



IDOP 2025 video results

Prepared for UNICEF, by Southpaw. 23 June 2025

IPSOS METHODOLOGY

How the data is collected

The Ipsos MORI 'Observer' is a regular, multi-client omnibus survey. This study used online interviews with a nationally representative sample of adults across UK and India.

Bases are as follows:

UK Total base:

UK adults aged 16-75 surveyed: $n=2,186$

UK Sub-bases for key questions (where unweighted base is over 100):

All parents/legal guardians of children aged 0-17 living in their household: $n=710$

All adults who are not parents/legal guardians of a child aged 0-17 living in their household but have children in their family: $n=853$

All adults who are not parents/legal guardians of a child aged 0-17 living in their household but plan on having children in the future: $n=124$

All parents/legal guardians of children aged 0-17 living in their household or anyone that has a current/future relationship with a child under the age of 18: $n=1,620$

India Total base:

Adults in India aged 16-75 surveyed: $n=1,164$

India Sub-bases for key questions (where unweighted base is over 100):

All parents/legal guardians of children aged 0-17 living in their household: $n=576$

All adults who are not parents/legal guardians of a child aged 0-17 living in their household but have children in their family: $n=365$

All parents/legal guardians of children aged 0-17 living in their household or anyone that has a current/future relationship with a child under the age of 18: $n=994$

IPSOS THINGS TO NOTE / CAVEATS

Just to note, due to the **online** nature of the survey, the sample in India is mainly urban, so they tend to be more educated and have a higher household income than the overall offline population. We're also speaking to people who have access to the internet - but that is the same for those watching the film in real life too.

Therefore, it is important to understand that this is the sample the results represent.

OVERVIEW

Together we have created an incredibly powerful behaviour-change film to tackle the global play deficit.

The week of launch, Southpaw conducted a quantitative test of the 70" film via an 'Uplift Study', implemented by IPSOS, the global market research company.

We are delighted to share that the 'Choose play every day' film is not just seen as inspirational, but parents and carers agree that after viewing the film **84% (UK) and 97% (India) agree they are encouraged to spend more time playing with their child/children in future.**

The film was tested in the UK and India.





