

DATAiINTELLIGENCE



Kids

Habits Study | RO

July 2025



Highlights

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Free time: More Sport than Social Media during the weekdays?

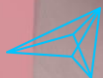
- Doing some sport in their free time is an option for 1/3 (35.2% during weekdays, 32.2% during weekend), while being online, on Social Media, is an option for 1/5 kids (19.1% during weekdays, 18.9% during weekend): this is their declaration at least.
- 4/5 (80.1%) use to have money to cover their own weekly expenditures.
- Pre-highschoolers (11-14 y.o.) would rather go to the beach, the mountains, or even a theme park than visiting relatives from other cities while on vacations.

Describing Themselves: Are we still raising children with unique gender profiles?

- Overall, kids are sociable, creative & open-minded.
- While girls are rather fashion-forward & adventurous, but boys tend to be more sociable & confident.
- Nevertheless, kids are fragile and needs support & involvement: some are the subject of bullying, some experience a struggling life, and some are being considered independent enough to live alone.

Media Exposure: How good is their education?

- Youth media exposure shows a blend of connectivity and self-expression on digital platforms. While parental monitoring is present, kids love the independence and connection they may find online. There's a struggle with authenticity, since only a few of them show their actual self on social media.
- Smartphones are the main portal through online medium. They are connected to SVOD services during the weekdays, too, while weekends see more leisure time on TVs, laptops & gaming. Furthermore, given the coverage figures, television remains significant.
- A bit more than 1/2 (56%) kids are constant daily users of Social Media, TikTok & Instagram being the most used platforms.



School & Free Time

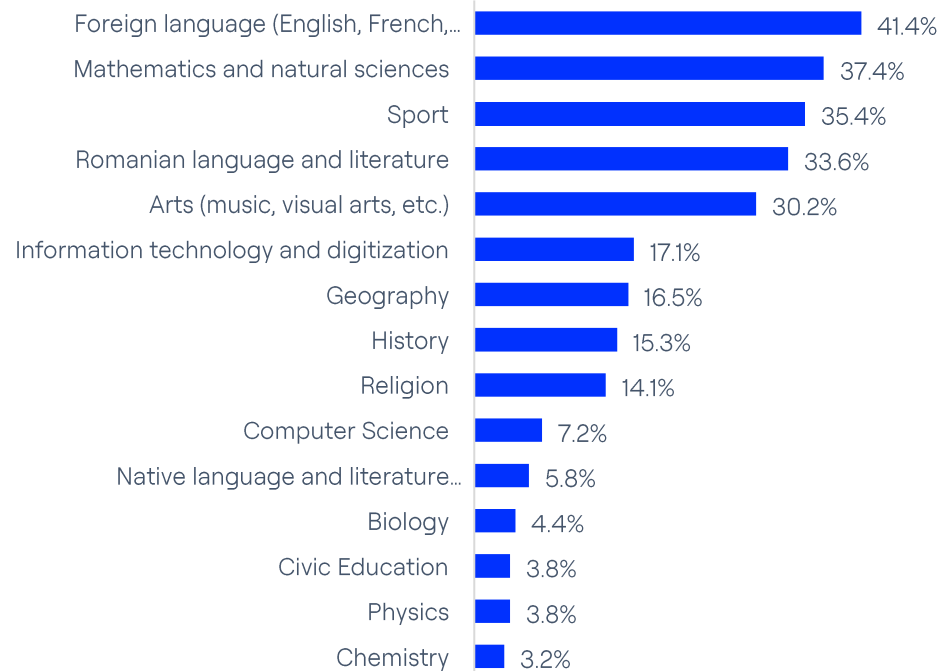
MORE DETAILS

Doing some sport in their free time is an option for 1/3, while being online on Social Media is an option for 1/5 kids.

