surprising that over half of parents feel that they are not spending enough time with their children. Only 6% feel that the time spent is more than enough.



“

I work full time and both children are either at school or day care. Weekends there are pre-arranged activities such as soccer or piano classes for the children. On weekends I also do a lot of housework and shopping. So the kids do not get as much adult time as they should.

”

Base: Total Sample (n=500)
Q7. How much quality time do you spend with your children each day?
Q8a. And, would you say this time you spend together is...?



Perception of Quality time with Children – In Detail

- It seems that no matter what age their children are, parents are still highly likely to feel that they are not spending enough time with their children.
- Since 2009, there has been a significant increase in parents who feel that they do not spend enough time with their children (46% in 2009 up to 54% in 2010) highlighting that family lives are becoming increasingly busy.

	Total	Gender		Age of Child				Child with social networking site		2009
		Male	Female	0-4 years	4-8 years	8-12 years	12-15 years	Yes	No	
	500	250	250	183	238	212	157	180	317	510
More than enough	6%	5%	7%	10%	3%	4%	6%	7%	5%	8%
About right	40%	35%	46%	39%	38%	44%	38%	43%	39%	45%
Not enough	54%	60%	48%	50%	59%	52%	56%	50%	56%	46%

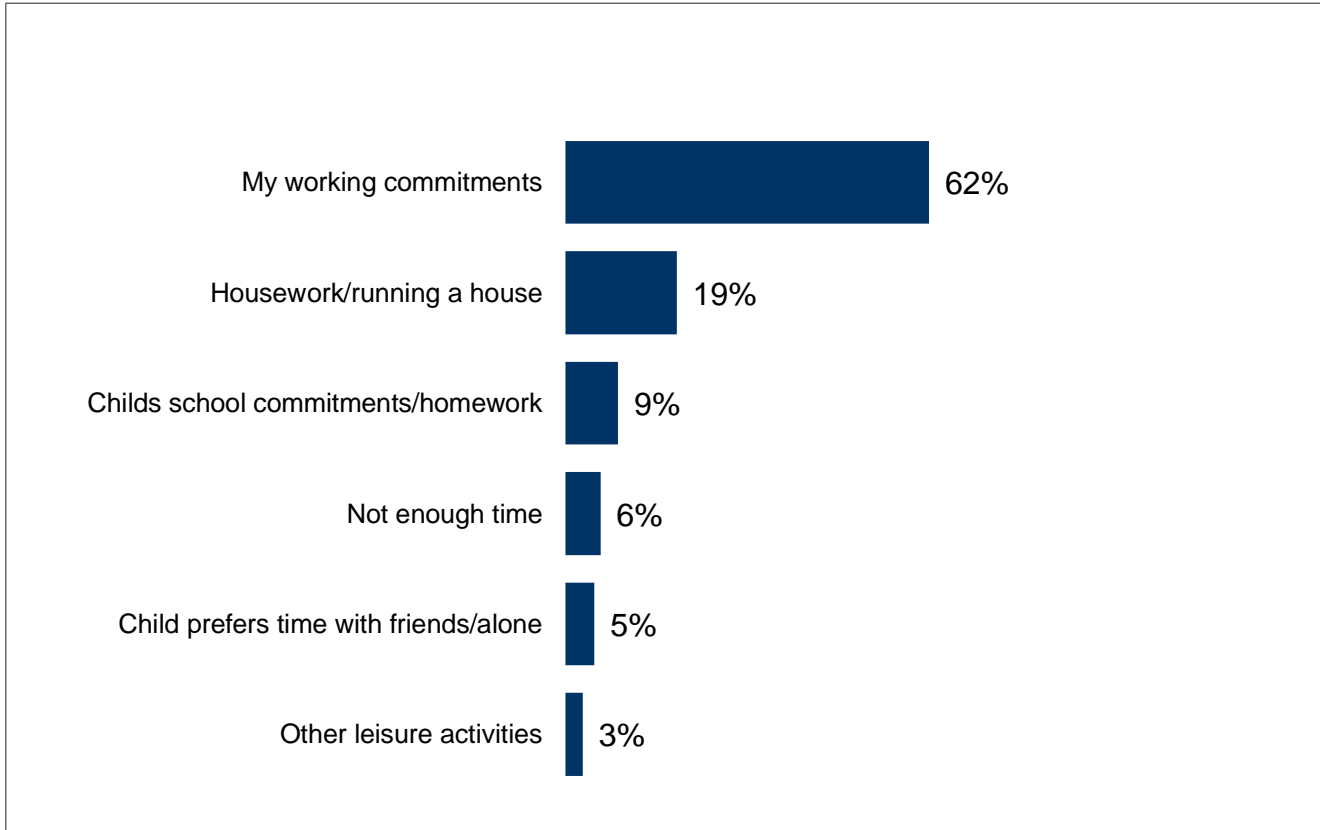
Base: Total Sample (n=500)

Q7. How much quality time do you spend with your children each day?

