

# Swiss Children & Outdoor Time

Presentation of Study Results,  
January 23, 2024



# Subject of research

We wanted to know from the parents:

- **How do you see the current situation?**  
How much time do Swiss children spend outdoors today?
- **What influences the 'outdoor time' of children?**  
Which factors influence how much time children spend outdoors?
- **What effects does the 'outdoor time' have on children?**  
How does it affect children when they spend more time outdoors?

# About the study



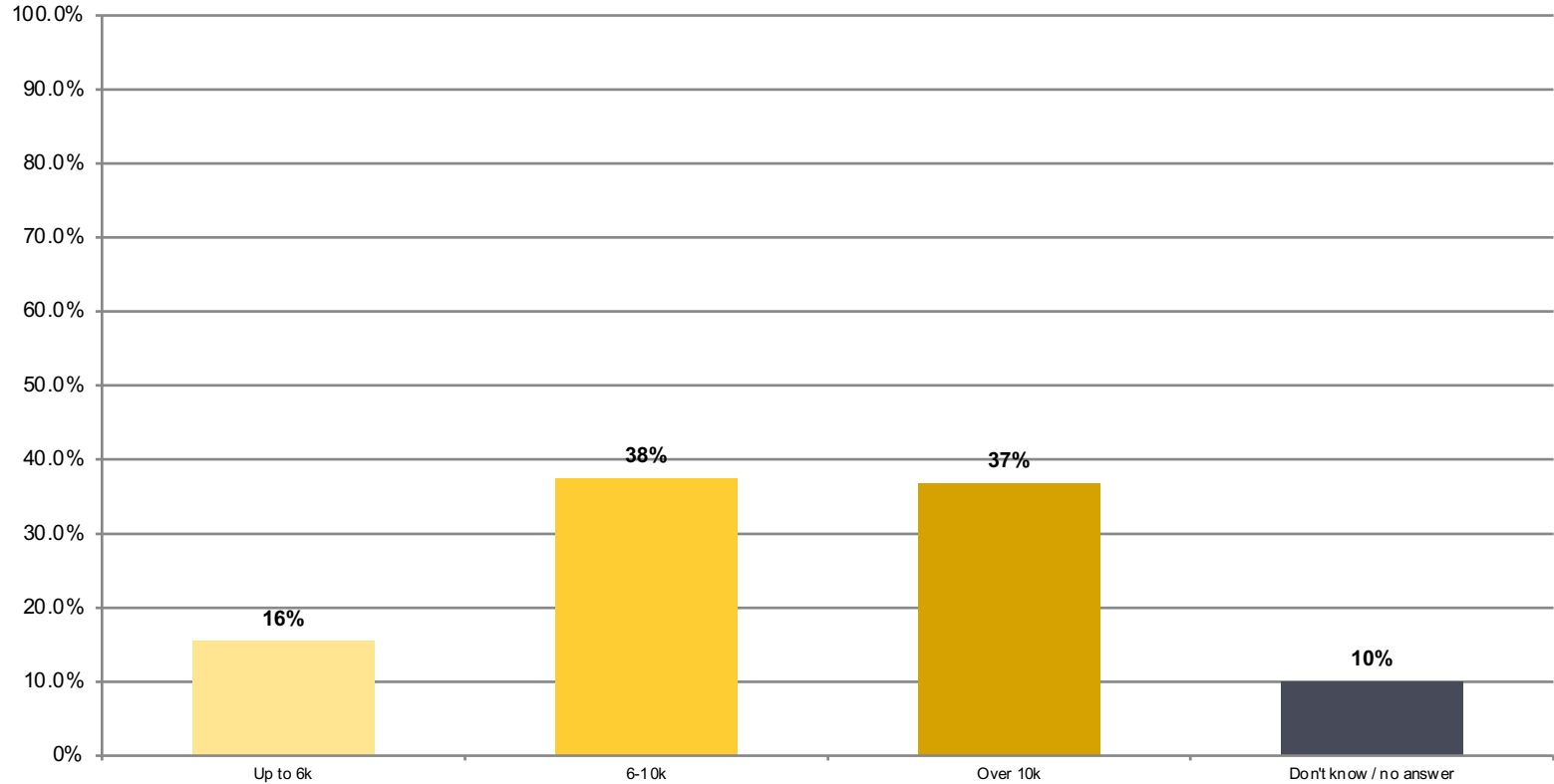
# About the study

- Conducted by **LINK**
- 1'046 Swiss parents with children aged 0 to 15 years
- **49% mothers** and **51% fathers**, aged between 25 and 65 years
- 81% of the children surveyed were between 2-12 years old
- 50% girls and 50% boys
- **Nationwide in Switzerland**
- Implementation Period: November and December 2023
- LINK Online Panel

