WORLD CHILDREN'S DAY 2022

FIFTYFIVE5'S TOPLINE INSIGHTS FOR UNICEF > OCT 2022

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METHODOLOGY AND SAMPLING

	N=1,006 parents of children aged 3-17 completed a 15-minute online quantitative survey. A further n=1,000 parents of children	QUOTA TARG	ETS (AND W	EIGHT TARG	ETS)				
	aged 3-17 completed a 5-minute version of the online quantitative survey. Respondents could complete the survey via any device.	AGE x GENDER*	MALE	FEMALE	TOTAL	LOCATION	METRO	REGIONAL/ RURAL	TOTAL
METHOD	The sample was sourced from The Digital Edge (TDE) Australia	18-24	1.1%	1.1%	2.2%	NSW	20.1%	11.8%	32.0%
	general population panel.	25-34	9.7%	13.7%	23.4%	VIC	18.8%	6.2%	25.0%
		35-44	20.0%	23.1%	43.0%	QLD	9.3%	11.2%	20.5%
	The survey flowed : screener, activity engagement, benefits and barriers to engagement, issues impacting the household and	45-54	14.1%	12.6%	26.7%	SA	5.6%	1.5%	7.1%
	 barriers to engagement, issues impacting the household, and demographics. To ensure a final sample that is robust and representative of parents with children aged 3-17 years, we set quotas for age x gender and location (state and metro/regional). These quota targets were based on the incidence and profile of parents of children aged 3-17 years amongst a large nationally representative sample, according to 2016 ABS Census data on age, gender and location. 	55+	3.5%	1.2%	4.6%	WA	8.9%	2.3%	11.2%
		TOTAL	48.3%	51.7%		TAS	1.0%	1.0%	2.0%
		*Non-binary an		-		NT	0.5%	0.2%	0.7%
		to fall-out naturally (n=3 in the combined total sample)				ACT	1.6%	0.0%	1.6%
	gender and location (state and metro/regional).					TOTAL	65.8%	34.2%	
SAMPLING FRAMEWORK	 parents of children aged 3-17 years amongst a large nationally representative sample, according to 2016 ABS Census data on age, gender and location. Other parent, family and household demographics were allowed to fall-out naturally (e.g. household income, number of children and their ages/genders, working status). The total sample was weighted using the same targets once we had completed fieldwork, to ensure the total final sample was representative of parents of children aged 3-17 years in Australia. Fieldwork for the main 15-minute survey was conducted from 19th 					CH D/	Y N	OVEM	BER 2
TIMINGS	Sept to 6 th Oct 2022. The fieldwork for the shorter 5-minute survey was conducted from 11 th to 23 rd Oct 2022.					U	nic	ef	

fiftyfive5

	FALL-OUT OF PARENT I	DEMOGRAPHICS AND FAMILY TYPES
SAMPLE PROFILE (WEIGHTED)		18-29
		30-34
		35-39
	AGE GROUPS	40-44
	4	45-49
		50-54
		55+
		Man or male
	GENDER	Woman or female
		Non-binary/not specified
		NSW
		VIC
		QLD
		WA
	STATE	SA
	8	TAS
		ACT
		NT
		Metro
	METRO/REGIONAL	Regional
		Major Cities of Australia
	REGION	Inner Regional Australia
		Outer Regional/Remote/Very Remote Australia
		Identify as Aboriginal and/or Torres Strait Islander
	CULTURAL IDENTIFICATION	Identify as speaking another language
	6	Identify as belonging to an ethnic group other than Au
		< \$80k
	HOUSEHOLD INCOME	\$80k - \$150k
		> \$150k
		Employed full time
	EMPLOYMENT STATUS*	Employed part time
		Casual/Contractor/Temp/Looking for work
	*Not asked in the	Business owner/Sole-traders/Self-employed
	5-minute survey	Not employed, not looking for work
		Homemaker/household responsibilities/Carer
	# CI III DDENI	One child
	# CHILDREN	More than one child
		Pre-school family
A REAL PROPERTY AND A REAL	FAMILY TYPE	Primary school family
	· · · · · · · · · · · · · · · · · · ·	Secondary school family
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OUT OF PARENT I	DEMOGRAPHICS AND FAMILY TYPES	Of the main sample n=1,006	Of the combined sampl n=2,006
	18-29	72	117
	30-34	165	312
	35-39	204	415
AGE GROUPS	40-44	230	469
	45-49	173	369
	50-54	110	219
	55+	52	105
	Man or male	456	849
GENDER	Woman or female	549	1154
	Non-binary/not specified	2	3
		326	652
		252	512
	QLD	211	398
		102	212
STATE	SA	74	149
	TAS	22	41
	ACT	14	31
		5	11
	Metro	671	1355
METRO/REGIONAL		335	651
		749	1503
REGION		185	363
		72	140
		104	148
RAL IDENTIFICATION	Identify as speaking another language	144	271
	Identify as belonging to an ethnic group other than Australia	348	632
	< \$80k	300	528
OUSEHOLD INCOME	\$80k - \$150k	404	812
	> \$150k	220	456
	Employed full time	541	541
PLOYMENT STATUS*	Employed part time	150	150
	Casual/Contractor/Temp/Looking for work	81	81
*Not asked in the	Business owner/Sole-traders/Self-employed	48	48
5-minute survey	Not employed, not looking for work	26	26
	Homemaker/household responsibilities/Carer	150	150
	One child	312	556
# CHILDREN	More than one child	694	1450
	Pre-school family	254	588
FAMILY TYPE	Primary school family	317	620
	Secondary school family	388	719

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SECTION 1

TOPLINE INSIGHTS

AROUND 1 IN 5 PARENTS RANK SPORTS/PHYSICAL ACTIVITIES AS THE ELEMENT MOST ESSENTIAL TO THEIR CHILD'S DEVELOPMENT, ALONG WITH SOCIAL/PLAY

RANKED IMPORTANCE OF ELEMENTS ESSENTIAL TO CHILDREN'S DEVELOPMENT

RANK POSITION OF SPORTS/PHYSICAL	#2	#1	#1	#1	#3
	3%	3%	3%	3%	/10/
	3% 3% 4%	5% 4%	5% 5%	3% 4% 5%	4% 3% 4%
Drama activities	8%	6%	6%	6%	5%
Religious activities	6%	6%	6%	6%	7%
Cultural or language activities	5%	6%	7%	8%	9%
Art activities	11%	11%	10%	9%	8%
Music activities	13%	13%	13%	14%	15%
Community activities			1370	1470	1376
Numeracy activities	15%	15%	14%	13%	14%
Self development activities					
Reading, literacy activities	15%	16%	16%	16%	15%
Sports/physical activities					
Social/play activities	17%	16%	15%	15%	16%
_					
	3-5 years	6-7 years	8-10 years	11-15 years	16-17 years



Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: A7. Thinking about all the elements that are essential to your child's development... how would you rank the below in order of importance? Base: Parents of children in each age group: 3-5 years n=254, 6-7 years n=220, 8-10 years n=317, 11-15 years n=505, 16-17 years n=199

THERE IS A RAFT OF BENEFITS FOR KIDS/TEENS WHEN THEY PARTICIPATE IN SPORTS/PHYSICAL ACTIVITIES OUTSIDE SCHOOL, BEYOND PHYSICAL FITNESS

