



Research Findings

This New Year's Eve, 77% of Parents are Planning to Stay In (vs. 23% Who Plan to Go Out)

Just Over Half Will Let Their Children Stay Up Until Midnight

Washington, DC, December 17, 2018 —Staying in is the new going out, according to a recent online survey conducted by Ipsos on behalf of Netflix, with 77% of parents with a child age 3 – 13 saying that they are planning to stay in this New Year's Eve compared to only 23% who are planning to go out.

When asked how late they intend to let their child stay awake on New Year's Eve, 74% of parents say they will let their children stay up later than normal to celebrate. Just over half (52%) say they will let their kids stay up until midnight, and another one in five say that their child will be able to stay up later than their normal bedtime, but not as late as midnight (22%). Fewer than one in five (18%) report their children will be in bed at their normal bedtime (18%). Only one in ten are not sure yet (9%).

Nearly all parents surveyed agree that it is important for them to have family traditions with their children (95%) and 90% further agree that they like the idea of having a special tradition with their child/children on New Year's Eve. Nearly nine in ten (87%) also believe New Year's Eve is an important time to spend with family.

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Appendix: Survey Questions

1. When thinking about plans for New Year's Eve, are you planning to stay in or go out?

Stay in
Go out

[Text screen] The following questions are about your family. We'd like you to think about your child who is **[child age inserted here]** years old when answering the remaining questions.

2. How late do you plan to let your **[child's age]** year-old child stay awake on New Year's Eve this year?

Until their normal bedtime
Later than their normal bedtime, but not as late as midnight
Until midnight
Not sure

3. Which of the following ways does your **[child's age]** year-old child typically watch content? Select all that apply.

Streaming
Live TV
On-demand/ pre-recorded TV
DVD/blu ray player
Other (please specify: _____)
My child doesn't ever watch any content

4. **[If answered streaming in Q.3]** Which of the following services is your preferred streaming service for your child/children to watch? Please select one.

Netflix
Amazon Prime
Hulu
YouTube
Sling TV
Other (please specify: _____)
My child doesn't ever watch any content

5. How much do you agree or disagree with the following statements?

It is important to me to have family traditions with my child/children
New Year's Eve is an important time to spend with family
I like the idea of having a special tradition with my child/children on New Year's Eve

Select one for each statement: strongly agree; somewhat agree; somewhat disagree; strongly disagree

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About the Study

These are the findings from an Ipsos poll conducted November 14 – 19, 2018 on behalf of Netflix. For the survey, a sample of 1,065 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. In order to qualify for the survey, respondents had to have a child between the ages of 3 – 13 living at home. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of ± 3.4 percentage points for all respondents.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,065$, $DEFF=1.5$, adjusted Confidence Interval=4.9).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

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About Ipsos

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 89 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 €1,780.5 million in 2017.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
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