



Online and Mobile Polling

Client:	Spirit PR
Survey Name:	Imagination
Date carried out:	07.06.2013
Number of respondents:	2000
Demographics:	Parents of School aged



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Imagination

1. Do you think children of today are less imaginative than children were when you were a child?

Choice	%
Yes	43.00% 860
No	31.30% 626
Maybe	25.70% 514

2. Do you think modern day children are losing their imaginations by quite an early age?

Choice	%
Yes	41.25% 825
No	30.30% 606
Maybe	28.45% 569

3. If yes, by what age do you think most children of today are losing their imaginations?

Choice	%
3	5.21% 43
4	4.61% 38
5	14.55% 120
6	13.21% 109
7	13.33% 110
8	15.27% 126
9	7.76% 64
10	15.76% 130
11	3.88% 32
12	2.91% 24
13+	3.52% 29
Average	7.52

4. Do you think many children of today are less likely to role-play than you did as a child?

Choice	%
Yes	45.75% 915
No	31.85% 637
Maybe	22.40% 448

5. Do you think children of today are as likely to play make-believe as you were as a child?

Choice	%
Yes	38.25% 765
No	40.65% 813
Maybe	21.10% 422

6. Do you think children of today spend less time playing outdoors than you did as a child?

Choice	%
Yes	72.50% 1450
No	13.05% 261
Maybe	14.45% 289

7. If yes, do you think the lack of outdoor play directly influences how much imagination children have?

Choice	%
Yes	51.24% 743
No	15.10% 219
Maybe	33.66% 488

8. Do you think children of today spend too long attached to computer consoles and the television?

Choice	%
Yes	74.40% 1488
	9.35%

No	187
Maybe	16.25% 325

9. If yes, do you think computers and televisions (the rise in technology) are to blame for children's lack of imaginations?

Choice	%
Yes	55.04% 819
No	13.24% 197
Maybe	31.72% 472

10. Do you think modern children have little understanding of the basic aspects of British nature?

Choice	%
Yes	53.25% 1065
No	17.75% 355
Maybe	29.00% 580

11. Do you suspect most modern day children would be unable to name different species of plants and trees, or recognise common insects?

Choice	%
Yes	64.70% 1294
No	15.15% 303
Maybe	20.15% 403

12. Which of the following activities do you think children of today are most likely to play?

Choice	%
Computer games	86.10% 1722
Watching movies	57.50% 1150
Watching television	73.65% 1473
Surfing the internet	64.70% 1294
Football in the back garden	26.90% 538

Soft play	14.30% 286
Constructions kits such as Lego	20.00% 400
Other	1.00% 20

13. Which of the following activities do you think are largely dying out because children of today don't do them anymore?

Choice	%
Climbing trees	65.50% 1310
Playing in the forest	64.30% 1286
Role play	37.50% 750
Make believe	42.35% 847
Building dens	62.35% 1247
Making perfume out of flowers	51.60% 1032
Making daisy chains	52.25% 1045
Picking flowers	39.00% 780
Other	3.10% 62

14. Do your children make up their own stories very often?

Choice	%
Yes, all the time	27.61% 222
Occasionally - usually when asked to at school	44.03% 354
Rarely	19.40% 156
Never	8.96% 72

15. Do your children create their own games, just by using their imaginations and whatever equipment is available to them?

Choice	%
Yes	62.94% 506
No	37.06% 298

16. How long do your children spend playing outside each week, in hours?

Choice	%
0	6.84% 55
1 - 5	40.30% 324
6 - 10	32.96% 265
11 - 15	11.82% 95
16-20	4.10% 33
21+	3.98% 32
Average	6.96

17. Do your children play outside at school more than anywhere else?

Choice	%
Yes	45.27% 364
No	54.73% 440

18. How many times a month do you take your children out to play / walk in the countryside?

Choice	%
0	13.31% 107
1	15.80% 127
2	22.89% 184
3	14.05% 113
4	13.43% 108
5+	20.52% 165
Average	2.6

19. How many times a month do you take your children to the woods / forest to play / walk / climb trees?

Choice	%
0	29.60% 238
1	22.26% 179
2	22.64% 182
3	9.20% 74
4	5.47% 44

5+	10.82% 87
Average	1.71

20. When your children do seem to be using their imaginations, and role-playing or making up games, what seems to influence them the most?

Choice	%
Computer games	17.66% 142
Characters or scenes in television programmes	22.89% 184
Characters or scenes in movies	13.68% 110
Books they have read	21.27% 171
Their peers	7.96% 64
None of the above	14.68% 118
Other	1.87% 15

21. Do your children show any interest in the great outdoors?

Choice	%
Yes	69.28% 557
No	30.72% 247

22. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

Choice	%
Yes	29.85% 240
No	70.15% 564

23. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

Choice	%
Yes	28.73% 231
No	71.27% 573

Imagination - Broken Down by Gender

Gender breakdown summary

Gender	%	Responses
Female	52.60%	1052
Male	47.40%	948

1. Do you think children of today are less imaginative than children were when you were a child?

	Female	Male
Yes	43.92% 462	41.98% 398
No	29.56% 311	33.23% 315
Maybe	26.52% 279	24.79% 235

2. Do you think modern day children are losing their imaginations by quite an early age?

	Female	Male
Yes	40.97% 431	41.56% 394
No	27.57% 290	33.33% 316
Maybe	31.46% 331	25.11% 238

3. If yes, by what age do you think most children of today are losing their imaginations?

	Female	Male
3	5.80% 25	4.57% 18
4	3.94% 17	5.33% 21
5	16.47% 71	12.44% 49
6	11.37% 49	15.23% 60
7	13.92% 60	12.69% 50
8	18.10% 78	12.18% 48
9	7.66% 33	7.87% 31
10	15.31% 66	16.24% 64

11	2.55% 11	5.33% 21
12	2.32% 10	3.55% 14
13+	2.55% 11	4.57% 18
Average	7.37	7.69

4. Do you think many children of today are less likely to role-play than you did as a child?

	Female	Male
Yes	46.20% 486	45.25% 429
No	31.27% 329	32.49% 308
Maybe	22.53% 237	22.26% 211

5. Do you think children of today are as likely to play make-believe as you were as a child?

	Female	Male
Yes	39.26% 413	37.13% 352
No	39.07% 411	42.41% 402
Maybe	21.67% 228	20.46% 194

6. Do you think children of today spend less time playing outdoors than you did as a child?

	Female	Male
Yes	75.67% 796	68.99% 654
No	10.17% 107	16.24% 154
Maybe	14.16% 149	14.77% 140

7. If yes, do you think the lack of outdoor play directly influences how much imagination children have?

	Female	Male
Yes	50% 398	52.75% 345
No	14.70% 117	15.60% 102
Maybe	35.30% 281	31.65% 207

8. Do you think children of today spend too long attached to computer consoles and the television?

	Female	Male
Yes	79.28% 834	68.99% 654
No	5.80% 61	13.29% 126
Maybe	14.92% 157	17.72% 168

9. If yes, do you think computers and televisions (the rise in technology) are to blame for children's lack of imaginations?

	Female	Male
Yes	53.60% 447	56.88% 372
No	11.63% 97	15.29% 100
Maybe	34.77% 290	27.83% 182

10. Do you think modern children have little understanding of the basic aspects of British nature?

	Female	Male
Yes	52.95% 557	53.59% 508
No	15.97% 168	19.73% 187
Maybe	31.08% 327	26.69% 253

11. Do you suspect most modern day children would be unable to name different species of plants and trees, or recognise common insects?

	Female	Male
Yes	67.68% 712	61.39% 582
No	11.79% 124	18.88% 179
Maybe	20.53% 216	19.73% 187

12. Which of the following activities do you think children of today are most likely to play?

	Female	Male
Computer games	88.88% 935	83.02% 787
	61.69%	52.85%

Watching movies	649	501
	77.47%	69.41%
Watching television	815	658
	67.49%	61.60%
Surfing the internet	710	584
	31.08%	22.26%
Football in the back garden	327	211
	17.21%	11.08%
Soft play	181	105
	23.95%	15.61%
Constructions kits such as Lego	252	148
	1.14%	0.84%
Other	12	8

13. Which of the following activities do you think are largely dying out because children of today don't do them anymore?

	Female	Male
	67.30%	63.50%
Climbing trees	708	602
	67.78%	60.44%
Playing in the forest	713	573
	38.31%	36.60%
Role play	403	347
	43.25%	41.35%
Make believe	455	392
	63.97%	60.55%
Building dens	673	574
	61.69%	40.40%
Making perfume out of flowers	649	383
	58.56%	45.25%
Making daisy chains	616	429
	42.78%	34.81%
Picking flowers	450	330
	3.14%	3.06%
Other	33	29

14. Do your children make up their own stories very often?

	Female	Male
	32.20%	22.84%
Yes, all the time	132	90
	41.46%	46.70%
Occasionally - usually when asked to at school	170	184
	16.59%	22.34%
Rarely	68	88
	9.76%	8.12%
Never	40	32

15. Do your children create their own games, just by using their imaginations and whatever equipment is available to them?

	Female	Male
	68.29%	57.36%
Yes	280	226
	31.71%	42.64%
No	130	168

16. How long do your children spend playing outside each week, in hours?

	Female	Male
0	7.32% 30	6.35% 25
1 - 5	39.51% 162	41.12% 162
6 - 10	31.22% 128	34.77% 137
11 - 15	12.44% 51	11.17% 44
16-20	4.39% 18	3.81% 15
21+	5.12% 21	2.79% 11
Average	7.17	6.74

17. Do your children play outside at school more than anywhere else?

	Female	Male
Yes	45.37% 186	45.18% 178
No	54.63% 224	54.82% 216

18. How many times a month do you take your children out to play / walk in the countryside?

	Female	Male
0	12.68% 52	13.96% 55
1	13.17% 54	18.53% 73
2	20.98% 86	24.87% 98
3	13.66% 56	14.47% 57
4	14.63% 60	12.18% 48
5+	24.88% 102	15.99% 63
Average	2.79	2.4

19. How many times a month do you take your children to the woods / forest to play / walk / climb trees?

	Female	Male
0	32.44% 133	26.65% 105
1	20.73% 85	23.86% 94
	20.49%	24.87%

2	84	98
3	8.54% 35	9.90% 39
4	6.59% 27	4.31% 17
5+	11.22% 46	10.41% 41
Average	1.7	1.73

20. When your children do seem to be using their imaginations, and role-playing or making up games, what seems to influence them the most?

	Female	Male
Computer games	14.15% 58	21.32% 84
Characters or scenes in television programmes	25.12% 103	20.56% 81
Characters or scenes in movies	13.17% 54	14.21% 56
Books they have read	22.44% 92	20.05% 79
Their peers	8.29% 34	7.61% 30
None of the above	15.37% 63	13.96% 55
Other	1.46% 6	2.28% 9

21. Do your children show any interest in the great outdoors?

	Female	Male
Yes	72.68% 298	65.74% 259
No	27.32% 112	34.26% 135

22. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

	Female	Male
Yes	23.90% 98	36.04% 142
No	76.10% 312	63.96% 252

23. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

	Female	Male
Yes	23.90% 98	33.76% 133
No	76.10% 312	66.24% 261

Imagination - Broken Down by Region

Region breakdown summary

Region	%	Responses
East Anglia	6.85%	137
East Midlands	7.35%	147
London	13.05%	261
North East	4.35%	87
North West	11.20%	224
Northern Ireland	2.55%	51
Scotland	9.40%	188
South East	13.30%	266
South West	9.05%	181
Wales	5.25%	105
West Midlands	9.40%	188
Yorkshire and the Humber	8.25%	165

1. Do you think children of today are less imaginative than children were when you were a child?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	43.07% 59	46.26% 68	42.15% 110	43.68% 38	43.75% 98	41.18% 21	48.94% 92	40.60% 108	43.65% 79	38.10% 40	43.09% 81	40% 66
No	32.12% 44	26.53% 39	29.89% 78	28.74% 25	27.23% 61	39.22% 20	34.04% 64	34.21% 91	34.25% 62	28.57% 30	30.85% 58	32.73% 54
Maybe	24.82% 34	27.21% 40	27.97% 73	27.59% 24	29.02% 65	19.61% 10	17.02% 32	25.19% 67	22.10% 40	33.33% 35	26.06% 49	27.27% 45

2. Do you think modern day children are losing their imaginations by quite an early age?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	46.72% 64	39.46% 58	41.76% 109	39.08% 34	41.52% 93	41.18% 21	48.94% 92	35.34% 94	41.44% 75	39.05% 41	44.15% 83	36.97% 61
No	26.28% 36	29.93% 44	27.59% 72	34.48% 30	29.46% 66	33.33% 17	31.91% 60	35.71% 95	26.52% 48	30.48% 32	28.72% 54	31.52% 52
	27.01%	30.61%	30.65%	26.44%	29.02%	25.49%	19.15%	28.95%	32.04%	30.48%	27.13%	31.52%