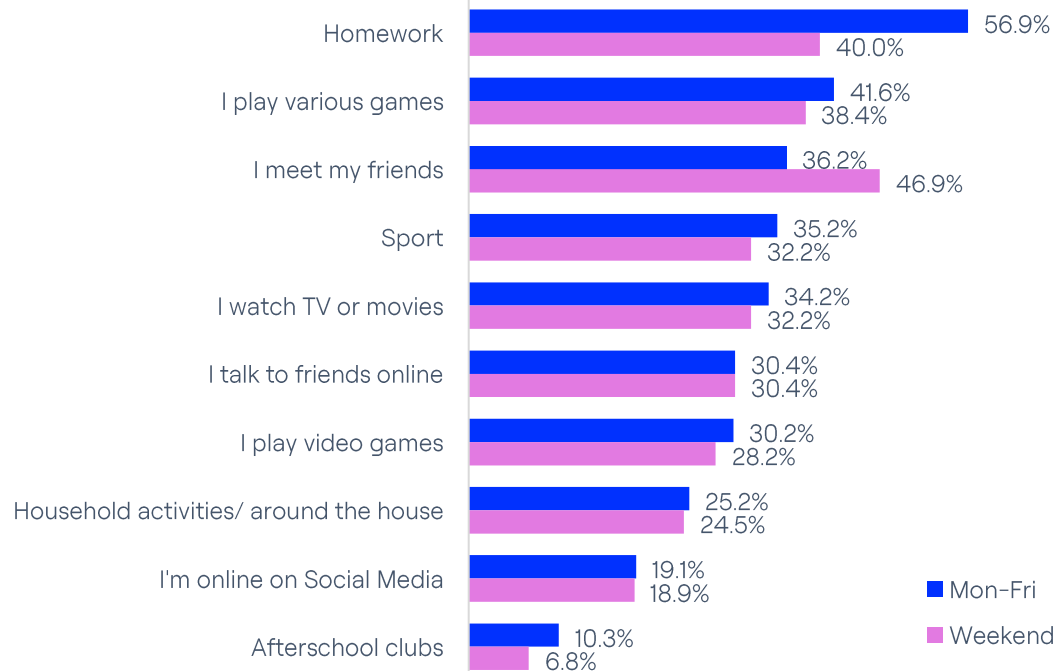
Studying a *Foreign Language* (English, French, German etc.) is one of the first preferred courses by all kids no matter their gender, age (4-14 y.o.) or living urbanization: approximately 2/5 kids mentioning it (~40%).

Their free time is rather focused on *homework* during the week (56.9%), and after that *playing various games* (41.6%) or *meeting their friends* (36.2%). When it comes to the weekend time, *meeting their friends* is on top with 46.9%.

Preferred Courses



Free Time



Q1. What are your favorite classes at school?
Please list a maximum of 3.

Q3. What do you usually do after school?
Q4. With what activities do you spend most of your weekend time?

Base: 497

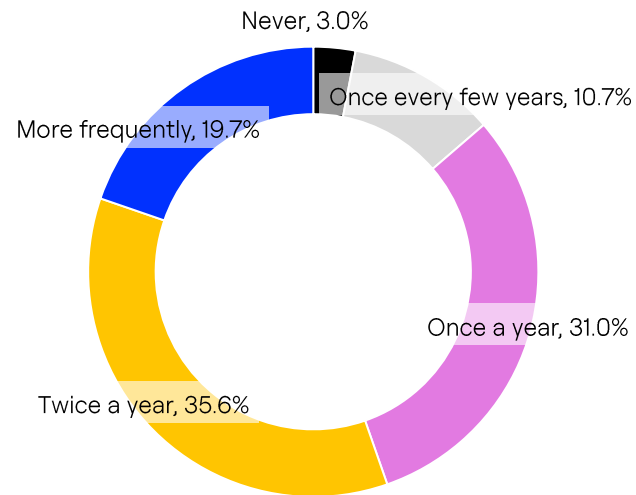
Holidays & Destinations

If it were up to them, 11–14-year-olds would prefer go to the beach, the mountains, or even a theme park than visiting relatives from other cities.