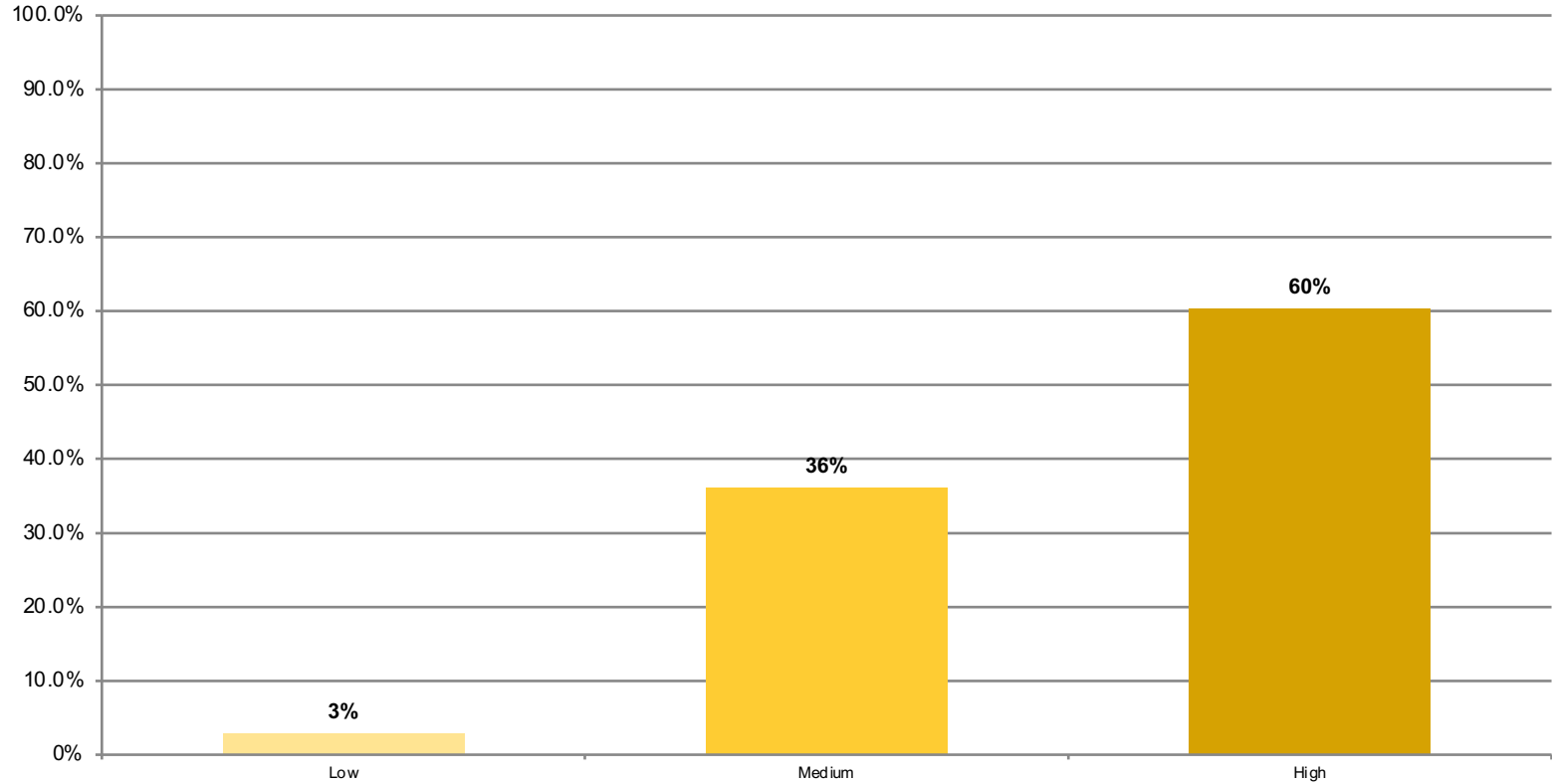




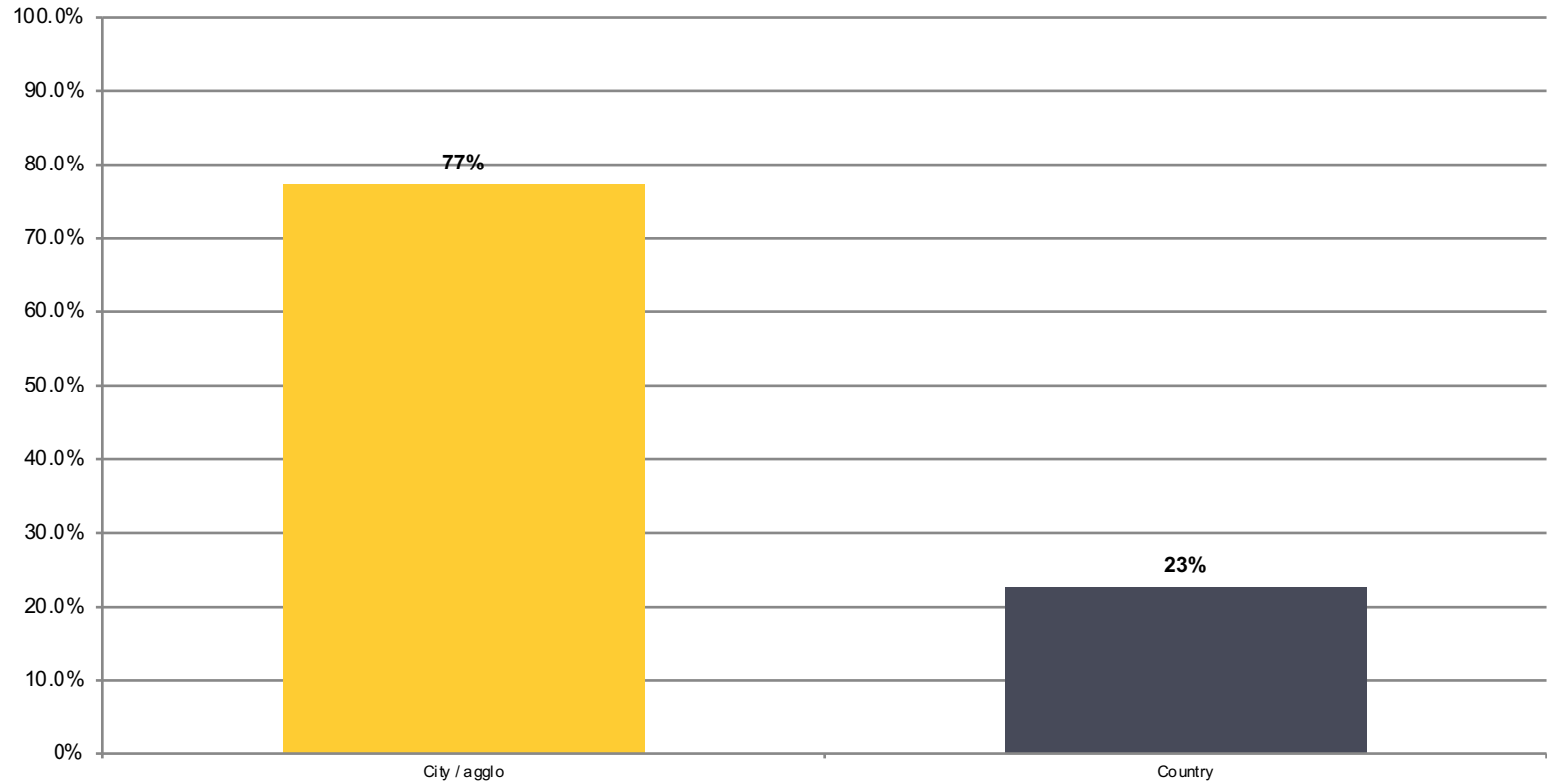
# Monthly gross income of the respondents