Maybe	37	45	80	23	65	13	36	77	58	32	51	52
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3. If yes, by what age do you think most children of today are losing their imaginations?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
3	6.25% 4	1.72% 1	6.42% 7	2.94% 1	1.08% 1	4.76% 1	8.70% 8	5.32% 5	9.33% 7	2.44% 1	6.02% 5	3.28% 2
4	1.56% 1	3.45% 2	5.50% 6	11.76% 4	5.38% 5	0% 0	5.43% 5	2.13% 2	4% 3	7.32% 3	7.23% 6	1.64% 1
5	17.19% 11	13.79% 8	16.51% 18	14.71% 5	9.68% 9	23.81% 5	17.39% 16	9.57% 9	20% 15	9.76% 4	14.46% 12	13.11% 8
6	12.50% 8	10.34% 6	12.84% 14	14.71% 5	16.13% 15	4.76% 1	11.96% 11	14.89% 14	13.33% 10	19.51% 8	10.84% 9	13.11% 8
7	15.63% 10	15.52% 9	11.01% 12	17.65% 6	17.20% 16	9.52% 2	11.96% 11	14.89% 14	14.67% 11	14.63% 6	8.43% 7	9.84% 6
8	18.75% 12	20.69% 12	16.51% 18	17.65% 6	15.05% 14	23.81% 5	10.87% 10	14.89% 14	9.33% 7	7.32% 3	18.07% 15	16.39% 10
9	6.25% 4	8.62% 5	10.09% 11	2.94% 1	4.30% 4	9.52% 2	7.61% 7	7.45% 7	6.67% 5	4.88% 2	9.64% 8	13.11% 8
10	18.75% 12	12.07% 7	10.09% 11	11.76% 4	18.28% 17	9.52% 2	20.65% 19	19.15% 18	13.33% 10	24.39% 10	15.66% 13	11.48% 7
11	1.56% 1	1.72% 1	2.75% 3	5.88% 2	6.45% 6	4.76% 1	3.26% 3	5.32% 5	1.33% 1	2.44% 1	4.82% 4	6.56% 4
12	0% 0	3.45% 2	2.75% 3	0% 0	3.23% 3	4.76% 1	2.17% 2	5.32% 5	4% 3	0% 0	3.61% 3	3.28% 2
13+	1.56% 1	8.62% 5	5.50% 6	0% 0	3.23% 3	4.76% 1	0% 0	1.06% 1	4% 3	7.32% 3	1.20% 1	8.20% 5
Average	7.27	7.95	7.37	6.91	7.84	7.71	7.14	7.8	7.09	7.73	7.43	8.11

4. Do you think many children of today are less likely to role-play than you did as a child?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	39.42% 54	43.54% 64	45.59% 119	48.28% 42	45.54% 102	52.94% 27	45.74% 86	41.73% 111	49.17% 89	51.43% 54	52.13% 98	41.82% 69
No	32.85% 45	32.65% 48	30.27% 79	33.33% 29	28.13% 63	25.49% 13	38.83% 73	37.59% 100	29.28% 53	26.67% 28	25% 47	35.76% 59
Maybe	27.74% 38	23.81% 35	24.14% 63	18.39% 16	26.34% 59	21.57% 11	15.43% 29	20.68% 55	21.55% 39	21.90% 23	22.87% 43	22.42% 37

5. Do you think children of today are as likely to play make-believe as you were as a child?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	39.42% 54	36.05% 53	33.72% 88	42.53% 37	39.29% 88	41.18% 21	42.02% 79	37.59% 100	36.46% 66	38.10% 40	42.55% 80	35.76% 59
No	34.31% 47	42.18% 62	39.85% 104	39.08% 34	35.71% 80	43.14% 22	42.55% 80	42.86% 114	43.09% 78	42.86% 45	41.49% 78	41.82% 69
Maybe	26.28% 36	21.77% 32	26.44% 69	18.39% 16	25% 56	15.69% 8	15.43% 29	19.55% 52	20.44% 37	19.05% 20	15.96% 30	22.42% 37

6. Do you think children of today spend less time playing outdoors than you did as a child?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	72.26% 99	73.47% 108	77.39% 202	75.86% 66	69.20% 155	74.51% 38	74.47% 140	67.67% 180	70.17% 127	78.10% 82	74.47% 140	68.48% 113
No	14.60% 20	15.65% 23	11.88% 31	6.90% 6	14.29% 32	13.73% 7	11.17% 21	15.04% 40	12.15% 22	9.52% 10	13.83% 26	13.94% 23
Maybe	13.14% 18	10.88% 16	10.73% 28	17.24% 15	16.52% 37	11.76% 6	14.36% 27	17.29% 46	17.68% 32	12.38% 13	11.70% 22	17.58% 29

7. If yes, do you think the lack of outdoor play directly influences how much imagination children have?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	49.49% 49	54.63% 59	49.50% 100	45.45% 30	51.61% 80	57.89% 22	53.57% 75	46.67% 84	51.97% 66	60.98% 50	52.86% 74	47.79% 54
No	19.19% 19	13.89% 15	14.36% 29	18.18% 12	14.84% 23	18.42% 7	17.14% 24	14.44% 26	14.17% 18	10.98% 9	14.29% 20	15.04% 17
Maybe	31.31% 31	31.48% 34	36.14% 73	36.36% 24	33.55% 52	23.68% 9	29.29% 41	38.89% 70	33.86% 43	28.05% 23	32.86% 46	37.17% 42

8. Do you think children of today spend too long attached to computer consoles and the television?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	70.07% 96	74.83% 110	77.39% 202	75.86% 66	74.55% 167	70.59% 36	81.38% 153	66.92% 178	71.27% 129	77.14% 81	81.38% 153	70.91% 117
No	13.87% 19	13.61% 20	6.51% 17	6.90% 6	8.48% 19	7.84% 4	7.45% 14	13.16% 35	9.39% 17	8.57% 9	6.38% 12	9.09% 15
Maybe	16.06% 22	11.56% 17	16.09% 42	17.24% 15	16.96% 38	21.57% 11	11.17% 21	19.92% 53	19.34% 35	14.29% 15	12.23% 23	20% 33

9. If yes, do you think computers and televisions (the rise in technology) are to blame for children's lack of imaginations?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	58.33% 56	56.36% 62	56.44% 114	46.97% 31	57.49% 96	61.11% 22	50.33% 77	57.30% 102	54.26% 70	58.02% 47	54.90% 84	49.57% 58
No	14.58% 14	12.73% 14	13.37% 27	18.18% 12	10.78% 18	8.33% 3	14.38% 22	15.17% 27	13.18% 17	7.41% 6	13.07% 20	14.53% 17
Maybe	27.08% 26	30.91% 34	30.20% 61	34.85% 23	31.74% 53	30.56% 11	35.29% 54	27.53% 49	32.56% 42	34.57% 28	32.03% 49	35.90% 42

10. Do you think modern children have little understanding of the basic aspects of British nature?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	55.47% 76	53.06% 78	57.09% 149	44.83% 39	57.14% 128	39.22% 20	56.91% 107	49.62% 132	50.83% 92	51.43% 54	56.38% 106	50.91% 84
No	18.98% 26	16.33% 24	14.94% 39	19.54% 17	16.07% 36	23.53% 12	19.15% 36	21.80% 58	16.57% 30	19.05% 20	16.49% 31	15.76% 26
Maybe	25.55% 35	30.61% 45	27.97% 73	35.63% 31	26.79% 60	37.25% 19	23.94% 45	28.57% 76	32.60% 59	29.52% 31	27.13% 51	33.33% 55

11. Do you suspect most modern day children would be unable to name different species of plants and trees, or recognise common insects?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	64.23% 88	65.99% 97	67.05% 175	68.97% 60	60.27% 135	60.78% 31	68.09% 128	64.66% 172	67.40% 122	61.90% 65	64.36% 121	60.61% 100
No	13.87% 19	19.73% 29	14.56% 38	9.20% 8	14.73% 33	19.61% 10	14.89% 28	16.54% 44	12.15% 22	20% 21	11.70% 22	17.58% 29
Maybe	21.90% 30	14.29% 21	18.39% 48	21.84% 19	25% 56	19.61% 10	17.02% 32	18.80% 50	20.44% 37	18.10% 19	23.94% 45	21.82% 36

12. Which of the following activities do you think children of today are most likely to play?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Computer games	86.13% 118	81.63% 120	87.36% 228	91.95% 80	86.16% 193	86.27% 44	85.11% 160	84.21% 224	87.85% 159	88.57% 93	84.57% 159	87.27% 144
	61.31%	59.18%	60.92%	66.67%	56.25%	49.02%	54.79%	54.14%	58.01%	61.90%	54.26%	55.76%

Watching movies	84	87	159	58	126	25	103	144	105	65	102	92
	69.34%	78.91%	71.65%	81.61%	74.55%	68.63%	70.74%	76.32%	73.48%	70.48%	76.06%	70.30%
Watching television	95	116	187	71	167	35	133	203	133	74	143	116
	65.69%	65.99%	67.43%	74.71%	64.73%	72.55%	62.77%	58.65%	58.01%	72.38%	64.36%	65.45%
Surfing the internet	90	97	176	65	145	37	118	156	105	76	121	108
	26.28%	26.53%	25.29%	33.33%	28.57%	15.69%	27.13%	31.95%	21.55%	21.90%	27.66%	27.88%
Football in the back garden	36	39	66	29	64	8	51	85	39	23	52	46
	10.95%	12.93%	12.64%	25.29%	13.84%	13.73%	17.02%	17.29%	12.15%	11.43%	10.11%	16.97%
Soft play	15	19	33	22	31	7	32	46	22	12	19	28
	16.06%	17.01%	15.71%	24.14%	20.54%	21.57%	18.62%	26.32%	16.57%	20%	18.09%	26.67%
Constructions kits such as Lego	22	25	41	21	46	11	35	70	30	21	34	44
	1.46%	0%	0.38%	0%	0.45%	3.92%	1.06%	2.63%	2.21%	0%	0%	0.61%
Other	2	0	1	0	1	2	2	7	4	0	0	1

13. Which of the following activities do you think are largely dying out because children of today don't do them anymore?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Climbing trees	65.69%	68.71%	68.20%	55.17%	69.20%	50.98%	67.55%	61.65%	66.30%	71.43%	68.09%	59.39%
	90	101	178	48	155	26	127	164	120	75	128	98
Playing in the forest	59.85%	66.67%	66.28%	59.77%	58.93%	49.02%	64.36%	69.92%	65.75%	69.52%	63.83%	63.64%
	82	98	173	52	132	25	121	186	119	73	120	105
Role play	37.23%	44.22%	39.08%	36.78%	35.71%	31.37%	36.70%	30.08%	36.46%	43.81%	43.09%	37.58%
	51	65	102	32	80	16	69	80	66	46	81	62
Make believe	41.61%	48.30%	40.23%	41.38%	41.52%	35.29%	40.96%	36.09%	43.09%	52.38%	46.81%	44.24%
	57	71	105	36	93	18	77	96	78	55	88	73
Building dens	60.58%	65.31%	62.07%	62.07%	62.95%	52.94%	61.17%	60.15%	61.88%	70.48%	65.43%	60.61%
	83	96	162	54	141	27	115	160	112	74	123	100
Making perfume out of flowers	46.72%	55.10%	50.19%	50.57%	52.23%	41.18%	49.47%	56.39%	54.70%	47.62%	50.53%	52.73%
	64	81	131	44	117	21	93	150	99	50	95	87
Making daisy chains	51.09%	51.70%	50.19%	50.57%	53.57%	45.10%	50.53%	48.87%	53.04%	60%	58.51%	52.73%
	70	76	131	44	120	23	95	130	96	63	110	87
Picking flowers	38.69%	42.18%	39.85%	39.08%	39.29%	33.33%	36.17%	36.47%	43.65%	38.10%	41.49%	36.36%
	53	62	104	34	88	17	68	97	79	40	78	60
Other	3.65%	2.72%	1.53%	4.60%	2.68%	3.92%	2.13%	3.38%	3.87%	2.86%	2.13%	6.06%
	5	4	4	4	6	2	4	9	7	3	4	10

14. Do your children make up their own stories very often?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes, all the time	21.28%	31.15%	19.63%	24.39%	23.40%	21.74%	31.25%	38.38%	28.99%	12.50%	36.36%	31.03%
	10	19	21	10	22	5	25	38	20	6	28	18
Occasionally - usually when asked to at school	53.19%	37.70%	53.27%	34.15%	41.49%	52.17%	37.50%	36.36%	40.58%	41.67%	46.75%	58.62%
	25	23	57	14	39	12	30	36	28	20	36	34
Rarely	19.15%	13.11%	19.63%	19.51%	24.47%	21.74%	21.25%	17.17%	23.19%	39.58%	10.39%	8.62%
	9	8	21	8	23	5	17	17	16	19	8	5

Never	6.38% 3	18.03% 11	7.48% 8	21.95% 9	10.64% 10	4.35% 1	10% 8	8.08% 8	7.25% 5	6.25% 3	6.49% 5	1.72% 1
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15. Do your children create their own games, just by using their imaginations and whatever equipment is available to them?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	65.96% 31	57.38% 35	59.81% 64	60.98% 25	62.77% 59	52.17% 12	58.75% 47	69.70% 69	59.42% 41	54.17% 26	70.13% 54	74.14% 43
No	34.04% 16	42.62% 26	40.19% 43	39.02% 16	37.23% 35	47.83% 11	41.25% 33	30.30% 30	40.58% 28	45.83% 22	29.87% 23	25.86% 15