Q8a. And, would you say this time you spend together is...?

Why Are We Missing out on our Quality Time?

- Much like last year, parents are unable to spend as much quality time with their children as they would like because of their working commitments.
- We also found this year that day-to-day lives such as housework, chores and after-school activities are also impacting parental-child time.



“
Working, housework and the stresses of each day which comes from financial stress as well
”

Base: Parents who do not spend enough quality time with their children at Q8a (n=270)
Q8b. What would you say is the MAIN reason stopping you spending more time with your children?

Why Are We Missing out on our Quality Time? – In Detail

- It appears that traditional roles are still very much a part of Australian family life, with fathers time with their children compromised by their working commitments, and mothers more likely to cite homework or chores as barriers to spending time with their children.

	Total	Gender		Age of Child				Child with social networking site	
		Male	Female	0-4 years	4-8 years	8-12 years	12-15 years	Yes	No
	270	151	119	92	141	110	88	90	178
My working commitments	62%	74%	47%	68%	60%	56%	55%	58%	64%
Housework/running a house/after school activities	19%	8%	33%	20%	22%	16%	19%	19%	19%
Childs school commitments/homework	9%	4%	15%	2%	10%	11%	10%	8%	10%
Not enough time	6%	5%	8%	4%	7%	10%	10%	9%	5%
Childs age/prefer spending time with friends	5%	3%	7%	2%	1%	5%	9%	11%	2%
Other leisure activities	3%	2%	3%	1%	2%	4%	3%	2%	3%
Split custody arrangements	2%	2%	3%	1%	3%	3%	-	1%	3%
My child's sporting commitments	2%	1%	3%	2%	3%	4%	1%	1%	2%
Money/financial	1%	1%	2%	1%	2%	1%	-	-	2%
Study	1%	-	2%	-	1%	-	1%	1%	1%

Base: Parents who do not spend enough quality time with their children at Q8a (n=270)

Q8b. What would you say is the MAIN reason stopping you spending more time with your children?

Why Are We Missing out on our Quality Time?

- Parents highlighted the reasons preventing them from spending time with their children were...

Work



“Because I work away from home and spend many nights elsewhere”

“I work full time and by the time I get home two hours is all I get before their bed time”

“We lead a very busy lifestyle. My husband usually doesn't get home from work until after 7pm and usually goes to work before the children are up at 7am in the morning. We have a lot of after school activities also i.e. tennis, art lessons, Joey & Cub Scouts, swimming, ballet and gymnastics. Our quality time would probably be that when we are sitting around the family dinner table at night, when we are all together and have a chance to talk about things that happened during the day or in the future”

Chores



“I am a single mother and am too busy to spend time with my kids. They are pretty busy too”

“School, then the usually preparing dinner, then getting ready for bed and then a the arvo/day is gone”

“Too much to do with maintaining the house and garden. Meal preparation etc.”

“As a single parent I have to do other things like housework”

Child's Interests



“Child is too busy with homework and social network”

“My children seek out other avenues of recreation...usually with other children in the area...when they are home they spend their time watching TV, playing on the computer (or iPods) or in their rooms amusing themselves...”

“My daughters social calendar. She is always doing something plus she puts over 13 hours a week into dancing”

“They don't want me to interrupt them, they prefer to play together than with me”

What we like to do with our children...

- It seems that parents throughout Australia continue to bond with their children over the more traditional activities like reading and playing games, which is similar to what we saw in 2009.





MARKET RESEARCH CONSULTANTS
melb@sweeneyresearch.com.au
syd@sweeneyresearch.com.au

MELBOURNE
170 Bridport Street
Albert Park VIC 3206
T 61 3 9699 8466
F 61 3 9690 7543

SYDNEY
L1, 30-32 Market Street
Sydney NSW 2000
T 61 2 9262 3266
F 61 3 9262 5774

www.sweeneyresearch.com.au

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