



# Wild Child Poll Quantitative Survey

August 2010

Prepared for:

Heritage Council of  
Ireland

Prepared by Martha Fanning

J.2030



# Introduction

## RESEARCH OBJECTIVES

Market research was required to understand the types of activities adults did as children, and the extent to which their children do these nowadays

## RESEARCH APPROACH

An agreed questionnaire was included in Behaviour & Attitude July TeleBarometer. TeleBarometer is a nationally representative survey of adults 16+, with quota controls on gender, age, social class, region and area.

## TIMING

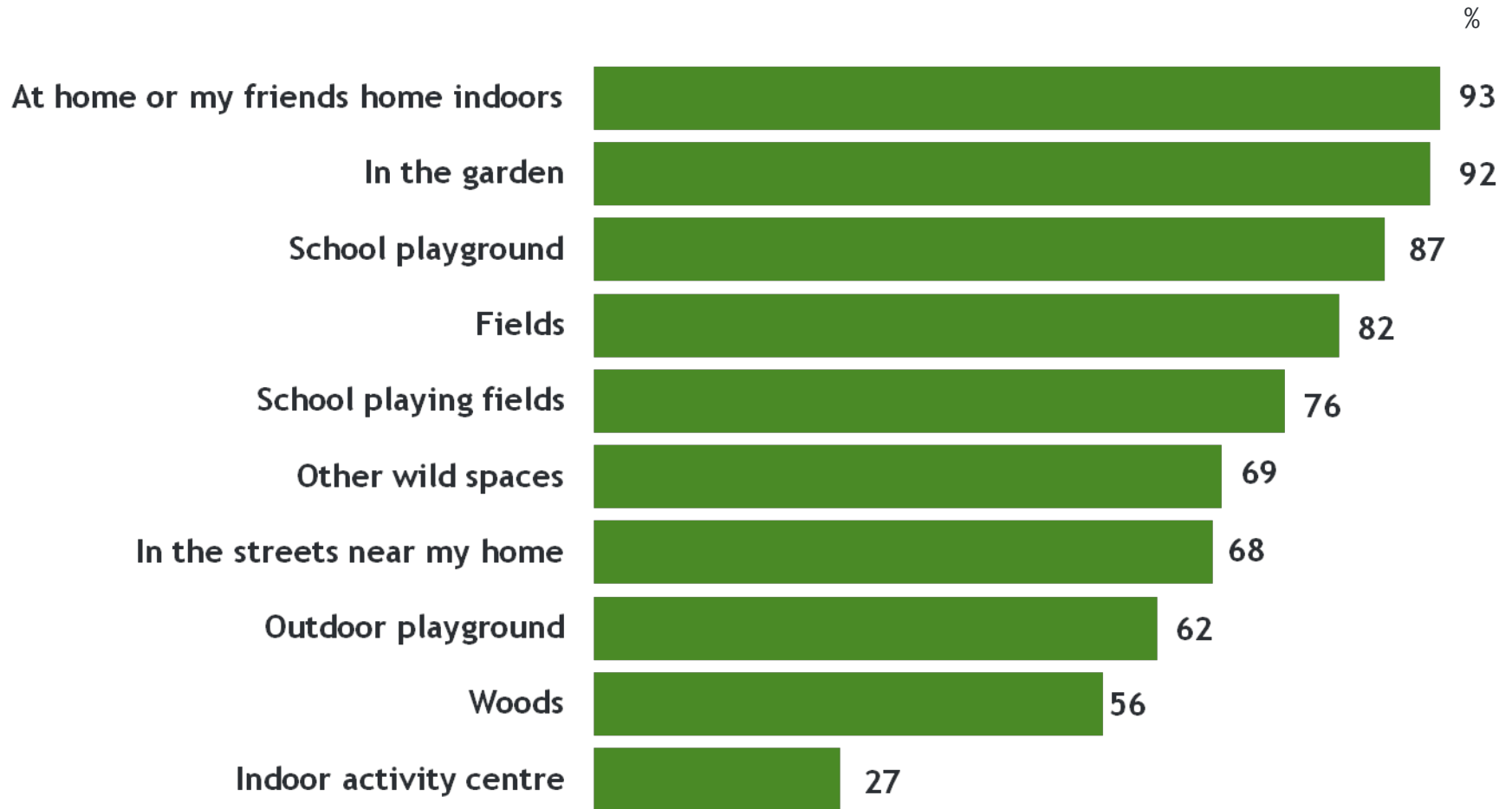
Fieldwork took place 20<sup>th</sup> July - 3<sup>rd</sup> August 2010

# Play & Supervision



# Areas Played in When Aged 7-11

All adults aged 16+: 1,000



# Areas Played in When Aged 7-11 x Gender/Age/Class

All adults aged 16+: 1,000

		Gender		Age			Class		
	Total	Male	Female	15-34	35-54	55+	ABC1	C2DE	F *
<b>Base:</b>	<b>1,000</b>	<b>497</b>	<b>503</b>	<b>352</b>	<b>366</b>	<b>282</b>	<b>518</b>	<b>437</b>	<b>45</b>
	%	%	%	%	%	%	%	%	%
At home or my friends home indoors	93	92	93	95	92	90	94	92	93
In the garden	92	89	94	92	93	90	93	91	95
School playground	87	86	88	91	86	82	87	86	92
Fields	82	88	77	81	84	83	79	83	92
School playing fields	76	81	71	84	72	69	75	76	78
Other wild spaces	69	74	64	63	71	75	67	68	83
In the streets near my home	68	73	64	71	71	62	70	72	37
Outdoor playground	62	66	59	70	60	54	60	63	68
Woods	56	64	49	48	61	63	56	56	64
Indoor activity centre	27	29	25	43	19	12	24	31	17

Higher than average ■  
Lower than average ■

\* Caution low base

# Areas Played in When Aged 7-11x Region & Area

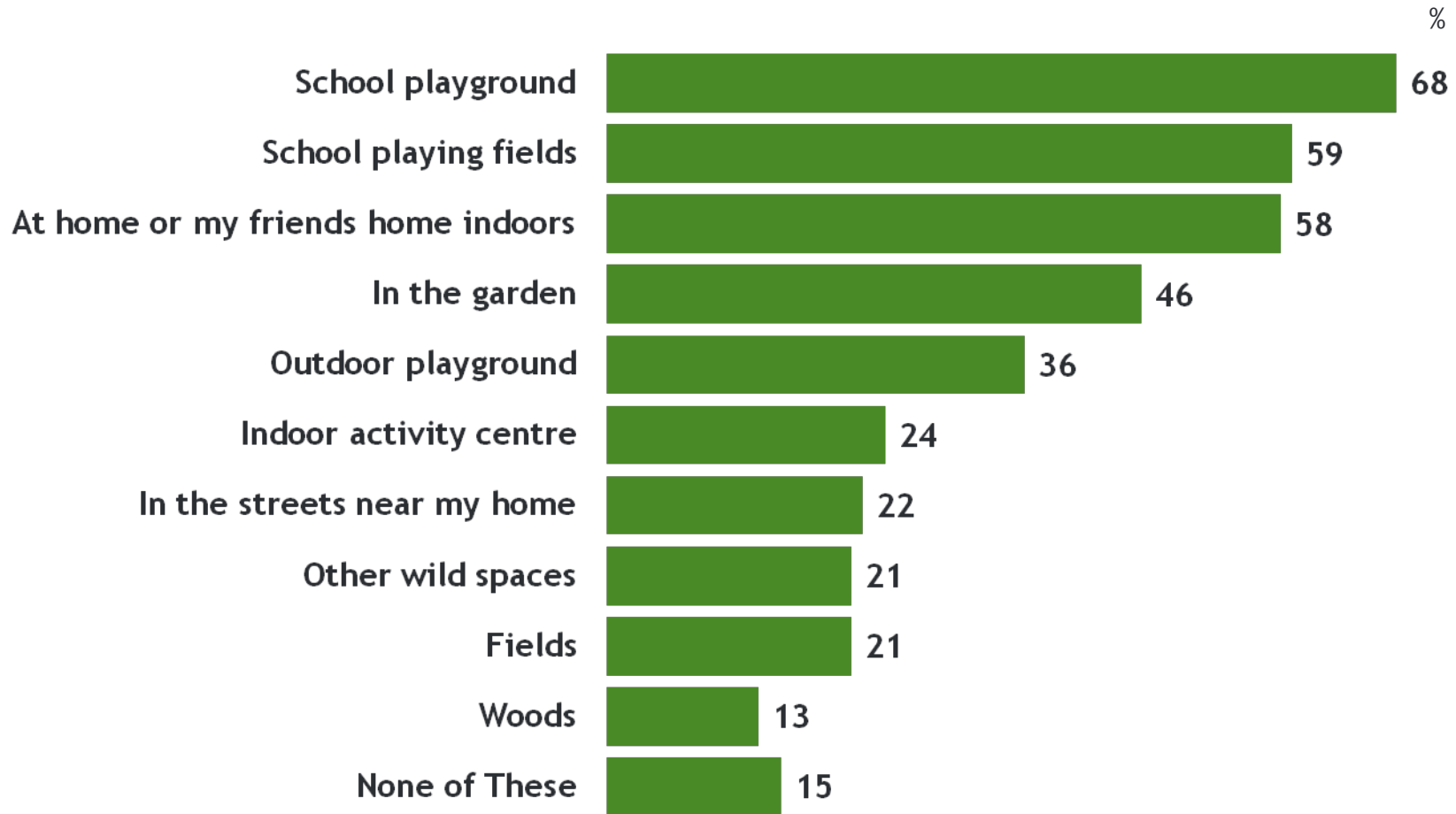
All adults aged 16+: 1,000

	Total	Region				Area	
		Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
<b>Base:</b>	<b>1,000</b>	<b>268</b>	<b>260</b>	<b>284</b>	<b>186</b>	<b>670</b>	<b>326</b>
	%	%	%	%	%	%	%
At home or my friends home indoors	93	91	93	94	92	92	94
Garden	92	90	92	93	95	90	95
School playground	87	86	85	91	86	87	87
Fields	82	72	87	84	88	76	92
School playing fields	76	74	80	72	79	75	78
Other wild spaces	69	62	69	73	73	64	77
In the streets near my home	68	86	59	62	63	79	52
Outdoor playground	62	65	59	64	59	63	61
Woods	56	48	59	62	56	52	63
Indoor activity centre	27	34	22	25	24	30	22