16. How long do your children spend playing outside each week, in hours?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	4.26% 2	6.56% 4	6.54% 7	4.88% 2	7.45% 7	13.04% 3	5% 4	7.07% 7	15.94% 11	8.33% 4	1.30% 1	5.17% 3
1 - 5	57.45% 27	29.51% 18	41.12% 44	48.78% 20	38.30% 36	26.09% 6	33.75% 27	40.40% 40	40.58% 28	54.17% 26	45.45% 35	29.31% 17
6 - 10	17.02% 8	34.43% 21	37.38% 40	31.71% 13	37.23% 35	39.13% 9	43.75% 35	31.31% 31	24.64% 17	18.75% 9	29.87% 23	41.38% 24
11 - 15	19.15% 9	18.03% 11	5.61% 6	9.76% 4	11.70% 11	13.04% 3	8.75% 7	12.12% 12	13.04% 9	12.50% 6	9.09% 7	17.24% 10
16-20	0% 0	4.92% 3	3.74% 4	4.88% 2	1.06% 1	4.35% 1	2.50% 2	4.04% 4	4.35% 3	4.17% 2	9.09% 7	6.90% 4
21+	2.13% 1	6.56% 4	5.61% 6	0% 0	4.26% 4	4.35% 1	6.25% 5	5.05% 5	1.45% 1	2.08% 1	5.19% 4	0% 0
Average	6.02	8.25	6.8	6.15	6.73	7.3	7.41	7.08	5.97	5.94	7.66	7.67

17. Do your children play outside at school more than anywhere else?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	36.17% 17	34.43% 21	53.27% 57	46.34% 19	44.68% 42	43.48% 10	40% 32	39.39% 39	55.07% 38	45.83% 22	54.55% 42	43.10% 25
No	63.83% 30	65.57% 40	46.73% 50	53.66% 22	55.32% 52	56.52% 13	60% 48	60.61% 60	44.93% 31	54.17% 26	45.45% 35	56.90% 33

18. How many times a month do you take your children out to play / walk in the countryside?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	6.38% 3	16.39% 10	14.95% 16	19.51% 8	9.57% 9	17.39% 4	11.25% 9	12.12% 12	26.09% 18	12.50% 6	11.69% 9	5.17% 3
1	19.15% 9	9.84% 6	19.63% 21	14.63% 6	15.96% 15	13.04% 3	13.75% 11	19.19% 19	8.70% 6	20.83% 10	15.58% 12	15.52% 9
2	34.04% 16	31.15% 19	23.36% 25	19.51% 8	25.53% 24	13.04% 3	27.50% 22	16.16% 16	18.84% 13	8.33% 4	25.97% 20	24.14% 14
3	10.64% 5	9.84% 6	17.76% 19	7.32% 3	13.83% 13	8.70% 2	16.25% 13	13.13% 13	7.25% 5	22.92% 11	15.58% 12	18.97% 11
4	12.77% 6	13.11% 8	5.61% 6	12.20% 5	7.45% 7	13.04% 3	13.75% 11	17.17% 17	23.19% 16	18.75% 9	14.29% 11	15.52% 9
5+	17.02% 8	19.67% 12	18.69% 20	26.83% 11	27.66% 26	34.78% 8	17.50% 14	22.22% 22	15.94% 11	16.67% 8	16.88% 13	20.69% 12
Average	2.55	2.52	2.36	2.59	2.77	2.91	2.6	2.71	2.41	2.65	2.56	2.86

19. How many times a month do you take your children to the woods / forest to play / walk / climb trees?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
0	21.28% 10	26.23% 16	31.78% 34	39.02% 16	30.85% 29	30.43% 7	27.50% 22	27.27% 27	39.13% 27	31.25% 15	27.27% 21	24.14% 14
1	21.28% 10	21.31% 13	21.50% 23	14.63% 6	20.21% 19	17.39% 4	31.25% 25	20.20% 20	17.39% 12	25% 12	25.97% 20	25.86% 15
2	27.66% 13	29.51% 18	27.10% 29	17.07% 7	24.47% 23	17.39% 4	22.50% 18	20.20% 20	17.39% 12	20.83% 10	25.97% 20	13.79% 8
3	10.64% 5	8.20% 5	8.41% 9	12.20% 5	10.64% 10	0% 0	6.25% 5	11.11% 11	7.25% 5	12.50% 6	5.19% 4	15.52% 9
4	6.38% 3	3.28% 2	2.80% 3	4.88% 2	3.19% 3	4.35% 1	2.50% 2	7.07% 7	10.14% 7	4.17% 2	10.39% 8	6.90% 4
5+	12.77% 6	11.48% 7	8.41% 9	12.20% 5	10.64% 10	30.43% 7	10% 8	14.14% 14	8.70% 6	6.25% 3	5.19% 4	13.79% 8
Average	1.98	1.75	1.54	1.66	1.67	2.22	1.55	1.93	1.58	1.52	1.61	1.97

20. When your children do seem to be using their imaginations, and role-playing or making up games, what seems to influence them the most?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Computer games	14.89% 7	16.39% 10	20.56% 22	21.95% 9	11.70% 11	21.74% 5	20% 16	12.12% 12	14.49% 10	33.33% 16	18.18% 14	17.24% 10
Characters or scenes in television programmes	23.40% 11	13.11% 8	28.04% 30	26.83% 11	15.96% 15	21.74% 5	26.25% 21	18.18% 18	24.64% 17	18.75% 9	25.97% 20	32.76% 19
Characters or scenes in movies	6.38% 3	18.03% 11	17.76% 19	9.76% 4	17.02% 16	21.74% 5	12.50% 10	11.11% 11	11.59% 8	10.42% 5	15.58% 12	10.34% 6
Books they have read	25.53% 12	26.23% 16	14.02% 15	17.07% 7	29.79% 28	13.04% 3	21.25% 17	25.25% 25	23.19% 16	16.67% 8	15.58% 12	20.69% 12

Their peers	6.38% 3	8.20% 5	4.67% 5	7.32% 3	11.70% 11	8.70% 2	6.25% 5	11.11% 11	5.80% 4	6.25% 3	9.09% 7	8.62% 5
None of the above	17.02% 8	16.39% 10	14.95% 16	17.07% 7	12.77% 12	13.04% 3	12.50% 10	17.17% 17	18.84% 13	12.50% 6	12.99% 10	10.34% 6
Other	6.38% 3	1.64% 1	0% 0	0% 0	1.06% 1	0% 0	1.25% 1	5.05% 5	1.45% 1	2.08% 1	2.60% 2	0% 0

21. Do your children show any interest in the great outdoors?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	72.34% 34	67.21% 41	57.94% 62	70.73% 29	75.53% 71	56.52% 13	71.25% 57	78.79% 78	69.57% 48	68.75% 33	72.73% 56	60.34% 35
No	27.66% 13	32.79% 20	42.06% 45	29.27% 12	24.47% 23	43.48% 10	28.75% 23	21.21% 21	30.43% 21	31.25% 15	27.27% 21	39.66% 23

22. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	29.79% 14	27.87% 17	42.06% 45	34.15% 14	22.34% 21	21.74% 5	35% 28	26.26% 26	23.19% 16	33.33% 16	25.97% 20	31.03% 18
No	70.21% 33	72.13% 44	57.94% 62	65.85% 27	77.66% 73	78.26% 18	65% 52	73.74% 73	76.81% 53	66.67% 32	74.03% 57	68.97% 40

23. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	31.91% 15	26.23% 16	37.38% 40	39.02% 16	22.34% 21	26.09% 6	33.75% 27	27.27% 27	21.74% 15	29.17% 14	27.27% 21	22.41% 13
No	68.09% 32	73.77% 45	62.62% 67	60.98% 25	77.66% 73	73.91% 17	66.25% 53	72.73% 72	78.26% 54	70.83% 34	72.73% 56	77.59% 45

Imagination - Broken Down by Age

Age Range breakdown summary

Age Range	%	Responses
18-24	11.95%	239
25-34	17.60%	352
35-44	19.80%	396
45-54	17.45%	349
55+	33.20%	664

1. Do you think children of today are less imaginative than children were when you were a child?

	18-24	25-34	35-44	45-54	55+
Yes	49.37% 118	40.34% 142	34.85% 138	41.26% 144	47.89% 318
No	26.78% 64	35.80% 126	37.63% 149	33.52% 117	25.60% 170
Maybe	23.85% 57	23.86% 84	27.53% 109	25.21% 88	26.51% 176

2. Do you think modern day children are losing their imaginations by quite an early age?

	18-24	25-34	35-44	45-54	55+
Yes	45.61% 109	35.23% 124	34.34% 136	39.83% 139	47.74% 317
No	28.03% 67	35.80% 126	34.60% 137	31.23% 109	25.15% 167
Maybe	26.36% 63	28.98% 102	31.06% 123	28.94% 101	27.11% 180

3. If yes, by what age do you think most children of today are losing their imaginations?

	18-24	25-34	35-44	45-54	55+
3	5.50% 6	10.48% 13	1.47% 2	2.16% 3	5.99% 19
4	7.34% 8	3.23% 4	2.94% 4	1.44% 2	6.31% 20
5	6.42% 7	14.52% 18	15.44% 21	15.11% 21	16.72% 53
6	16.51% 18	16.13% 20	13.97% 19	12.23% 17	11.04% 35
7	15.60% 17	12.90% 16	13.97% 19	10.07% 14	13.88% 44
8	16.51% 18	17.74% 22	16.91% 23	13.67% 19	13.88% 44
9	2.75% 3	5.65% 7	11.03% 15	9.35% 13	8.20% 26
10	20.18% 22	12.10% 15	14.71% 20	18.71% 26	14.83% 47
11	2.75% 3	2.42% 3	2.94% 4	7.91% 11	3.47% 11
12	3.67% 4	2.42% 3	4.41% 6	2.88% 4	2.21% 7
13+	2.75% 3	2.42% 3	2.21% 3	6.47% 9	3.47% 11
Average	7.55	7.05	7.71	8.18	7.33

4. Do you think many children of today are less likely to role-play than you did as a child?

	18-24	25-34	35-44	45-54	55+
Yes	43.93% 105	38.64% 136	38.89% 154	47.56% 166	53.31% 354
No	33.05% 79	37.78% 133	35.35% 140	32.95% 115	25.60% 170
Maybe	23.01% 55	23.58% 83	25.76% 102	19.48% 68	21.08% 140

5. Do you think children of today are as likely to play make-believe as you were as a child?

	18-24	25-34	35-44	45-54	55+
Yes	41.42% 99	40.34% 142	37.63% 149	38.68% 135	36.14% 240
No	37.66% 90	39.49% 139	37.63% 149	37.82% 132	45.63% 303
Maybe	20.92% 50	20.17% 71	24.75% 98	23.50% 82	18.22% 121

6. Do you think children of today spend less time playing outdoors than you did as a child?

	18-24	25-34	35-44	45-54	55+
Yes	59.83% 143	60.23% 212	64.90% 257	77.08% 269	85.69% 569
No	21.76% 52	22.16% 78	15.66% 62	9.74% 34	5.27% 35
Maybe	18.41% 44	17.61% 62	19.44% 77	13.18% 46	9.04% 60

7. If yes, do you think the lack of outdoor play directly influences how much imagination children have?

	18-24	25-34	35-44	45-54	55+
Yes	58.74% 84	48.58% 103	45.91% 118	49.07% 132	53.78% 306
No	15.38% 22	15.57% 33	20.62% 53	12.64% 34	13.53% 77
Maybe	25.87% 37	35.85% 76	33.46% 86	38.29% 103	32.69% 186

8. Do you think children of today spend too long attached to computer consoles and the television?

	18-24	25-34	35-44	45-54	55+
Yes	68.20% 163	60.80% 214	68.18% 270	79.94% 279	84.64% 562
No	14.23% 34	17.90% 63	9.60% 38	7.74% 27	3.77% 25
Maybe	17.57% 42	21.31% 75	22.22% 88	12.32% 43	11.60% 77

9. If yes, do you think computers and televisions (the rise in technology) are to blame for children's lack of imaginations?

	18-24	25-34	35-44	45-54	55+
Yes	55.21% 90	54.67% 117	51.48% 139	55.56% 155	56.58% 318
No	15.95% 26	14.95% 32	15.93% 43	11.11% 31	11.57% 65
Maybe	28.83% 47	30.37% 65	32.59% 88	33.33% 93	31.85% 179

10. Do you think modern children have little understanding of the basic aspects of British nature?

	18-24	25-34	35-44	45-54	55+
Yes	46.44% 111	42.05% 148	47.47% 188	54.73% 191	64.31% 427
No	24.69% 59	26.99% 95	18.94% 75	15.47% 54	10.84% 72
Maybe	28.87% 69	30.97% 109	33.59% 133	29.80% 104	24.85% 165

11. Do you suspect most modern day children would be unable to name different species of plants and trees, or recognise common insects?

	18-24	25-34	35-44	45-54	55+
Yes	56.90% 136	52.84% 186	59.60% 236	67.34% 235	75.45% 501
No	20.92% 50	25% 88	16.67% 66	11.75% 41	8.73% 58
Maybe	22.18% 53	22.16% 78	23.74% 94	20.92% 73	15.81% 105

12. Which of the following activities do you think children of today are most likely to play?

	18-24	25-34	35-44	45-54	55+
Computer games	82.43% 197	75.28% 265	81.31% 322	89.68% 313	94.13% 625
Watching movies	58.16% 139	48.86% 172	54.55% 216	58.74% 205	62.95% 418
Watching television	72.80% 174	66.48% 234	67.93% 269	76.79% 268	79.52% 528
Surfing the internet	62.76% 150	55.40% 195	58.59% 232	69.05% 241	71.69% 476
Football in the back garden	28.03% 67	29.83% 105	29.29% 116	25.79% 90	24.10% 160
Soft play	10.04% 24	17.61% 62	17.68% 70	13.75% 48	12.35% 82
Constructions kits such as Lego	15.48% 37	21.88% 77	24.49% 97	16.62% 58	19.73% 131
Other	0.84% 2	0.28% 1	1.77% 7	0.57% 2	1.20% 8

13. Which of the following activities do you think are largely dying out because children of today don't do them anymore?