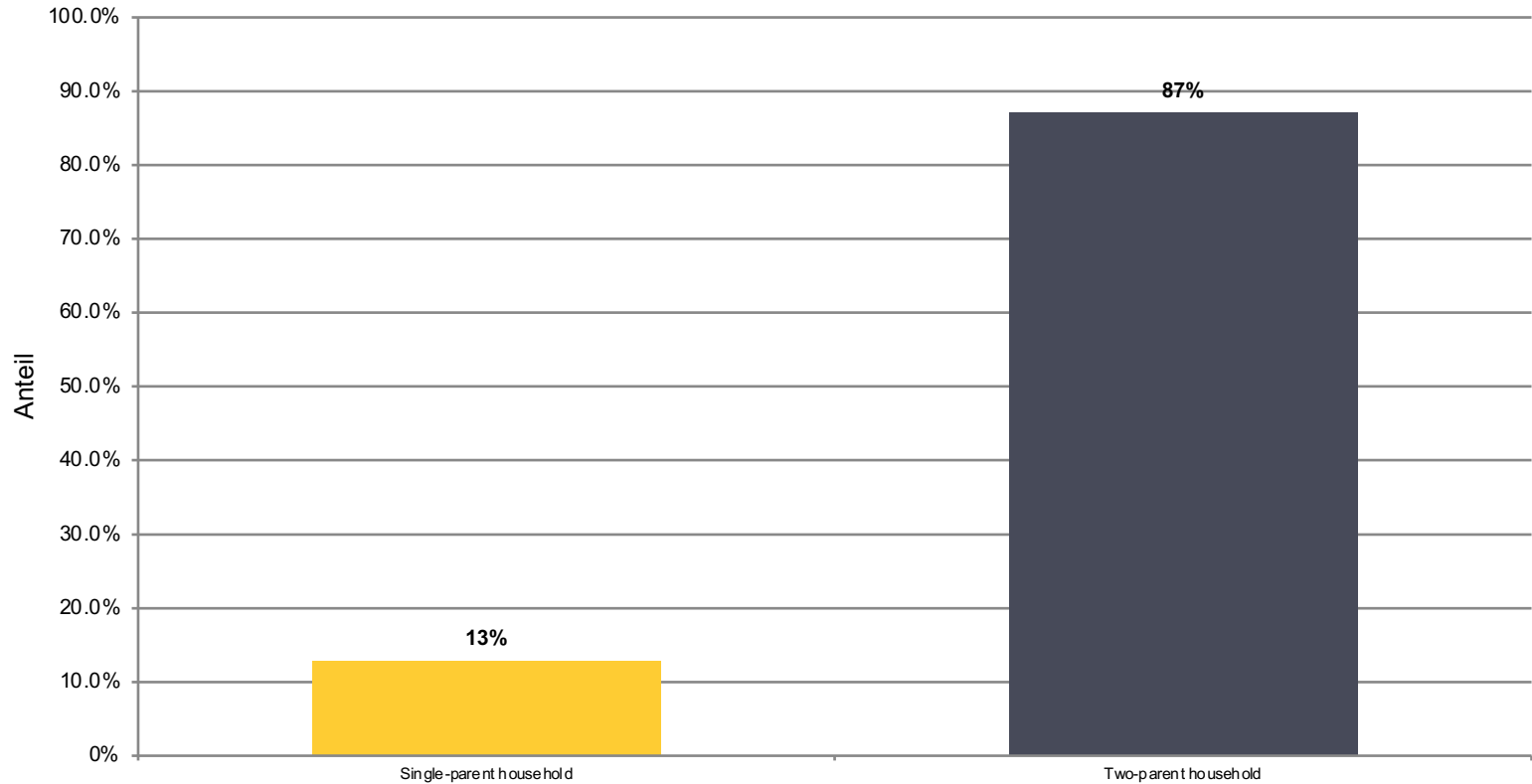
# Level of education of the respondents



# Residence of the respondents



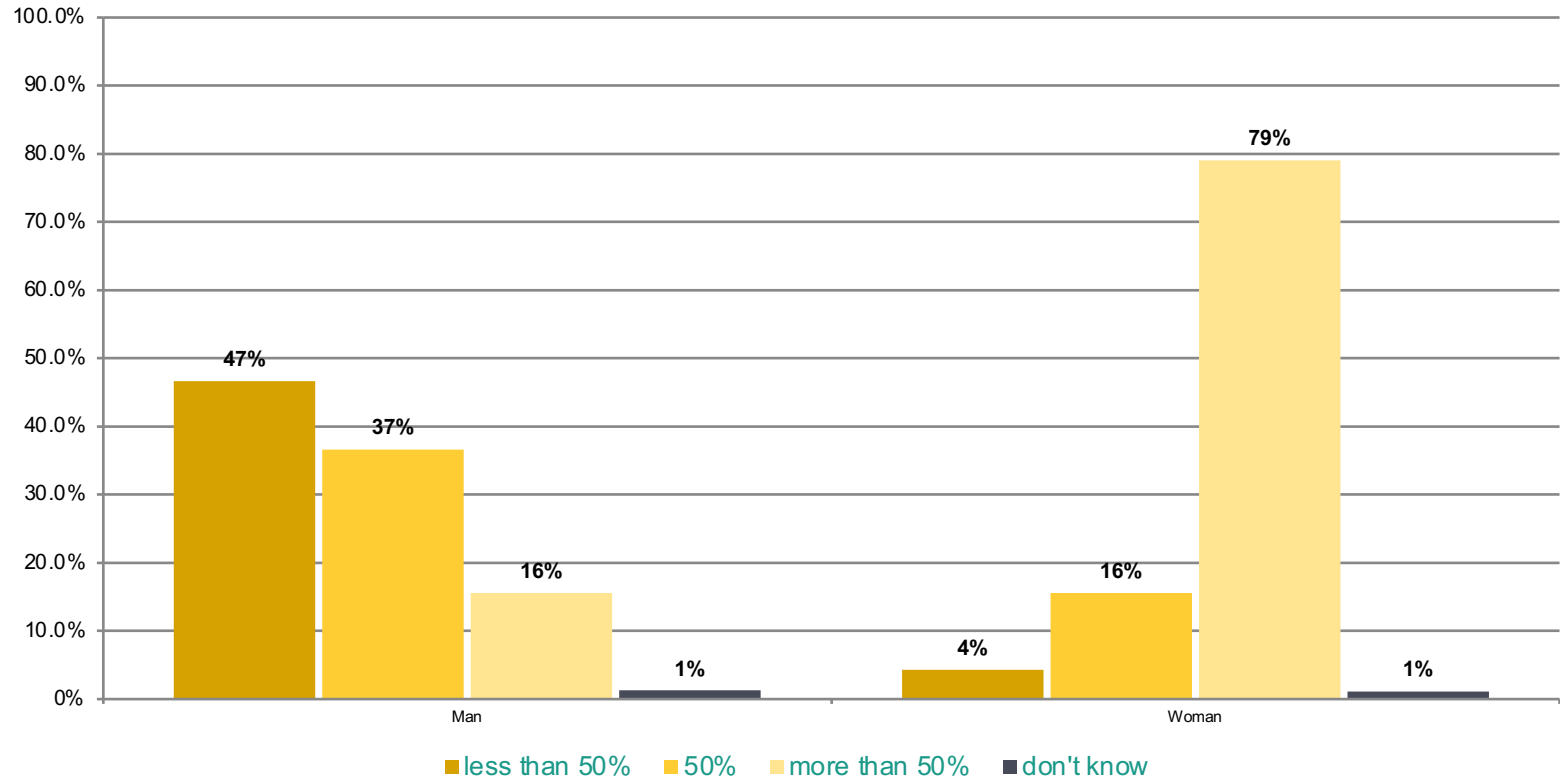
# Living arrangement of the respondents



Which of the following descriptions best describes your family situation?

Total (⚖️ N=1046)

## Caregiver ratio among the respondents





# Study results Management Summary



# Management-Summary

- **The positive impacts of outdoor activities on children are widely acknowledged by parents**, who believe that time spent outdoors fosters a stronger connection to nature, increased resilience, enhanced well-being, improved sleep, and reduced screen time.
- According to parental estimates, **children spend an average of 1.5 hours per day outdoors**, while parents believe their **own children spend an average of 2 hours per day** - 30 minutes more than their peers.
- **A majority of parents recall spending more time outdoors during their own childhood**, with 14 out of 20 stating they spent more or much more time outdoors. Teenagers today, however, spend less time outdoors compared to the same age group in the past.
- Various factors influence children's outdoor time, including **role modeling, parental involvement, screens, peer influence, as well as safety, rural nature, and weather conditions**. Parents' perceptions of these factors often differ from their actual influence.
  - **Peer influence** and the child's level of physical activity are more significant factors than assumed.
  - **Good equipment** is essential, contrary to the belief that weather has a substantial impact.