BENEFITS OF CHILD PARTICIPATING IN SPORTS	S/PHYSICAL ACTIVITIES OUTSI	DE SCHC	00∟ 3-5 years	6-7 years	8-10 years	11-15 years	16-17 years
Physical fitness		63%	59%	62%	65%	65%	68%
Teamwork and leadership	51%		51%	44%	52%	52%	59%
Socialisation	50%		53%	48%	52%	49%	57%
Physical development or support	45%		42%	48%	48%	46%	45%
Social development or support	44%		45%	39%	44%	44%	43%
Sportsmanship	40%		37%	42%	40%	40%	36%
Gross motor skills	31%		39%	40%	34%	30%	20%
Behavioural development or support	28%		36%	32%	29%	26%	23%
Psychological or mental development or support	28%		33%	26%	29%	29%	26%
Emotional development or support	28%		30%	24%	29%	28%	29%
Academical development or support	11%		10%	11%	10%	11%	10%
Other	0%		1%	0%	0%	0%	0%
Not sure	2%		1%	3%	2%	2%	3%

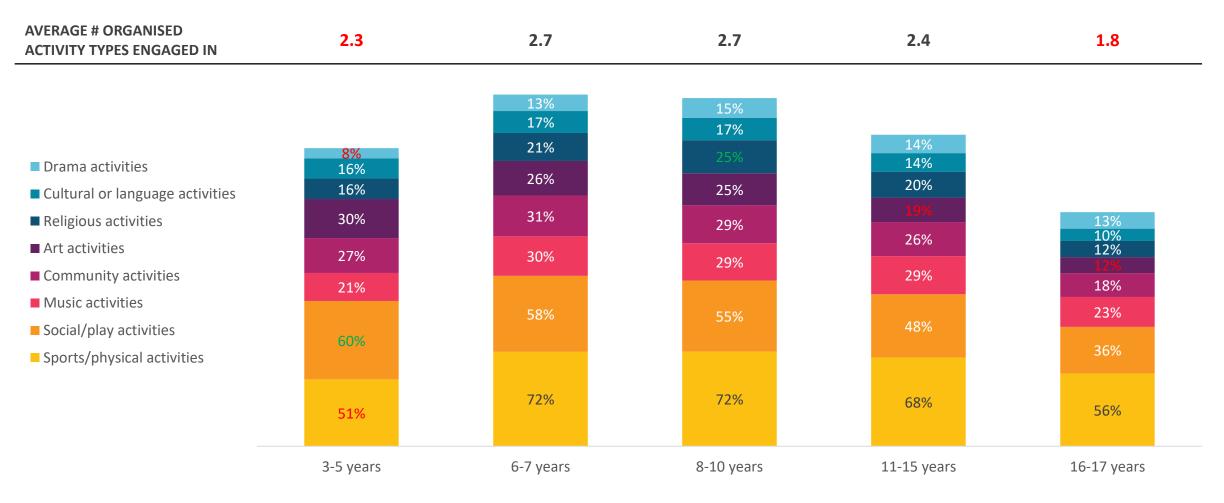


Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: B1. What do you see as the top benefits of your child/children participating in sports or physical activities outside of school hours? Base: Total Parents n=1,006, Parents of children in each age group: 3-5 years n=254, 6-7 years n=220, 8-10 years n=317, 11-15 years n=505, 16-17 years n=199

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ORGANISED SPORTS/PHYSICAL ACTIVITIES ARE COMMONLY ENGAGED IN BY KIDS/TEENS; SOCIAL/PLAY ACTIVITIES MORE COMMON FOR 3-5 YEARS (BUT LIKELY PHYSICAL IN NATURE)

ORGANISED ACTIVITIES ENGAGED IN OUTSIDE OF SCHOOL HOURS IN THE LAST 12 MONTHS





Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: A1. In the past 12 months, has your child participated in organised activities outside of school hours? Base: Parents of children in each age group: 3-5 years n=588, 6-7 years n=461, 8-10 years n=650, 11-15 years n=952, 16-17 years n=410



KIDS AND TEENS ARE ENGAGING IN 2-3 SPORTS/ACTIVITIES OUTSIDE SCHOOL; SWIMMING IS THE MOST COMMON FOR 3-15 YEAR OLDS

ORGANISED SPORTS/PHYSICAL ACTIVITIES ENGAGED IN OUTSIDE OF SCHOOL HOURS IN THE LAST 12 MONTHS

AVERAGE # ORGANISED ACTIVITY TYPES ENGAGED IN	3-5 years 2.5	6-7 years 2.7	8-10 years 3.2	11-15 years 3.0	16-17 years 2.4
Swimming	61%	59%	55%	42%	26%
Soccer/football	24%	31%	39%	31%	25%
Dance/dancing	32%	26%	21%	18%	19%
Tennis	9%	16%	23%	20%	16%
Basketball	9%	16%	21%	22%	14%
Cricket	8%	15%	18%	19%	13%
Gymnastics	18%	14%	18%	15%	7%
AFL (Australian Football League)	12%	13%	14%	15%	11%
Athletics, track and field	11%	10%	14%	15%	8%
Fishing	8%	10%	8%	15%	10%
Netball	1%	7%	15%	14%	13%
Cycling (incl. BMX, mountain biking)	8%	6%	13%	13%	8%
Group fitness classes	6%	7%	9%	11%	12%
Rugby	5%	7%	8%	13%	11%
Yoga, Pilates	8%	3%	7%	6%	5%
Golf	4%	6%	8%	7%	3%
Nippers/surf lifesaving	2%	5%	7%	5%	4%
Surfing/body boarding	3%	3%	6%	6%	5%
Snowsports	7%	3%	5%	4%	2%
Canoeing/kayaking	1%	3%	5%	6%	7%
Other	10%	11%	11%	10%	24%



Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022

Question: A2. Which of the following organised sports/physical activities has your child participated in the past 12 months outside of school hours?

Base: Parents of children in each age group and participating in sports/physical activities outside of school hours: 3-5 years n=125, 6-7 years n=152, 8-10 years n=232, 11-15 years n=336, 16-17 years n=107