Most of the kids aged 4–14 y.o. are going twice a year on a vacation (35.6%), 1 out of 5 (19.7%) going on a vacation even more frequently during a year (skewed to urban / Bucharest – Ilfov).

The most frequented places are *beach/ resort* with 72.8%, *visiting relatives from other cities* with 50.2% & *going on mountain hiking* with 48.5%. Almost 1 out of 10 (9.1%) use to access their own holiday home.

Frequency

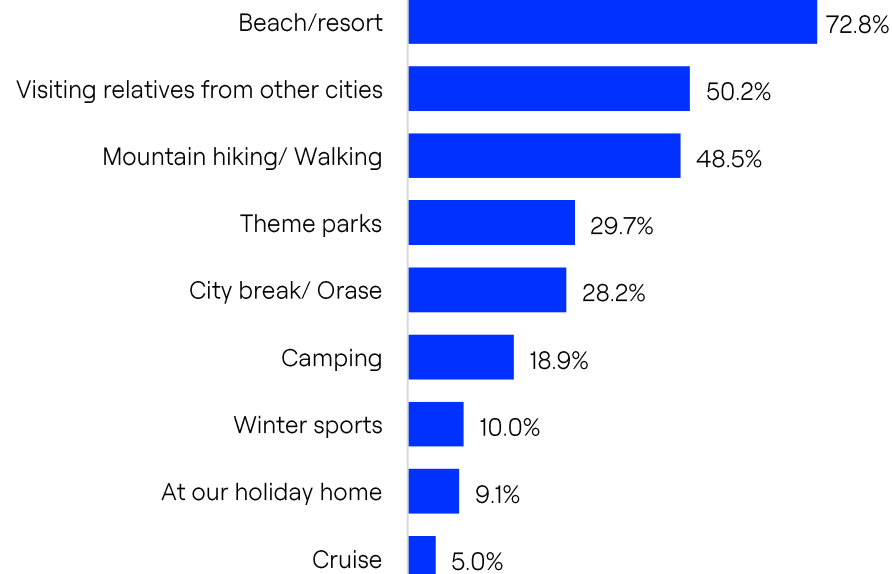


Base: 497

Q13 How often do you go on vacation with your parents? In the country or abroad?

Frequented Destinations

(all kids 4–14 y.o.)

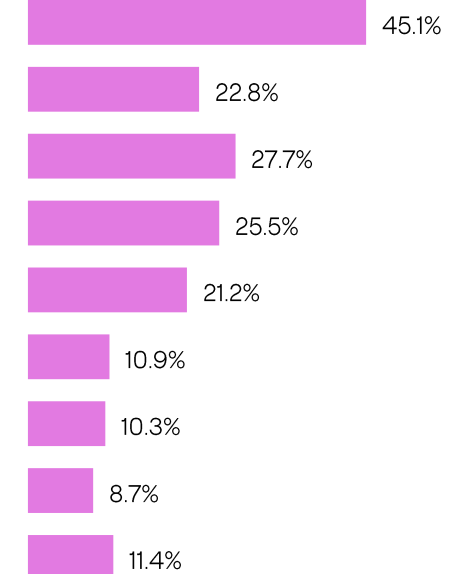


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Q14. What kind of family vacations do you usually take? / applied for the ones who use to go on holidays;
Q14.1 If you could choose, where would your next vacation be? / applied only for the ones aged 11–14 y.o.;