Higher than average ■  
Lower than average ■

# Were You Supervised Playing in These Places Aged 7-11

All played in areas mentioned



# Were You Supervised Playing in These Places Aged 7-11 x Gender/Age/Class

All played in areas mentioned

	Total	Gender		Age			Class		
		Male	Female	15-34	35-54	55+	ABC1	C2DE	F
<b>Base:</b>	998	495	503	351	365	282	517	436	45
	%	%	%	%	%	%	%	%	%
School playground	68	64	72	80	61	59	66	69	73
School playing fields	59	61	58	72	53	49	56	60	71
At home or my friends home indoors	58	51	64	75	51	41	60	58	48
Garden	46	40	53	61	39	35	43	49	50
Outdoor playground	36	34	39	49	33	21	34	39	33
Indoor activity centre	24	25	23	41	16	8	21	28	14
In the streets near my home	22	19	24	27	20	15	20	24	19
Other wild spaces	21	16	26	28	16	17	19	22	29
Fields	21	17	24	25	16	20	17	22	31
Woods	13	11	16	16	12	12	12	13	18
None of These	15	17	14	5	20	25	16	15	13

Higher than average ■  
Lower than average ■

*\* Caution low base*

# Were You Supervised Playing in These Places Aged 7-11 x Region & Area

All played in areas mentioned

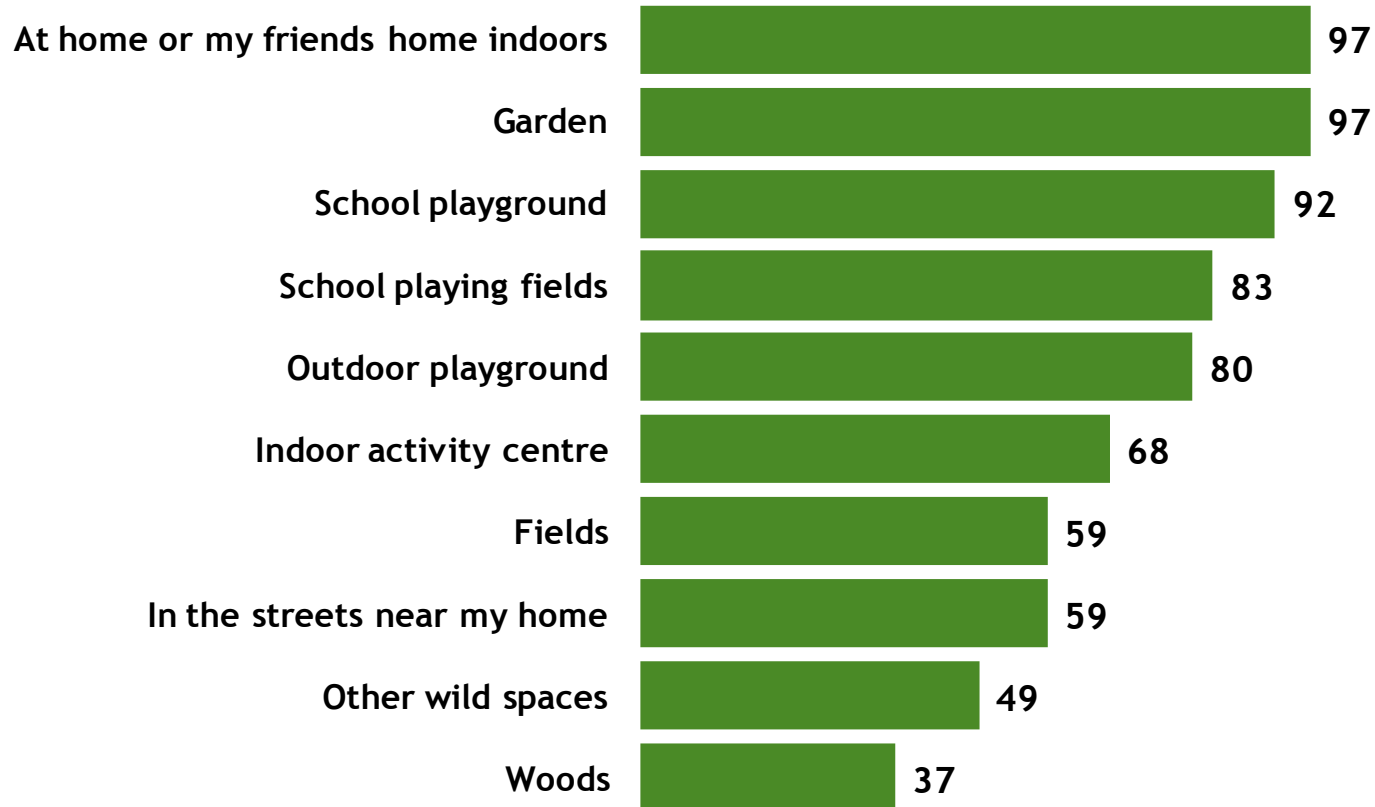
		Region				Area	
	Total	Dublin	Leinster	Munster	Conn/ULster	Urban	Rural
Base:	1,000	266	260	284	186	668	326
	%	%	%	%	%	%	%
School playground	68	70	63	73	65	71	64
School playing fields	59	57	60	61	59	59	59
At home or my friends home indoors	58	58	57	63	52	60	54
Garden	46	45	44	51	45	48	43
Outdoor playground	36	35	32	43	36	37	35
Indoor activity centre	24	31	19	23	22	27	19
In the streets near my home	22	24	17	23	22	26	15
Other wild spaces	21	21	19	23	22	19	24
Fields	21	16	20	24	22	18	25
Woods	13	10	11	19	13	12	16
None of These	15	14	17	12	20	13	19