# Study results

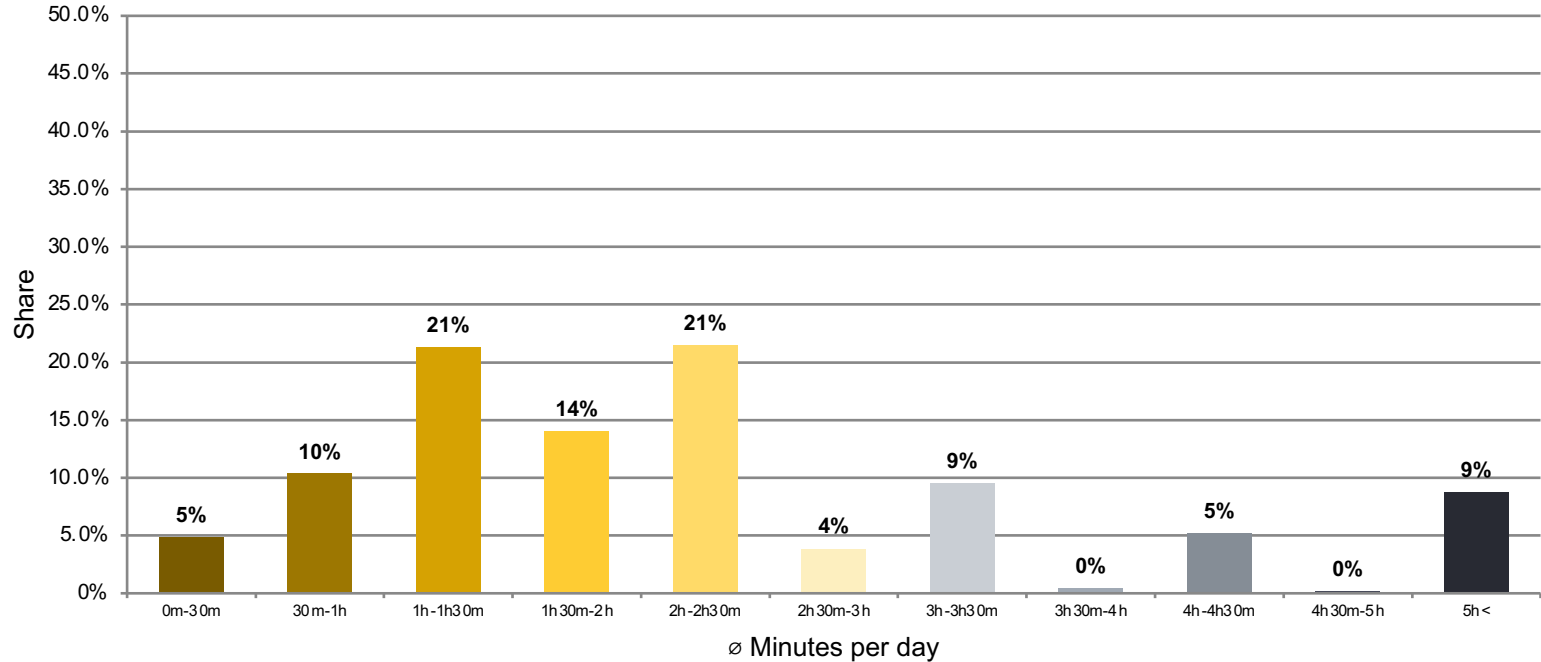






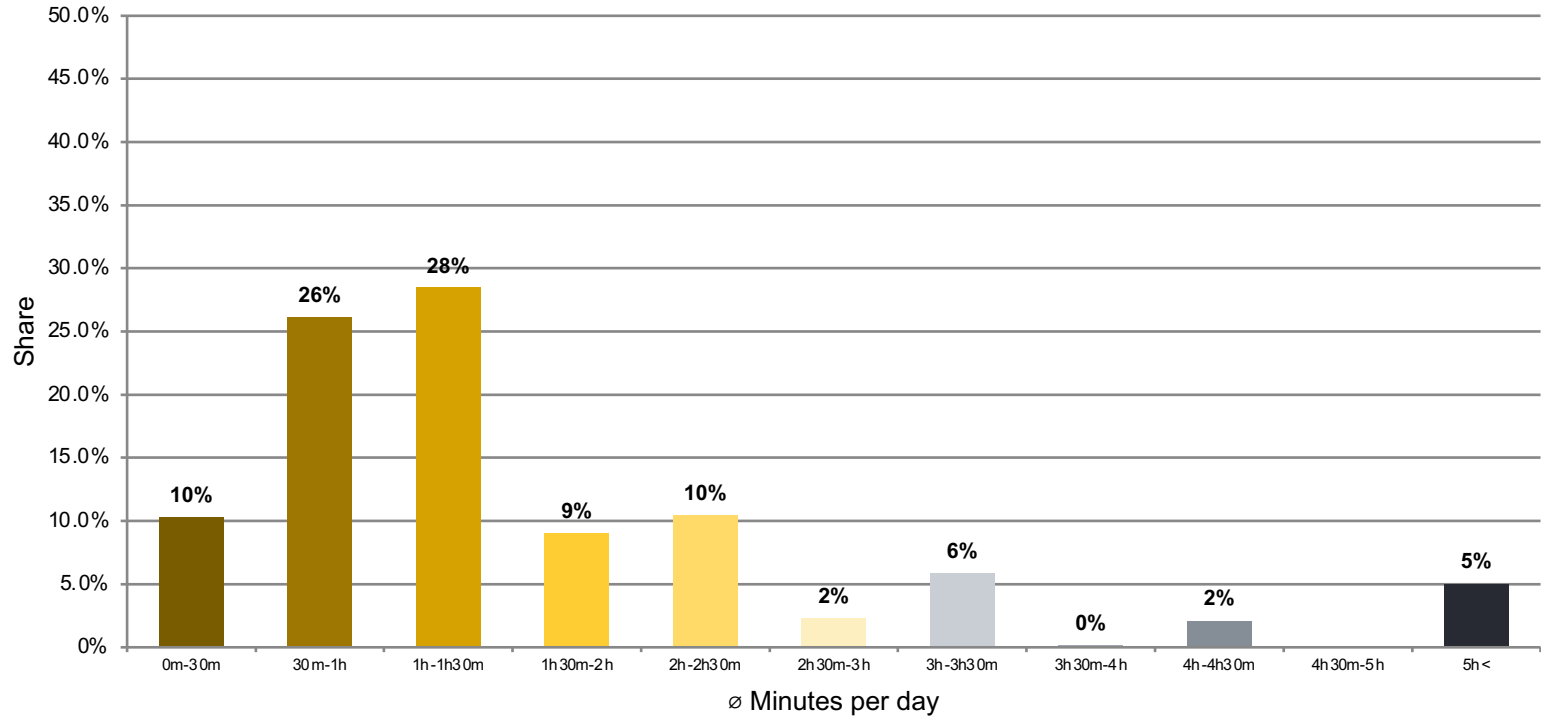
**How much time do children in Switzerland spend outdoors today?**