	18-24	25-34	35-44	45-54	55+
Climbing trees	55.23% 132	55.40% 195	61.11% 242	66.19% 231	76.81% 510
Playing in the forest	52.72% 126	48.01% 169	64.14% 254	64.76% 226	76.96% 511
Role play	38.91% 93	28.69% 101	27.53% 109	36.10% 126	48.34% 321
Make believe	38.49% 92	33.81% 119	33.59% 133	44.70% 156	52.26% 347
Building dens	49.37% 118	47.73% 168	57.07% 226	65.62% 229	76.20% 506
Making perfume out of flowers	46.44% 111	41.48% 146	47.47% 188	51.58% 180	61.30% 407
Making daisy chains	40.17% 96	31.53% 111	44.44% 176	54.44% 190	71.08% 472
Picking flowers	31.80% 76	23.30% 82	31.31% 124	39.83% 139	54.07% 359
	3.35%	3.13%	2.78%	2.29%	3.61%

Other	8	11	11	8	24
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14. Do your children make up their own stories very often?

	18-24	25-34	35-44	45-54	55+
Yes, all the time	22.81% 13	34.15% 56	32.94% 83	22.22% 44	19.55% 26
Occasionally - usually when asked to at school	57.89% 33	41.46% 68	43.25% 109	43.94% 87	42.86% 57
Rarely	12.28% 7	15.24% 25	17.46% 44	22.73% 45	26.32% 35
Never	7.02% 4	9.15% 15	6.35% 16	11.11% 22	11.28% 15

15. Do your children create their own games, just by using their imaginations and whatever equipment is available to them?

	18-24	25-34	35-44	45-54	55+
Yes	70.18% 40	65.85% 108	70.24% 177	53.54% 106	56.39% 75
No	29.82% 17	34.15% 56	29.76% 75	46.46% 92	43.61% 58

16. How long do your children spend playing outside each week, in hours?

	18-24	25-34	35-44	45-54	55+
0	5.26% 3	5.49% 9	5.56% 14	8.59% 17	9.02% 12
1 - 5	31.58% 18	32.93% 54	40.48% 102	43.94% 87	47.37% 63
6 - 10	38.60% 22	45.73% 75	32.14% 81	28.28% 56	23.31% 31
11 - 15	19.30% 11	8.54% 14	13.89% 35	10.10% 20	11.28% 15
16-20	5.26% 3	3.66% 6	3.17% 8	6.06% 12	3.01% 4
21+	0% 0	3.66% 6	4.76% 12	3.03% 6	6.02% 8
Average	7.49	7.18	7.16	6.62	6.56

17. Do your children play outside at school more than anywhere else?

	18-24	25-34	35-44	45-54	55+
Yes	56.14% 32	43.90% 72	42.86% 108	44.44% 88	48.12% 64
No	43.86% 25	56.10% 92	57.14% 144	55.56% 110	51.88% 69

18. How many times a month do you take your children out to play / walk in the countryside?

	18-24	25-34	35-44	45-54	55+
0	5.26% 3	7.93% 13	9.52% 24	20.71% 41	19.55% 26
1	15.79% 9	18.29% 30	18.25% 46	12.12% 24	13.53% 18
2	38.60% 22	27.44% 45	19.44% 49	21.21% 42	19.55% 26
3	17.54% 10	15.85% 26	15.08% 38	11.62% 23	12.03% 16
4	5.26% 3	12.20% 20	13.89% 35	15.15% 30	15.04% 20
5+	17.54% 10	18.29% 30	23.81% 60	19.19% 38	20.30% 27
Average	2.54	2.61	2.77	2.46	2.5

19. How many times a month do you take your children to the woods / forest to play / walk / climb trees?

	18-24	25-34	35-44	45-54	55+
0	8.77% 5	23.17% 38	26.59% 67	41.92% 83	33.83% 45
1	26.32% 15	19.51% 32	28.17% 71	15.15% 30	23.31% 31
2	29.82% 17	27.44% 45	19.84% 50	21.21% 42	21.05% 28
3	22.81% 13	13.41% 22	8.33% 21	5.05% 10	6.02% 8
4	5.26% 3	4.27% 7	6.75% 17	5.56% 11	4.51% 6
5+	7.02% 4	12.20% 20	10.32% 26	11.11% 22	11.28% 15
Average	2.11	1.93	1.71	1.51	1.58

20. When your children do seem to be using their imaginations, and role-playing or making up games, what seems to influence them the most?

	18-24	25-34	35-44	45-54	55+
Computer games	24.56% 14	18.90% 31	11.51% 29	24.24% 48	15.04% 20
Characters or scenes in television programmes	24.56% 14	21.34% 35	29.37% 74	16.67% 33	21.05% 28
Characters or scenes in movies	31.58% 18	13.41% 22	11.51% 29	13.13% 26	11.28% 15
Books they have read	7.02% 4	23.78% 39	22.22% 56	18.69% 37	26.32% 35
Their peers	7.02% 4	7.32% 12	9.52% 24	7.58% 15	6.77% 9
None of the above	3.51% 2	13.41% 22	14.68% 37	17.17% 34	17.29% 23
Other	1.75% 1	1.83% 3	1.19% 3	2.53% 5	2.26% 3

21. Do your children show any interest in the great outdoors?

	18-24	25-34	35-44	45-54	55+
Yes	70.18% 40	73.78% 121	73.02% 184	64.65% 128	63.16% 84
No	29.82% 17	26.22% 43	26.98% 68	35.35% 70	36.84% 49

22. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

	18-24	25-34	35-44	45-54	55+
Yes	45.61% 26	29.88% 49	25.40% 64	32.32% 64	27.82% 37
No	54.39% 31	70.12% 115	74.60% 188	67.68% 134	72.18% 96

23. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

	18-24	25-34	35-44	45-54	55+
Yes	31.58% 18	29.27% 48	23.81% 60	34.34% 68	27.82% 37
No	68.42% 39	70.73% 116	76.19% 192	65.66% 130	72.18% 96

Imagination - Broken Down by Parents

Do you have children aged 18 and under? breakdown summary

Do you have children aged 18 and under?	%	Responses
Yes	40.20%	804
No	59.80%	1196

1. Do you think children of today are less imaginative than children were when you were a child?

	Yes	No
Yes	38.43% 309	46.07% 551
No	36.69% 295	27.68% 331
Maybe	24.88% 200	26.25% 314

2. Do you think modern day children are losing their imaginations by quite an early age?

	Yes	No
Yes	36.82% 296	44.23% 529
No	35.07% 282	27.09% 324
Maybe	28.11% 226	28.68% 343

3. If yes, by what age do you think most children of today are losing their imaginations?

	Yes	No
3	5.74% 17	4.91% 26
4	3.38% 10	5.29% 28
5	11.15% 33	16.45% 87
6	13.85% 41	12.85% 68

7	13.51% 40	13.23% 70
8	15.88% 47	14.93% 79
9	9.12% 27	6.99% 37
10	15.88% 47	15.69% 83
11	2.36% 7	4.73% 25
12	4.39% 13	2.08% 11
13+	4.73% 14	2.84% 15
Average	7.72	7.41

4. Do you think many children of today are less likely to role-play than you did as a child?

	Yes	No
Yes	39.43% 317	50% 598
No	37.81% 304	27.84% 333
Maybe	22.76% 183	22.16% 265

5. Do you think children of today are as likely to play make-believe as you were as a child?

	Yes	No
Yes	39.80% 320	37.21% 445
No	38.56% 310	42.06% 503
Maybe	21.64% 174	20.74% 248

6. Do you think children of today spend less time playing outdoors than you did as a child?

	Yes	No
Yes	64.18% 516	78.09% 934
No	17.29% 139	10.20% 122
Maybe	18.53% 149	11.71% 140

7. If yes, do you think the lack of outdoor play directly influences how much imagination children have?

	Yes	No
Yes	47.67% 246	53.21% 497
No	18.99% 98	12.96% 121
Maybe	33.33% 172	33.83% 316

8. Do you think children of today spend too long attached to computer consoles and the television?

	Yes	No
Yes	67.66% 544	78.93% 944
No	11.19% 90	8.11% 97
Maybe	21.14% 170	12.96% 155

9. If yes, do you think computers and televisions (the rise in technology) are to blame for children's lack of imaginations?

	Yes	No
Yes	57.35% 312	53.71% 507
No	14.34% 78	12.61% 119
Maybe	28.31% 154	33.69% 318

10. Do you think modern children have little understanding of the basic aspects of British nature?

	Yes	No
Yes	47.26% 380	57.27% 685
No	20.90% 168	15.64% 187
Maybe	31.84% 256	27.09% 324

11. Do you suspect most modern day children would be unable to name different species of plants and trees, or recognise common insects?

	Yes	No
Yes	57.96% 466	69.23% 828
No	19.15% 154	12.46% 149
Maybe	22.89% 184	18.31% 219

12. Which of the following activities do you think children of today are most likely to play?

	Yes	No
Computer games	79.35% 638	90.64% 1084
Watching movies	56.72% 456	58.03% 694
Watching television	67.79% 545	77.59% 928
Surfing the internet	60.07% 483	67.81% 811
Football in the back garden	31.59% 254	23.75% 284
Soft play	18.16% 146	11.71% 140
Constructions kits such as Lego	24.75% 199	16.81% 201
Other	1.37% 11	0.75% 9

13. Which of the following activities do you think are largely dying out because children of today don't do them anymore?

	Yes	No
Climbing trees	57.59% 463	70.82% 847
Playing in the forest	58.96% 474	67.89% 812
Role play	31.47% 253	41.56% 497
Make believe	35.82% 288	46.74% 559
Building dens	54.48% 438	67.64% 809
Making perfume out of flowers	48.13% 387	53.93% 645

Making daisy chains	44.40% 357	57.53% 688
Picking flowers	31.47% 253	44.06% 527
Other	2.36% 19	3.60% 43

14. Do your children make up their own stories very often?

	Yes
Yes, all the time	27.61% 222
Occasionally - usually when asked to at school	44.03% 354
Rarely	19.40% 156
Never	8.96% 72

15. Do your children create their own games, just by using their imaginations and whatever equipment is available to them?

	Yes
Yes	62.94% 506
No	37.06% 298

16. How long do your children spend playing outside each week, in hours?

	Yes
0	6.84% 55
1 - 5	40.30% 324
6 - 10	32.96% 265
11 - 15	11.82% 95
16-20	4.10% 33
21+	3.98% 32
Average	6.96

17. Do your children play outside at school more than anywhere else?

	Yes
Yes	45.27% 364
No	54.73% 440

18. How many times a month do you take your children out to play / walk in the countryside?

	Yes
0	13.31% 107
1	15.80% 127
2	22.89% 184
3	14.05% 113
4	13.43% 108
5+	20.52% 165
Average	2.6

19. How many times a month do you take your children to the woods / forest to play / walk / climb trees?

	Yes
0	29.60% 238
1	22.26% 179
2	22.64% 182
3	9.20% 74
4	5.47% 44
5+	10.82% 87
Average	1.71

20. When your children do seem to be using their imaginations, and role-playing or making up games, what seems to influence them the most?

	Yes
Computer games	17.66% 142
Characters or scenes in television programmes	22.89% 184
Characters or scenes in movies	13.68% 110
Books they have read	21.27% 171
Their peers	7.96% 64
None of the above	14.68% 118
Other	1.87% 15

21. Do your children show any interest in the great outdoors?

	Yes
Yes	69.28% 557
No	30.72% 247

22. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

	Yes
Yes	29.85% 240
No	70.15% 564

23. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

	Yes
Yes	28.73% 231
No	71.27% 573

Imagination - Broken Down by Nearest City

Nearest City breakdown summary

Nearest City	%	Responses
Aberdeen	1.95%	39
Aberystwyth	0.25%	5
Belfast	2.55%	51
Birmingham	5.85%	117
Brighton and Hove	3.25%	65
Bristol	3.15%	63
Cambridge	3.80%	76
Cardiff	2.70%	54
Chelmsford	1.30%	26
Coventry	1.35%	27
Edinburgh	3.00%	60
Glasgow	4.45%	89
Gloucester	1.00%	20
Leeds	3.30%	66
Leicester	7.35%	147
Liverpool	3.00%	60
London	13.05%	261
Manchester	8.20%	164
Newcastle	4.35%	87
Norwich	3.05%	61
Oxford	2.55%	51
Plymouth	3.60%	72
Portsmouth	2.75%	55
Sheffield	3.45%	69
Southampton	4.75%	95
Swansea	1.60%	32
Wolverhampton	1.55%	31
Worcester	0.65%	13
Wrexham	0.70%	14
York	1.50%	30

1. Do you think children of today are less imaginative than children were when you were a child?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	58.97% 23	60% 3	41.18% 21	45.30% 53	32.31% 21	49.21% 31	40.79% 31	40.74% 22	46.15% 12	40.74% 11	45% 27	47.19% 42	35% 7	51.52% 34	46.26% 68	45% 27	42.15% 110	43.29% 71	43.68% 38	45.90% 28
No	20.51% 8	20% 1	39.22% 20	27.35% 32	36.92% 24	28.57% 18	31.58% 24	33.33% 18	26.92% 7	44.44% 12	41.67% 25	34.83% 31	45% 9	25.76% 17	26.53% 39	26.67% 16	29.89% 78	27.44% 45	28.74% 25	32.79% 20
Maybe	20.51% 8	20% 1	19.61% 10	27.35% 32	30.77% 20	22.22% 14	27.63% 21	25.93% 14	26.92% 7	14.81% 4	13.33% 8	17.98% 16	20% 4	22.73% 15	27.21% 40	28.33% 17	27.97% 73	29.27% 48	27.59% 24	21.31% 13
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	37.25% 19	40.28% 29	36.36% 20	31.88% 22	50.53% 48	34.38% 11	45.16% 14	23.08% 3	28.57% 4	33.33% 10										
No	31.37% 16	38.89% 28	38.18% 21	34.78% 24	31.58% 30	18.75% 6	29.03% 9	38.46% 5	35.71% 5	43.33% 13										
Maybe	31.37% 16	20.83% 15	25.45% 14	33.33% 23	17.89% 17	46.88% 15	25.81% 8	38.46% 5	35.71% 5	23.33% 7										