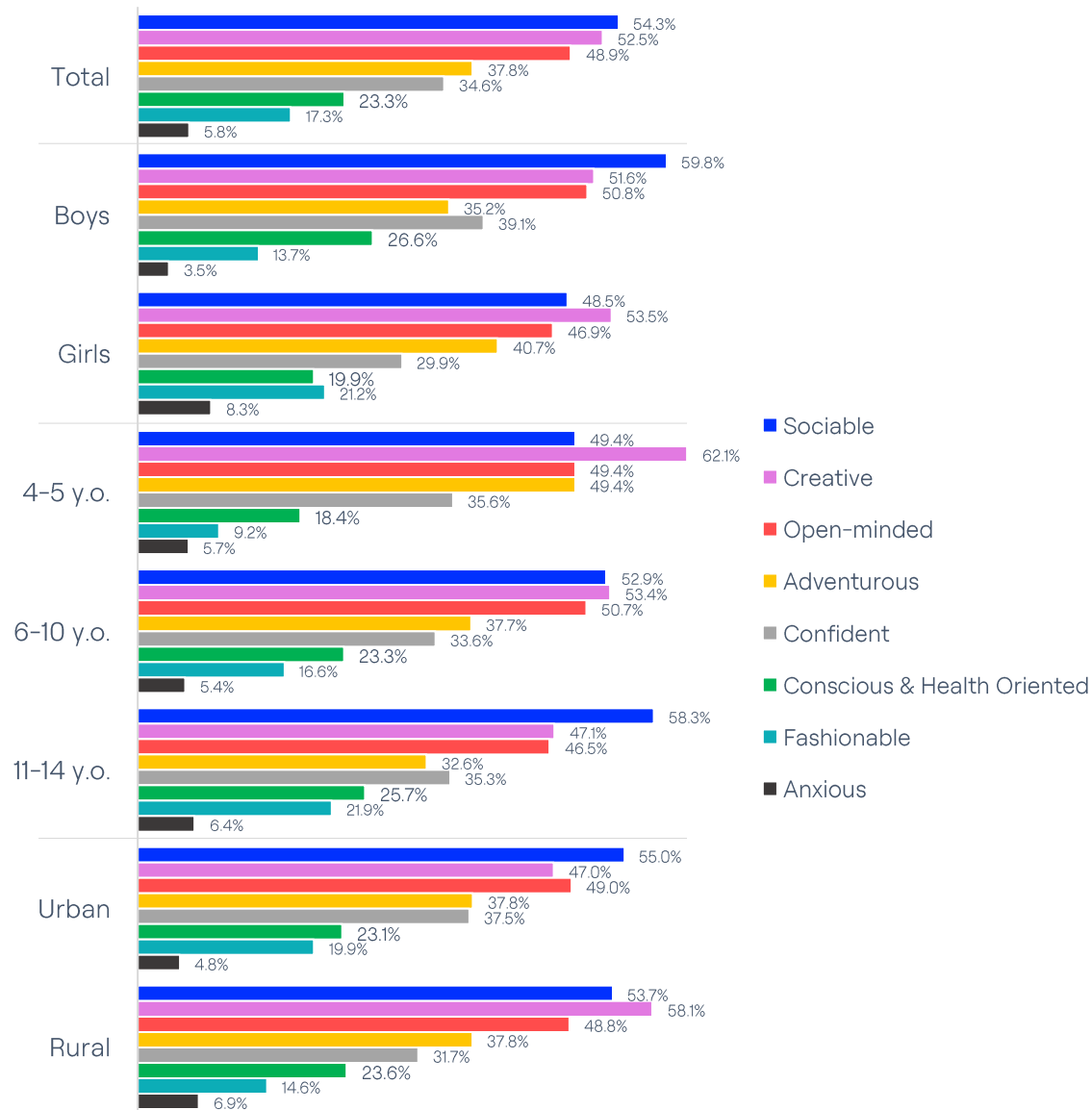
Desired Destinations

(only asked kids, 11–14 y.o., higher free will conscious)



Base: 184

Describing Themselves the Most



Do social dynamics and cultural expectations still shape distinct gender profiles?

Overall, kids are *sociable* (54.3%), *creative* (52.5%) & *open-minded* (48.9%).

Boys are more *sociable* (59.8%) and *confident* (39.1%) than girls, who are more *fashion-forward* (21.2%), *adventurous* (40.7%) or *anxious* (8.3%) than boys.