THE VIDEO SUCCESSFULLY ENCOURAGES PARENTS AND CARERS TO **SPEND MORE TIME PLAYING WITH THEIR CHILD/CHILDREN**

■ UK ■ India

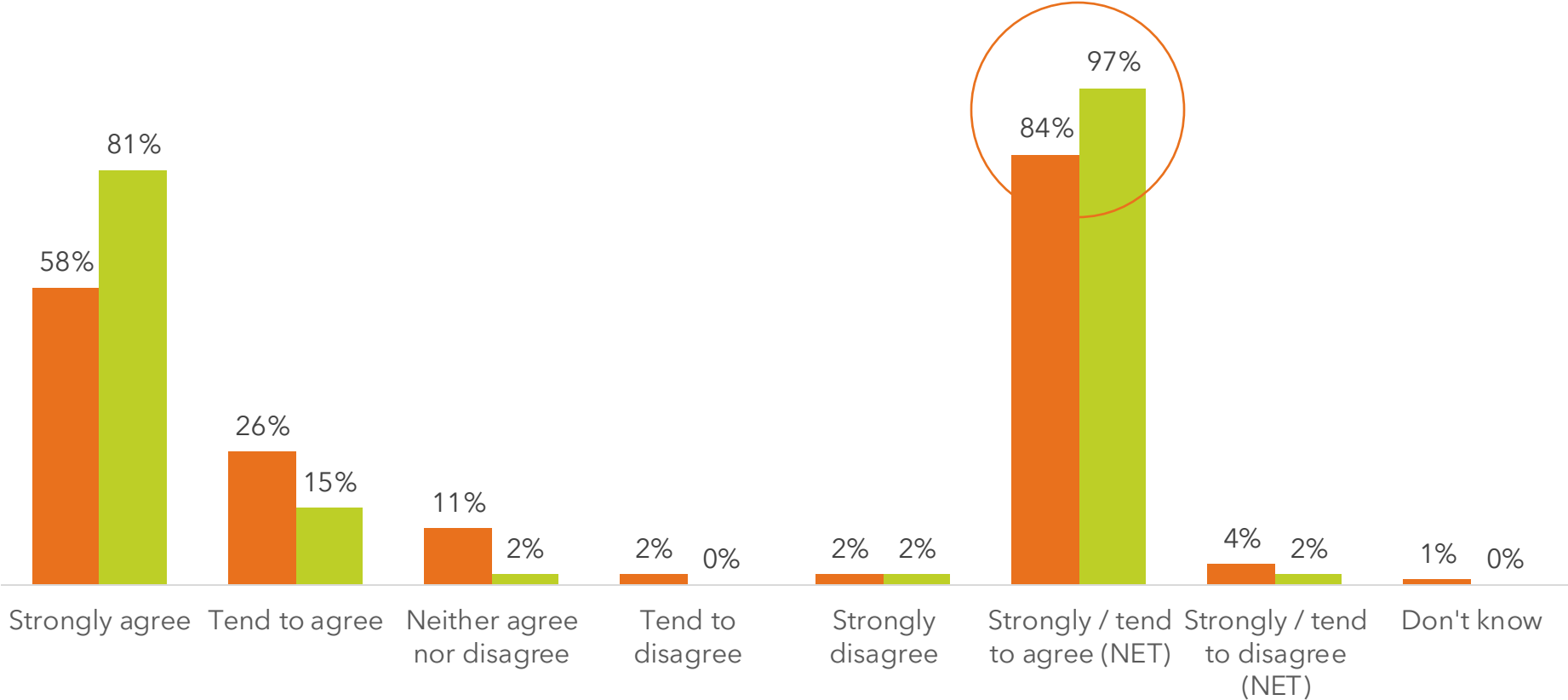
UK:

84% of parents agree (NET) that after watching the video, they are encouraged to spend more time playing with their child / children.

INDIA:

97% (NET) agree

In both countries, 'disagree' is almost negligible.