THERE ARE TWO CORE DRIVERS OF SPORTS/PHYSICAL ACTIVITY: TO SUPPORT PHYSICAL DEVELOPMENT AND BOOST SELF-CONFIDENCE

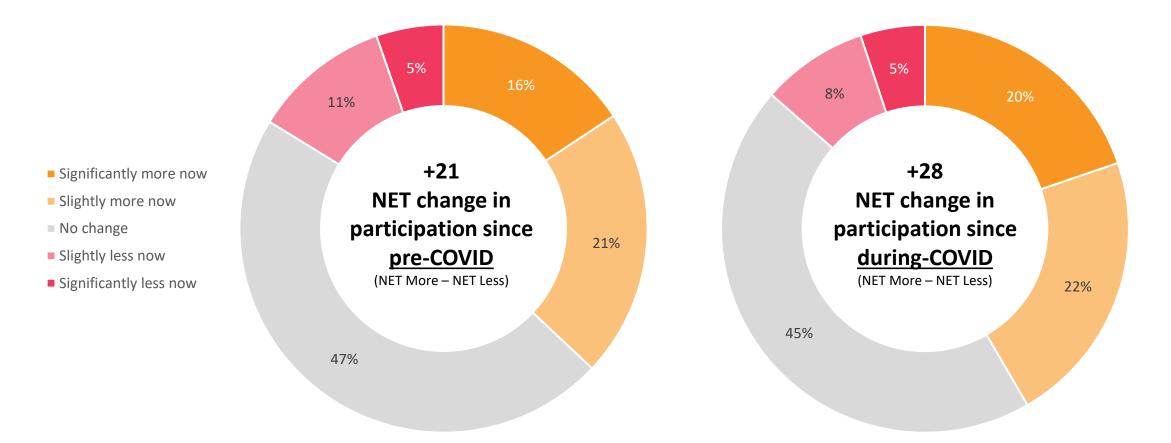
PICK TOP TWO)			3-5 years	6-7 years	8-10 years	11-15 years	16-17 years
To support or enhance physical development		26%	24%	26%	28%	27%	31%
To boost their self-confidence	239	%	27%	23%	23%	21%	23%
To support or promote their sporting/physical talents	19%		19%	19%	20%	18%	20%
To help build skills apart from academics	18%		21%	21%	18%	17%	17%
To promote physical achievements	16%		17%	15%	18%	16%	22%
To feel included, part of a group/team/community	14%		13%	16%	15%	15%	11%
To nurture or enhance their social interaction	13%		10%	12%	12%	13%	12%
To support or enhance social or emotional development	12%		13%	12%	11%	12%	10%
To build your child's personality	11%		10%	10%	13%	10%	6%
To nurture the values of teamwork or leadership	10%		9%	8%	9%	12%	10%
To provide learning opportunities	10%		10%	10%	9%	10%	8%
To broaden your child's perspective	8%		10%	8%	7%	8%	11%
To support or enhance psychological development	8%		8%	7%	6%	8%	6%
To help with discipline or behavioural issues	6%		3%	6%	7%	7%	4%
Other	4%		4%	5%	4%	4%	5%
Not sure	1%		1%	2%	0%	1%	2%



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OVERALL, THERE HAS BEEN AN INCREASE IN PARTICIPATION IN SPORTS/PHYSICAL ACTIVITIES SINCE COVID TIMES, AND EVEN COMPARED TO PRE-COVID

PARTICIPATION COMPARED TO PRE-COVID AND DURING-COVID

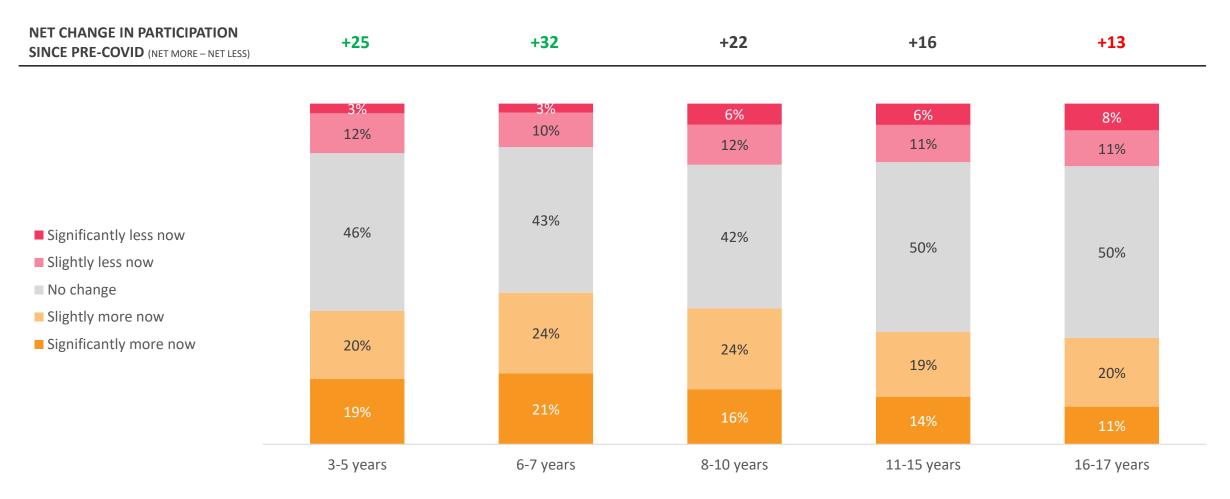




Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: A5a. How does your child's/children's current level of participation in extra-curricular sports/physical activities compare to pre-COVID? A5b. How does your child's/children's current level of participation in extra-curricular sports/physical activities compare to during-COVID? Base: Total Parents n=1.006

THIS INCREASE IS MOST PRONOUNCED IN 3-10 YEAR OLDS

PARTICIPATION COMPARED TO PRE-COVID BY AGE GROUPS





Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: A5a. How does your child's/children's current level of participation in extra-curricular sports/physical activities compare to pre-COVID? Base: Parents of children in each age group: 3-5 years n=254, 6-7 years n=220, 8-10 years n=317, 11-15 years n=505, 16-17 years n=199

THIS INCREASE IS MOST PRONOUNCED IN HOUSEHOLDS WHERE FINANCES HAVE IMPROVED, OR WHERE PARENTS FEEL THEY ARE NOT RESTRICTED BY THEIR BUDGETS

PARTICIPATION COMPARED TO PRE-COVID BY HOUSEHOLD INCOME, FINANCIAL CHANGE AND PERCEPTIONS

NET CHANGE IN PARTICIPATION SINCE PRE-COVID (NET MORE – NET LESS)	+11	+29	+20	+17	+15	+42	+14	+22	+18	+24	+31
Significantly less nowSlightly less now	<mark>6%</mark> 12%	5% 10%	5% 12%	6%	5% 7%	4% 10%	10%		4% 8%	5% 10%	9% 5%
	1270	42%	1270	13%		31%	10%				42%
	52%	4270	46%	45%	61%	31%	46%	42%	58%	48%	
 No change Slightly more now Significantly more now 	14%	27%	21%	20%	18%	31%	19%	21%	17%	29%	25%
	15%	16%	16%	16%	9%	24%	15%	20%	12%	9%	20%
	< \$80K	\$80K - \$150K	> \$150+	NET WORSENING	No change in household financial situation	NET IMPROVEMENT	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
	ł	HOUSEHOLD INCOM	1E	RECENT CHA	NGE IN FINANCI	AL SITUATION	COST OF I	LIVING ATTITUDE	ES - I regularly go v	vithout things I r	eally want



Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: A5a. How does your child's/children's current level of participation in extra-curricular sports/physical activities compare to pre-COVID? Base: Household income <\$80k n=300, \$80k - \$150k n=404, >\$150k n=220, NET Worsening n=573, No change n=232, NET Improvement n=171, Strongly agree n=202, Somewhat agree n=356, Neither n=204, Somewhat disagree n=163, Strongly disagree n=81

