

Haribo Conduct Party Survey

Parents spend an average £129.00 per party

According to a survey of more than 1,000 parents and 1200 children by Haribo, the confectioner, adults are three times more likely in the run-up to the big day to experience a stomach upset than their children.

One in three parents feels anxious about the party being as much fun as classmates' parties and 10 per cent get tension headaches.

Nearly two thirds (65 per cent) of adults fret about what other people think of their child's party, but three quarters (73 per cent) of children simply feel excited and two thirds of youngsters shun over-complicated plans and care more about having fun.

While mothers and fathers are opting for more high maintenance gifts and gadgets such as PlayStation2s, Game Consoles (28 per cent) and iPods (20 per cent), children are more excited by traditional toys.

Outdoor gifts such as bikes, skates and skateboards are hugely popular with nearly half of children. Boys hope to receive sports kit or sports equipment (49 per cent) and want to play football at their party (42 per cent).

Nearly half of all girls would like a trampoline

and 51 per cent want to spend their party dancing.

Other party activities for energetic and lively kids include **bouncy castles** (45 per cent) and 10-pin bowling (39 per cent). But 34 per cent of children still enjoy simple party games such as *pass the parcel* and nearly a quarter (23 per

The majority of adults think their child would prefer to hold their party at a large hired venue such as a swimming pool. But children would actually rather stay at home, with 59 per cent wanting their best friend around for some fun rather than a big organised party with the whole class.

July is the busiest month for birthday parties because it has had the highest birth rate over the past 10 years, closely followed by September and May. February has the fewest birthdays.

Per Henérius, managing director of Haribo, said: "Parents are over-complicating plans, which is not always necessary. Hopefully we can help parents to bridge the generation gap, take off the pressure they've put themselves under and make them relax and have fun."