# Swiss children spend an average of 128.2 minutes/day outdoors.



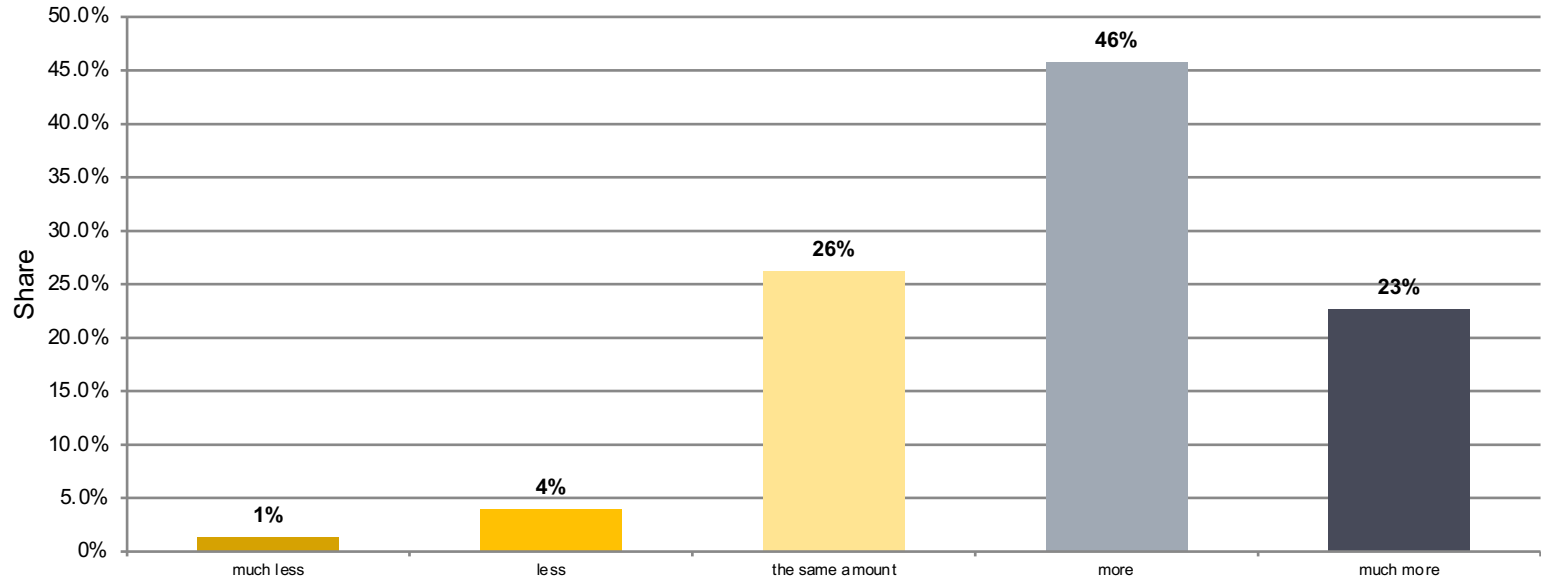


According to parents, other children spend only an average of  $\varnothing$  90.6 minutes per day outdoors.



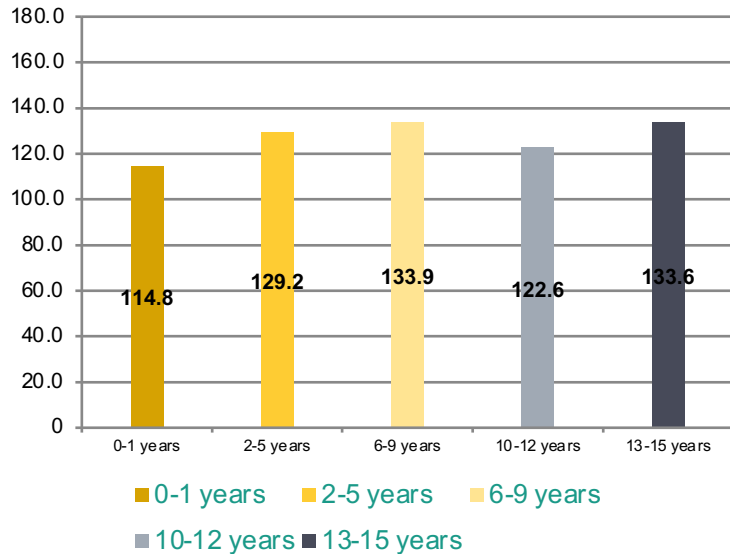
**According to their own statements, the parents themselves spent more time outdoors at the age of their children.**