Higher than average ■  
Lower than average ■

# Areas Own Children Play/Played in Aged 7-11

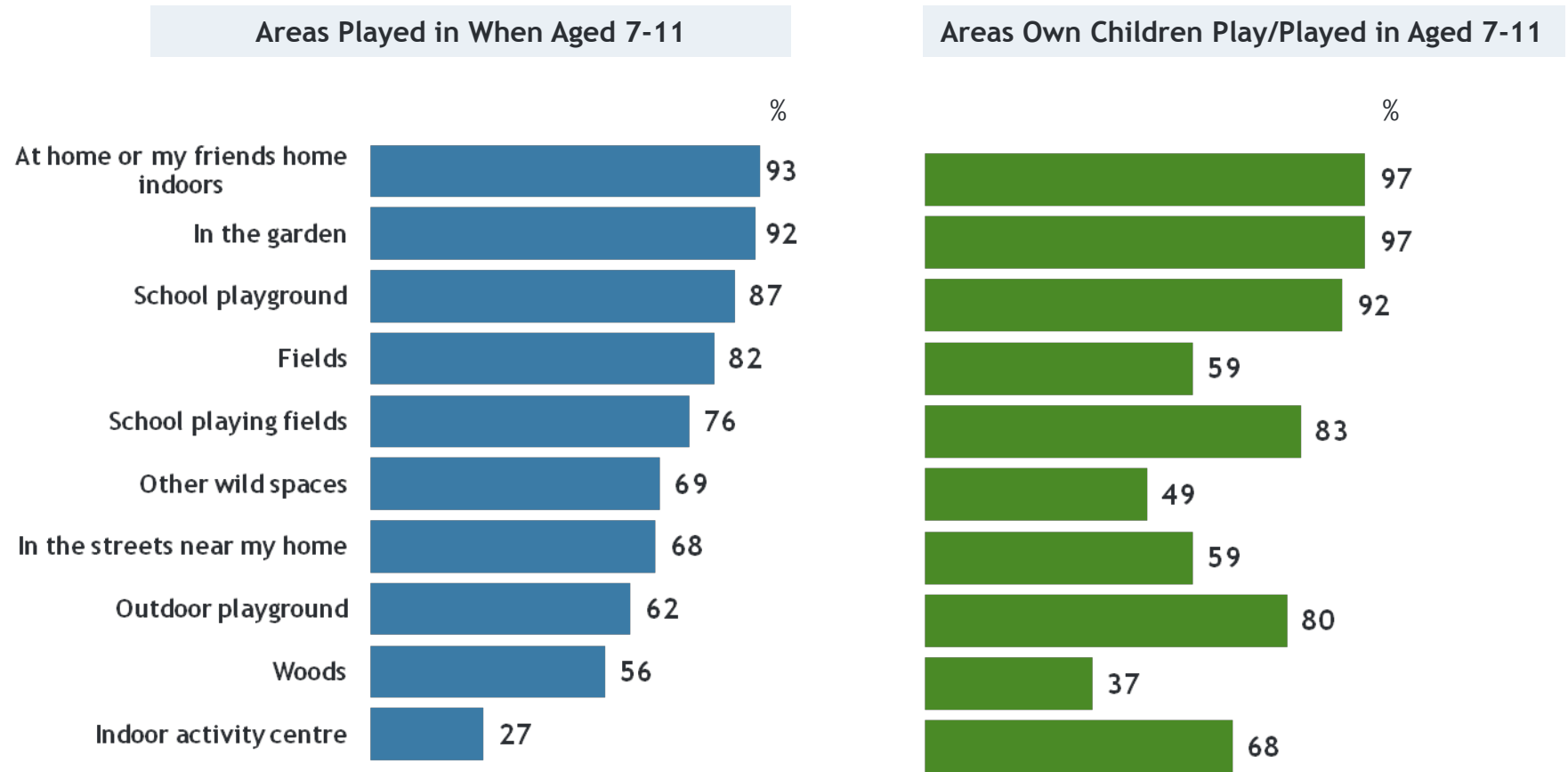
All have kids: 492

%



# Areas Play/Played in Aged 7-11: Adults vs Own Kids

All have kids: 492



# Areas Own Children Play/Played in Aged 7-11 X Gender/Age/Class

All have kids: 492

		Gender		Age			Class		
	Total	Male	Female	15-34	35-54	55+	ABC1	C2DE	F
Base:	492	224	268	340	239	219	244	227	21 *
	%	%	%	%	%	%	%	%	%
At home or my friends home indoors	97	96	97	100	97	97	99	96	93
Garden	97	95	98	100	97	96	97	96	100
School playground	92	91	93	94	92	92	93	91	97
School playing fields	83	84	82	85	84	82	85	81	90
Outdoor playground	80	83	78	81	87	72	84	76	90
Indoor activity centre	68	70	66	78	81	51	77	64	46
Fields	59	64	55	52	54	66	57	55	93
In the streets near my home	59	64	54	70	57	58	59	64	24
Other wild spaces	49	54	46	50	43	56	49	45	81
Woods	37	41	34	38	33	41	37	33	61
None of These	0	1	0	-	-	1	1	0	-

Higher than average ■  
Lower than average ■

\* Caution low base

# Areas Own Children Play/Played in Aged 7-11 X Region & Area

All have kids: 492

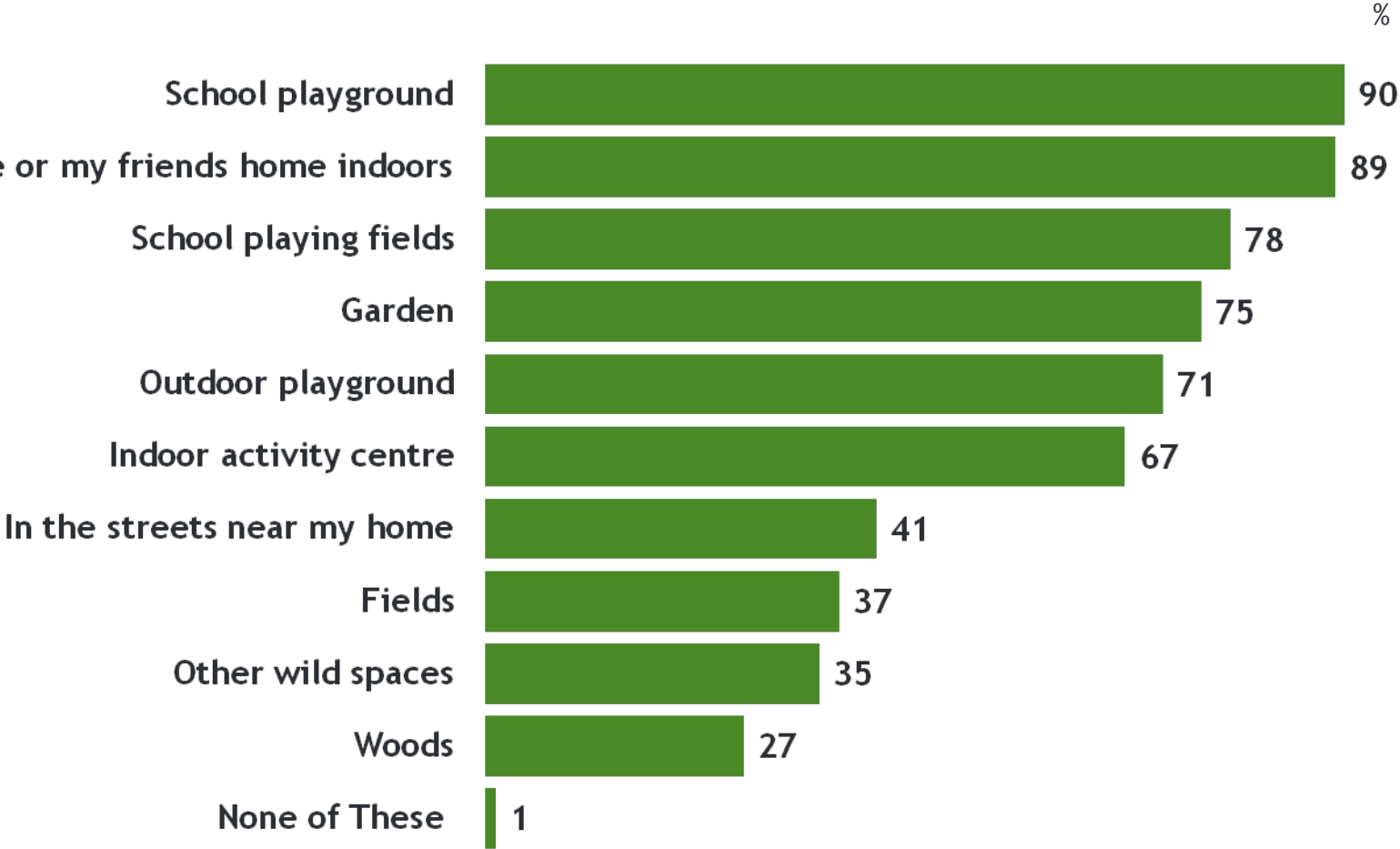
		Region				Area	
	Total	Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	492	127	137	137	91 *	308	182
	%	%	%	%	%	%	%
At home or my friends home indoors	97	96	96	98	98	97	97
Garden	97	97	96	97	96	96	97
School playground	92	91	92	93	92	91	93
School playing fields	83	89	79	81	85	84	83
Outdoor playground	80	79	84	79	79	78	83
Indoor activity centre	68	67	63	75	66	70	66
Fields	59	47	64	57	71	49	72
In the streets near my home	59	83	48	55	44	77	36
Other wild spaces	49	41	53	49	57	41	61
Woods	37	29	39	40	42	29	47
None of These	0	-	1	1	-	0	1

Higher than average ■  
Lower than average ■

\* Caution low base

# Were They Supervised When Playing in These Areas Aged 7-11

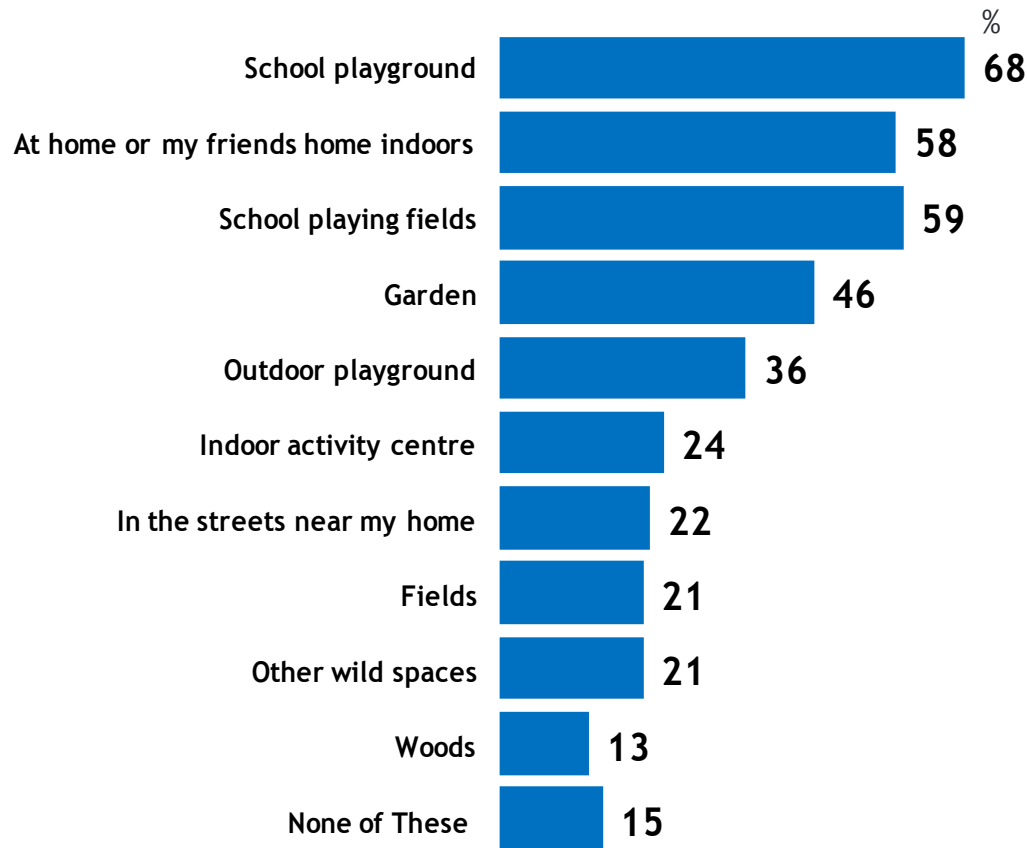
All have kids who play/played in areas mentioned