INCREASED COSTS HAVE HAD A BIGGER IMPACT ON PARENTS OF YOUNGER KIDS

REASONS FOR DECREASED ENGAGEMENT (WHE	RE PARTICIPATION HAS DECREASED)	3-5 years	6-7 years	8-10 years	11-15 years	16-17 years
Child/children less interested	39%	33%	38%	37%	43%	49%
Increased costs of session	29%	38%	42%	33%	28%	19%
Increased costs of travel/transport to activities	19%	22%	25%	21%	21%	11%
Harder to travel to activities	18%	18%	20%	33%	16%	12%
Less time available for sports/physical activities	18%	21%	20%	24%	18%	13%
Provider/s stopped organising the activity/ies	18%	24%	15%	16%	18%	11%
Child has grown out of extra-curricular sports/physical activities	17%	9%	5%	10%	23%	26%
Activities are harder to access (e.g. long-waiting lists)	16%	23%	22%	18%	11%	9%
Activities are not accessible for all children	12%	22%	8%	9%	11%	11%
Injuries or health conditions	11%	15%	4%	13%	9%	18%
Other	8%	12%	11%	11%	8%	11%
No particular reason, just participating in sports/physical activities less now	6%	2%	4%	10%	5%	6%





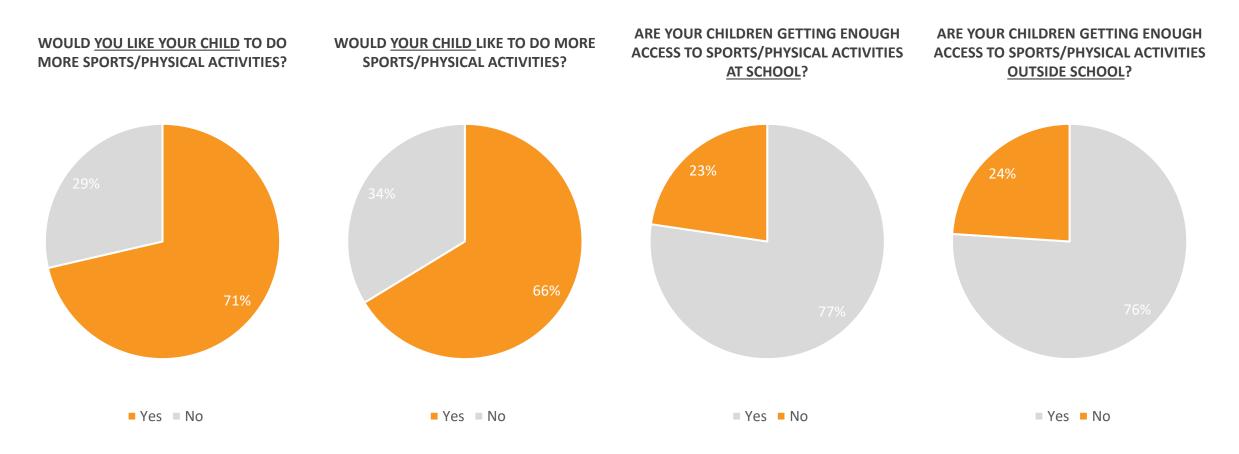
THREE CORE RISKS OF NOT GETTING ENOUGH ACCESS TO SPORTS/PHYSICAL ACTIVITIES: IMPACTED PHYSICAL DEVELOPMENT, SELF-CONFIDENCE AND SOCIAL INTERACTION

ICK TOP TWO)			3-5 years	6-7 years	8-10 years	11-15 years	16-17 years
Impacted physical development	269	%	25%	24%	30%	27%	32%
Less opportunity to build self-confidence	26%	6	28%	22%	25%	26%	26%
Less opportunity to develop social interaction	25%		25%	23%	24%	26%	29%
Feeling excluded, not part of a group/team/community	16%		14%	17%	14%	16%	14%
Impacted social or emotional development	14%		13%	16%	17%	12%	13%
Less opportunity to help build skills apart from academics	13%		14%	14%	12%	14%	13%
Less opportunity to nurture the values of teamwork or leadership	13%		10%	9%	10%	13%	12%
Less opportunity to promote physical achievements	12%		13%	14%	11%	11%	11%
Less opportunity to build your child's personality	11%		14%	14%	12%	8%	10%
Limited learning opportunities	10%		11%	11%	9%	9%	5%
Impacted psychological development	10%		9%	10%	11%	10%	9%
Less opportunity to support or promote their sporting/physical talents	9%		8%	9%	10%	10%	9%
Narrowing your child's perspective	9%		8%	9%	7%	10%	6%
Less opportunity to help with discipline or behavioural issues	6%		6%	6%	8%	8%	7%
Other	2%		2%	3%	1%	1%	3%
Not sure	0%		0%	0%	0%	0%	0%



BUT, THERE'S STILL A DESIRE FOR MORE SPORTS/PHYSICAL ACTIVITY, AT AND OUTSIDE SCHOOL

DEMAND FOR MORE SPORTS/PHYSICAL ACTIVITIES

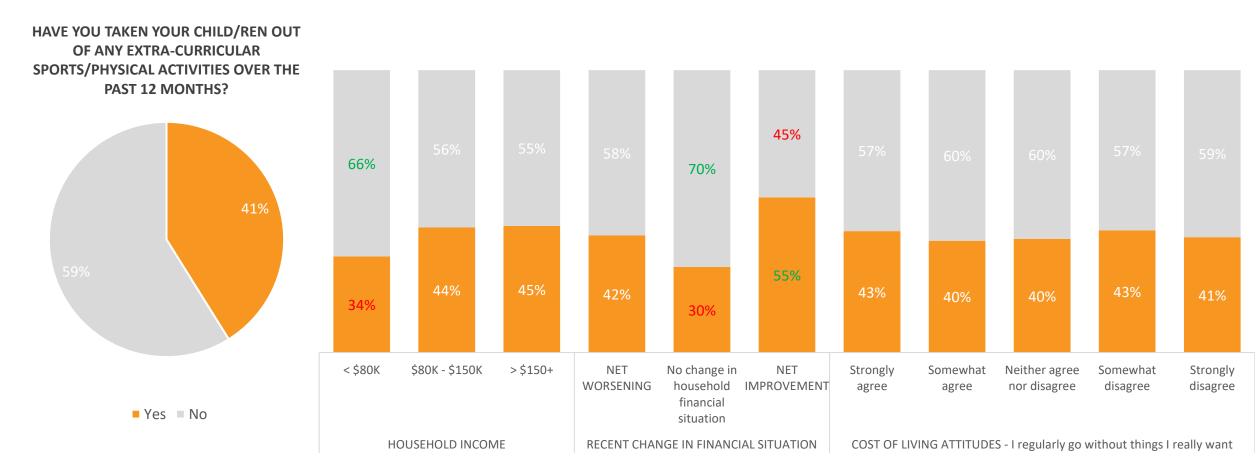




Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: B3a. Would you like your child to do more sports/physical activities? B3b. Would your child like to do more sports/physical activities? B4a. Overall, do you think your children are getting enough access to sports/physical activities at school? B4b. Overall, do you think your children are getting enough access to sports/physical activities outside school? Base: Total Parents n=1.006

2 IN 5 PARENTS HAVE TAKEN THEIR KID/S OUT OF EXTRA-CURRICULAR SPORTS/PHYSICAL ACTIVITIES IN THE PAST YEAR (THIS DOESN'T CORRELATE WITH HOUSEHOLD FINANCES)