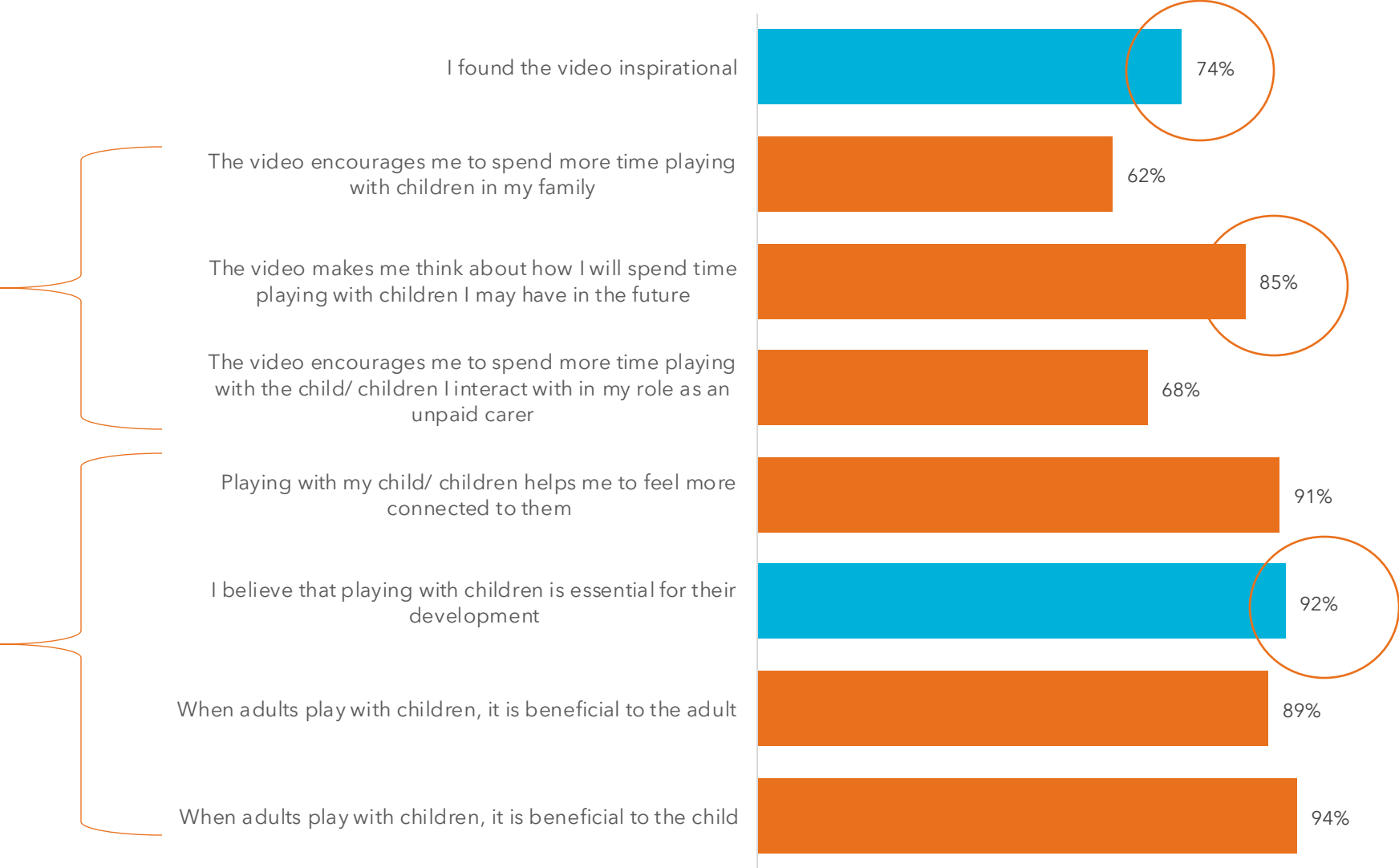


THE VIDEO DRIVES A SIGNIFICANT ‘INTENT TO PLAY TOGETHER’. IT’S VERY PERSUASIVE AND THE CORE MESSAGE HAS LANDED WELL.

The video is seen as inspirational (74% agree)

The video encourages behavior change for parents and carers of children now and crucially, also for prospective parents and carers (85% agree) suggesting this has potential for long term impact.

92% agree on the core message of the campaign – that play together is essential for their development (as well as their own)