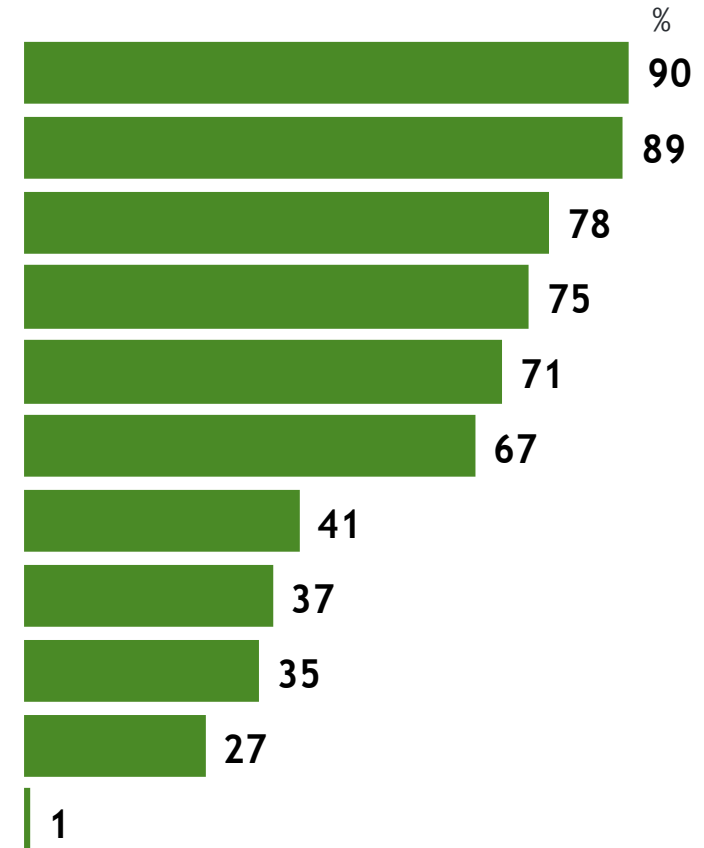
# Were They Supervised When Playing in These Areas Aged 7-11: Adults vs Own Kids

All have kids who play/played in areas mentioned

Supervised Playing When Aged 7-11



Supervised Own Children Playing Aged 7-11



# Were They Supervised When Playing in These Areas Aged 7-11 X Gender/Age/Class

All have kids playing in areas mentioned: 490

	Total	Gender		Age			Class		
		Male	Female	15-34	35-54	55+	ABC1	C2DE	F
Base:	490	223	267	34*	239	217	243	226	21*
	%	%	%	%	%	%	%	%	%
School playground	90	87	91	94	89	89	89	89	93
At home or my friends home indoors	89	88	89	100	93	82	92	87	82
School playing fields	78	77	78	83	80	74	80	75	87
Garden	75	70	78	90	80	65	76	75	63
Outdoor playground	71	69	72	73	81	60	75	67	75
Indoor activity centre	67	70	65	78	81	50	76	64	46
In the streets near my home	41	42	40	57	43	35	39	47	13
Fields	37	35	39	45	37	36	40	35	41
Other wild spaces	35	33	37	45	35	34	39	31	46
Woods	27	26	27	34	29	23	30	23	38
None of These	1	2	1	-	0	3	1	2	-

Higher than average ■  
Lower than average ■

\* Caution low base

# Were They Supervised When Playing in These Areas Aged 7-11 X Region & Area

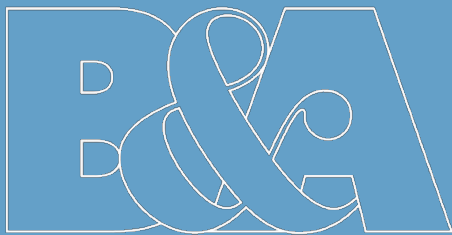
All have kids playing in areas mentioned: 490

	Total	Region				Area	
		Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	492	127	136	136	91 *	307	181
	%	%	%	%	%	%	%
School playground	90	89	90	92	86	90	89
At home or my friends home indoors	89	89	86	93	85	91	86
School playing fields	78	83	74	77	77	78	77
Garden	75	72	77	78	70	75	74
Outdoor playground	71	69	70	71	75	69	74
Indoor activity centre	67	67	60	75	66	69	64
In the streets near my home	41	54	31	43	33	52	27
Fields	37	30	37	40	43	31	45
Other wild spaces	35	30	34	39	40	29	44
Woods	27	20	27	33	28	21	34
None of These	1	1	2	1	2	1	1

Higher than average ■  
Lower than average ■

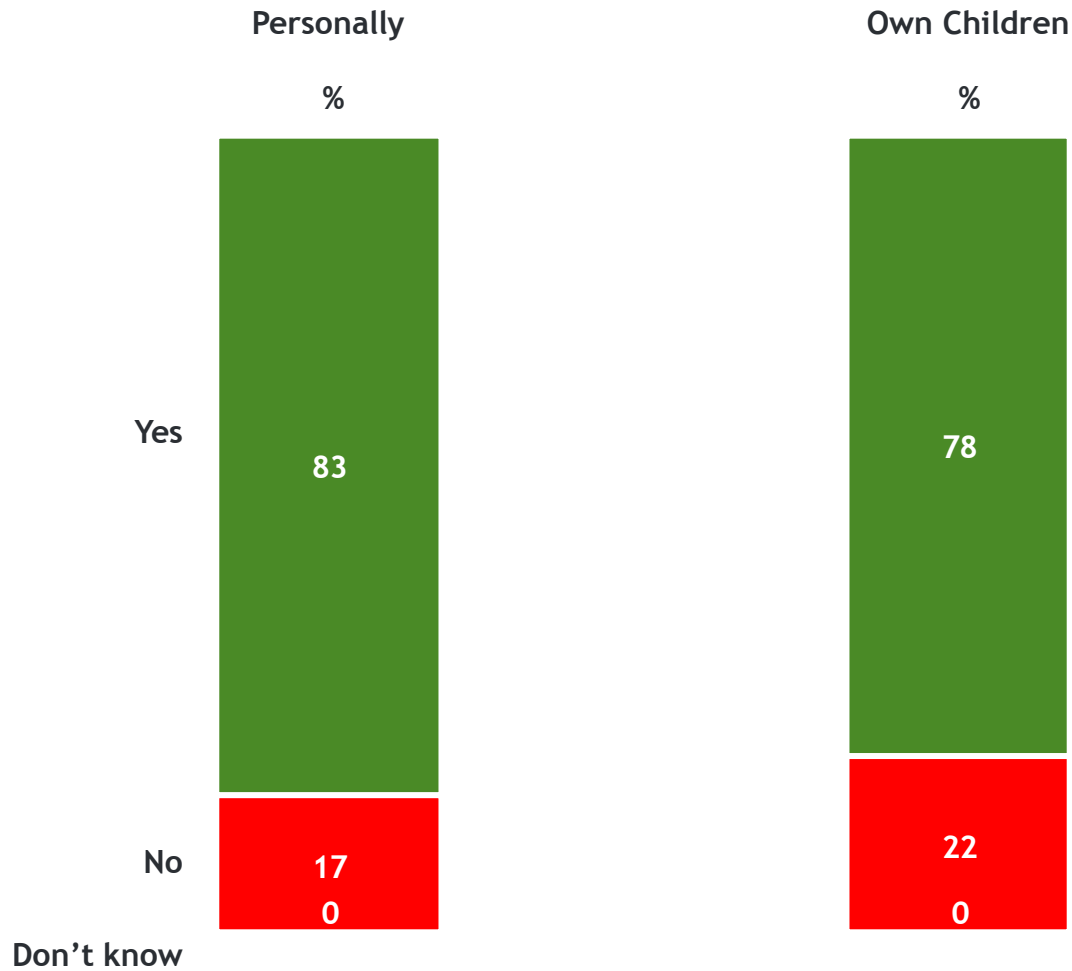
\* Caution low base

# Access to & Appreciation of Nature



# Access to Nature/Wild Area as a Child

All adults aged 16+: 1,000



# Access to Nature/Wild Area as a Child x Gender/Age/Class

All adults aged 16+: 1,000

## PERSONALLY

	Total	Gender		Age			Class		
		Male	Female	15-34	35-54	55+	ABC1	C2DE	F *
Base:	1000	497	503	352	366	282	518	437	45
	%	%	%	%	%	%	%	%	%
Yes	83	88	78	80	84	86	83	81	94
No	17	12	21	20	16	14	17	19	6
Don't know	0	-	0	0	-	-	-	0	-

## OWN CHILDREN

	Total	Gender		Age			Class		
		Male	Female	15-34	35-54	55+	ABC1	C2DE	F *
Base:	1000	497	503	352	366	282	518	437	45
	%	%	%	%	%	%	%	%	%
Yes	78	80	76	77	80	77	81	74	86
No	22	20	24	23	20	23	19	26	14
Don't know	0	0	0	0	0	0	0	0	-

Higher than average █  
Lower than average █

\* Caution low base

# Access to Nature/Wild Area as a Child X Region & Area

All adults aged 16+ - 1,000

## PERSONALLY

		Region				Area	
	Total	Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	1000	268	260	284	186	670	326
	%	%	%	%	%	%	%
Yes	83	78	83	83	90	79	90
No	17	21	17	17	10	21	10
Don't know	0	0	-	-	-	0	-