EXPERIENCE WITH TAKING CHILDREN OUT OF EXTRA-CURRICULAR SPORTS/PHYSICAL ACTIVITIES IN THE PAST 12 MONTHS





Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: B5. Have you taken your child/ren out of any extra-curricular sports/physical activities over the past 12 months? Base: Household income <\$80k n=300, \$80k - \$150k n=404, >\$150k n=220, NET Worsening n=573, No change n=232, NET Improvement n=171, Strongly agree n=202, Somewhat agree n=356, Neither n=204, Somewhat disagree n=163, Strongly disagree n=81

BUT, THERE IS STRONG ACKNOWLEDGEMENT THAT COSTS DO PREVENT SIGNIFICANT BARRIERS TO ENGAGEMENT, AND TIME

BARRIERS TO PARTICIPATION IN SPORTS/PHYSICAL ACTIVITY OUTSIDE SCHOOL

		sports/physical activities	of sports/physical activities
Costs of sports/physical activities are too expensive	38%	33%	38%
Costs associated with sports/physical activities are too expensive	35%	32%	31%
Costs of travel to sports/physical activities are too expensive	24%	24%	22%
Takes up too much time	23%	21%	27%
Child/children are not interested in sports/physical activity outside school	21%	19%	21%
Too hard to travel to activities, takes too long	20%	22%	17%
Not enough local providers organising activities or have stopped	17%	20%	15%
Child/children is too busy with other activities or ways of spending time	15%	18%	17%
Too hard to access sports/physical activities (e.g. long-waiting lists)	11%	15%	10%
Child/children get enough sports/physical activity at school	10%	15%	9%
Child has injuries or health conditions that mean that can't participate	10%	14%	10%
Child/children feel excluded from sports/physical activities	8%	10%	9%
I'm/partner is not interested in taking child/children to these activities	7%	11%	6%
Sports/physical activities not as important to me/my family/my community	6%	12%	5%
Other	6%	4%	5%
No particular reason, just participating in sports/physical activities less now	9%	5%	11%



Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: B8. Which of the following make it harder for your child/children to participate in sports/physical activity outside school? Base: Total Parents n=2,005; Have taken children out of sports/physical activities n=404, Have not taken children out of sports/physical activities n=602

017

Have taken child/ren out of Have not taken child/ren out

COSTS AND TIME ARE SIGNIFICANT BARRIERS FOR PARENTS OF KIDS THAT ARE DOING SIGNIFICANTLY LESS EXTRA-CURRICULAR SPORTS/PHYSICAL ACTIVITIES NOW

BARRIERS TO PARTICIPATION IN SPORTS/PHYSI	CAL ACTIVITY OUTSIDE SCHOOL			•				
		Significantly more now	Slightly more now	No change	Slightly less now	Significantly less now		
Costs of sports/physical activities are too expensive	38%	30%	33%	37%	36%	54%		
Costs associated with sports/physical activities are too expensive	35%	27%	31%	32%	33%	38%		
Costs of travel to sports/physical activities are too expensive	24%	24%	21%	25%	21%	20%		
Takes up too much time	23%	21%	25%	22%	32%	35%		
Child/children are not interested in sports/physical activity outside school	21%	16%	12%	22%	29%	42%		
Too hard to travel to activities, takes too long	20%	20%	17%	19%	20%	26%		
Not enough local providers organising activities or have stopped	17%	20%	19%	14%	22%	15%		
Child/children is too busy with other activities or ways of spending time	15%	20%	17%	15%	21%	17%		
Too hard to access sports/physical activities (e.g. long-waiting lists)	11%	10%	19%	8%	16%	15%		
Child/children get enough sports/physical activity at school	10%	12%	15%	10%	8%	11%		
Child has injuries or health conditions that mean that can't participate	10%	13%	13%	8%	13%	23%		
Child/children feel excluded from sports/physical activities	8%	11%	10%	6%	12%	18%		
I'm/partner is not interested in taking child/children to these activities	7%	11%	9%	6%	8%	8%		
Sports/physical activities not as important to me/my family/my community	6%	11%	11%	6%	5%	2%		
Other	6%	4%	5%	5%	3%	7%		
No particular reason, just participating in sports/physical activities less now	9%	8%	5%	12%	6%	4%		

Change in participation compared to pre-COVID

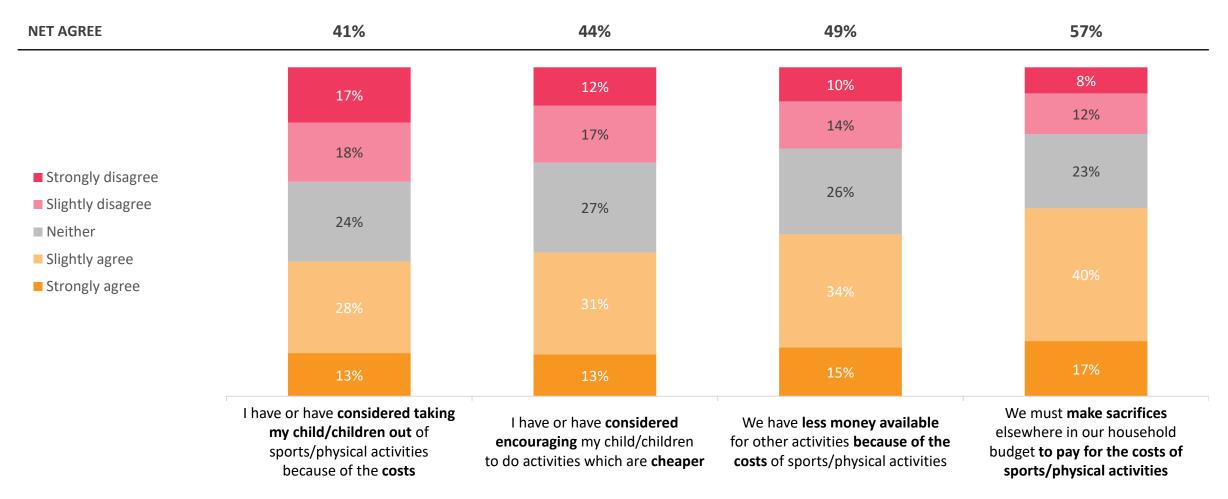
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Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: B8. Which of the following make it harder for your child/children to participate in sports/physical activity outside school? Base: Total Parents n=2,005; Change since pre-COVID: Significantly more now n=154, Slightly more now n=208, No change n=481, Slightly less now n=108, Significantly less now n=55



MORE THAN 1 IN 2 FAMILIES MUST MAKE SACRIFICES IN THEIR HOUSEHOLD BUDGET TO PAY FOR THE COST OF SPORTS/PHYSICAL ACTIVITIES, OR FACE STOPPING ALTOGETHER

IMPACT OF COSTS OF SPORTS/PHYSICAL ACTIVITY





Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: B9a. To what extent do you agree or disagree with the statements below? COSTS Base: Total Parents n=2,006

