

FAMILY DAYS OUT

Insights* Into Mums and Planning Family Days Out

*Survey of parents carried out online in December 2017



THE MOST IMPORTANT FACTORS THAT WE HAVE UNCOVERED

41%

The % families who have a family day out together once a month

64%

The % of families that would spend between 25 and 75 on a day out including food, tickets etc

92%

The % of families that travel by car for a family day out

58%

The % of families who go to a cafe or restaurant as part of the day out

THE TOP 5 ACTIVITIES FAMILIES ENJOY ON A DAY OUT:

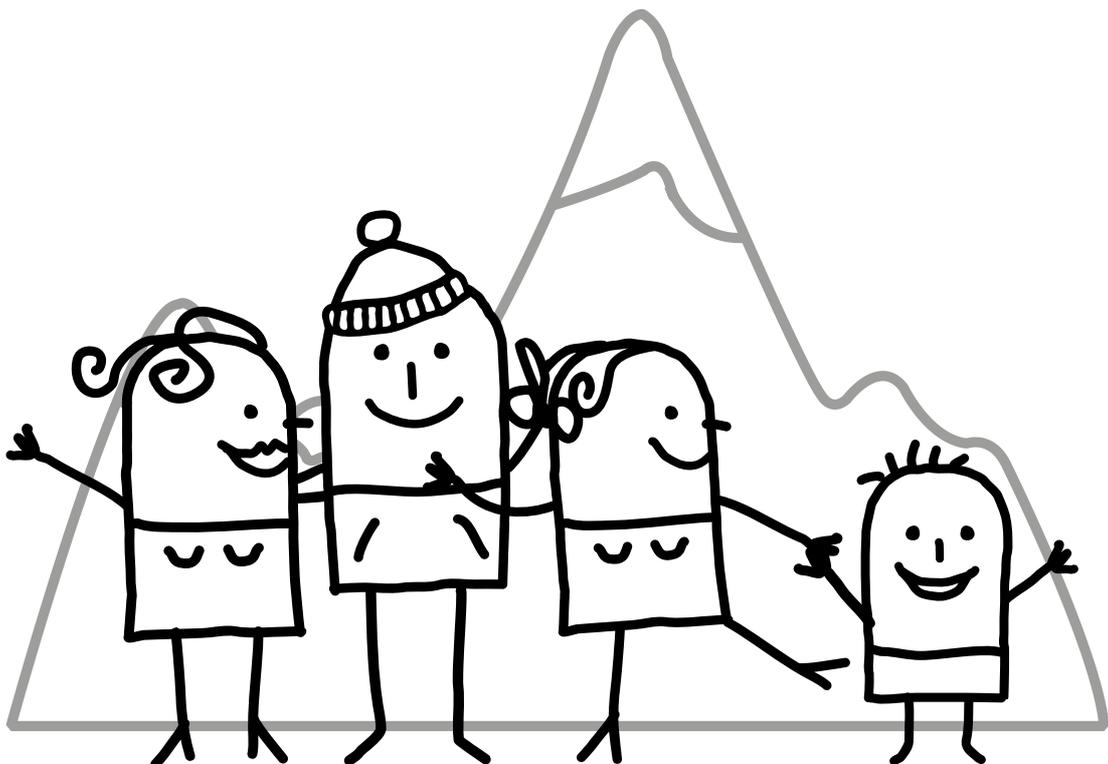
1. Family Walk
2. Cinema
3. Playground
4. Adventure Park Outdoors
5. Indoor play areas

The % of families who say price is the most important factor when choosing a family day out

48%

The % parents who used Mykidstime or similar websites to find ideas for family days out

57%



DETAILED SURVEY RESULTS

*Survey of 400 parents carried out online in December 2017

1. What ages are your children?

0-2	12%
3-4	12%
5-8	30%
9-11	24%
12-14	14%
15-17	5%
18+	2%

2. How often do you have a family day out together?

Once a month	41%
Once a week	30%
Less often	27%
Never	2%

3. What would you usually spend on a family day out? (including e.g. food, entry tickets etc.)

0 - 25.00	9%
25.00 - 50.00	32%
50.00 - 75.00	30%
75.00 - 100.00	17%
100.00+	9%
I try and find free things to do	3%

4. What kinds of activities do you enjoy on a family day out? (select all that apply)

Family Walk	69%
Cinema	59%
Playground	59%
Adventure Park Outdoors	47%
Indoor play areas	37%
Watersports	29%
Museum	23%
Attending a sporting event	21%
Theatre	19%
Tour	16%
Sports club social events	12%

5. How do you usually travel for family days out?

Car	92%
Walk	4%
Bus	3%
Train	2%

6. How do you usually eat on a family day out?

Go to a cafe or restaurant as part of the day	58%
Pack a picnic	23%
Go to a fast food outlet	11%
Buy a picnic or supplies along the way	6%
Wait until you get home	2%

7. How do you usually find out ideas for family days out?

Mykidstime or similar websites	57%
Friends & family	22%
Facebook groups I'm in	12%
Local paper	3%
Flyers or notice boards locally	3%
Radio ads	2%
Google	1%

8. What factors are important when choosing somewhere for a family day out?

Caters for different ages	54%
Price	48%
Proximity to Home	47%
Discounts/offers are available	35%
Gets everyone away from screens	34%
Duration of activity	22%

9. What is the most you would expect to pay for a family ticket to an attraction?

25.00 - 50.00	72%
50.00 - 100.00	24%
100.00+	3%

Any other thoughts or comments on family days out?

"Access for buggies/changing facilities/kid menu are important to me"

"As a family of 6 it can be costly. If more places were to do offers/deals it would help."

"Places that you can visit despite the weather are very appealing."

"As a single mum, it is sometimes difficult to go to a place if I don't feel it has enough safety in place. I can't take my eyes off my little girl for a minute because it is just me."

"Have reasonable Entrance Fees and families will have more money to spend within and come away with a better overall feel."

"It's not always easy to get something that all of us can do from age 12 up. Very often activities/events are geared towards younger children and those between the ages of 12 and 18 are forgotten about. Would love to see more about activities/events for older kids."

MyKidsTime Insights

Mykidstime is one of the most trusted online brands* for parents and kids. Over time we have established Mykidstime as a reputable source of useful content for parents. Parents trust us.

* Based on 2012-7 Userneeds surveys benchmarked against other websites

MyKidsTime connects you with over 650,000 young, affluent and influential parents, 80% using smart devices, who are looking to create great experiences for their kids, to solve problems in their busy lives, to be entertained or simply inspired.

We can help parents get excited about your brand!