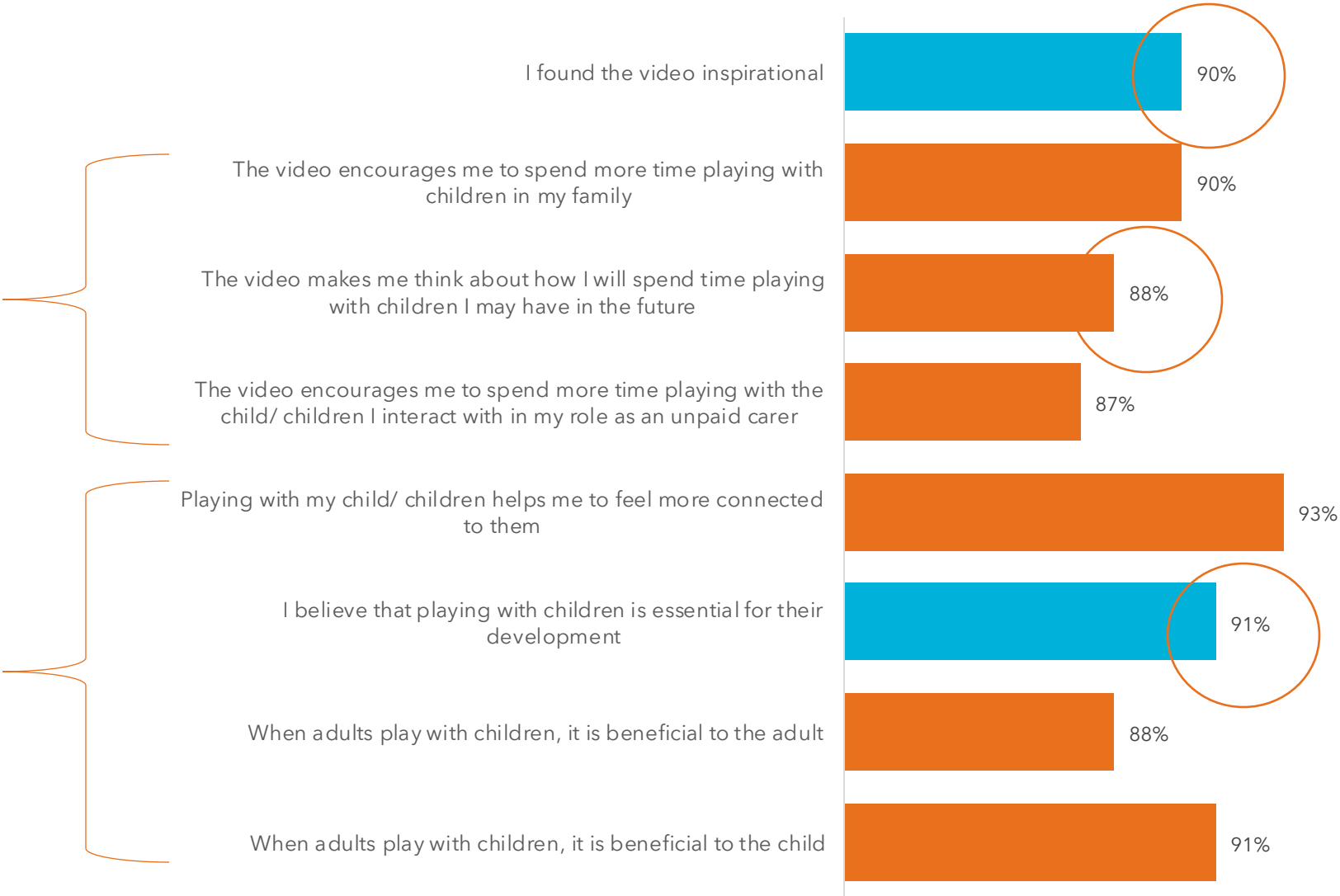
ALSO IN INDIA, WHATEVER THE RELATIONSHIP BETWEEN ADULT AND CHILD, THE VIDEO HAS A DIRECT IMPACT ON INTENT TO PLAY TOGETHER MORE



The video is seen as inspirational (90% agree)

The video encourages behaviour change for parents and carers of children now as well as prospective parents and carers (88% agree) suggesting this has potential for long term impact

91% agree on the core message of the campaign – that play together is essential for their development (as well as their own)