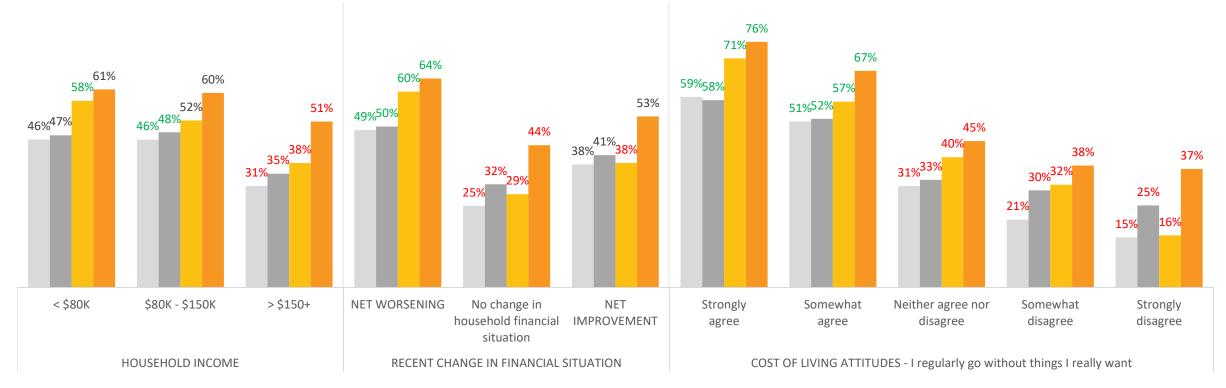
HOUSEHOLDS THAT REGULARLY GO WITHOUT THINGS THEY REALLY WANT ARE MOST IMPACTED BY THE COSTS ASSOCIATED WITH SPORTS/PHYSICAL ACTIVITIES

IMPACT OF COST OF SPORTS/PHYSICAL ACTIVITY BY HOUSEHOLD INCOME, FINANCIAL CHANGE AND PERCEPTIONS

■ I have or have considered taking my child/children out of sports/physical activities because of the costs

- I have or have considered encouraging my child/children to do activities which are cheaper
- We have less money available for other activities because of the costs of sports/physical activities

We must make sacrifices elsewhere in our household budget to pay for the costs of sports/physical activities



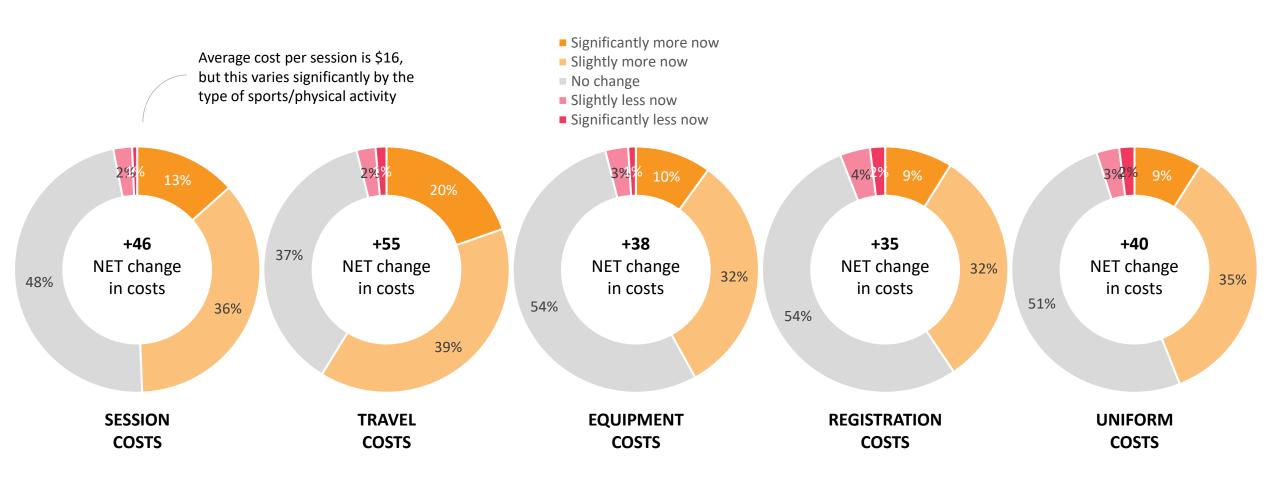


Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: B9a. To what extent do you agree or disagree with the statements below? COSTS Base: Household income <\$80k n=512, \$80k - \$150k n=784, >\$150k n=437, NET Worsening n=1114, No change n=445, NET Improvement n=327, Strongly agree n=405, Somewhat agree n=675, Neither n=392, Somewhat disagree n=303, Strongly disagree n=162

020

THERE HAVE BEEN INCREASES IN ALL COSTS ASSOCIATED WITH SPORTS/PHYSICAL ACTIVITIES DONE OUTSIDE THE SCHOOL, ESPECIALLY TRAVEL COSTS

COST CHANGES OVER TIME, AND NET CHANGE IN COSTS (NET MORE - NET LESS)

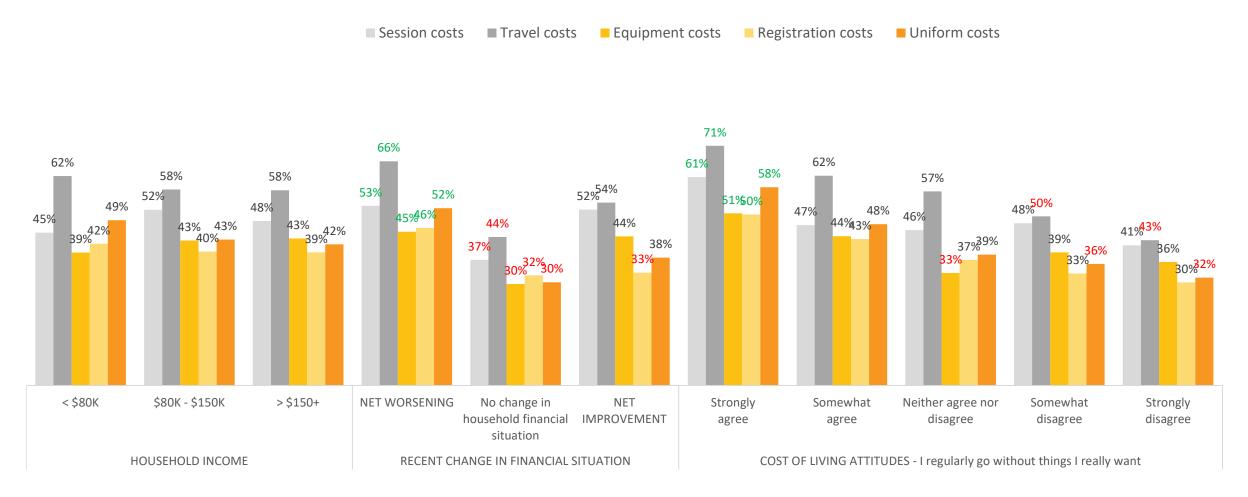




Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: A4e. Thinking about how much you currently spend on this activity, have costs increased or decreased over time? Base: Total Parents: Session n=1,130, Travel n=1,182, Equipment n=1,105, Registration n=1,062, Uniform n=1,022 [Not applicable has been excluded]

HOUSEHOLDS OF ALL FINANCIAL SITUATIONS HAVE SEEN A COST INCREASE, BUT IT IS MOST NOTABLE AMONGST THOSE THAT ARE ALREADY RESTRICTED BY BUDGET