Depending on their age, the highlighted characteristics are that preschoolers, 4-5 y.o., are rather *creative* (62.1%) & *adventurous* (49.4%) and the pre-highschoolers, 11-14 y.o. tend to be more *fashionable* (21.9%). At the urbanization level, kids from rural areas are more *creative* (58.1%) than the overall (relevant differences versus the total level).

Q20. Which of these describes you the most?

Base: 497

Social

In the last year ...

Kids are fragile and needs support & intervention: 20% of them experience bullying by peers and 9% face bullying from adults!

34% of families struggle to buy non-essentials, with rural families experiencing higher rates (40%).

Additionally, 30% of children are left at home alone, with 11-14-year-olds showing a stronger trust in their independence (37%).

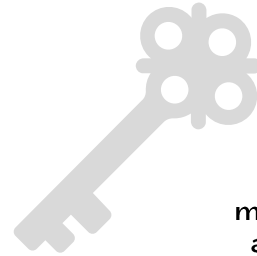
29% of children watch their parents' fight: more girls (32%) than boys (26%) report witnessing parental conflicts, maybe due to heightened sensitivity to emotional cues or socialization encouraging empathy and awareness of relational dynamics.

“



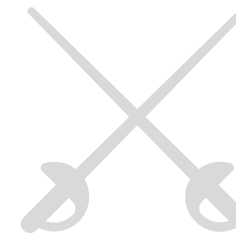
34%

my parents couldn't buy me other things like toys, books, etc.



30%

my parents left me alone at home, unsupervised



29%

my parents had a fight in my presence



20%

I've been verbally and physically bullied by other children (schoolmates, neighbors, playmates)



15%

my parents couldn't buy me the basics



9%

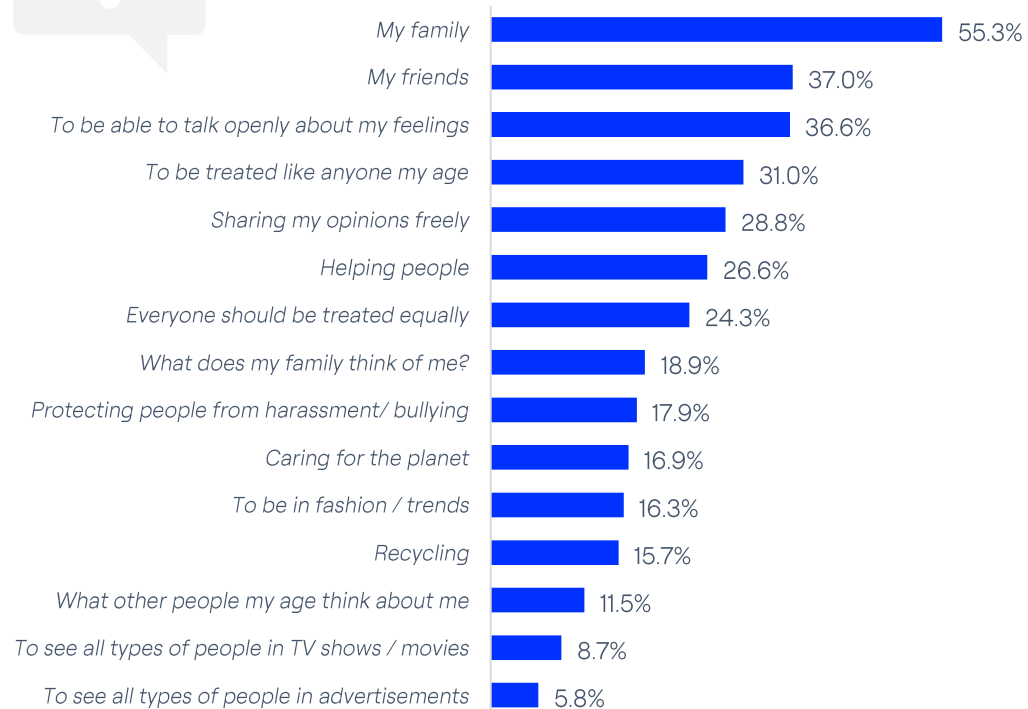
I've been verbally and physically bullied by adults (other parents, teachers, etc.)