2. Do you think modern day children are losing their imaginations by quite an early age?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	66.67% 26	60% 3	41.18% 21	45.30% 53	26.15% 17	42.86% 27	43.42% 33	33.33% 18	46.15% 12	48.15% 13	36.67% 22	49.44% 44	40% 8	54.55% 36	39.46% 58	43.33% 26	41.76% 109	40.85% 67	39.08% 34	50.82% 31
No	15.38% 6	20% 1	33.33% 17	25.64% 30	35.38% 23	23.81% 15	30.26% 23	35.19% 19	30.77% 8	44.44% 12	48.33% 29	28.09% 25	20% 4	22.73% 15	29.93% 44	30% 18	27.59% 72	29.27% 48	34.48% 30	21.31% 13
Maybe	17.95% 7	20% 1	25.49% 13	29.06% 34	38.46% 25	33.33% 21	26.32% 20	31.48% 17	23.08% 6	7.41% 2	15% 9	22.47% 20	40% 8	22.73% 15	30.61% 45	26.67% 16	30.65% 80	29.88% 49	26.44% 23	27.87% 17
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	35.29% 18	38.89% 28	30.91% 17	24.64% 17	44.21% 42	46.88% 15	45.16% 14	23.08% 3	35.71% 5	26.67% 8										
No	35.29% 18	29.17% 21	43.64% 24	36.23% 25	31.58% 30	21.88% 7	29.03% 9	23.08% 3	35.71% 5	40% 12										
Maybe	29.41% 15	31.94% 23	25.45% 14	39.13% 27	24.21% 23	31.25% 10	25.81% 8	53.85% 7	28.57% 4	33.33% 10										

3. If yes, by what age do you think most children of today are losing their imaginations?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
3	11.54% 3	0% 0	4.76% 1	5.66% 3	0% 0	11.11% 3	3.03% 1	5.56% 1	8.33% 1	7.69% 1	9.09% 2	6.82% 3	0% 0	5.56% 2	1.72% 1	3.85% 1	6.42% 7	0% 0	2.94% 1	9.68% 3
4	3.85% 1	0% 0	0% 0	9.43% 5	11.76% 2	0% 0	0% 0	11.11% 2	0% 0	7.69% 1	9.09% 2	4.55% 2	0% 0	2.78% 1	3.45% 2	3.85% 1	5.50% 6	5.97% 4	11.76% 4	3.23% 1
5	15.38% 4	0% 0	23.81% 5	13.21% 7	11.76% 2	22.22% 6	15.15% 5	16.67% 3	25% 3	7.69% 1	9.09% 2	22.73% 10	25% 2	16.67% 6	13.79% 8	7.69% 2	16.51% 18	10.45% 7	14.71% 5	19.35% 6
6	11.54% 3	66.67% 2	4.76% 1	11.32% 6	17.65% 3	7.41% 2	12.12% 4	22.22% 4	8.33% 1	7.69% 1	13.64% 3	11.36% 5	25% 2	16.67% 6	10.34% 6	7.69% 2	12.84% 14	19.40% 13	14.71% 5	12.90% 4
7	7.69% 2	33.33% 1	9.52% 2	7.55% 4	5.88% 1	11.11% 3	18.18% 6	11.11% 2	25% 3	7.69% 1	13.64% 3	13.64% 6	12.50% 1	8.33% 3	15.52% 9	19.23% 5	11.01% 12	16.42% 11	17.65% 6	12.90% 4
8	7.69% 2	0% 0	23.81% 5	20.75% 11	5.88% 1	14.81% 4	18.18% 6	5.56% 1	8.33% 1	7.69% 1	9.09% 2	13.64% 6	0% 0	11.11% 4	20.69% 12	7.69% 2	16.51% 18	17.91% 12	17.65% 6	19.35% 6
9	3.85% 1	0% 0	9.52% 2	5.66% 3	11.76% 2	3.70% 1	9.09% 3	5.56% 1	16.67% 2	30.77% 4	13.64% 3	6.82% 3	0% 0	19.44% 7	8.62% 5	11.54% 3	10.09% 11	1.49% 1	2.94% 1	3.23% 1
10	30.77% 8	0% 0	9.52% 2	15.09% 8	23.53% 4	22.22% 6	21.21% 7	22.22% 4	8.33% 1	7.69% 1	18.18% 4	15.91% 7	12.50% 1	8.33% 3	12.07% 7	19.23% 5	10.09% 11	17.91% 12	11.76% 4	16.13% 5
11	7.69% 2	0% 0	4.76% 1	5.66% 3	5.88% 1	0% 0	0% 0	0% 0	0% 0	7.69% 1	4.55% 1	0% 0	12.50% 1	5.56% 2	1.72% 1	11.54% 3	2.75% 3	4.48% 3	5.88% 2	3.23% 1
12	0% 0	0% 0	4.76% 1	3.77% 2	5.88% 1	3.70% 1	0% 0	0% 0	0% 0	7.69% 1	0% 0	4.55% 2	12.50% 1	2.78% 1	3.45% 2	7.69% 2	2.75% 3	1.49% 1	0% 0	0% 0
13+	0% 0	0% 0	4.76% 1	1.89% 1	0% 0	3.70% 1	3.03% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	2.78% 1	8.62% 5	0% 0	5.50% 6	4.48% 3	0% 0	0% 0
Average	7.38	6.33	7.71	7.42	7.76	7.33	7.64	6.72	6.75	7.85	7.14	7	7.75	7.47	7.95	8.23	7.37	7.69	6.91	6.87
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
3	0% 0	10.71% 3	23.53% 4	0% 0	2.38% 1	0% 0	7.14% 1	0% 0	0% 0	0% 0										
4	0% 0	10.71% 3	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	20% 1	0% 0										
5	11.11% 2	14.29% 4	5.88% 1	11.76% 2	9.52% 4	0% 0	21.43% 3	33.33% 1	20% 1	0% 0										
6	27.78% 5	17.86% 5	11.76% 2	11.76% 2	9.52% 4	13.33% 2	7.14% 1	33.33% 1	0% 0	0% 0										
7	22.22% 4	14.29% 4	11.76% 2	11.76% 2	16.67% 7	20% 3	7.14% 1	33.33% 1	0% 0	12.50% 1										
8	16.67% 3	7.14% 2	11.76% 2	23.53% 4	19.05% 8	6.67% 1	21.43% 3	0% 0	20% 1	25% 2										
9	0% 0	7.14% 2	0% 0	5.88% 1	11.90% 5	6.67% 1	7.14% 1	0% 0	0% 0	0% 0										

10	11.11% 2	7.14% 2	23.53% 4	17.65% 3	19.05% 8	26.67% 4	28.57% 4	0% 0	40% 2	12.50% 1
11	5.56% 1	0% 0	5.88% 1	0% 0	4.76% 2	6.67% 1	0% 0	0% 0	0% 0	25% 2
12	5.56% 1	3.57% 1	0% 0	5.88% 1	7.14% 3	0% 0	0% 0	0% 0	0% 0	0% 0
13+	0% 0	7.14% 2	5.88% 1	11.76% 2	0% 0	20% 3	0% 0	0% 0	0% 0	25% 2
Average	7.5	6.82	7.24	8.53	8.17	9.33	7.43	6	7.4	10.13

4. Do you think many children of today are less likely to role-play than you did as a child?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	61.54% 24	60% 3	52.94% 27	58.97% 69	43.08% 28	50.79% 32	35.53% 27	50% 27	50% 13	33.33% 9	40% 24	42.70% 38	45% 9	50% 33	43.54% 64	43.33% 26	45.59% 119	46.34% 76	48.28% 42	44.26% 27
No	20.51% 8	40% 2	25.49% 13	21.37% 25	35.38% 23	26.98% 17	39.47% 30	29.63% 16	30.77% 8	40.74% 11	46.67% 28	41.57% 37	25% 5	27.27% 18	32.65% 48	25% 15	30.27% 79	29.27% 48	33.33% 29	24.59% 15
Maybe	17.95% 7	0% 0	21.57% 11	19.66% 23	21.54% 14	22.22% 14	25% 19	20.37% 11	19.23% 5	25.93% 7	13.33% 8	15.73% 14	30% 6	22.73% 15	23.81% 35	31.67% 19	24.14% 63	24.39% 40	18.39% 16	31.15% 19
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	45.10% 23	48.61% 35	30.91% 17	34.78% 24	45.26% 43	46.88% 15	48.39% 15	38.46% 5	64.29% 9	40% 12										
No	33.33% 17	31.94% 23	50.91% 28	42.03% 29	33.68% 32	21.88% 7	25.81% 8	23.08% 3	21.43% 3	40% 12										
Maybe	21.57% 11	19.44% 14	18.18% 10	23.19% 16	21.05% 20	31.25% 10	25.81% 8	38.46% 5	14.29% 2	20% 6										

5. Do you think children of today are as likely to play make-believe as you were as a child?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	41.03% 16	60% 3	41.18% 21	41.03% 48	41.54% 27	33.33% 21	38.16% 29	40.74% 22	46.15% 12	51.85% 14	41.67% 25	42.70% 38	35% 7	30.30% 20	36.05% 53	40% 24	33.72% 88	39.02% 64	42.53% 37	40.98% 25
No	43.59% 17	40% 2	43.14% 22	42.74% 50	40% 26	41.27% 26	38.16% 29	42.59% 23	38.46% 10	33.33% 9	43.33% 26	41.57% 37	35% 7	48.48% 32	42.18% 62	40% 24	39.85% 104	34.15% 56	39.08% 34	29.51% 18
Maybe	15.38% 6	0% 0	15.69% 8	16.24% 19	18.46% 12	25.40% 16	23.68% 18	16.67% 9	15.38% 4	14.81% 4	15% 9	15.73% 14	30% 6	21.21% 14	21.77% 32	20% 12	26.44% 69	26.83% 44	18.39% 16	29.51% 18
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	33.33% 17	36.11% 26	38.18% 21	40.58% 28	36.84% 35	25% 8	45.16% 14	30.77% 4	50% 7	36.67% 11										
No	49.02% 25	48.61% 35	40% 22	36.23% 25	43.16% 41	43.75% 14	41.94% 13	46.15% 6	42.86% 6	40% 12										
Maybe	17.65% 9	15.28% 11	21.82% 12	23.19% 16	20% 19	31.25% 10	12.90% 4	23.08% 3	7.14% 1	23.33% 7										

6. Do you think children of today spend less time playing outdoors than you did as a child?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	79.49% 31	60% 3	74.51% 38	79.49% 93	70.77% 46	79.37% 50	72.37% 55	79.63% 43	65.38% 17	59.26% 16	71.67% 43	74.16% 66	60% 12	69.70% 46	73.47% 108	71.67% 43	77.39% 202	68.29% 112	75.86% 66	72.13% 44
No	5.13% 2	0% 0	13.73% 7	12.82% 15	12.31% 8	4.76% 3	18.42% 14	12.96% 7	15.38% 4	22.22% 6	15% 9	11.24% 10	25% 5	16.67% 11	15.65% 23	13.33% 8	11.88% 31	14.63% 24	6.90% 6	9.84% 6
Maybe	15.38% 6	40% 2	11.76% 6	7.69% 9	16.92% 11	15.87% 10	9.21% 7	7.41% 4	19.23% 5	18.52% 5	13.33% 8	14.61% 13	15% 3	13.64% 9	10.88% 16	15% 9	10.73% 28	17.07% 28	17.24% 15	18.03% 11
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										

Yes	66.67% 34	66.67% 48	69.09% 38	65.22% 45	65.26% 62	71.88% 23	77.42% 24	53.85% 7	92.86% 13	73.33% 22
No	13.73% 7	13.89% 10	18.18% 10	14.49% 10	15.79% 15	9.38% 3	6.45% 2	23.08% 3	0% 0	6.67% 2
Maybe	19.61% 10	19.44% 14	12.73% 7	20.29% 14	18.95% 18	18.75% 6	16.13% 5	23.08% 3	7.14% 1	20% 6

7. If yes, do you think the lack of outdoor play directly influences how much imagination children have?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	58.06% 18	66.67% 2	57.89% 22	53.76% 50	39.13% 18	48% 24	43.64% 24	58.14% 25	47.06% 8	68.75% 11	44.19% 19	57.58% 38	58.33% 7	52.17% 24	54.63% 59	41.86% 18	49.50% 100	55.36% 62	45.45% 30	56.82% 25
No	12.90% 4	0% 0	18.42% 7	11.83% 11	23.91% 11	16% 8	25.45% 14	11.63% 5	17.65% 3	18.75% 3	27.91% 12	12.12% 8	16.67% 2	15.22% 7	13.89% 15	18.60% 8	14.36% 29	13.39% 15	18.18% 12	11.36% 5
Maybe	29.03% 9	33.33% 1	23.68% 9	34.41% 32	36.96% 17	36% 18	30.91% 17	30.23% 13	35.29% 6	12.50% 2	27.91% 12	30.30% 20	25% 3	32.61% 15	31.48% 34	39.53% 17	36.14% 73	31.25% 35	36.36% 24	31.82% 14
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	44.12% 15	56.25% 27	50% 19	53.33% 24	51.61% 32	65.22% 15	50% 12	14.29% 1	61.54% 8	27.27% 6										
No	11.76% 4	10.42% 5	13.16% 5	11.11% 5	9.68% 6	13.04% 3	16.67% 4	28.57% 2	7.69% 1	22.73% 5										
Maybe	44.12% 15	33.33% 16	36.84% 14	35.56% 16	38.71% 24	21.74% 5	33.33% 8	57.14% 4	30.77% 4	50% 11										