NET SIGNIFICANTLY/SLIGHTLY MORE NOW BY HOUSEHOLD INCOME, FINANCIAL CHANGE AND PERCEPTIONS



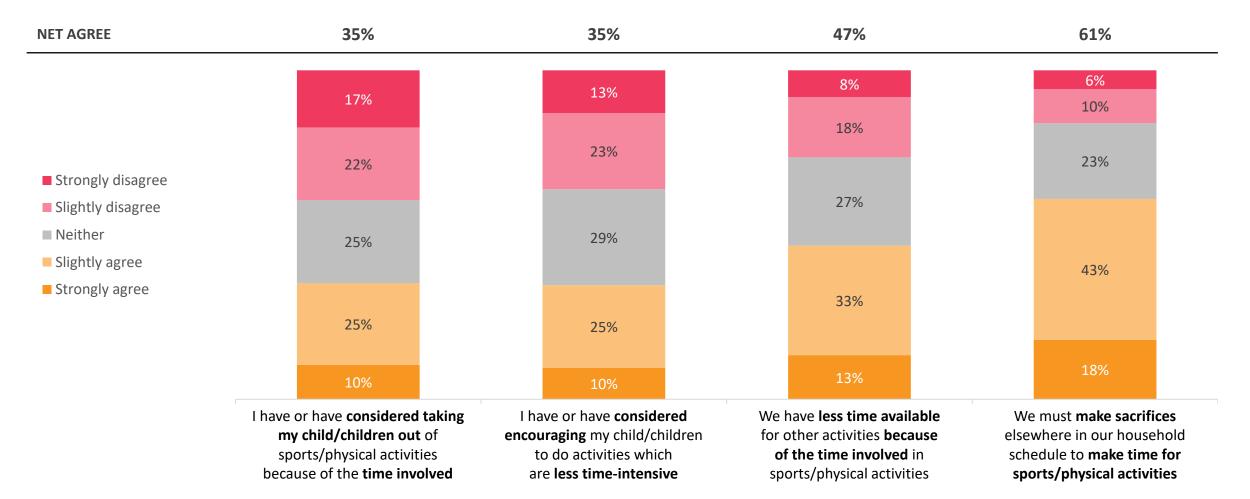


Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: A4e. Thinking about how much you currently spend on this activity, have costs increased or decreased over time? NET INCREASED Base: Household income <\$80k n=512, \$80k - \$150k n=784, >\$150k n=437, NET Worsening n=1114, No change n=445, NET Improvement n=327, Strongly agree n=405, Somewhat agree n=675, Neither n=392, Somewhat disagree n=303, Strongly disagree n=162

022

TIME INVOLVED IN EXTRA-CURRICULAR SPORTS/PHYSICAL ACTIVITIES IS ALSO A SIGNIFICANT BURDEN; IT REQUIRES SACRIFICES ELSEWHERE

IMPACT OF TIME OF SPORTS/PHYSICAL ACTIVITY





Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022 Question: B9b. To what extent do you agree or disagree with the statements below? TIME Base: Total Parents n=913

023

THERE ARE MANY SOLUTIONS THAT COULD MAKE IT EASIER FOR CHILDREN TO PARTICIPATE IN SPORTS/PHYSICAL ACTIVITY; DISCOUNTS AND GRANTS MOST HELPFUL

SOLUTIONS TO ENGAGEMENT		Not helpful [Rated 0-3]		ttle helpful ted 4-6]	Somewhat [Rated 7-8]		Very helpful [Rated 9-10]
Discounts or vouchers available to help ease the costs	3%	17%		36%		43%	
More funding/grants available for providers from the Federal Government	3% <mark></mark>	21%		36%		39%	
More funding/grants available for providers from your Local Government	3% <mark></mark>	22%		37%		38%	
More funding/grants available for providers from your State Government	4%	21%		38%		37%	
Events run by non-for-profit organisations/charities to give all children access to sports/physical activity	3%	25%		37%		34%	
More extracurricular activities tied to or held at the school	4%	26%		36%		34%	
More council-run sports/physical activities	5%	26%		36%		33%	
More funding/grants available for providers from big businesses or corporations	5%	26%		36%		33%	
A stronger focus on or more availability of sports/physical activities that are accessible to all kids	4%	23%		40%		33%	
More community-run sports/physical activities	3% <mark></mark>	22%		42%		33%	
Incentives linked to the school if the child participates in sports/physical activities	7%	24%		38%		31%	
Material provided for children by Department of Education/schools to promote sports/physical activity	8%	27%	6	35%		31%	
A stronger focus on sports/physical activities at school	5%	24%		4.	2%		30%



DISCOUNTS AND FUNDING/GRANTS WOULD MOST HELP HOUSEHOLDS THAT HAVE TO MAKE SACRIFICES ELSEWHERE TO PAY FOR THE COSTS OF SPORTS/PHYSICAL ACTIVITIES

SOLUTIONS TO ENGAGEMENT (NET VERY HELPFUL: 9/10]

We must **make sacrifices** elsewhere in our household budget to pay for the costs of sports/physical activities

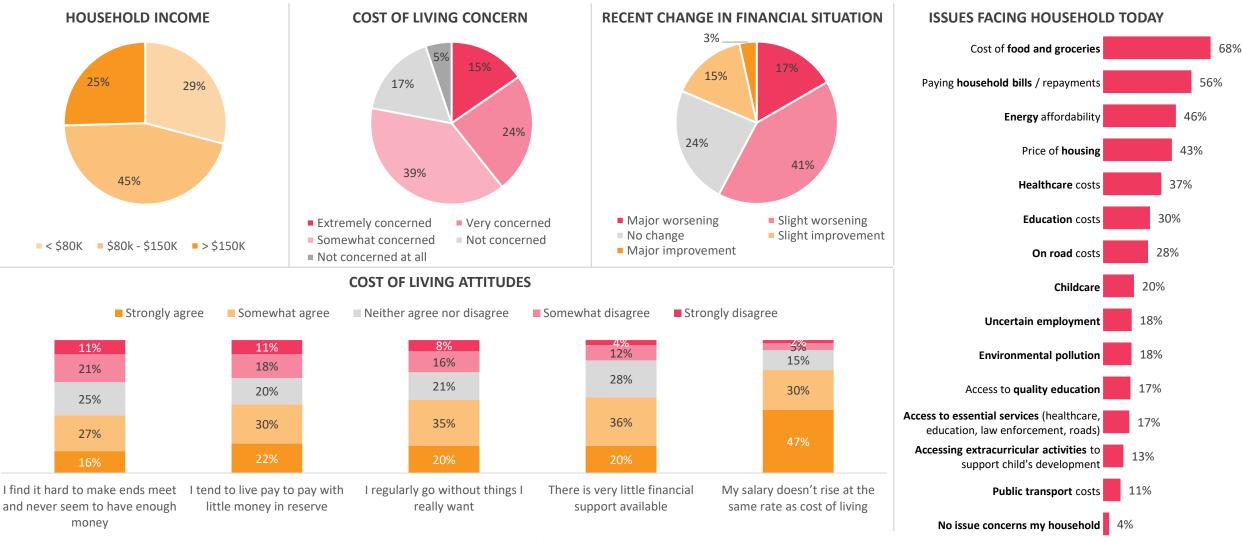
	NET Agree	Neither	NET Disagree
Discounts or vouchers available to help ease the costs	48%	36%	41%
More funding/grants available for providers from the Federal Government	45%	31%	35%
More funding/grants available for providers from your Local Government	43%	29%	36%
More funding/grants available for providers from your State Government	43%	30%	36%
Events run by non-for-profit organisations/charities to give all children access to sports/physical activity	39%	24%	38%
More extracurricular activities tied to or held at the school	36%	28%	39%
More council-run sports/physical activities	39%	23%	33%
More funding/grants available for providers from big businesses or corporations	37%	26%	33%
A stronger focus on or more availability of sports/physical activities that are accessible to all kids	37%	22%	35%
More community-run sports/physical activities	36%	25%	36%
Incentives linked to the school if the child participates in sports/physical activities	37%	20%	30%
Material provided for children by Department of Education/schools to promote sports/physical activity	34%	22%	35%
A stronger focus on sports/physical activities at school	33%	19%	36%