Own outdoor time as a child in comparison

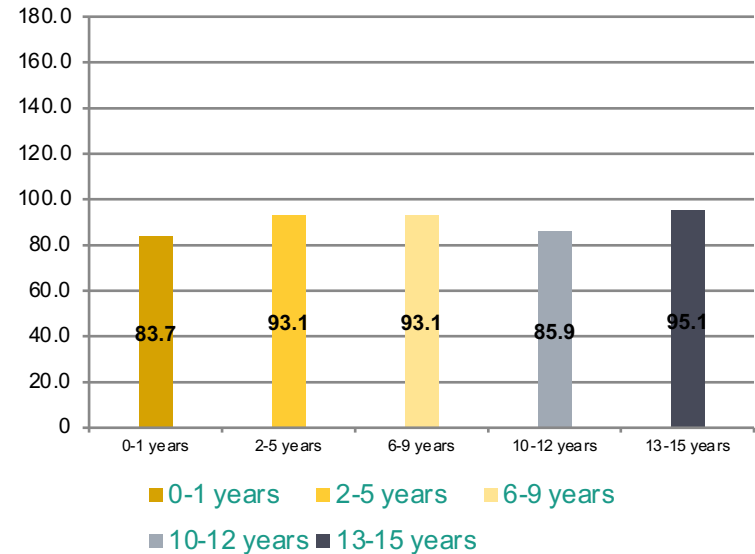


# Outdoor time by age groups: Children of every age spend a similar amount of time outdoors.

### Outdoor time own child by age groups

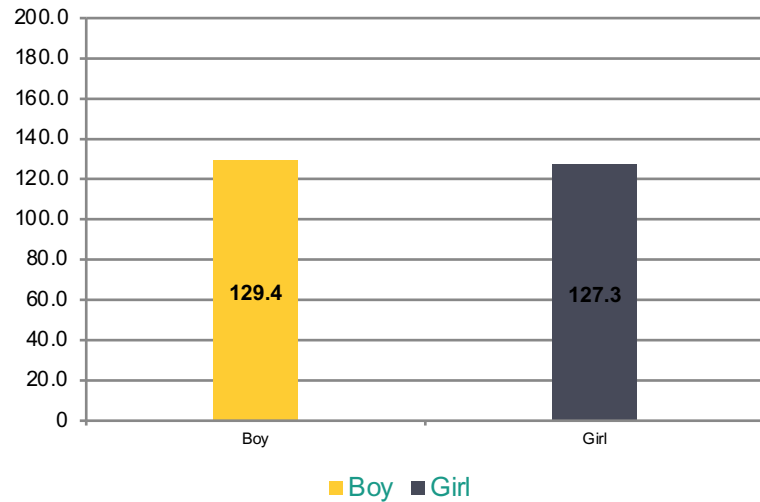


### Outdoor time other children by age groups

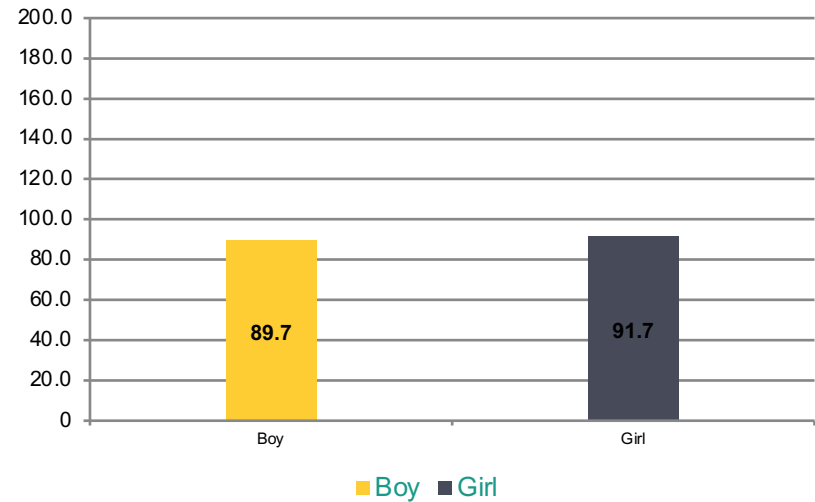


## Outdoor time by gender: Girls and boys spend approximately the same amount of time outdoors.

### Outdoor time own child

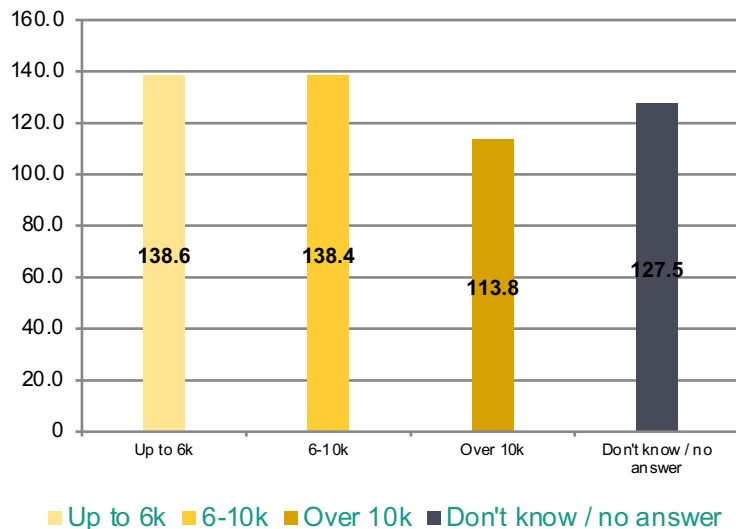


### Outdoor time other children

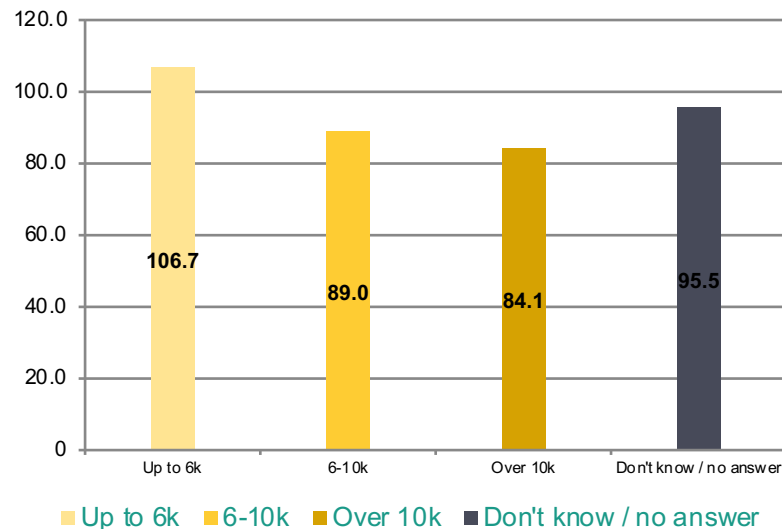


**Outdoor time by household income: The higher the parents' income, the less time, according to the parents, the children spend outdoors.**

Outdoor time own child



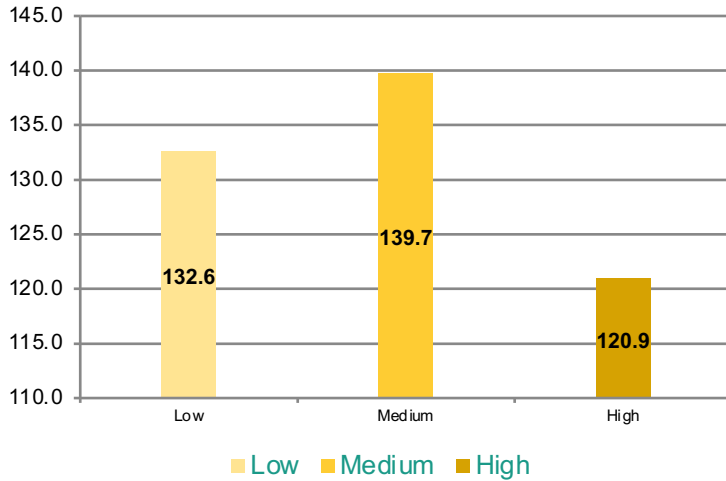
Outdoor time other children



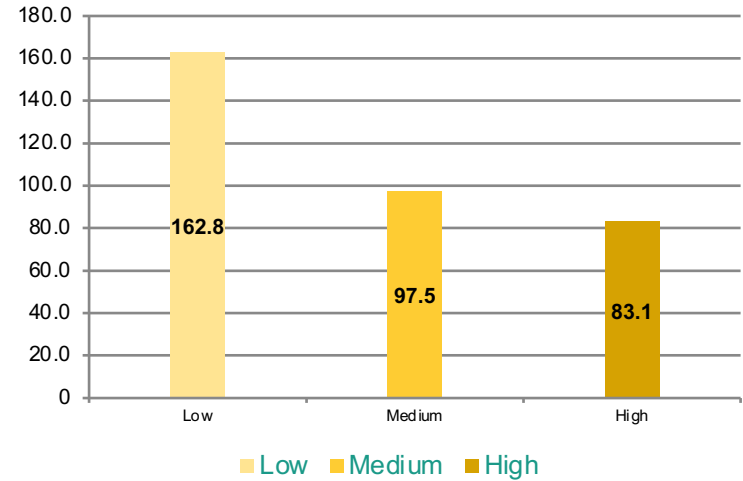


**Outdoor time by educational level: The higher the parents' educational level, the more likely they are to report that their children spend less time outdoors.**