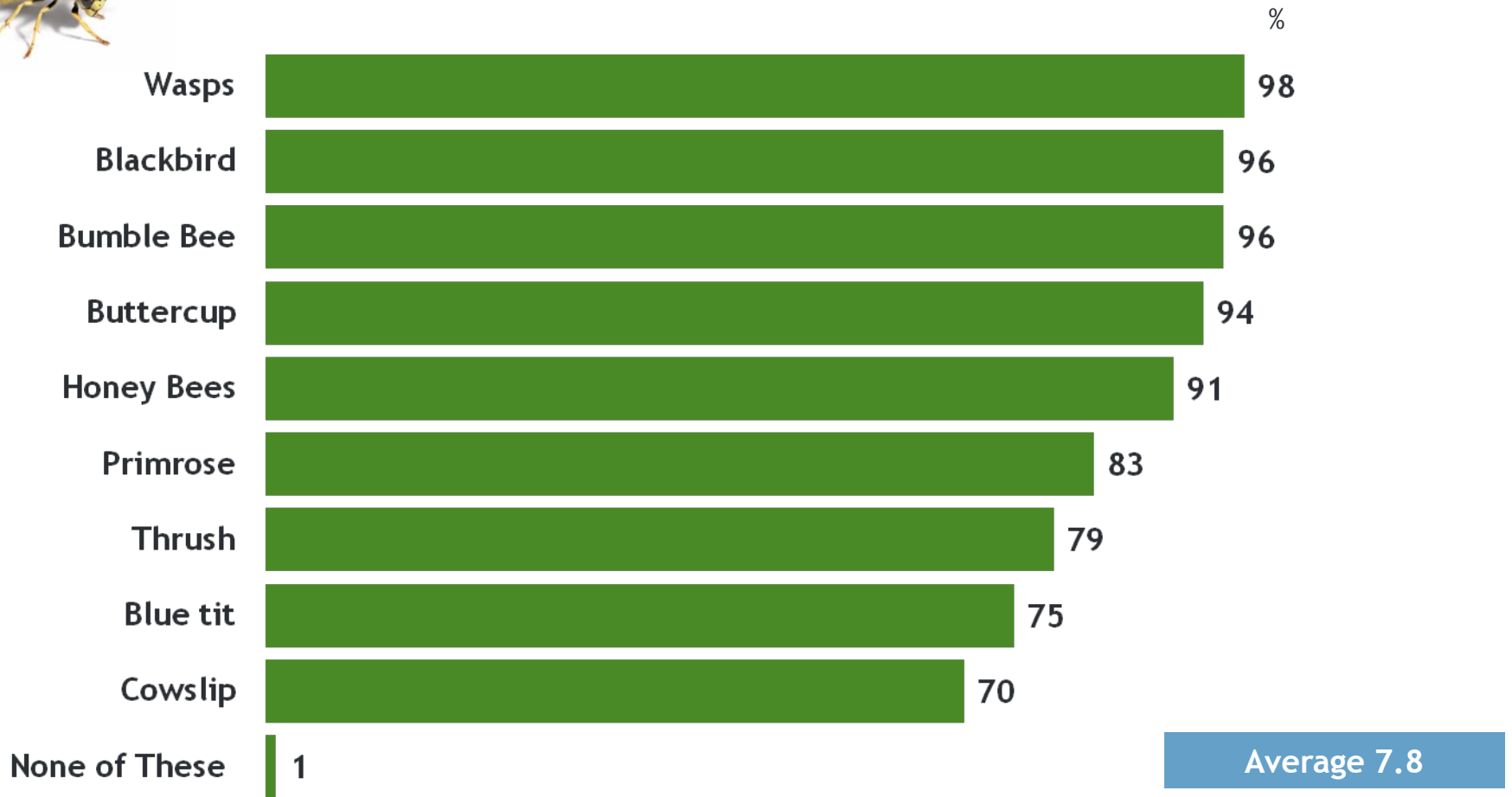
## OWN CHILDREN

		Region				Area	
	Total	Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	1000	268	260	284	186	670	326
	%	%	%	%	%	%	%
Yes	78	70	83	78	83	70	90
No	22	29	17	22	17	30	10
Don't know	0	0	0	1	-	1	-

Higher than average ■  
Lower than average ■

# Ability to Identify Insects/Flowers/Birds

All adults aged 16+: 1,000



# Ability to Identify Insects/Flowers/Birds X Gender/Age/Class

All adults aged 16+: 1,000

		Gender		Age			Class		
	Total	Male	Female	15-34	35-54	55+	ABC1	C2DE	F
Base:	1000	497	503	352	366	282	518	437	45
	%	%	%	%	%	%	%	%	%
Wasps	98	98	97	95	99	99	97	97	100
Blackbird	96	96	96	92	98	99	96	95	98
Bumble Bee	96	96	96	93	98	98	95	95	100
Buttercup	94	91	96	87	97	99	93	94	100
Honey Bees	91	92	91	85	96	95	91	90	100
Primrose	83	75	90	68	89	97	83	81	94
Thrush	79	80	79	70	80	92	82	76	89
Blue tit	75	73	77	64	79	87	73	74	93
Cowslip	70	66	74	48	77	94	71	65	94
None of These	1	1	1	1	0	-	1	1	-


Higher than average █  
Lower than average █

*\* Caution low base*

# Ability to Identify Insects/Flowers/Birds X Region & Area

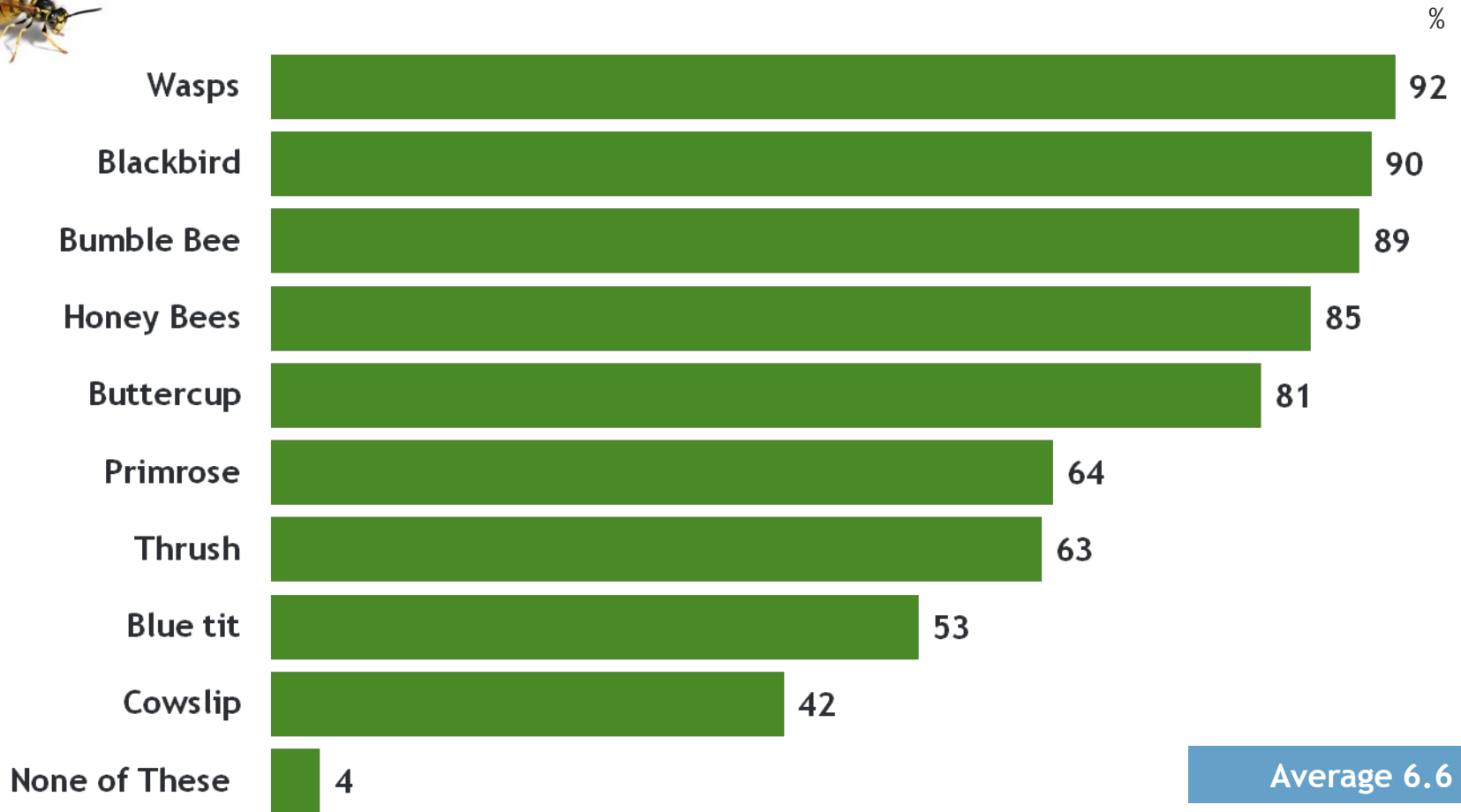
All adults aged 16+: 1,000

	Total	Region				Area	
		Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	1000	268	260	284	186	670	326
	%	%	%	%	%	%	%
Wasps	98	96	97	99	99	96	100
Blackbird	96	95	96	96	98	94	98
Bumble Bee	96	94	96	96	97	94	99
Buttercup	94	90	94	96	95	91	97
Honey Bees	91	90	92	90	93	88	97
Primrose	83	76	86	86	85	79	88
Thrush	79	71	84	83	82	75	87
Blue tit	75	69	75	79	78	69	85
Cowslip	70	55	76	75	76	60	85
None of These	1	1	1	0	0	1	-