Q67. In the last year, which of the following things happened to you?

Base: 497

Attitudes & Priorities

Important things to them



Kids are longing for emotional security and social acceptance.

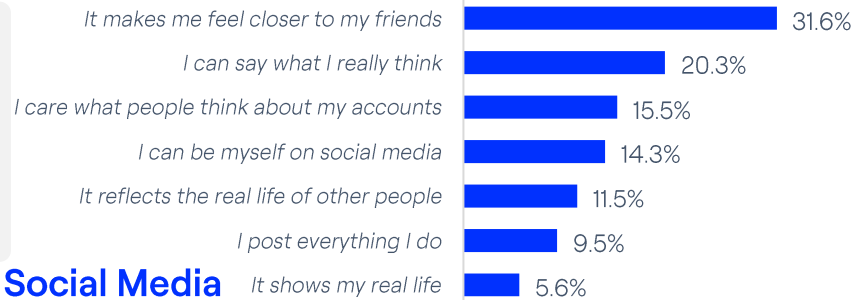
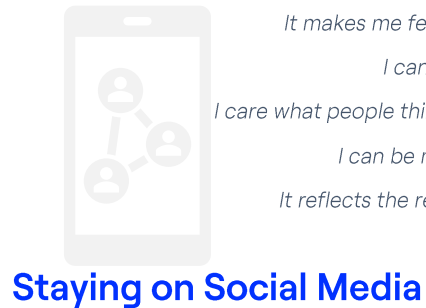
With 55.3% valuing family and 37.0% prioritizing friendships, there's a clear reliance on close relationships.

Additionally, 36.6% emphasize open communication and 31.0% desire equal treatment, highlighting the need for acceptance and understanding.

Q21. Which of these things are important to you?

Base: 497

Attitudes & Priorities



Are 29% of Kids Safe Online Amidst Digital Freedom?

Parental Awareness: 35.4% feel monitored; 29.0% feel safe online.
Time and Freedom: 24.9% online too much; 21.7% enjoy self-expression.
Interactions: 16.5% talk to strangers; 10.3% explore new identities.

Is Social Media Real When Only 5.6% Post Their True Lives?

Connection: 31.6% feel closer to friends; 20.3% express true thoughts.
Perception: 15.5% care about opinions; 14.3% feel authentic.
Reality Check: 11.5% see real life; 5.6% post true life.

Can Games Satisfy Both Social Connection and Solo Preferences?

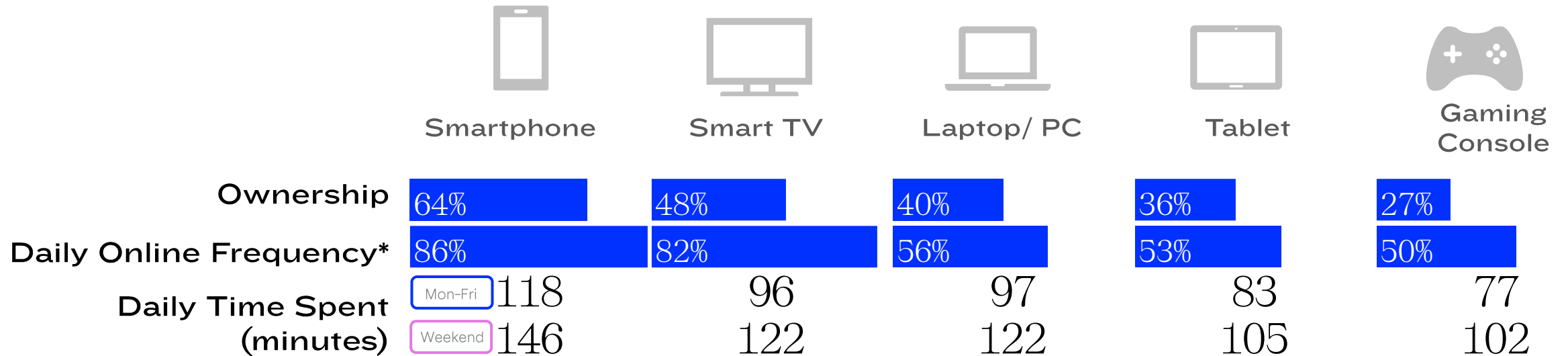
Social Play: 42.3% chat with friends during gaming.
Solo vs. Inclusive: 18.5% see games as inclusive; 17.1% prefer solo.
Identity & Impact: 15.9% role-play; 9.5% find games violent.