8. Do you think children of today spend too long attached to computer consoles and the television?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	84.62% 33	80% 4	70.59% 36	84.62% 99	69.23% 45	69.84% 44	69.74% 53	83.33% 45	73.08% 19	74.07% 20	76.67% 46	83.15% 74	70% 14	71.21% 47	74.83% 110	78.33% 47	77.39% 202	73.17% 120	75.86% 66	70.49% 43
No	2.56% 1	0% 0	7.84% 4	7.69% 9	9.23% 6	11.11% 7	14.47% 11	11.11% 6	11.54% 3	3.70% 1	10% 6	7.87% 7	5% 1	10.61% 7	13.61% 20	10% 6	6.51% 17	7.93% 13	6.90% 6	13.11% 8
Maybe	12.82% 5	20% 1	21.57% 11	7.69% 9	21.54% 14	19.05% 12	15.79% 12	5.56% 3	15.38% 4	22.22% 6	13.33% 8	8.99% 8	25% 5	18.18% 12	11.56% 17	11.67% 7	16.09% 42	18.90% 31	17.24% 15	16.39% 10
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	76.47% 39	72.22% 52	60% 33	76.81% 53	64.21% 61	75% 24	80.65% 25	69.23% 9	57.14% 8	56.67% 17										
No	9.80% 5	8.33% 6	20% 11	7.25% 5	13.68% 13	6.25% 2	0% 0	15.38% 2	7.14% 1	10% 3										
Maybe	13.73% 7	19.44% 14	20% 11	15.94% 11	22.11% 21	18.75% 6	19.35% 6	15.38% 2	35.71% 5	33.33% 10										

9. If yes, do you think computers and televisions (the rise in technology) are to blame for children's lack of imaginations?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	63.64% 21	75% 3	61.11% 22	58.59% 58	53.33% 24	50% 22	52.83% 28	55.56% 25	47.37% 9	50% 10	45.65% 21	47.30% 35	57.14% 8	59.57% 28	56.36% 62	63.83% 30	56.44% 114	55% 66	46.97% 31	65.12% 28
No	3.03% 1	0% 0	8.33% 3	12.12% 12	13.33% 6	15.91% 7	20.75% 11	8.89% 4	10.53% 2	20% 4	23.91% 11	13.51% 10	7.14% 1	8.51% 4	12.73% 14	10.64% 5	13.37% 27	10.83% 13	18.18% 12	6.98% 3
Maybe	33.33% 11	25% 1	30.56% 11	29.29% 29	33.33% 15	34.09% 15	26.42% 14	35.56% 16	42.11% 8	30% 6	30.43% 14	39.19% 29	35.71% 5	31.91% 15	30.91% 34	25.53% 12	30.20% 61	34.17% 41	34.85% 23	27.91% 12
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	58.97% 23	59.62% 31	51.52% 17	41.51% 22	62.30% 38	58.33% 14	60% 15	11.11% 1	62.50% 5	47.06% 8										
	23.08%	13.46%	15.15%	22.64%	11.48%	8.33%	4%	33.33%	0%	5.88%										

No	9	7	5	12	7	2	1	3	0	1
Maybe	17.95%	26.92%	33.33%	35.85%	26.23%	33.33%	36%	55.56%	37.50%	47.06%
	7	14	11	19	16	8	9	5	3	8

10. Do you think modern children have little understanding of the basic aspects of British nature?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	71.79%	60%	39.22%	57.26%	55.38%	57.14%	53.95%	51.85%	34.62%	55.56%	53.33%	52.81%	45%	59.09%	53.06%	60%	57.09%	56.10%	44.83%	57.38%
	28	3	20	67	36	36	41	28	9	15	32	47	9	39	78	36	149	92	39	35
No	15.38%	40%	23.53%	17.95%	18.46%	12.70%	17.11%	18.52%	23.08%	11.11%	21.67%	19.10%	30%	16.67%	16.33%	11.67%	14.94%	17.68%	19.54%	21.31%
	6	2	12	21	12	8	13	10	6	3	13	17	6	11	24	7	39	29	17	13
Maybe	12.82%	0%	37.25%	24.79%	26.15%	30.16%	28.95%	29.63%	42.31%	33.33%	25%	28.09%	25%	24.24%	30.61%	28.33%	27.97%	26.22%	35.63%	21.31%
	5	0	19	29	17	19	22	16	11	9	15	25	5	16	45	17	73	43	31	13
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	45.10%	52.78%	43.64%	44.93%	51.58%	53.13%	58.06%	46.15%	42.86%	46.67%										
	23	38	24	31	49	17	18	6	6	14										
No	21.57%	13.89%	25.45%	17.39%	22.11%	15.63%	12.90%	23.08%	21.43%	10%										
	11	10	14	12	21	5	4	3	3	3										
Maybe	33.33%	33.33%	30.91%	37.68%	26.32%	31.25%	29.03%	30.77%	35.71%	43.33%										
	17	24	17	26	25	10	9	4	5	13										

11. Do you suspect most modern day children would be unable to name different species of plants and trees, or recognise common insects?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	69.23%	60%	60.78%	64.96%	75.38%	76.19%	63.16%	59.26%	61.54%	62.96%	65%	69.66%	70%	65.15%	65.99%	60%	67.05%	60.37%	68.97%	65.57%
	27	3	31	76	49	48	48	32	16	17	39	62	14	43	97	36	175	99	60	40
No	17.95%	40%	19.61%	15.38%	13.85%	9.52%	15.79%	22.22%	15.38%	7.41%	11.67%	15.73%	20%	15.15%	19.73%	15%	14.56%	14.63%	9.20%	11.48%
	7	2	10	18	9	6	12	12	4	2	7	14	4	10	29	9	38	24	8	7
Maybe	12.82%	0%	19.61%	19.66%	10.77%	14.29%	21.05%	18.52%	23.08%	29.63%	23.33%	14.61%	10%	19.70%	14.29%	25%	18.39%	25%	21.84%	22.95%
	5	0	10	23	7	9	16	10	6	8	14	13	2	13	21	15	48	41	19	14
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	66.67%	61.11%	50.91%	59.42%	64.21%	75%	67.74%	53.85%	42.86%	53.33%										
	34	44	28	41	61	24	21	7	6	16										
No	11.76%	11.11%	25.45%	18.84%	15.79%	12.50%	0%	15.38%	21.43%	20%										
	6	8	14	13	15	4	0	2	3	6										
Maybe	21.57%	27.78%	23.64%	21.74%	20%	12.50%	32.26%	30.77%	35.71%	26.67%										
	11	20	13	15	19	4	10	4	5	8										

12. Which of the following activities do you think children of today are most likely to play?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Computer games	79.49%	100%	86.27%	84.62%	86.15%	92.06%	86.84%	85.19%	80.77%	74.07%	91.67%	83.15%	80%	89.39%	81.63%	86.67%	87.36%	85.98%	91.95%	85.25%
	31	5	44	99	56	58	66	46	21	20	55	74	16	59	120	52	228	141	80	52
Watching movies	56.41%	20%	49.02%	62.39%	60%	65.08%	59.21%	66.67%	57.69%	40.74%	48.33%	58.43%	40%	59.09%	59.18%	56.67%	60.92%	56.10%	66.67%	63.93%
	22	1	25	73	39	41	45	36	15	11	29	52	8	39	87	34	159	92	58	39
Watching television	64.10%	40%	68.63%	76.07%	83.08%	76.19%	64.47%	68.52%	80.77%	70.37%	73.33%	71.91%	55%	68.18%	78.91%	76.67%	71.65%	73.78%	81.61%	75.41%
	25	2	35	89	54	48	49	37	21	19	44	64	11	45	116	46	187	121	71	46
Surfing the internet	61.54%	40%	72.55%	64.10%	60%	58.73%	61.84%	64.81%	65.38%	66.67%	66.67%	60.67%	30%	68.18%	65.99%	63.33%	67.43%	65.24%	74.71%	70.49%
	24	2	37	75	39	37	47	35	17	18	40	54	6	45	97	38	176	107	65	43
Football in the back garden	28.21%	20%	15.69%	25.64%	32.31%	20.63%	25%	18.52%	34.62%	37.04%	30%	24.72%	10%	24.24%	26.53%	30%	25.29%	28.05%	33.33%	27.87%
	11	1	8	30	21	13	19	10	9	10	18	22	2	16	39	18	66	46	29	17
Soft play	12.82%	0%	13.73%	7.69%	18.46%	15.87%	13.16%	11.11%	11.54%	14.81%	16.67%	19.10%	10%	9.09%	12.93%	10%	12.64%	15.24%	25.29%	8.20%
	5	0	7	9	12	10	10	6	3	4	10	17	2	6	19	6	33	25	22	5
Constructions kits such as Lego	12.82%	20%	21.57%	17.09%	29.23%	19.05%	19.74%	20.37%	11.54%	29.63%	20%	20.22%	10%	19.70%	17.01%	10%	15.71%	24.39%	24.14%	11.48%
	5	1	11	20	19	12	15	11	3	8	12	18	2	13	25	6	41	40	21	7

Other	0% 0	0% 0	3.92% 2	0% 0	6.15% 4	1.59% 1	1.32% 1	0% 0	0% 0	0% 0	3.33% 2	0% 0	0% 0	0% 0	0% 0	0% 0	0.38% 1	0.61% 1	0% 0	1.64% 1
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Computer games	86.27% 44	88.89% 64	80% 44	88.41% 61	84.21% 80	93.75% 30	96.77% 30	76.92% 10	85.71% 12	80% 24										
Watching movies	49.02% 25	56.94% 41	45.45% 25	53.62% 37	57.89% 55	56.25% 18	45.16% 14	30.77% 4	71.43% 10	53.33% 16										
Watching television	76.47% 39	73.61% 53	70.91% 39	72.46% 50	74.74% 71	71.88% 23	83.87% 26	69.23% 9	85.71% 12	70% 21										
Surfing the internet	60.78% 31	62.50% 45	52.73% 29	60.87% 42	60% 57	90.63% 29	67.74% 21	53.85% 7	71.43% 10	70% 21										
Football in the back garden	21.57% 11	20.83% 15	38.18% 21	27.54% 19	33.68% 32	25% 8	35.48% 11	7.69% 1	28.57% 4	36.67% 11										
Soft play	21.57% 11	9.72% 7	18.18% 10	20.29% 14	13.68% 13	12.50% 4	16.13% 5	7.69% 1	14.29% 2	26.67% 8										
Constructions kits such as Lego	23.53% 12	18.06% 13	30.91% 17	30.43% 21	23.16% 22	15.63% 5	16.13% 5	7.69% 1	28.57% 4	33.33% 10										
Other	1.96% 1	4.17% 3	1.82% 1	1.45% 1	1.05% 1	0% 0	0% 0	0% 0	0% 0	0% 0										

