THREE IN FOUR PARENTS (73%) SAY IT TAKES A LOT TO IMPRESS THEIR KIDS ON THEIR BIRTHDAYS, ACCORDING TO A NEW STUDY.

ONEPOLL AND KINDER JOY SURVEYED 2,000 PARENTS WITH CHILDREN AGES 3–12 ON HOW THEY GO ABOUT PLANNING BIRTHDAY PARTIES.

THE RIGHT GUEST LIST (58%), ACTIVITIES (58%) AND TREATS (58%) ARE AMONG PARENTS’ ABSOLUTE MUST-HAVES TO MAKE THE PARTY A SUCCESS.

RESULTS SHOW THE AVERAGE PARTY INVOLVES 16 GUESTS, NINE PRESENTS AND THREE HOURS OF CELEBRATION.

NEARLY FOUR IN FIVE (78%) PARENTS ADMIT THEY PUT A LOT OF PRESSURE ON THEMSELVES TO MAKE THEIR KID’S BIRTHDAY PARTIES AS AMAZING AS THEY CAN BE.

**PARENTS’ STRESSORS WHEN PLANNING KIDS’ BIRTHDAY PARTIES**

* Having enough time to plan it - 55%
* Keeping it affordable - 55%
* Figuring out what foods to serve - 52%
* Figuring out the guest list - 51%
* Figuring out how much food to serve - 47%
* Creating a party my kid will enjoy - 43%
* Picking a theme - 37%
* Not having enough help to plan/decorate - 31%
* Finding a venue - 21%

Survey methodology:

This random double-opt-in survey of **2,000 parents of kids ages 3–12 who have birthday parties** was commissioned by **Kinder Joy** between **November 2** and **November 9**, **2022**. It was conducted by market research company [OnePoll](https://www.onepoll.us/), whose team members are members of the [Market Research Society](https://www.mrs.org.uk/) and have corporate membership to the American Association for Public Opinion Research ([AAPOR](https://www.aapor.org/)) and the European Society for Opinion and Marketing Research ([ESOMAR](https://www.esomar.org/)).