Base: 497

Devices | Ownership & Time Spent Online

Smartphones drive constant connectivity, while weekends see more leisure time on TVs, computers & gaming.

On weekdays, smartphones see the highest use at about 2 hours, increasing to 2.5 hours on weekends, with Smart TVs and computers also seeing more leisure time on weekends (up to 2 hours).



Q28. What devices do you have, and do you generally use? (*ownership*)

Q32. How often are you online in a typical month using the devices you have?

Every day/ On most days/ Once or twice a week/ Less often/ Never

Q33. On average, how long do you spend online on a weekday, *Monday through Friday*, using the devices you have?

Q34. But on a *weekend* day, how long do you spend online on average?

Base: 497

*usage frequency mentioned: every day OR on most days

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FAVORITE? INFLUENCERS?


Zenith
The ROI agency

Q56. Which influencers do you follow regardless of the social media platform (TikTok, Instagram, YouTube, etc.)?
Q56.1 From which areas do the most followed influencers of you and your generation appear?
Q56.2. What type of content is followed through the influencers followed?

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QUESTIONNAIRE STRUCTURE & MEASURED KPIs

DEMOGRAPHICS	<i>gender, age, urbanization, region, children in the HH, education for both, parents & children; but, also income, pets in HH, other members living in the HH, parent's civil status;</i>
LIFESTYLE	<i>interests, important things to them, attitudes in general but also regarding devices, career, being online, music/ podcast, social media, television or video games, preferred courses from school, afterschool activities, fun activities or weekend activities;</i>
FINANCES & DECISIONS	<i>personal wallet, deciders of bought/ owned devices, clothes, toys, video games or basic needs;</i>
HOLIDAYS	<i>frequency & destinations (as experienced or wished – only for 11-14 y.o.);</i>
GIFTS & CELEBRATIONS	<i>different types of wishes, toys, video games and playing time & types;</i>
DEVICES & DIGITAL	<i>owned devices, online activities, preferred OLV, privacy settings, frequency of being online & daily time spent on each devices owned – during Mon-Fri & Weekend*;</i>
MEDIA CONSUMPTION	<i>frequency & daily time spent on different media (movies, Television, AV Streaming & SVOD, Music/ Podcast/ Audio Books), preferred genre for Television, AV Streaming & SVOD platforms, audio & music platforms;</i>
SOCIAL MEDIA	<i>frequency & daily time spent on different social platforms, accounts no., reasons of usage, influencer followed or on trend, preferred influencers area of activity & content type;</i>
VIDEO GAMES	<i>owned devices, frequency, total time spent on Mon-Fri or weekend, gaming preferences, playing habits (players, eSports);</i>
SPORT	<i>sports practiced and/ or watched (sport events, preferred football teams);</i>
SOCIAL	<i>financial situation, kid independence, domestic violence exposure, school relationships (with teachers, other children).</i>