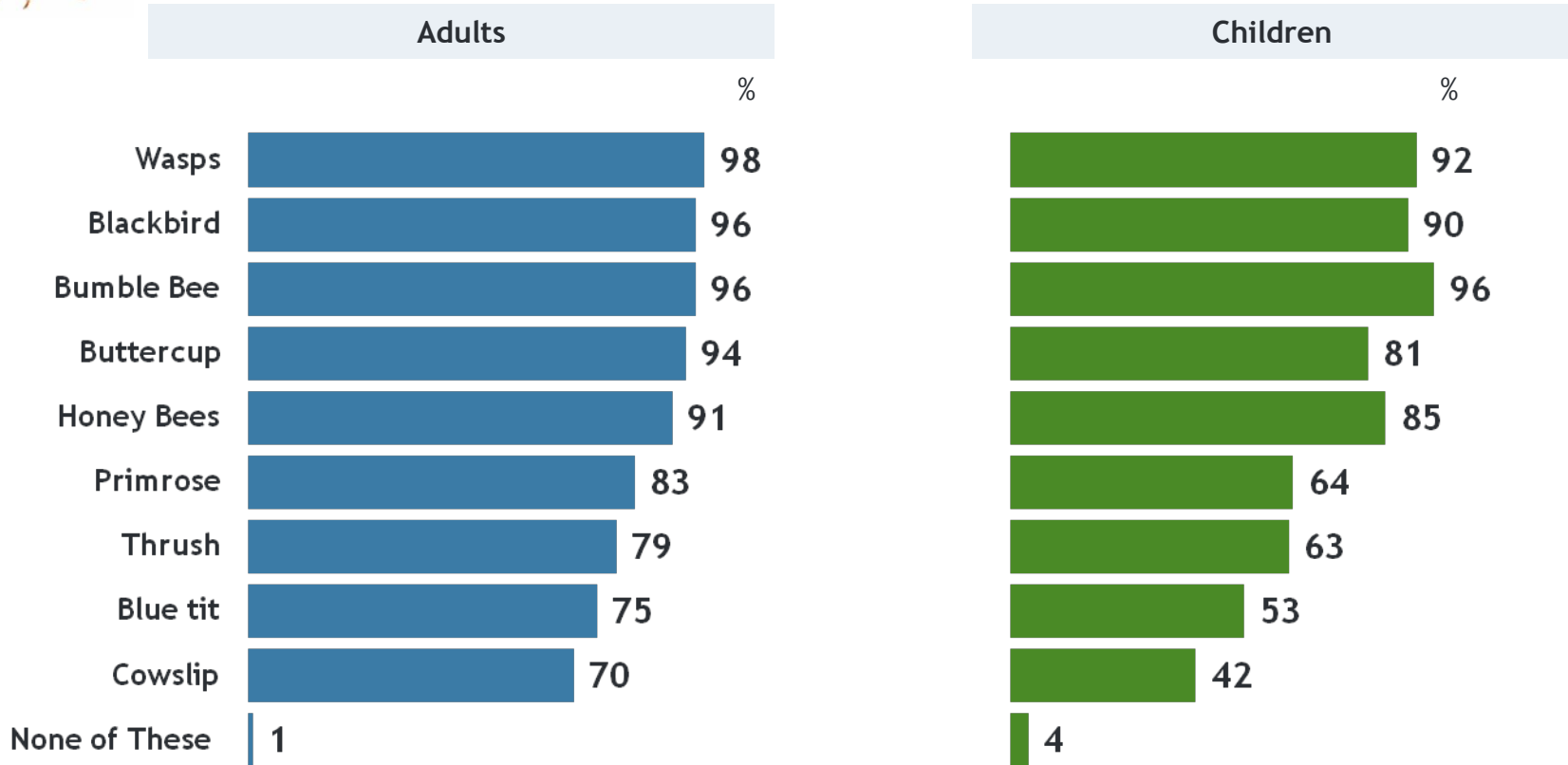
Higher than average   
Lower than average 

# Own Children's Ability to Identify Insects/Flowers/Birds

Respondents with kids - 598



# Adult's vs Own Children's Ability to Identify Insects/Flowers/Birds



# Children's Ability to Identify Insects/Flowers/Birds X Gender/Age/Class

Respondents with kids: 598

		Gender		Age			Class		
	Total	Male	Female	15-34	35-54	55+	ABC1	C2DE	F
Base:	598	275	323	84	285	229	305	269	24 *
	%	%	%	%	%	%	%	%	%
Wasps	92	88	95	75	93	98	90	93	93
Blackbird	90	86	94	72	90	99	89	92	88
Bumble Bee	89	84	94	76	92	91	87	90	93
Honey Bees	85	81	88	71	85	91	80	87	93
Buttercup	81	73	87	59	81	91	79	81	88
Primrose	64	55	71	35	57	85	60	64	78
Thrush	63	60	66	44	56	81	56	68	66
Blue tit	53	49	56	30	46	73	48	57	54
Cowslip	42	35	48	13	33	67	35	46	54
None of These	4	7	2	18	3	0	5	4	3

Higher than average █  
Lower than average █

\* Caution low base

# Children's Ability to Identify Insects/Flowers/Birds X Region & Area

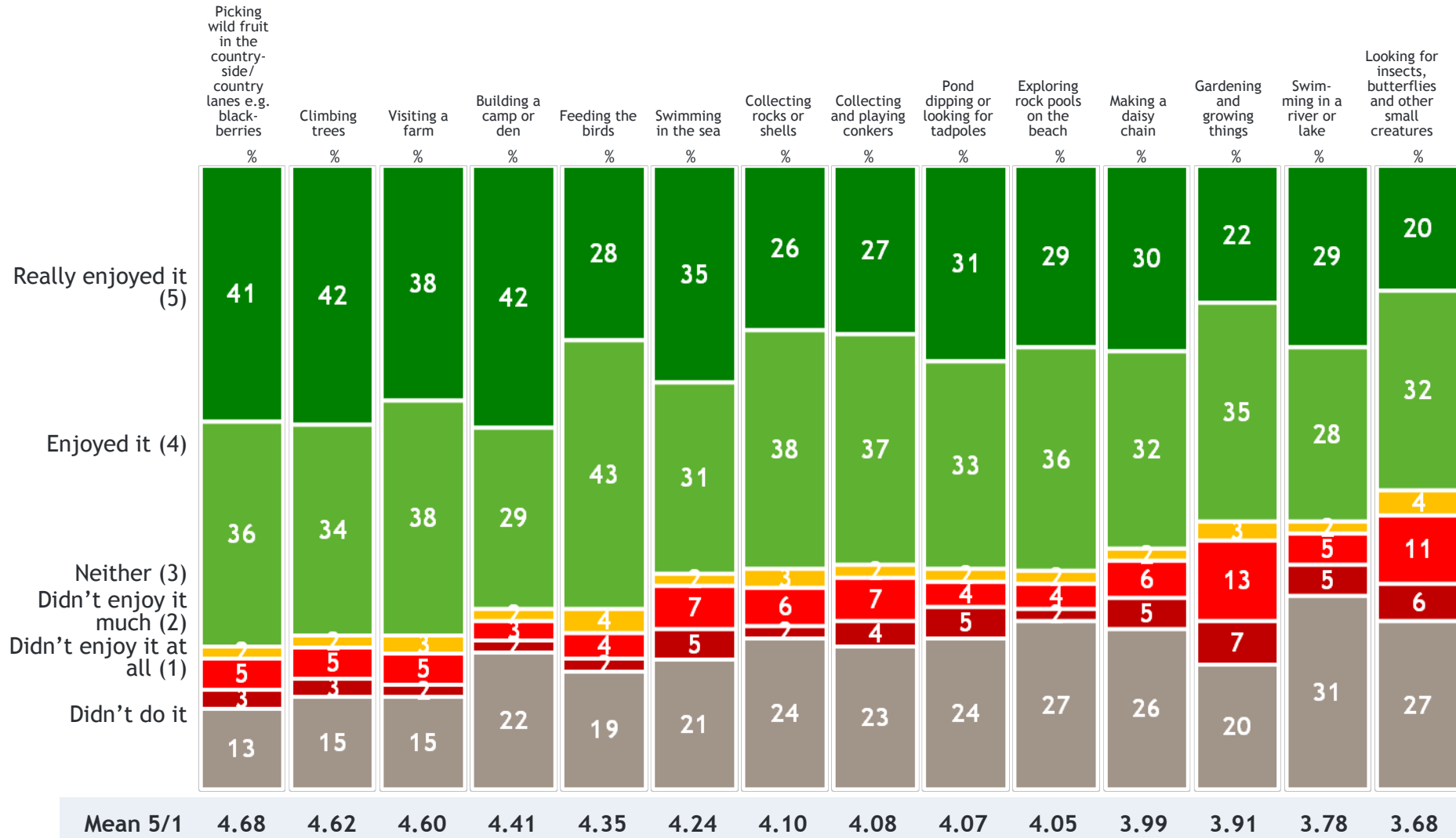
Respondents with kids - 598

	Total	Region				Area	
		Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	598	157	160	177	104	388	208
	%	%	%	%	%	%	%
Wasps	92	91	91	92	93	90	94
Blackbird	90	92	90	88	92	89	93
Bumble Bee	89	90	89	88	90	88	90
Honey Bees	85	85	84	83	88	82	89
Buttercup	81	81	80	76	89	77	86
Primrose	64	52	74	59	73	56	75
Thrush	63	60	63	66	64	60	69
Blue tit	53	55	49	49	62	48	60
Cowslip	42	37	51	38	42	35	53
None of These	4	4	4	5	4	5	3