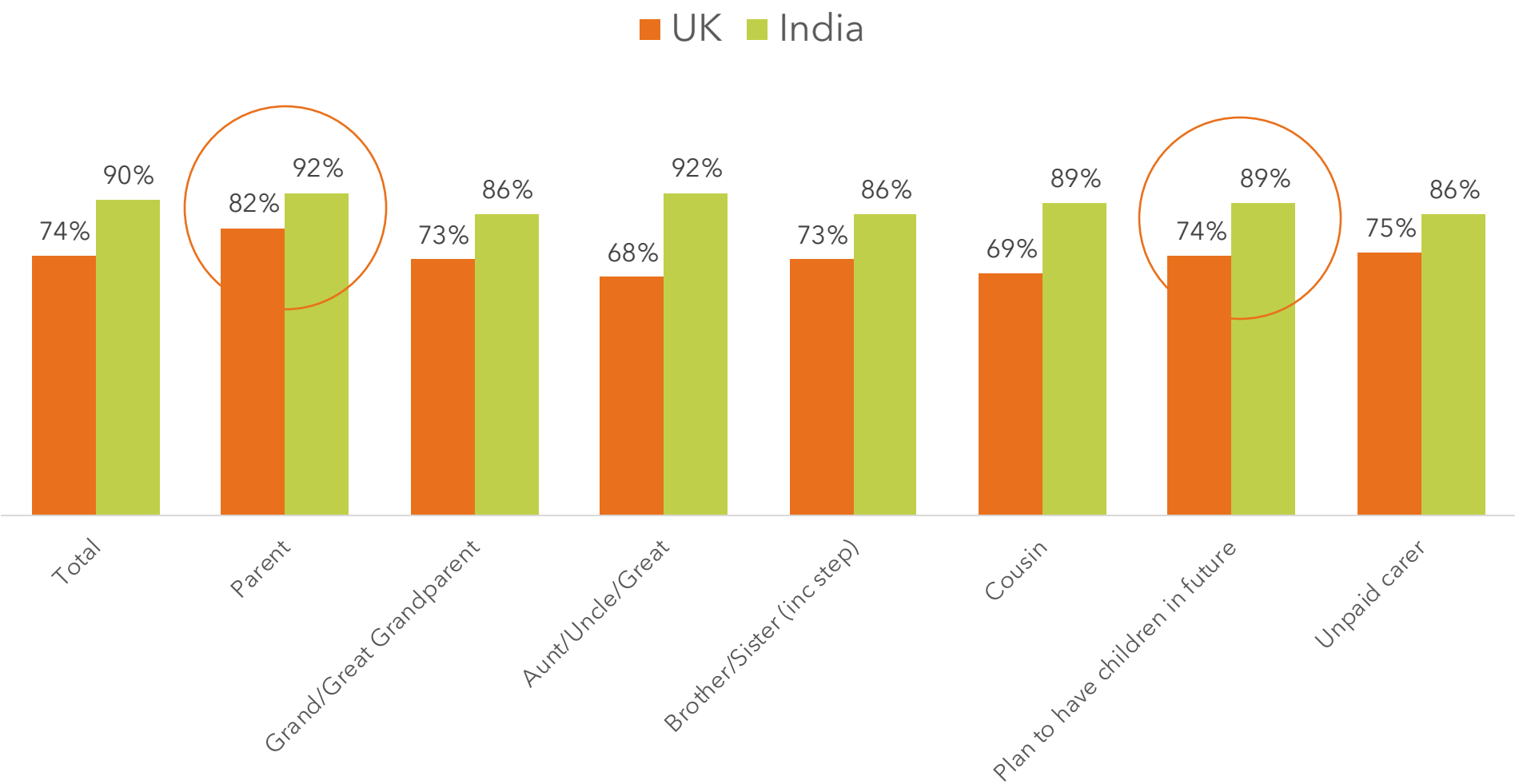


THE VIDEO IS SEEN AS INSPIRATIONAL (IRRESPECTIVE OF THE RELATIONSHIP BETWEEN CHILD AND ADULT)

Parents in UK and India find the video inspirational (82% and 92% respectively).

In India, the nature of the carer (grandparent, cousin, unpaid etc) reflects similar reactions to the film.

In the UK, levels are lower but still significantly high, with over 7/10 'potential parents' finding it inspiring.



FULL LIST OF SURVEY QUESTIONS

- Age, gender, household size, presence of children, household income, education, social grade, region, marital status, working status
- How often, if at all, do you currently spend time playing with your child / children?
- To what extent do you agree or disagree with each of the following statements?
- I found the video inspirational
- The video encourages me to spend more time playing with children in my family
- The video makes me think about how I will spend time playing with children I may have in the future
- The video encourages me to spend more time playing with the child/ children I interact with in my role as an unpaid carer
- I don't have as much time as I would like to spend playing with my child/ children
- Playing with my child/ children helps me to feel more connected to them
- I am often unsure what games to play with my child/ children
- I believe that playing with children is essential for their development
- I am unsure how often I should play with children for it to be beneficial for them
- I am unsure how long I should spend playing with children for it to be beneficial for them
- When adults play with children, it is beneficial to the adult
- When adults play with children, it is beneficial to the child
- You need to allocate a lot of time to play with children properly

INTERESTING SOUNDBYTES

Film Encouragement:

- 97% are encouraged to play more together (98% men vs 95% women)
- Higher for graduates / more educated
- Slight regional differences, e.g North India lower % encourages (lower seg, and education)
- Drops off when kids get older

Unsure what / how often:

- 57% unsure WHAT games to play (women even more unsure 60%) (younger parents 60% vs older 42%) (working parents 60% vs non-working 45% and big regional differences)
- 59% unsure how often is beneficial
- 86% agree you need to allocate a lot of time to play properly

Film Encouragement:

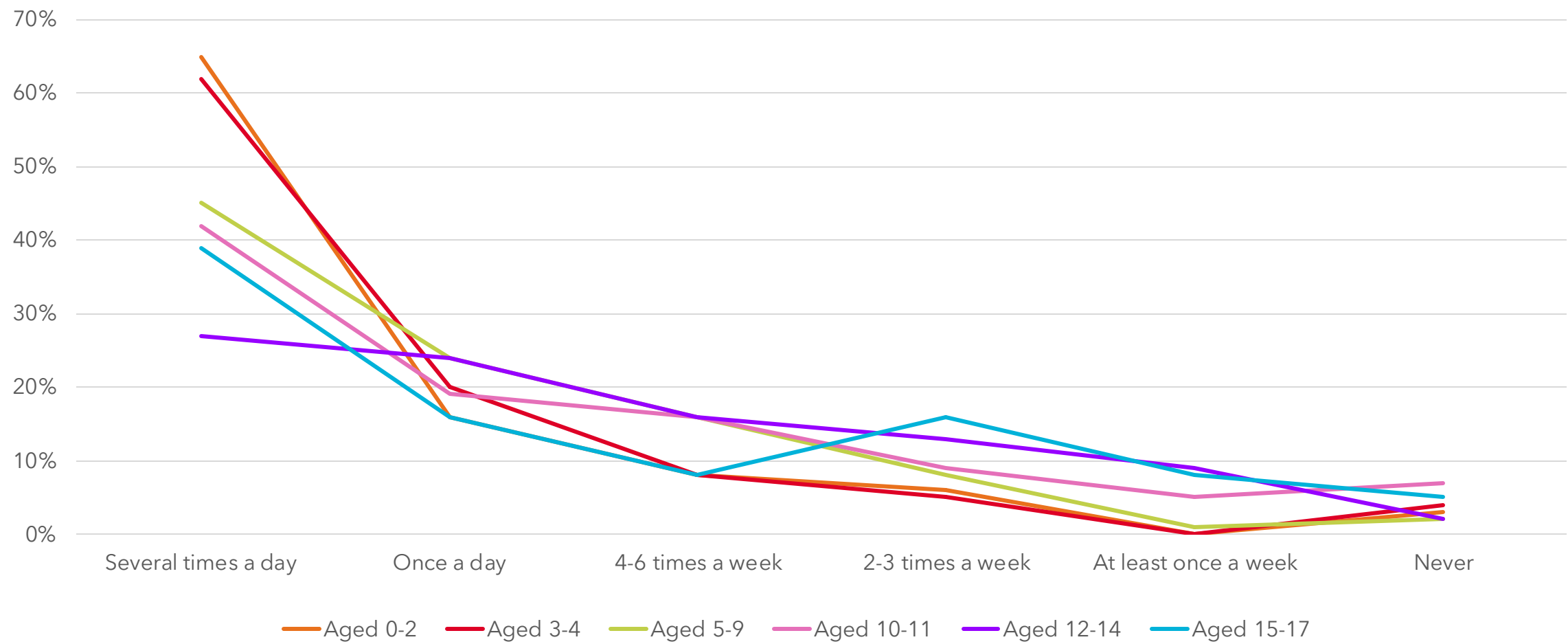
- 84% are encouraged to play more together (85% men vs 82% women)
- Big differences by age of parent (92% = 16-34 , 84% = 35-44, 69% 45-75)
- Higher for graduates / more educated
- Slight regional differences - (Wales and NI higher & Midlands/South/Scotland lower, London in between_)
- Drops off when kids get older - notably 15-17