Outdoor time own child



Outdoor time other children



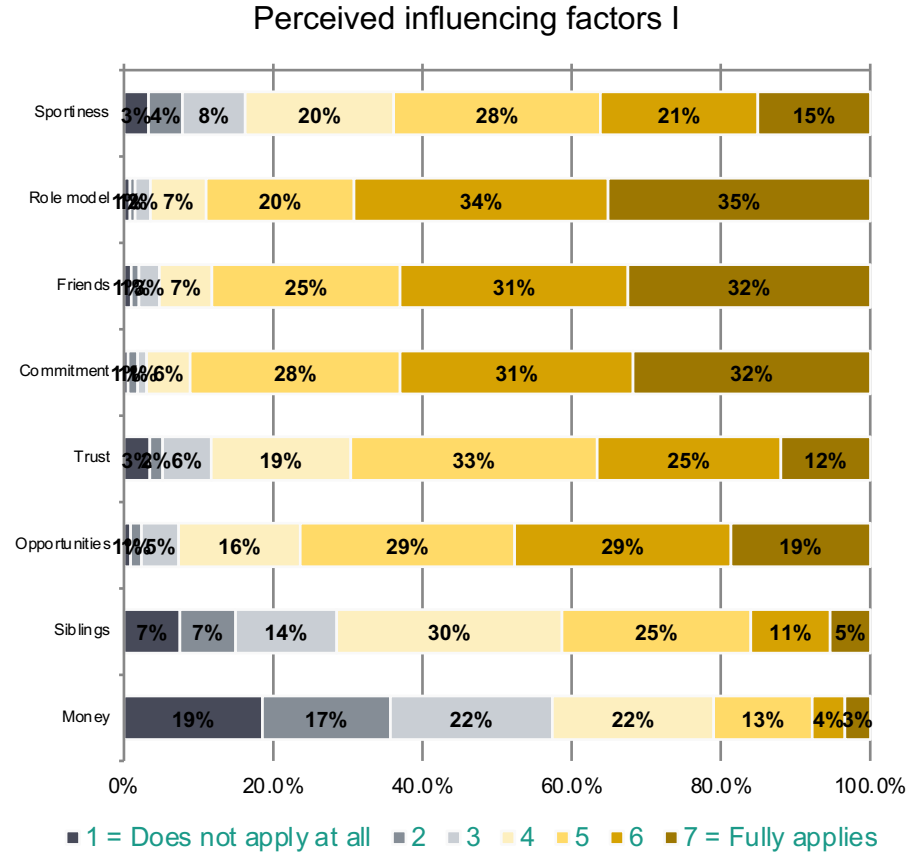




**Which factors influence how much time children spend outdoors?**

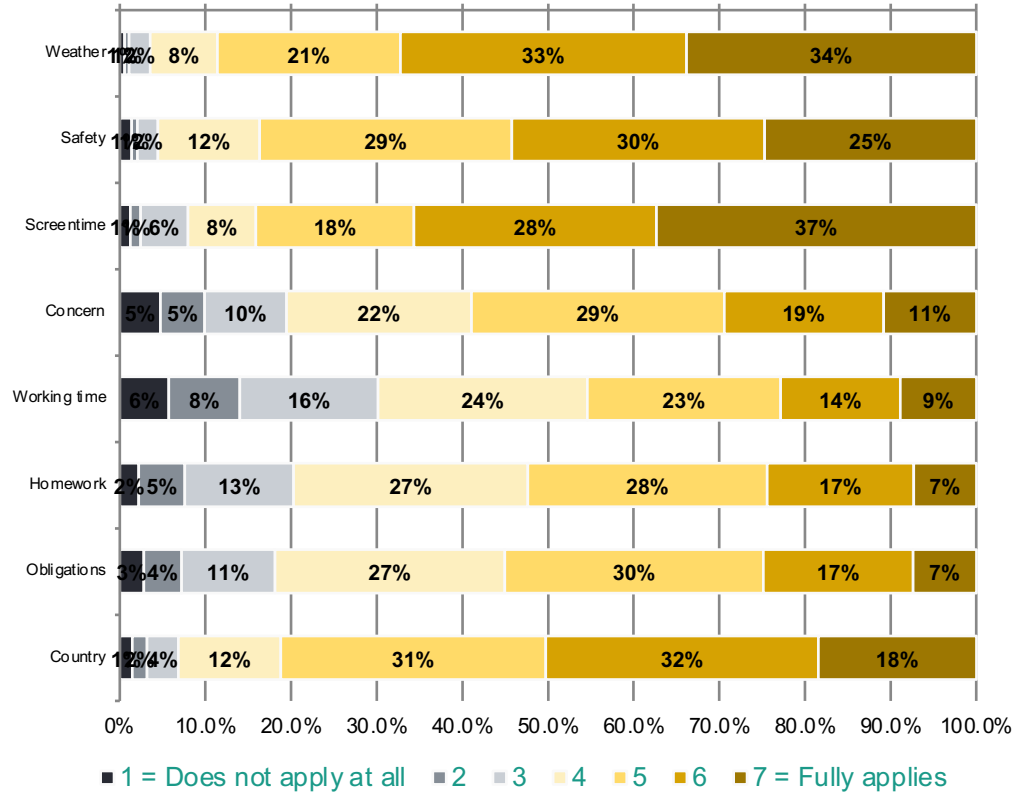


The commitment of parents, the role model effect of parents, and the circle of friends have the greatest perceived influence on 'outdoor time'...



Just like the weather,  
safety, and the  
screen time of the  
children.

Perceived influencing factors II



**What effects does outdoor time have on children?**

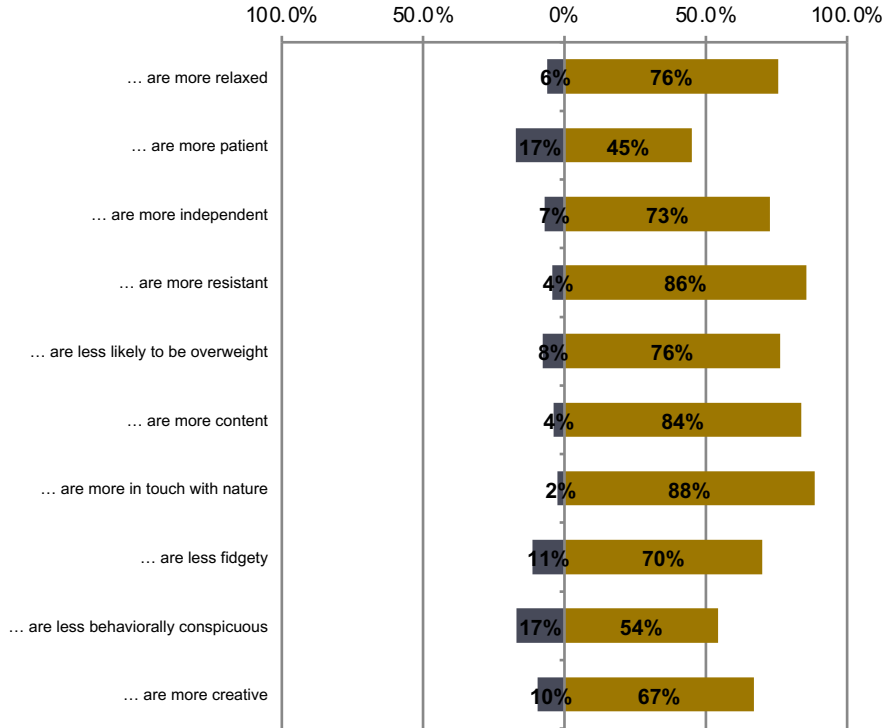




# Children who spend a lot of time outside are...

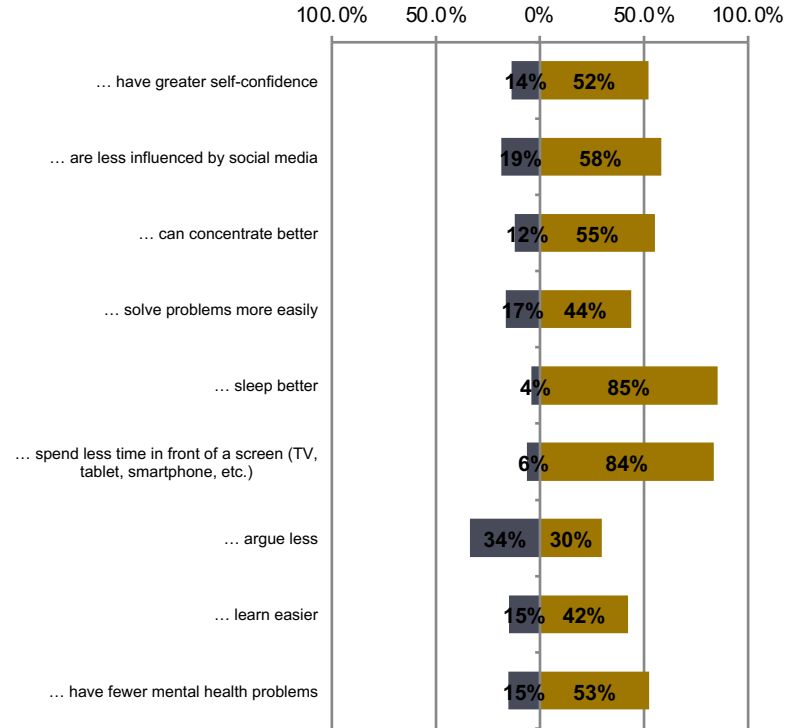
1. ...more connected to nature. (88%\*)
2. ...more resilient. (86%)
3. ...experience better sleep. (85%)
4. ...spend less time in front of the screen. (84%)
5. ...express higher satisfaction. (84%)

