

Children on school summer holidays will reach peak boredom by August 1st, according to research.

A study of 1,000 parents with kids of school age found 55 per cent feel overwhelmed at the prospect of keeping their little ones entertained for six long weeks.

And 63 per cent admitted struggling to think of educational yet entertaining activities to do as a family.

While kids will complain five times a week about being bored when school is out – a total of 30 times overall across the six-week break.

The research was commissioned by children's audio platform Yoto, which makes audio players that kids control without using a screen, including a portable [Yoto Mini](#) player that kids can use on the go.

The brand's CEO, Ben Drury, said: "The holidays are fun but can also be tricky, particularly for parents.

"Children are naturally inquisitive and have a desire for constant engagement, which is fantastic, but for a busy parents can make things anything but straightforward.

"And with more trips happening during the break, with longer drives and traffic, it's a time that will mean kids will be complaining about being bored more.

"So, it's really important to find a solution to that before it happens to keep everyone happy."

A third said their child's desire for screen time was a barrier faced in the holidays – and 68 per cent admit they'll be having more of it than in term time.

An average day during a school week would amount to 88 minutes on a screen, but this rises to 127 minutes in the holidays.

Activities parents rely on most during the summer break to keep children occupied included outdoor walks and trips, watching films on the telly and reading books.

While 44 per cent would head to the cinema – and 43 per cent allow their children to play computer games.

Parents reckon they'll spend an average of £312 this summer to keep their kids entertained, visiting five different attractions.

Long car journeys were most likely to induce boredom with children, followed by quiet days and shopping trips.

And despite 61 per cent reckoning their child would be engaged listening to their favourite stories in audio form, only 19 per cent do so frequently.

Ben Drury from Yoto, whose audio catalogue includes over 1,000 titles, including stories, songs, activities and podcasts from Disney/Pixar and Marvel, to The Beatles and Roald Dahl, added: "The summer holidays can be quite costly as it is, and not everyone has the money to pay for endless day trips.

"And with the break feeling a little long at times, the research has shown screen time does rise as a quick way to keep the kids happy.

"With the unpredictability of the British weather, or the long car journeys that are typically associated with trips in school holidays – the best way to keep kids from boredom is to unlock their imaginations.

"A great way to do this is to listen to stories and music – this enables them to remain fully entertained without being glued to a screen."

About Yoto

Yoto is an interactive audio platform for kids. Yoto offers a catalogue of over 1,200 stories, songs, activities and more to inspire creative play and learning without a screen. The carefully connected audio players, Yoto Player (3rd Generation) and Yoto Mini, put kids safely in control. No cameras. No microphones. No ads.

Inspired by Montessori principles, Ben Drury and Filip Denker founded Yoto in 2017. Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. Yoto Mini, the portable audio player, launched in late 2021. The new and improved third generation Yoto Player arrived in summer 2023.

Available worldwide, Yoto has won awards and accolades from critics, parents and children alike. TIME Magazine even named it one of the Best Inventions of 2020 and Yoto Mini won a prestigious D&AD Pencil in 2022. Yoto was named one of Bloomberg's Top Start Ups to watch, and was named the second fastest growing tech company by Deloitte in 2023.

Yoto's platform features both award-winning original content and audio that has been licensed or co-created with partners. These partners include PRH, Macmillan, Universal Music Group, Sony, Warner Music, Mattel, Pottermore Publishing, Roald Dahl Story Company, HarperCollins, Hachette, Bonnier and Scholastic.

Contact details

Yoto UK Press Office
press.uk@yotoplay.com
[+44 7800 872 230](tel:+447800872230)

Copy link

<https://yotoplay.pr.co/en-GB/269291-children-on-school-summer-holidays-will-reach-peak-boredom-by-august-1st-according-to-research/>