Unsure what / how often:

- 37% unsure WHAT games to play (even more unsure amongst less educated)
- 24%/26% unsure how often and how long is beneficial
- 65% agree you need to allocate a lot of time to play properly

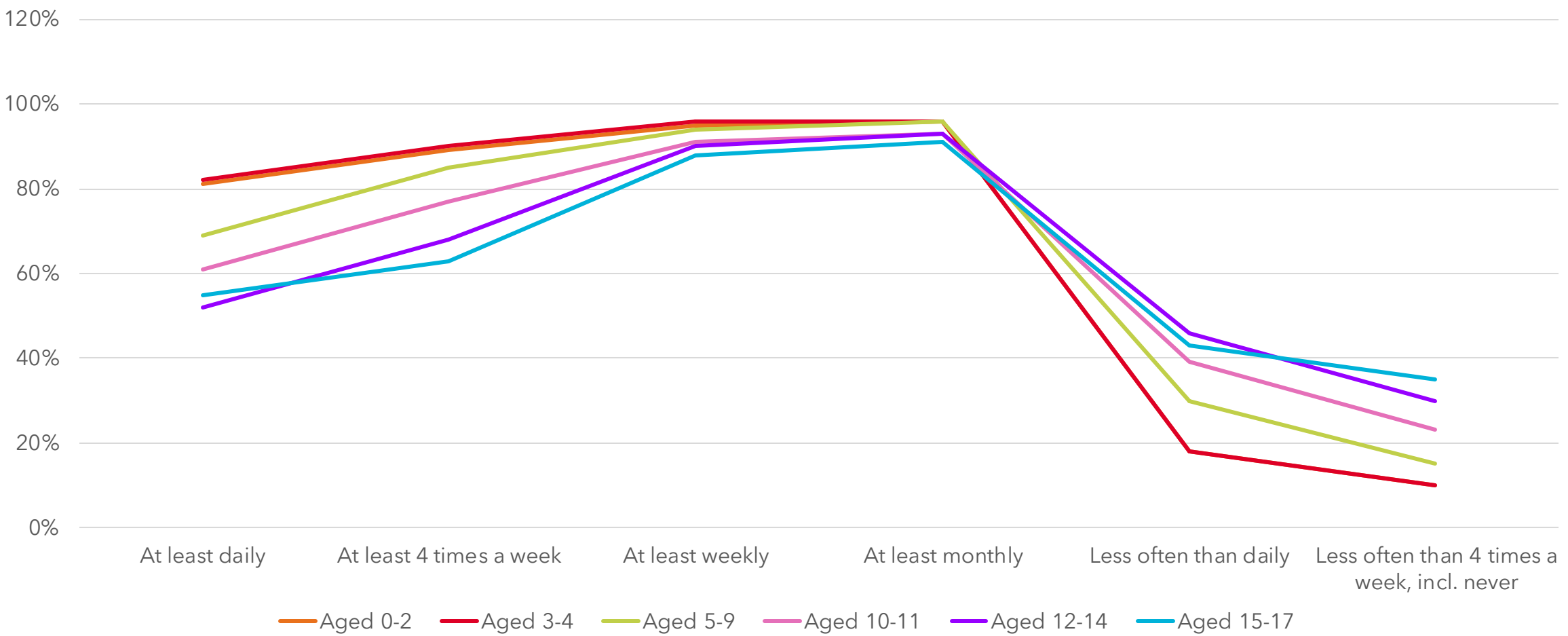


HOW OFTEN DO YOU CURRENTLY SPEND TIME PLAYING WITH YOUR CHILD/CHILDREN?





HOW OFTEN DO YOU CURRENTLY SPEND TIME PLAYING WITH YOUR CHILD/CHILDREN?



“Just to say, thank you so much for letting us be a part of this! I haven’t seen our team unanimously uplifted by one single piece of material for a while. That video is a truly wonderful creative piece, really doing a brilliant job. Wishing you every success with this programme – do keep us updated on your journey”

Sarah Shepherd - Director, Joint Head of Observer IPSOS Mori