



LMX Family

ALPHA. GEN Z. GEN Y. GEN X.

Insights that help savvy brand marketers navigate the digital youth and family marketplace where media, advertising and technology intersect.

Media and technology are a ubiquitous part of life today for people of all generations, with rapid adoption being led by America's youth. The light-speed introductions of new technologies and new media platforms is shaping the consumers of tomorrow. Marketers must understand where their brands are best positioned to intersect with this convergence, in order to develop meaningful messaging, programs, content and engagement with their current and future customers.

A One-of-a-Kind Study of Traditional and Emerging Media

LMX Family taps into the stand alone youth (kids 6–17) and combined family media experience (parent's co-entertainment with child 0–17) of today's American family. Through LMX Family, you will get an unprecedented look at the genesis, development and intersection of media and technology and how it manifests within families. LMX Family collects data from both Gen Z and Alpha Gen and a Gen Y or X parent in the same household. This single source allows multidimensional analysis at the child, parent and at the household level.

A Day-In-The-Life Snapshot (Diary)

At the heart of this study is a 24 hour past day diary that records all media and technology consumption by each individual half-hour. Through this diary we uncover the amount of time that kids 6–17 spend on different media activities—both traditional and emerging. This paints a picture of a typical day for these generations covering their media as well as leisure and non-leisure activities. The time of day is broken out by half-hour increments and fits into how kids define “dayparts” (before school, during school, lunch, after school, dinner, and after dinner). In addition to time-of-day breakdowns of activities, LMX Family also allows you to separate weekdays and weekend days.

Deeper Insight into New Behaviors

Alongside the diary, there are four Usage, Attitudes & Aspirations sections:

1. Household of parents with kids 0–17 — Device ownership/plan to purchase, subscription services
2. Media activities/habits of parents with their kids 0–17 (co-entertainment)
3. Media activities/habits of kids 6–17 (alone or with their parents)
4. Activities/habits of preschoolers 0–5 (answered by their parents)

These areas not only capture participation in activities but also the genres/types, the platforms/devices used and impact kids have on their parents when it comes to technology and media.

Usage, Attitudes & Aspirations by the Numbers

- 23 devices own/plan to purchase
- 45 psychographic attitudes
- 93 TV networks
- 65 gaming franchises
- 48 websites
- 34 video services
- 26 subscription services
- 25 toy companies
- 16 music/audio sources
- 11 social network sites



Conducted year-round with bi-annual releases. Each release will comprise of approximately 5,000 US families:

- 1,000 with Alpha Gen preschoolers 0–5
- 2,000 with Gen Z kids 6–12
- 2,000 with Gen Z teenagers 13–1

About Ipsos Connect North America

Ipsos Connect specializes in measuring and amplifying how media, brands and people connect through compelling content, great communication and relevant media planning so that clients can build great campaigns, that impact brand success both through sales and boosting brand relationships, and great content to attract audiences and deliver economic value for media owners and advertisers alike. Our solutions put people at the heart of strategy for media and advertisers.

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

Contact

For more information, please contact your Ipsos representative or visit us online: www.ipsos.com/en-us/audience-platform-measurement-and-understanding

Janet Oak
Senior Vice President,
Ipsos Connect US
646.313.7693
janet.oak@ipsos.com



Ipsos Connect