13. Which of the following activities do you think are largely dying out because children of today don't do them anymore?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Climbing trees	69.23% 27	60% 3	50.98% 26	71.79% 84	67.69% 44	79.37% 50	60.53% 46	68.52% 37	61.54% 16	55.56% 15	66.67% 40	67.42% 60	50% 10	66.67% 44	68.71% 101	75% 45	68.20% 178	67.07% 110	55.17% 48	72.13% 44
Playing in the forest	71.79% 28	80% 4	49.02% 25	64.96% 76	76.92% 50	68.25% 43	59.21% 45	72.22% 39	73.08% 19	59.26% 16	71.67% 43	56.18% 50	50% 10	71.21% 47	66.67% 98	61.67% 37	66.28% 173	57.93% 95	59.77% 52	60.66% 37
Role play	41.03% 16	20% 1	31.37% 16	45.30% 53	32.31% 21	46.03% 29	32.89% 25	40.74% 22	23.08% 6	44.44% 12	36.67% 22	34.83% 31	30% 6	46.97% 31	44.22% 65	38.33% 23	39.08% 102	34.76% 57	36.78% 32	42.62% 26
Make believe	48.72% 19	40% 2	35.29% 18	52.99% 62	30.77% 20	47.62% 30	38.16% 29	44.44% 24	34.62% 9	29.63% 8	36.67% 22	40.45% 36	35% 7	48.48% 32	48.30% 71	48.33% 29	40.23% 105	39.02% 64	41.38% 36	45.90% 28
Building dens	69.23% 27	100% 5	52.94% 27	69.23% 81	58.46% 38	71.43% 45	56.58% 43	64.81% 35	53.85% 14	59.26% 16	53.33% 32	62.92% 56	40% 8	66.67% 44	65.31% 96	73.33% 44	62.07% 162	59.15% 97	62.07% 54	65.57% 40
Making perfume out of flowers	51.28% 20	60% 3	41.18% 21	48.72% 57	52.31% 34	58.73% 37	39.47% 30	51.85% 28	65.38% 17	59.26% 16	51.67% 31	47.19% 42	30% 6	50% 33	55.10% 81	45% 27	50.19% 131	54.88% 90	50.57% 44	55.74% 34
Making daisy chains	53.85% 21	40% 2	45.10% 23	58.97% 69	47.69% 31	57.14% 36	47.37% 36	61.11% 33	53.85% 14	55.56% 15	50% 30	49.44% 44	25% 5	56.06% 37	51.70% 76	51.67% 31	50.19% 131	54.27% 89	50.57% 44	55.74% 34
Picking flowers	33.33% 13	0% 0	33.33% 17	42.74% 50	30.77% 20	53.97% 34	34.21% 26	40.74% 22	38.46% 10	37.04% 10	43.33% 26	32.58% 29	20% 4	34.85% 23	42.18% 62	36.67% 22	39.85% 104	40.24% 66	39.08% 34	44.26% 27
Other	0% 0	0% 0	3.92% 2	1.71% 2	6.15% 4	3.17% 2	5.26% 4	1.85% 1	0% 0	0% 0	1.67% 1	3.37% 3	5% 1	3.03% 2	2.72% 4	0% 0	1.53% 4	3.66% 6	4.60% 4	1.64% 1
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Climbing trees	64.71% 33	61.11% 44	52.73% 29	63.77% 44	61.05% 58	75% 24	77.42% 24	38.46% 5	78.57% 11	33.33% 10										
Playing in the forest	72.55% 37	65.28% 47	69.09% 38	57.97% 40	64.21% 61	68.75% 22	67.74% 21	53.85% 7	57.14% 8	60% 18										
Role play	29.41% 15	34.72% 25	25.45% 14	28.99% 20	31.58% 30	50% 16	38.71% 12	30.77% 4	50% 7	36.67% 11										
Make believe	39.22% 20	44.44% 32	27.27% 15	44.93% 31	43.16% 41	62.50% 20	51.61% 16	15.38% 2	64.29% 9	33.33% 10										
Building dens	60.78% 31	62.50% 45	65.45% 36	57.97% 40	57.89% 55	71.88% 23	61.29% 19	53.85% 7	78.57% 11	53.33% 16										
Making perfume out of flowers	62.75% 32	54.17% 39	56.36% 31	55.07% 38	55.79% 53	34.38% 11	54.84% 17	38.46% 5	57.14% 8	53.33% 16										
Making daisy chains	47.06% 24	56.94% 41	47.27% 26	52.17% 36	51.58% 49	56.25% 18	67.74% 21	38.46% 5	71.43% 10	46.67% 14										
Picking flowers	43.14% 22	43.06% 31	36.36% 20	39.13% 27	36.84% 35	34.38% 11	45.16% 14	30.77% 4	50% 7	33.33% 10										
Other	1.96% 1	5.56% 4	1.82% 1	5.80% 4	3.16% 3	6.25% 2	6.45% 2	0% 0	0% 0	13.33% 4										

14. Do your children make up their own stories very often?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes, all the time	23.53% 4	0% 0	21.74% 5	31.25% 15	47.06% 16	40.91% 9	18.52% 5	14.81% 4	27.27% 3	63.64% 7	33.33% 8	33.33% 13	25% 2	31.82% 7	31.15% 8	38.10% 21	19.63% 14	19.18% 10	24.39% 5	25% 5
Occasionally - usually when asked to at school	35.29% 6	50% 1	52.17% 12	45.83% 22	35.29% 12	27.27% 6	40.74% 11	29.63% 8	36.36% 4	36.36% 4	41.67% 10	35.90% 14	62.50% 5	59.09% 13	37.70% 23	42.86% 9	53.27% 57	41.10% 30	34.15% 14	70% 14
Rarely	35.29% 6	0% 0	21.74% 5	12.50% 6	14.71% 5	27.27% 6	29.63% 8	51.85% 14	18.18% 2	0% 0	8.33% 2	23.08% 9	12.50% 1	9.09% 2	13.11% 8	9.52% 2	19.63% 21	28.77% 21	19.51% 8	5% 1
Never	5.88% 1	50% 1	4.35% 1	10.42% 5	2.94% 1	4.55% 1	11.11% 3	3.70% 1	18.18% 2	0% 0	16.67% 4	7.69% 3	0% 0	0% 0	18.03% 11	9.52% 2	7.48% 8	10.96% 8	21.95% 9	0% 0
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes, all the time	31.25% 5	21.43% 6	46.67% 7	29.63% 8	29.41% 10	7.69% 1	33.33% 4	33.33% 2	16.67% 1	33.33% 3										
Occasionally - usually when asked to at school	37.50% 6	46.43% 13	33.33% 5	62.96% 17	38.24% 13	53.85% 7	50% 6	66.67% 4	66.67% 4	44.44% 4										
Rarely	31.25% 5	25% 7	13.33% 2	3.70% 1	14.71% 5	30.77% 4	16.67% 2	0% 0	16.67% 1	22.22% 2										
Never	0% 0	7.14% 2	6.67% 1	3.70% 1	17.65% 6	7.69% 1	0% 0	0% 0	0% 0	0% 0										

15. Do your children create their own games, just by using their imaginations and whatever equipment is available to them?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	41.18% 7	50% 1	52.17% 12	66.67% 32	76.47% 26	68.18% 15	66.67% 18	51.85% 14	63.64% 7	72.73% 8	58.33% 14	66.67% 26	50% 4	72.73% 16	57.38% 35	66.67% 14	59.81% 64	61.64% 45	60.98% 25	65% 13
No	58.82% 10	50% 1	47.83% 11	33.33% 16	23.53% 8	31.82% 7	33.33% 9	48.15% 13	36.36% 4	27.27% 3	41.67% 10	33.33% 13	50% 4	27.27% 6	42.62% 26	33.33% 7	40.19% 43	38.36% 28	39.02% 16	35% 7
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	68.75% 11	53.57% 15	66.67% 10	81.48% 22	64.71% 22	46.15% 6	83.33% 10	66.67% 4	83.33% 5	55.56% 5										
No	31.25% 5	46.43% 13	33.33% 5	18.52% 5	35.29% 12	53.85% 7	16.67% 2	33.33% 2	16.67% 1	44.44% 4										

16. How long do your children spend playing outside each week, in hours?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	5.88% 1	0% 0	13.04% 3	2.08% 1	8.82% 3	22.73% 5	3.70% 1	7.41% 2	9.09% 1	0% 0	12.50% 3	0% 0	0% 0	0% 0	6.56% 4	9.52% 7	6.54% 4	6.85% 5	4.88% 2	5% 1
1 - 5	35.29% 6	50% 1	26.09% 6	37.50% 18	50% 17	40.91% 9	70.37% 19	62.96% 17	63.64% 7	54.55% 6	33.33% 8	33.33% 13	50% 4	27.27% 6	29.51% 18	42.86% 9	41.12% 44	36.99% 27	48.78% 20	40% 8
6 - 10	35.29% 6	50% 1	39.13% 9	31.25% 15	26.47% 9	18.18% 4	14.81% 4	22.22% 6	18.18% 2	45.45% 5	33.33% 8	53.85% 21	25% 2	50% 11	34.43% 21	23.81% 5	37.38% 40	41.10% 30	31.71% 13	20% 4
11 - 15	5.88% 1	0% 0	13.04% 3	12.50% 6	8.82% 3	4.55% 1	11.11% 3	7.41% 2	9.09% 1	0% 0	12.50% 3	7.69% 3	25% 2	18.18% 4	18.03% 11	19.05% 4	5.61% 6	9.59% 7	9.76% 4	30% 6
16-20	5.88% 1	0% 0	4.35% 1	10.42% 5	0% 0	13.64% 3	0% 0	0% 0	0% 0	0% 0	4.17% 1	0% 0	0% 0	4.55% 1	4.92% 3	0% 0	3.74% 4	1.37% 1	4.88% 2	0% 0
21+	11.76% 2	0% 0	4.35% 1	6.25% 3	5.88% 2	0% 0	0% 0	0% 0	0% 0	0% 0	4.17% 1	5.13% 2	0% 0	0% 0	6.56% 4	4.76% 1	5.61% 6	4.11% 3	0% 0	5% 1
Average	8.18	5.5	7.3	8.44	6	5.73	4.74	4.63	4.55	5.27	6.92	7.38	6.75	8	8.25	6.67	6.8	6.75	6.15	7.75
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	0% 0	17.86% 5	6.67% 1	7.41% 2	8.82% 3	15.38% 2	0% 0	0% 0	0% 0	11.11% 1										

1 - 5	25% 4	28.57% 8	33.33% 5	25.93% 7	41.18% 14	46.15% 6	58.33% 7	66.67% 4	33.33% 2	44.44% 4
6 - 10	37.50% 6	32.14% 9	46.67% 7	37.04% 10	26.47% 9	7.69% 1	8.33% 1	33.33% 2	16.67% 1	33.33% 3
11 - 15	18.75% 3	17.86% 5	6.67% 1	22.22% 6	14.71% 5	23.08% 3	8.33% 1	0% 0	16.67% 1	0% 0
16-20	12.50% 2	0% 0	6.67% 1	7.41% 2	2.94% 1	7.69% 1	16.67% 2	0% 0	16.67% 1	11.11% 1
21+	6.25% 1	3.57% 1	0% 0	0% 0	5.88% 2	0% 0	8.33% 1	0% 0	16.67% 1	0% 0
Average	9.75	6.5	6.8	7.96	7.03	6.38	8.25	4.67	11	6

17. Do your children play outside at school more than anywhere else?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	35.29% 6	50% 1	43.48% 10	60.42% 29	44.12% 15	54.55% 12	33.33% 9	55.56% 15	63.64% 7	36.36% 4	45.83% 11	38.46% 15	62.50% 5	59.09% 13	34.43% 21	47.62% 10	53.27% 57	43.84% 32	46.34% 19	40% 8
No	64.71% 11	50% 1	56.52% 13	39.58% 19	55.88% 19	45.45% 10	66.67% 18	44.44% 12	36.36% 4	63.64% 7	54.17% 13	61.54% 24	37.50% 3	40.91% 9	65.57% 40	52.38% 11	46.73% 50	56.16% 41	53.66% 22	60% 12
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	18.75% 3	50% 14	40% 6	33.33% 9	44.12% 15	30.77% 4	58.33% 7	33.33% 2	33.33% 3	33.33% 3										
No	81.25% 13	50% 14	60% 9	66.67% 18	55.88% 19	69.23% 9	41.67% 5	66.67% 4	66.67% 4	66.67% 6										

18. How many times a month do you take your children out to play / walk in the countryside?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	11.76% 2	0% 0	17.39% 4	10.42% 5	11.76% 4	45.45% 10	7.41% 2	11.11% 3	9.09% 1	18.18% 2	16.67% 4	7.69% 3	12.50% 1	0% 0	16.39% 10	19.05% 4	14.95% 16	6.85% 5	19.51% 8	5% 1
1	35.29% 6	0% 0	13.04% 3	14.58% 7	11.76% 4	9.09% 2	25.93% 7	29.63% 8	9.09% 1	27.27% 3	8.33% 2	7.69% 3	12.50% 1	13.64% 3	9.84% 6	9.52% 2	19.63% 21	17.81% 13	14.63% 6	10% 2
2	5.88% 1	0% 0	13.04% 3	27.08% 13	20.59% 7	4.55% 1	33.33% 9	7.41% 2	27.27% 3	36.36% 4	33.33% 8	33.33% 13	25% 2	31.82% 7	31.15% 19	19.05% 4	23.36% 25	27.40% 20	19.51% 8	35% 7
3	11.76% 2	0% 0	8.70% 2	12.50% 6	14.71% 5	0% 0	7.41% 2	25.93% 7	18.18% 2	9.09% 1	16.67% 4	17.95% 7	12.50% 1	18.18% 4	9.84% 6	23.81% 5	17.76% 19	10.96% 8	7.32% 3	15% 3
4	11.76% 2	100% 2	13.04% 3	18.75% 9	17.65% 6	27.27% 6	7.41% 2	14.81% 4	27.27% 3	0% 0	8.33% 2	17.95% 7	25% 2	13.64% 3	13.11% 8	0% 0	5.61% 6	9.59% 7	12.20% 5	20% 4
5+	23.53% 4	0% 0	34.78% 8	16.67% 8	23.53% 8	13.64% 3	18.52% 5	11.11% 3	9.09% 1	9.09% 1	16.67% 4	15.38% 6	12.50% 1	22.73% 5	19.67% 12	28.57% 6	18.69% 20	27.40% 20	26.83% 11	15% 3
Average	2.47	4	2.91	2.65	2.85	1.95	2.37	2.37	2.73	1.73	2.42	2.77	2.63	3	2.52	2.62	2.36	2.81	2.59	2.8
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	6.25% 1	21.43% 6	13.33% 2	11.11% 3	14.71% 5	23.08% 3	16.67% 2	0% 0	0% 0	0% 0										
1	43.75% 7	7.14% 2	20% 3	14.81% 4	14.71% 5	7.69% 1	8.33% 1	16.67% 1	16.67% 1	22.22% 2										
2	12.50% 2	25% 7	0% 0	18.52% 5	20.59% 7	7.69% 1	16.67% 2	16.67% 1	16.67% 1	22.22% 2										
3	6.25% 1	7.14% 2	20% 3	22.22% 6	11.76% 4	23.08% 3	33.33% 4	16.67% 1	16.67% 1	11.11% 1										
4	12.50% 2	17.86% 5	20% 3	14.81% 4	17.65% 6	15.38% 2	0% 0	33.33% 2	16.67% 1	22.22% 2										
5+	18.75% 3	21.43% 6	26.67% 4	18.52% 5	20.59% 7	23.08% 3	25% 3	16.67% 1	33.33% 2	22.22% 2										
Average	2.31	2.57	2.93	2.7	2.65	2.69	2.67	3.17	3.33	3										