LET'S HAVE A LOOK AT THE HOUSEHOLD FINANCIAL SITUATION OF AUSSIE PARENTS...

HOUSEHOLD FINANCIAL SITUATION



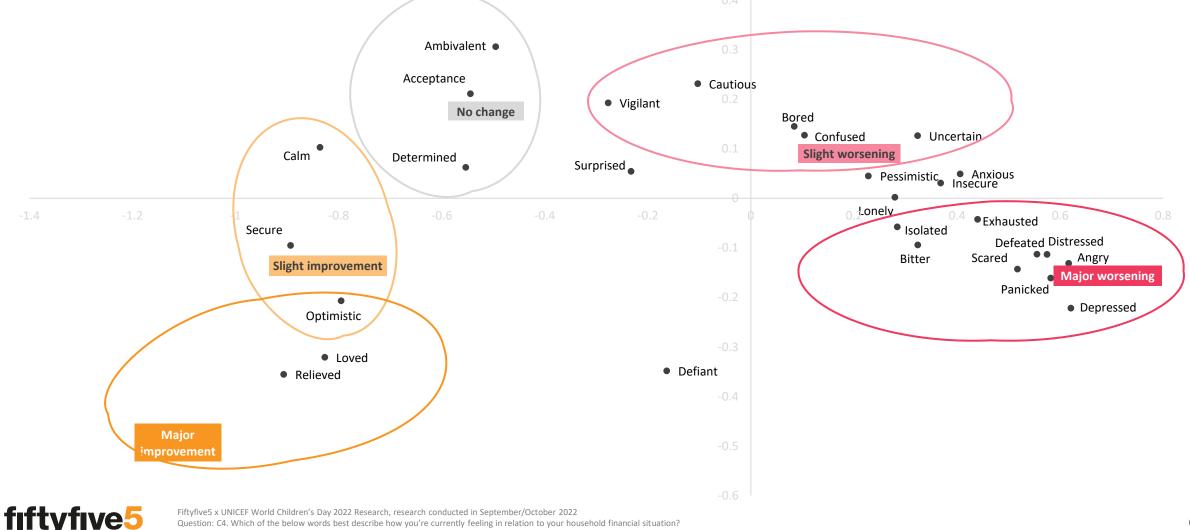
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Fiftyfive5 x UNICEF World Children's Day 2022 Research, research conducted in September/October 2022

Question: Z3. In which of the following broad groups does your total (pre-tax) household annual income fall? C2. Thinking about your household expenses, which of the below statements best describes how concerned you are about being able to pay the bills? C3. Over the last couple of years, would you say you have experienced a...? C5. Below are some other statements people have made about meeting everyday cost of living expenses. Please indicate the extent to which you agree or disagree with these statements... C1. Of the issues listed below, choose up to 5 issues that most concern your household...

PARENTS THAT HAVE EXPERIENCED A MAJOR WORSENING IN FINANCIAL SITUATION ARE FEELING SCARED, PANICKED, DISTRESSED, DEPRESSED AND ANGRY

FEELINGS TOWARDS HOUSEHOLD FINANCIAL SITUATION BY RECENT CHANGES IN FINANCIAL SITUATION



Question: C4. Which of the below words best describe how you're currently feeling in relation to your household financial situation? Base: Major worsening n=170. Slight worsening n=403. No change n=232. Slight improvement n=140. Major improvement n=31

BRINGING IT TOGETHER...



Sport/physical activities are seen as an **essential element to child's development**; it can bring a raft of benefits, beyond physical fitness. It helps **build self-confidence** and **social development**. There's high engagement in extra-curricular sports/ physical activities (50-60% across age groups), and they're doing about **2-3 activity types** on average. Participation **has gone up** compared to pre-COVID, especially in households that don't feel restricted by budget. Parents must make sacrifices elsewhere in their household budgets to pay for sports/physical activities. At least 2 in 5 households have had to consider taking their child/children out of extra-curricular sports/ physical activities because of the costs involved.

All costs associated with sports/physical activities have gone up over time; most notably session and travel costs. This can have a significant impact on ability to participate; costs is the biggest barrier to engagement in extracurricular sports/physical activities altogether.



Parents believe there are many solutions that could make it easier for children to participate in sports/ physical activity, identifying that **discounts or vouchers** could help the most, especially for households that have to make budget sacrifices to pay for the costs of sports/physical activities.

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PARENTS WANT THEIR CHILDREN TO PARTICIPATE IN SPORTS/PHYSICAL ACTIVITIES, BUT ARE FINDING IT HARDER AND HARDER TO AFFORD IT (WITHOUT SACRIFICE ELSEWHERE)



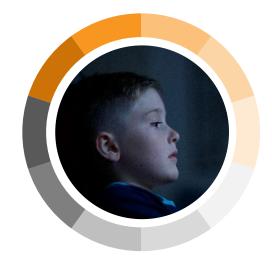
TRUTH

Parents know that engagement in sports/physical activity is essential to the development of their children. It does more than help physical development... it boosts self-confidence and develops strong social skills (and more).



NEED

Parents are working hard to enrol their children in extra-curricular sports and physical activities; supporting them in 2-3 different types of sports/physical activities on average.



TENSION

But the costs involved (beyond session costs) are a significant pain-point for parents: forcing them to make sacrifices elsewhere in their budgets or forgo the activities completely.

And costs are only going up, across the board, from uniforms to travel.

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It's so difficult not being able to sign your kids up to what they want to do because it's too expensive. Not only registration, but specific uniforms or footwear they require... it makes them feel less than, and that other things are more important i.e. Petrol, Bills, food shopping, Mortgage which in the big scheme of things those things are more important... but when you're a kid you don't understand that.

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Singapore The Working Capitol 1 Keong Saik Road 089109 Singapore T: +65 8722 1373

New Zealand Level 5, 16 High Street Auckland 1010 T: +64 9 600 1115

Canberra Level 2, 1-7 Neptune Street

Melbourne Level 3, 4 Brown Street

Collingwood VIC 3006 T: +61 3 8412 2700

Woden ACT 2606 T: +61 412 162 653

Sydney 44 Bay Street Ultimo NSW 2007 T: +61 2 9211 3595

www.fiftyfive5.com