Higher than average   
Lower than average 

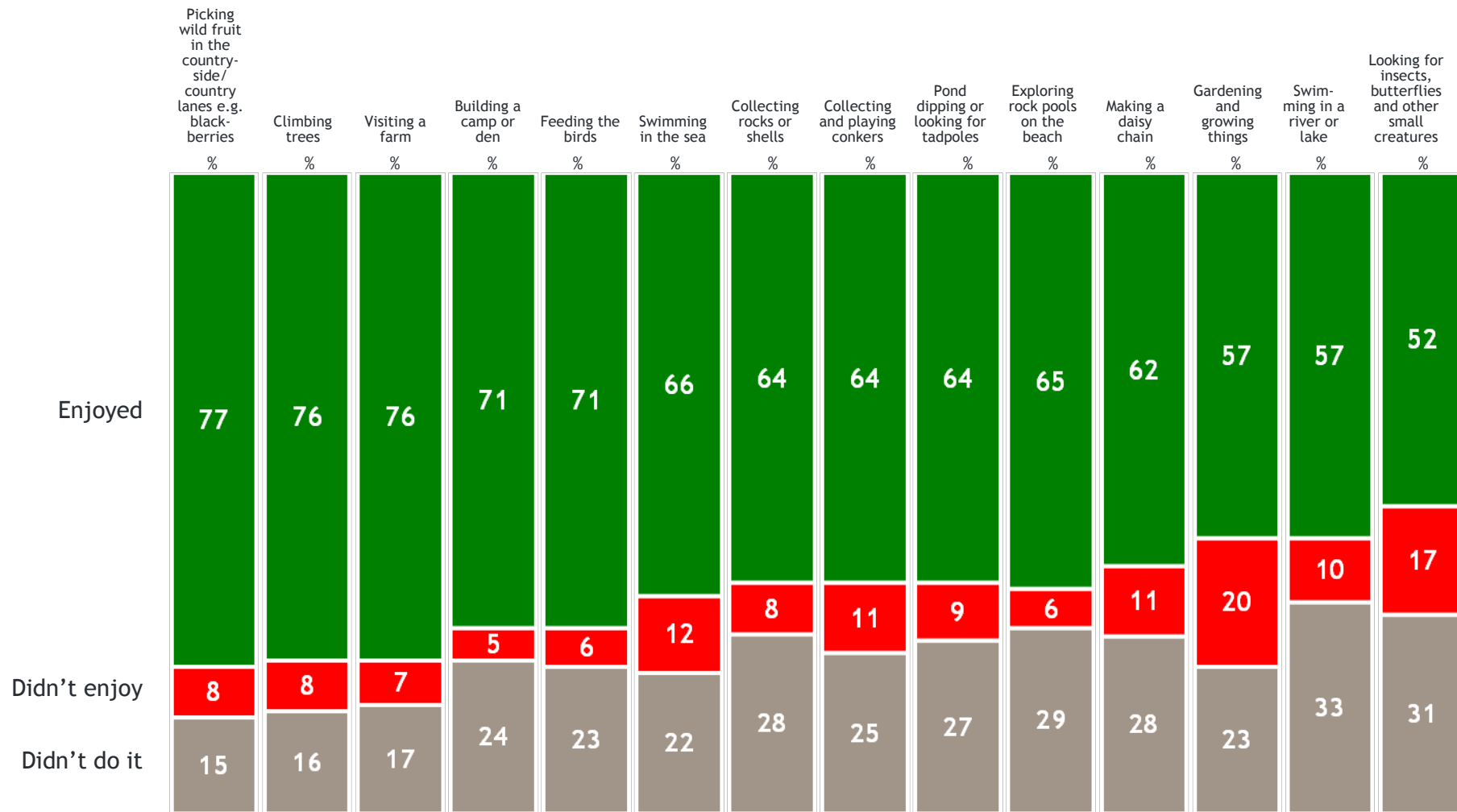
# Outdoor Activities Enjoyed As a Child

All adults aged 16+: 1,000



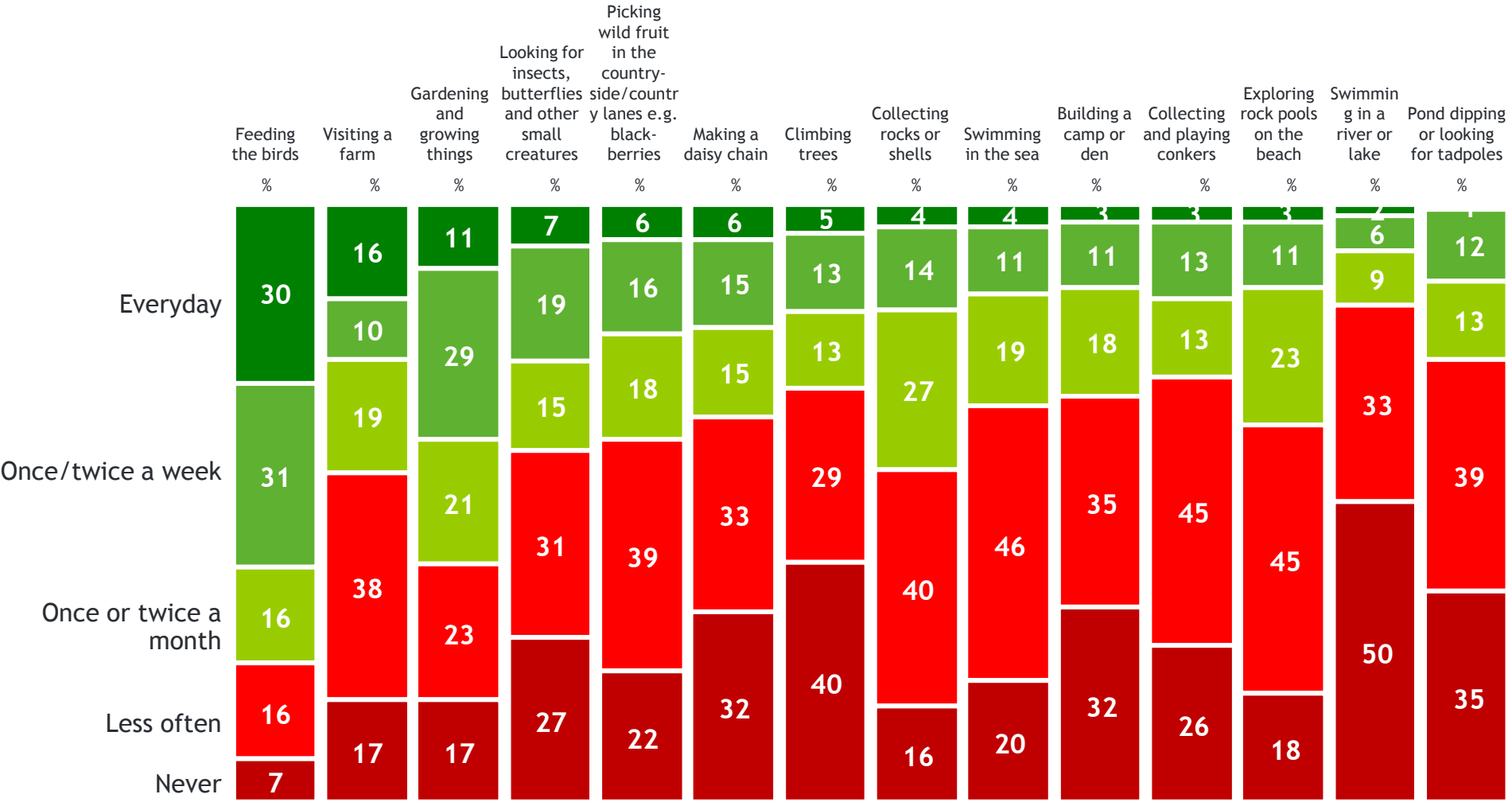
# Outdoor Activities Enjoyed As a Child

All adults aged 16+: 1,000



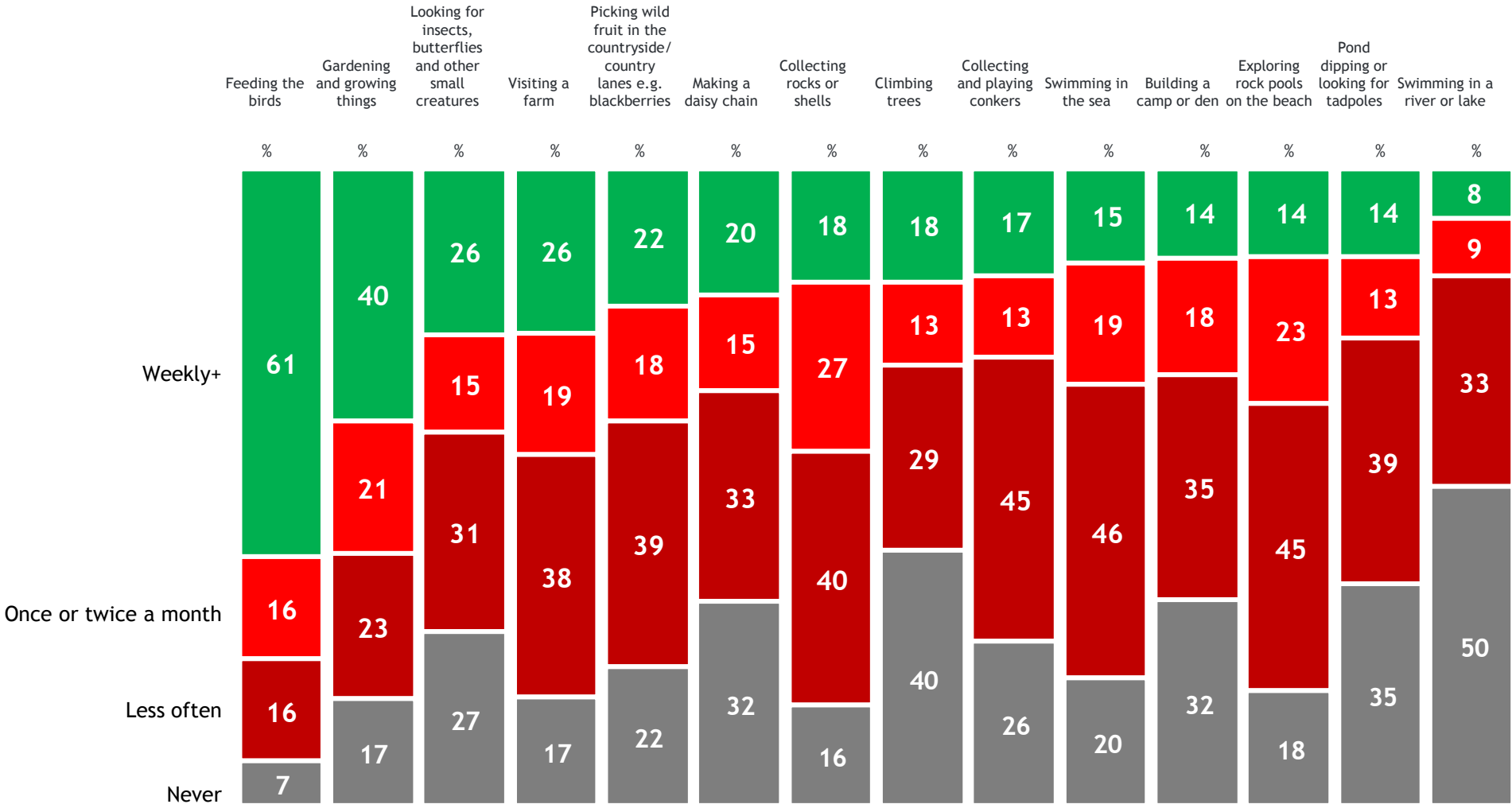
# Frequency of Engaging in Such Activities with Children