19. How many times a month do you take your children to the woods / forest to play / walk / climb trees?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
0	35.29% 6	50% 1	30.43% 7	22.92% 11	32.35% 11	63.64% 14	25.93% 7	25.93% 7	36.36% 4	36.36% 4	25% 6	25.64% 10	37.50% 3	22.73% 5	26.23% 16	42.86% 9	31.78% 34	27.40% 20	39.02% 16	15% 3
1	35.29% 6	0% 0	17.39% 4	27.08% 13	11.76% 4	4.55% 1	33.33% 9	37.04% 10	27.27% 3	18.18% 2	37.50% 9	25.64% 10	12.50% 1	18.18% 4	21.31% 13	14.29% 3	21.50% 23	21.92% 16	14.63% 6	5% 1
2	11.76% 2	50% 1	17.39% 4	25% 12	20.59% 7	13.64% 3	22.22% 6	14.81% 4	9.09% 1	36.36% 4	20.83% 5	28.21% 11	12.50% 1	22.73% 5	29.51% 18	9.52% 2	27.10% 29	28.77% 21	17.07% 7	35% 7
3	0% 0	0% 0	0% 0	8.33% 4	11.76% 4	0% 0	3.70% 1	11.11% 3	18.18% 2	0% 0	4.17% 1	10.26% 4	12.50% 1	13.64% 3	8.20% 5	19.05% 4	8.41% 9	8.22% 6	12.20% 5	20% 4
4	0% 0	0% 0	4.35% 1	12.50% 6	5.88% 2	9.09% 2	3.70% 1	3.70% 1	9.09% 1	9.09% 1	4.17% 1	2.56% 1	25% 2	4.55% 1	3.28% 2	0% 0	2.80% 3	4.11% 3	4.88% 2	10% 2
5+	17.65% 3	0% 0	30.43% 7	4.17% 2	17.65% 6	9.09% 2	11.11% 3	7.41% 2	0% 0	0% 0	8.33% 2	7.69% 3	0% 0	18.18% 4	11.48% 7	14.29% 3	8.41% 9	9.59% 7	12.20% 5	15% 3
Average	1.47	1	2.22	1.73	2	1.14	1.59	1.52	1.36	1.27	1.5	1.62	1.75	2.14	1.75	1.62	1.54	1.68	1.66	2.5
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
0	12.50% 2	21.43% 6	33.33% 5	22.22% 6	26.47% 9	46.15% 6	33.33% 4	33.33% 2	16.67% 1	33.33% 3										
1	50% 8	25% 7	13.33% 2	25.93% 7	17.65% 6	7.69% 1	16.67% 2	50% 3	16.67% 1	44.44% 4										
2	25% 4	25% 7	13.33% 2	7.41% 2	20.59% 7	15.38% 2	25% 3	16.67% 1	50% 3	11.11% 1										
3	0% 0	7.14% 2	13.33% 2	22.22% 6	14.71% 5	23.08% 3	0% 0	0% 0	0% 0	0% 0										
4	0% 0	7.14% 2	13.33% 2	11.11% 3	8.82% 3	0% 0	8.33% 1	0% 0	16.67% 1	0% 0										
5+	12.50% 2	14.29% 4	13.33% 2	11.11% 3	11.76% 4	7.69% 1	16.67% 2	0% 0	0% 0	11.11% 1										
Average	1.63	1.96	2	2.07	1.97	1.46	1.83	0.83	1.83	1.22										

20. When your children do seem to be using their imaginations, and role-playing or making up games, what seems to influence them the most?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Computer games	23.53% 4	50% 1	21.74% 5	20.83% 10	17.65% 6	18.18% 4	14.81% 4	40.74% 11	18.18% 2	0% 0	8.33% 2	25.64% 10	0% 0	27.27% 6	16.39% 10	14.29% 3	20.56% 22	10.96% 8	21.95% 9	15% 3
Characters or scenes in television programmes	11.76% 2	0% 0	21.74% 5	25% 12	8.82% 3	31.82% 7	18.52% 5	11.11% 3	18.18% 2	27.27% 3	33.33% 8	28.21% 11	37.50% 3	36.36% 8	13.11% 8	14.29% 3	28.04% 30	16.44% 12	26.83% 11	30% 6
Characters or scenes in movies	5.88% 1	0% 0	21.74% 5	20.83% 10	8.82% 3	9.09% 2	7.41% 2	11.11% 3	0% 0	18.18% 2	8.33% 2	17.95% 7	25% 2	0% 0	18.03% 11	9.52% 2	17.76% 19	19.18% 14	9.76% 4	5% 1
Books they have read	29.41% 5	50% 1	13.04% 3	12.50% 6	29.41% 10	18.18% 4	25.93% 7	22.22% 6	18.18% 4	36.36% 4	33.33% 8	10.26% 4	12.50% 1	31.82% 7	26.23% 16	28.57% 6	14.02% 15	30.14% 22	17.07% 7	25% 5
Their peers	0% 0	0% 0	8.70% 2	10.42% 5	8.82% 3	4.55% 1	7.41% 2	0% 0	9.09% 1	0% 0	8.33% 2	7.69% 3	0% 0	0% 0	8.20% 5	9.52% 2	4.67% 5	12.33% 9	7.32% 3	5% 1
None of the above	23.53% 4	0% 0	13.04% 3	10.42% 5	20.59% 7	18.18% 4	18.52% 5	14.81% 4	36.36% 4	18.18% 2	8.33% 2	10.26% 4	12.50% 1	4.55% 1	16.39% 10	23.81% 5	14.95% 16	9.59% 7	17.07% 7	15% 3
Other	5.88% 1	0% 0	0% 0	0% 0	5.88% 2	0% 0	7.41% 2	0% 0	0% 0	0% 0	0% 0	0% 0	12.50% 1	0% 0	1.64% 1	0% 0	0% 0	1.37% 1	0% 0	5% 1
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Computer games	12.50% 2	14.29% 4	13.33% 2	7.41% 2	5.88% 2	30.77% 4	33.33% 4	0% 0	0% 0	22.22% 2										
Characters or scenes in television programmes	18.75% 3	17.86% 5	26.67% 4	29.63% 8	23.53% 8	15.38% 2	16.67% 2	50% 3	66.67% 4	33.33% 3										
Characters or scenes in movies	18.75% 3	14.29% 4	20% 3	18.52% 5	5.88% 2	15.38% 2	0% 0	0% 0	0% 0	11.11% 1										
Books they have read	18.75% 3	32.14% 9	13.33% 2	14.81% 4	29.41% 10	7.69% 1	8.33% 1	16.67% 1	0% 0	11.11% 1										
Average	6.25%	7.14%	6.67%	14.81%	17.65%	15.38%	8.33%	16.67%	16.67%	11.11%										

Their peers	1	2	1	4	6	2	1	1	1	1
None of the above	18.75% 3	14.29% 4	13.33% 2	14.81% 4	14.71% 5	7.69% 1	16.67% 2	16.67% 1	16.67% 1	11.11% 1
Other	6.25% 1	0% 0	6.67% 1	0% 0	2.94% 1	7.69% 1	16.67% 2	0% 0	0% 0	0% 0

21. Do your children show any interest in the great outdoors?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	70.59% 12	50% 1	56.52% 13	68.75% 33	85.29% 29	68.18% 15	74.07% 20	66.67% 18	54.55% 6	72.73% 8	70.83% 17	71.79% 28	87.50% 7	63.64% 14	67.21% 41	76.19% 16	57.94% 62	75.34% 55	70.73% 29	70% 14
No	29.41% 5	50% 1	43.48% 10	31.25% 15	14.71% 5	31.82% 7	25.93% 7	33.33% 9	45.45% 5	27.27% 3	29.17% 7	28.21% 11	12.50% 1	36.36% 8	32.79% 20	23.81% 5	42.06% 45	24.66% 18	29.27% 12	30% 6
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	87.50% 14	71.43% 20	73.33% 11	66.67% 18	70.59% 24	61.54% 8	83.33% 10	83.33% 5	100% 6	33.33% 3										
No	12.50% 2	28.57% 8	26.67% 4	33.33% 9	29.41% 10	38.46% 5	16.67% 2	16.67% 1	0% 0	66.67% 6										

22. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	41.18% 7	50% 1	21.74% 5	29.17% 14	20.59% 7	27.27% 6	29.63% 8	40.74% 11	18.18% 2	18.18% 2	37.50% 9	30.77% 12	12.50% 1	45.45% 10	27.87% 17	9.52% 2	42.06% 45	26.03% 19	34.15% 14	30% 6
No	58.82% 10	50% 1	78.26% 18	70.83% 34	79.41% 27	72.73% 16	70.37% 19	59.26% 16	81.82% 9	81.82% 9	62.50% 15	69.23% 27	87.50% 7	54.55% 12	72.13% 44	90.48% 19	57.94% 62	73.97% 54	65.85% 27	70% 14
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	25% 4	25% 7	20% 3	22.22% 6	35.29% 12	30.77% 4	25% 3	16.67% 1	0% 0	22.22% 2										
No	75% 12	75% 21	80% 12	77.78% 21	64.71% 22	69.23% 9	75% 9	83.33% 5	100% 6	77.78% 7										

23. Would your children grumble if you were to suggest a day out in the countryside / trip to the forest?

	Aberdeen	Aberystwyth	Belfast	Birmingham	Brighton and Hove	Bristol	Cambridge	Cardiff	Chelmsford	Coventry	Edinburgh	Glasgow	Gloucester	Leeds	Leicester	Liverpool	London	Manchester	Newcastle	Norwich
Yes	41.18% 7	50% 1	26.09% 6	29.17% 14	20.59% 7	27.27% 6	25.93% 7	37.04% 10	18.18% 2	27.27% 3	37.50% 9	28.21% 11	12.50% 1	31.82% 7	26.23% 16	19.05% 4	37.38% 40	23.29% 17	39.02% 16	40% 8
No	58.82% 10	50% 1	73.91% 17	70.83% 34	79.41% 27	72.73% 16	74.07% 20	62.96% 17	81.82% 9	72.73% 8	62.50% 15	71.79% 28	87.50% 7	68.18% 15	73.77% 45	80.95% 17	62.62% 67	76.71% 56	60.98% 25	60% 12
	Oxford	Plymouth	Portsmouth	Sheffield	Southampton	Swansea	Wolverhampton	Worcester	Wrexham	York										
Yes	25% 4	21.43% 6	26.67% 4	18.52% 5	35.29% 12	23.08% 3	25% 3	16.67% 1	0% 0	11.11% 1										
No	75% 12	78.57% 22	73.33% 11	81.48% 22	64.71% 22	76.92% 10	75% 9	83.33% 5	100% 6	88.89% 8										

Which of the following activities do you think children of today are most likely to play?

Fighting games

Frizzbees

I have no idea what children play with/at today

It depends on the kids and teh parents

Mixture of the above

Nature walks

Swimming, skateboarding, mountain biking, making things

What the children do depends largely on the parents. Children who are allowed to have a childhood and not forced to compete and be means tested from a very early age, have a far better imagination and sense of play.

barbies

dressing up and make believe

guns, waterpistols etc; bicycles

idk

it all depends on the input of parents, if they spend time stimulating them

mine do more drawing than anything else

out on bike or scateboard

reading

trampolining

you can't generalise about children" - they are individuals"

Which of the following activities do you think are largely dying out because children of today don't do them anymore?

'Skills training' eg Meccano, knitting/crochet, helping with DIY/Gardening
Hopscotch
Hopscotch, hide-and-peek, walking for miles
I don't know
I don't know, local kids here do all those
I have no idea what children aren't playing with/at.
I never did any of these so I can't comment

I think all these are still done... but just under more controlled conditions. No kids head out in the morning and come back at sunset having walked 10 miles through the woods, as my faulty memory tells me we used to do.

Making model kits.

Most outdoor activities

None

None

None

None of the above

None of these

Playing hopscotch

Reading. Not reading however is likely the main cause of children losing their imaginations far too early.

Skipping maybe?

Skipping, jigsaws, playground games such as 'Tiggy'

Street/playground/group games such as Grandma's footsteps, catch, snobs, marbles

There are no activities that are dying out.

Unsupervised swimming (eg in rivers)

Unsure

all of the above

because their parents won't let them

conkers, tag

conkers,ball juggling,hopscotch

cowboys and indians

dont know

dont know

evrything I used to do

health and safety puts paid to a lot of activities that I did as a child.

hopscotch

i dont thin

im not sure

mn

my children and grandchildren do all of these

n/a

no

no idea

none

none

none

none

none

none

none

none

none

none

none are dying out

none of the above

none of the above

none of these

not sure

ok

playing netball, going for a bike ride

playing out of direct supervision by a named adult

playing sports

reading books

they do all that now

When your children do seem to be using their imaginations, and role-playing or making up games, what seems to influence them the most?

Imagination

MY children are too old

My children are 3months and 16 years so don't really do this

My kid is 2 so this survey is very irrelevant and should change the criteria of people accepted to take it, to gather more accurate results.

My own imagination sparks their imagination, eventhough my son is now 18 years old

NO IDEA

TV programmes, movies and books equally, with peers influence guiding that a fair amount

Their own brains

he's only three so this doesn't really apply

real life

school

their parents

they seem to play 'mums and dads' !

things they want to do

too young