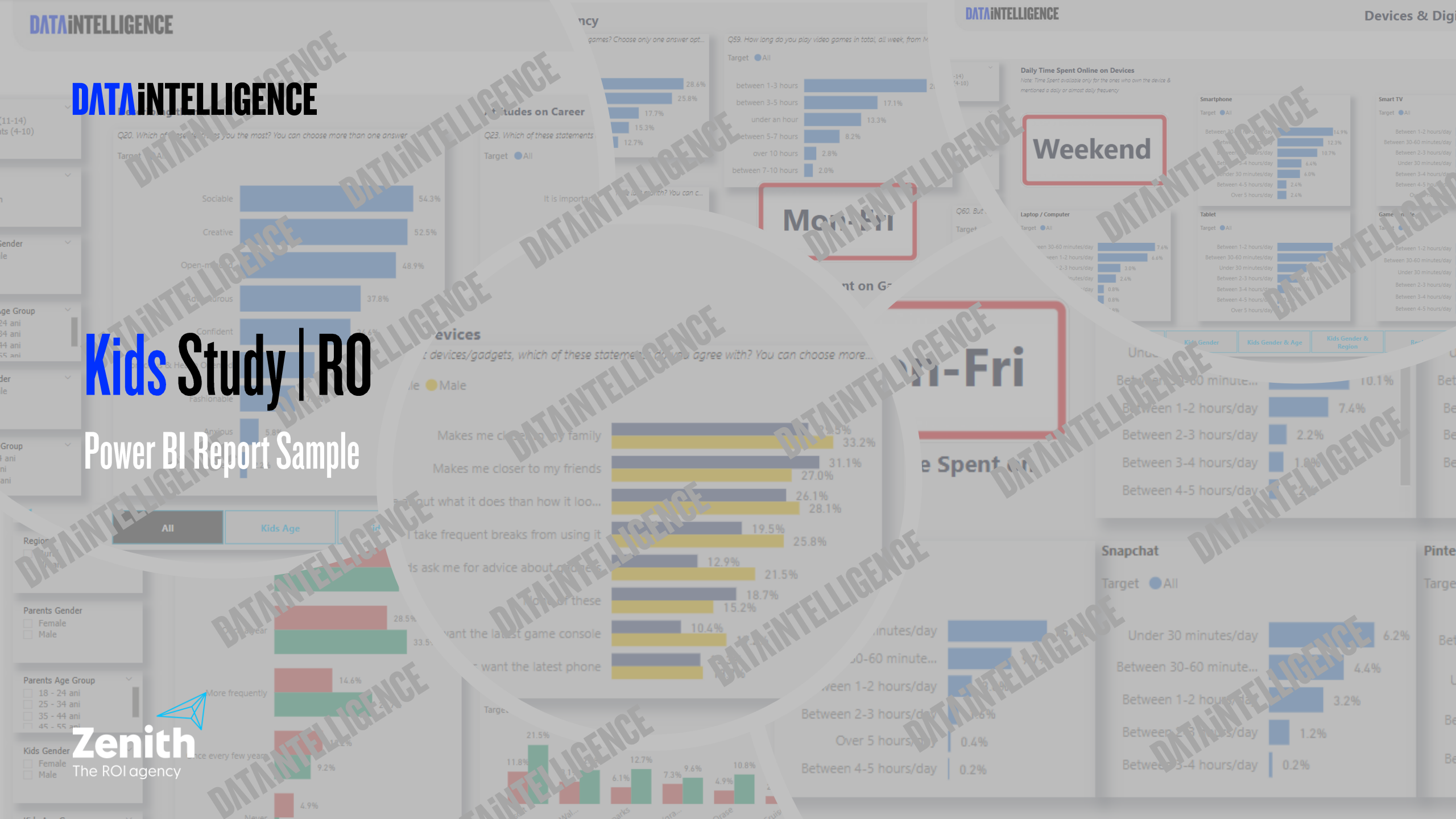
Base: 497

*Daily Time Spent: KPI measured for the ones who mentioned an "every day OR on most days" usage frequency.

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Power BI Report Sample

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Thank You!



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