All adults with children: 598

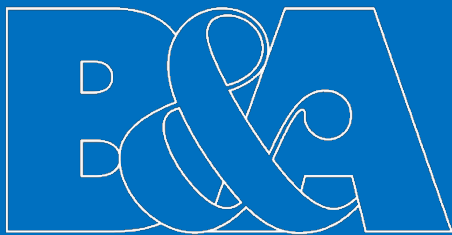


# Frequency of Engaging in Such Activities with Children

All adults with children: 598

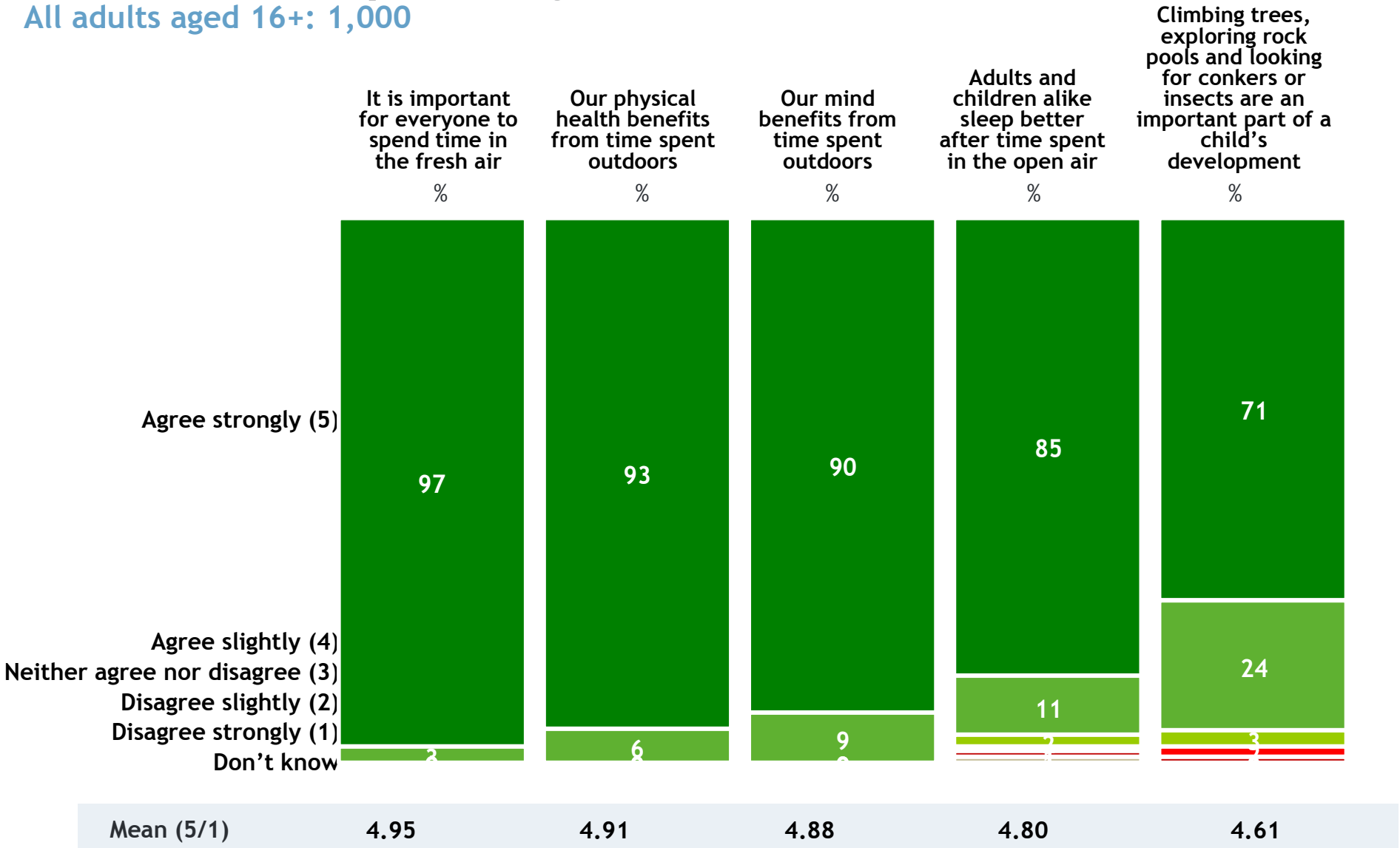


# Benefits of Outdoor Activities

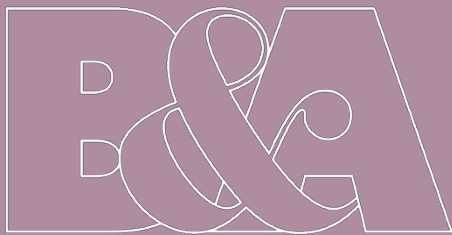


# Attitudes to Spending Time Outdoors

All adults aged 16+: 1,000



# Key Findings



# Key Findings

## Areas Played in as a Child

- At home, in the garden and the school playground are by far the most commonly mentioned places to play.
- Fields generally and more specifically, school playing fields are also quite common.
- At a lower level, wild spaces, streets near home, outdoor playground and woods are mentioned, with levels all still over 50%.
- Indoor activity centre is at much lower levels.
- Looking at the demographics behind these figures, boys appear to have played a little further away from home, as did the over 55s.
- Obvious differences emerge by region and area, with Dubliners and urban dwellers least likely to play in fields, woods, or other wild spaces, and a little more likely to have played in indoor activity centres.

# Key Findings

## Level of Supervision Playing as a Child

- School and at home, indoors are the most supervised areas, with over half supervised in these areas. Just under half felt they were supervised in the garden, with roughly a third supervised in an outdoor playground.
- Less than a quarter felt they were supervised in indoor activity centres, on the streets, in fields, woods or other wild places.
- Men and over 35s, much less likely to have been supervised.

# Key Findings

## Areas Own Children Play/Played in Aged 7-11

- Own children play or played primarily at home or in the garden and at school, with school playing fields, and outdoor playground forming a second division.
- Indoor activity centres, fields and streets are above the 50% level, with other wild spaces just below this and woods at just over a third.
- The key differences included reductions in children playing in fields 82% → 59%, other wild spaces 69% → 49%, and woods 56% → 37%, and an increase in people playing in school playground 87% → 92%, school playing fields 76% → 83%, outdoor playground 62% → 80% and indoor activity centre 27% → 68%.
- There is less gender bias evident than with the adults, although the regional skew remains.

# Key Findings

## Level of Supervision of Own Children's Play

- Home and school are again the key areas, as are indoor and outdoor play areas - all of these are above 66%.
- Streets and fields are next at below half, with wild space at a third and woods at one quarter.

# Key Findings

## Access to & Appreciation of Nature/Wild Areas

- 83% of adults or over 4 in 5 felt they had access to nature/wild areas as a child, with 78% or just under 4 in 5 suggesting that their kids have access to these spaces.
- Adults on average believe they can identify 7.8 of the 9 species, but reckon their children can only identify 6.6.
- Amongst adults, under 35s drops to 7.0 and in Dublin it comes in at 7.4.

# Key Findings

## Outdoor Activities Enjoyed as a Child

- Widespread enjoyment of most of the activities under review; only gardening, swimming in a lake/river and looking for insects fall below the enjoyment threshold.
- However, when we look at activities they involve their children in nowadays, while feeding the birds has a significant lead, gardening and looking for insects are second and third.
- 50% have never swum in a lake or river with their kids, 40% have never climbed trees and one in three have never made a daisy chain or built a camp/den.

## Appreciation of the outdoors

- There is widespread agreement with the positive physical and mental health benefits. Over 9 in 10 agree strongly with these statements. Agreeing strongly drops to 85% in relation to sleeping better following time spent outdoors and drops again to 71% in relation to outdoor activities being an important part of a child's development.