## Perceived impact I



■ Bottom 3 ■ Top 3

## Perceived impact II

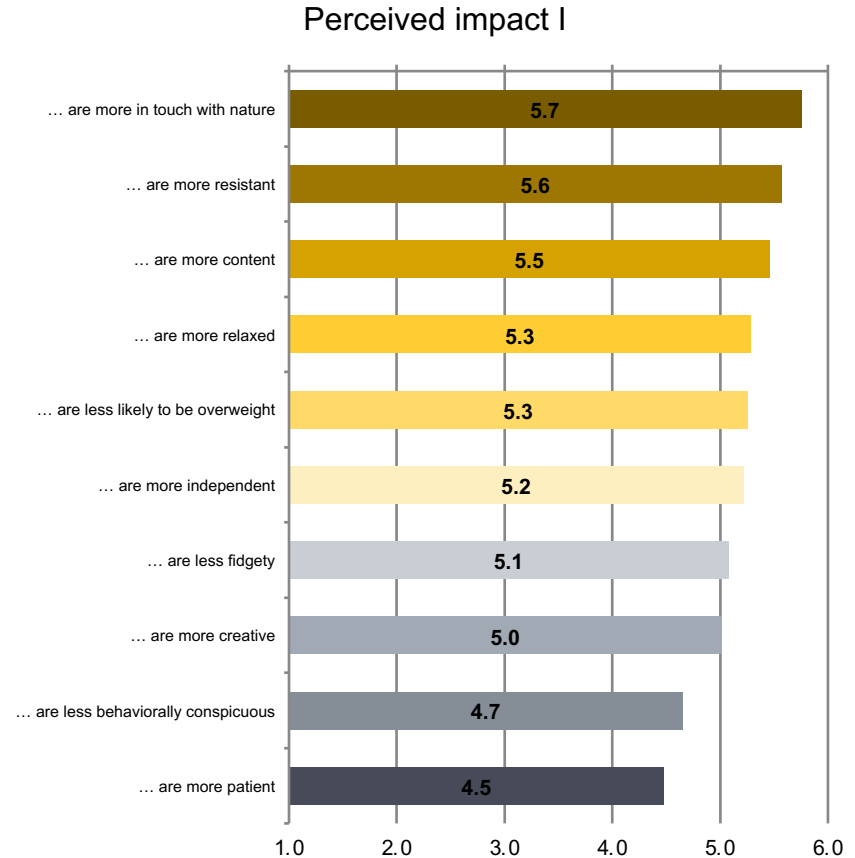


■ Bottom 3 ■ Top 3

# Those who spend a lot of time outdoors feel better.

«Children, who spend a lot of time outdoors, are...»

«Please indicate to what extent the following statements apply. X-year-old children who spend more time outdoors in the fresh air, ... »

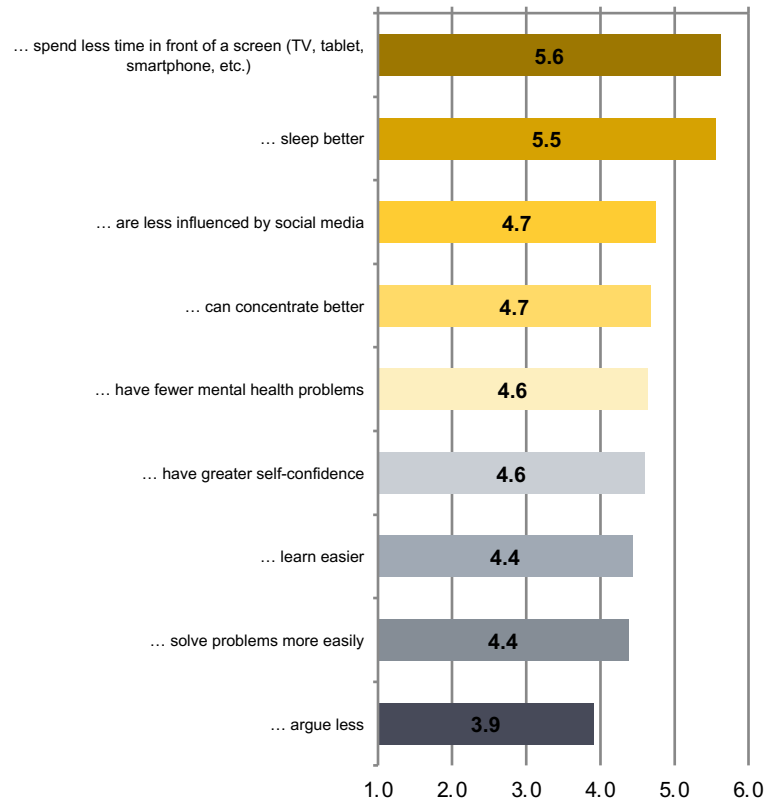


# Those who spend a lot of time outdoors are spending less time in front of a screen, sleep better, and learn better,

«Children, who spend a lot of time outdoors, are...»

«Please indicate to what extent the following statements apply. X-year-old children who spend more time outdoors in the fresh air, ... »

Perceived impact II







**«Time in nature is not leisure time;  
it's an essential investment in our children's health  
(and also, by the way, in our own).»**

**Richard Louv, Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder**



# About namuk

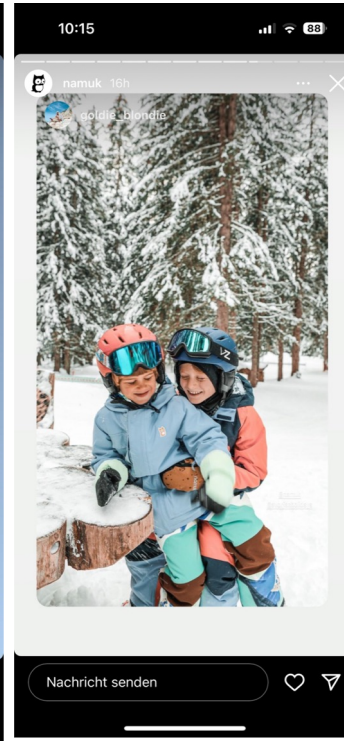


# A Swiss Start-Up...

- **Children, outdoor, innovation, sustainability, design – that's namuk, in a nutshell.**
- namuk is a Swiss children's outdoor clothing label based in Zurich, which embodies a fusion of outdoor experiences, innovation, sustainability, and design.
- Founded in 2016 by Franz Bittmann (46), a Swiss with over twenty years of textile industry experience and a father of three.
- Currently employs 24 people, with products available in 78 shops across Switzerland, Europe, and the USA, as well as online.
- Recognized as a finalist in the Green Business Award 2023 and the SEF Award 2022.



# ...with big (and small) fans.





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