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## **New Global Report Reveals That the Spirit of Childhood is at Risk**

### **Kids and Parents Alike Need More Time to "Be Kids"**

EAST HANOVER, N.J.--(BUSINESS WIRE)--The results of a new global report released today by the *OREO* brand and Ipsos Public Affairs indicate that from China to Poland and Portugal to Venezuela, the spirit of childhood – that is, the chance for children and adults alike to enjoy simple, carefree moments – may be destined for the endangered species list. The report reveals that the vast majority of parents surveyed believe today's kids are growing up quicker than previous generations. In fact, seven out of 10 parents worldwide say their children should have more time to "just be kids."

The idea that the spirit of childhood is on the decline is true not only for kids, but also adults. Parents everywhere yearn for the type of lighthearted enjoyment they had when they were kids. In fact, a majority of parents worldwide (59%) say they don't have fun on a daily basis and 54 percent say they rarely experience the feelings of delight they did when they were children.

The "*Global Spirit of Childhood Report*," conducted by Ipsos Public Affairs on behalf of *OREO*, measured the spirit of childhood around the world in an effort to understand if people, both young and old, take the time to experience the simple joys of being a kid.

"As we regularly talk with consumers worldwide, we consistently hear about the importance of experiencing the carefree feelings of childhood at any age," said Sheeba Philip, Global Brand Director for *OREO*. "We believe this sentiment is more important now than ever before, so we conducted this research to learn more about the spirit of childhood worldwide."

### ***Family Fun: Worth Its Weight in Gold***

While the report suggests the spirit of childhood may be at risk, parents' desire to have fun with their children isn't weakening. Three out of five parents (63%) say spending time having fun with their kids is more important to them than it was to their own parents when they were growing up.

Carefree fun has become such a rare treat for parents and their children that it's worth its weight in gold – literally. More than half of parents surveyed in countries like Mexico (54%), Peru (58%) and India (77%) say they would trade part of their salary in exchange for more time with their kids. And, four out of five parents surveyed across all 20 countries even say having fun as a family is "more important than anything else." Despite this overwhelming desire, 59 percent of adults are not spending moments of carefree fun on a daily basis.

### ***Technology: A Double-Edged Sword***

In a fast-motion 4G world, technology and social media have an increasingly dramatic impact on the dynamics of family life. While 67 percent of parents globally agree that technology helps their family stay connected, it may come at a cost. When they're spending time as a family, nearly half of parents (48%) say that their families are distracted by technology. No group may experience this more than working parents, more than half (55%) of which say their mobile devices and computer technology mean it is too easy to stay connected to work when spending time with family at home.

For today's kids who have grown up with technology, its presence influences how they spend time with their parents and families. Just less than one-quarter of parents globally (23%) say they communicate more with their children through technology than in-person. In fast-growing economies like China and India, where research shows technology plays a significant role in daily life, the number of percentage points for parents surveyed increased to 52 percent and 42 percent, respectively.

### ***There Is Hope***

Despite pressures and distractions that affect the time families spend together and the state of childhood today, there's hope. In fact, 88 percent of parents say they're committed to making sure their kids don't miss out on childhood and a majority (77%) say they themselves want to be more carefree like when they were children.

"Across continents and cultures, one thing we have in common is the desire to celebrate the kid inside all of us. 2012 marks the 100th birthday of *OREO*. In recognition, we'll be finding more ways to celebrate the spirit of childhood and make special, simple

moments happen for families and *OREO* fans around the world," said Philip.

### **About The Survey**

The survey was conducted during a six-week period between November and December of 2011. More than 7,000 parents with children under the age of 18 participated in this study. Local surveys were conducted via online or in-person interviews in 20 countries, including: Canada, China, Colombia, Costa Rica, Ecuador, France, Germany, India, Indonesia, Malaysia, Mexico, Peru, Poland, Portugal, Puerto Rico, Romania, Spain, the United Kingdom, the United States and Venezuela.

### **ABOUT KRAFT FOODS**

Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion. Twelve of the company's iconic brands – *Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, OREO, Oscar Mayer, Philadelphia, Tang* and *Trident* – generate revenue of more than \$1 billion annually. On Aug. 4, 2011, Kraft Foods announced plans to divide and create two independent public companies: a high-growth global snacks business and a high-margin North American grocery business. The transaction will take at least 12 months to complete, during which time plans regarding the structure, management, governance and other matters will be announced. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. Visit [www.kraftfoodscompany.com](http://www.kraftfoodscompany.com) and [www.facebook.com/kraftfoodscorporate](http://www.facebook.com/kraftfoodscorporate).

### **ABOUT OREO**

*OREO* is the world's favorite cookie, enjoyed by families and friends in more than 100 countries around the world. As one of Kraft Foods' 12 "billion-dollar" brands, *OREO* is the best-selling biscuit of the 21st century with more than \$1.5 billion in global annual revenues. The *OREO* cookie twist, lick and dunk ritual has become the signature way to enjoy this iconic cookie for many different cultures around the world. *OREO* has a Facebook community of more than 23 million *OREO* lovers around the globe, representing 200+ countries and dozens of different languages. *OREO* ranks among the top five brand Facebook pages in the world. *OREO* will celebrate its 100th birthday on March 6, 2012.

### **ABOUT IPSOS**

Ipsos is a leading global survey-based market research company, owned and managed by research professionals that helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world. Member companies assess market potential and interpret market trends to develop and test emergent or existing products or services, and build brands. They also test advertising and study audience responses to various media, and measure public opinion around the globe.

They help clients create long-term relationships with their customers, stakeholders or other constituencies. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and offers a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2010, Ipsos generated global revenues of €1,140.8 million (\$1.6 billion U.S.). Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos offerings and capabilities.

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