



PARENTING AND TV IN THE TIME OF COVID

An Ipsos “Ask Us Anything” Webinar

4/27/20

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Today's Host and Speakers

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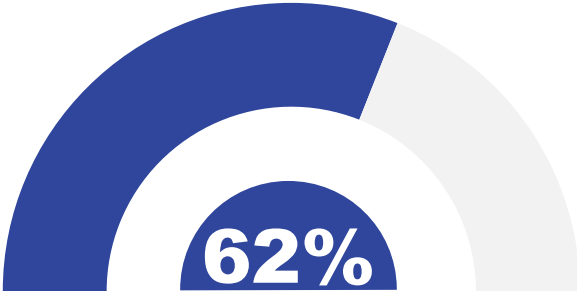
Context & Mood

1

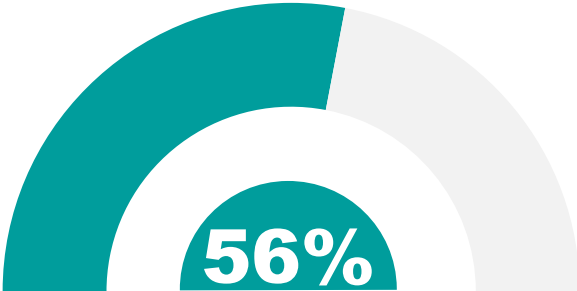
Our temporary status quo brings disruption, frustration for parents

For each of the statements below, indicate your level of agreement.

% Total agree



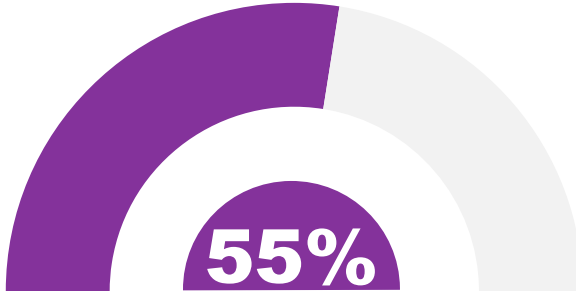
I miss my old routines



I am frustrated by being cooped up



29% of parents strongly agree they are frustrated by being cooped up—significantly more than among non-parents (21%).

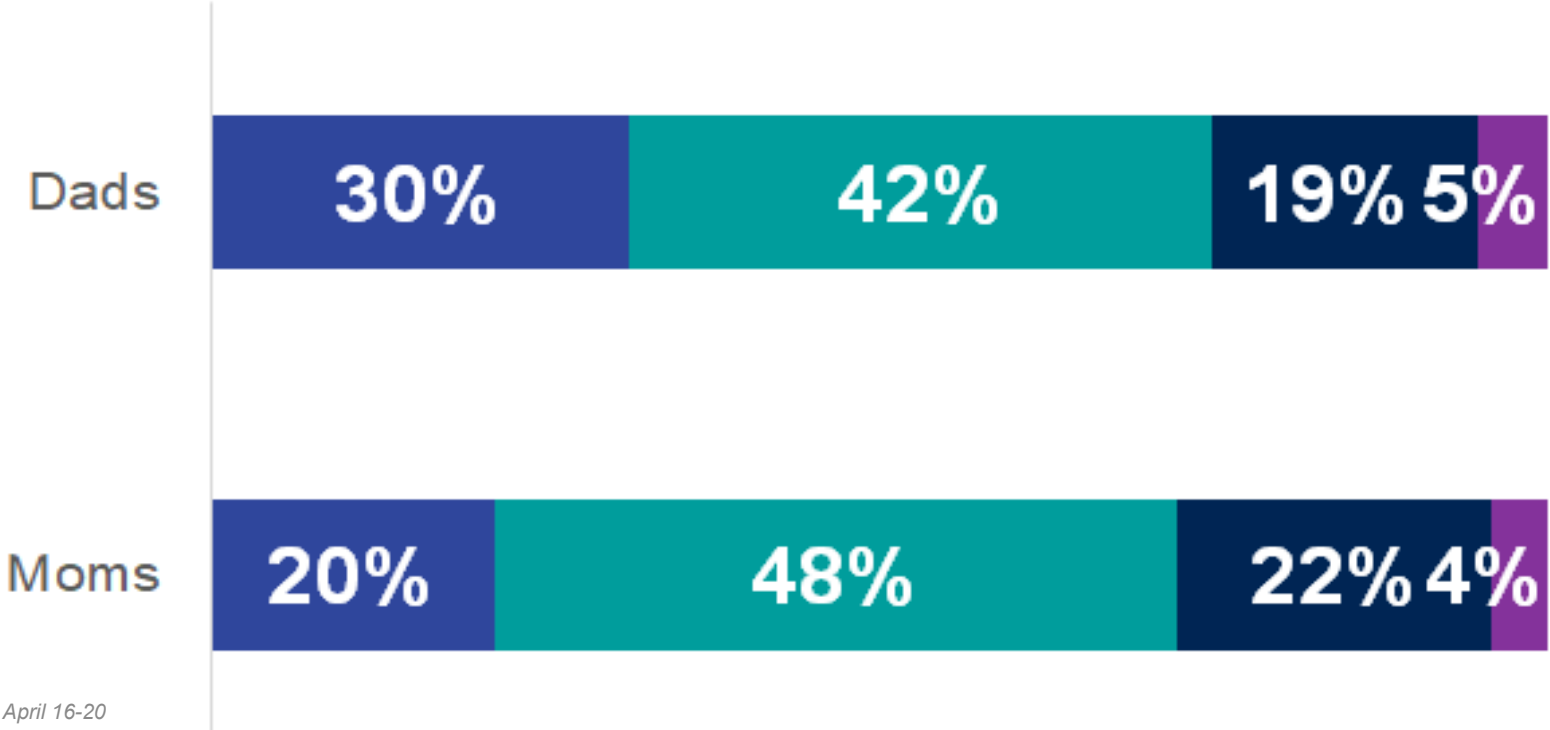


I am experiencing significant disruption in my life

Source: Ipsos coronavirus consumer tracker, April 17-20

However, parents remain mostly confident

"I feel as if I'm doing a great job of parenting."

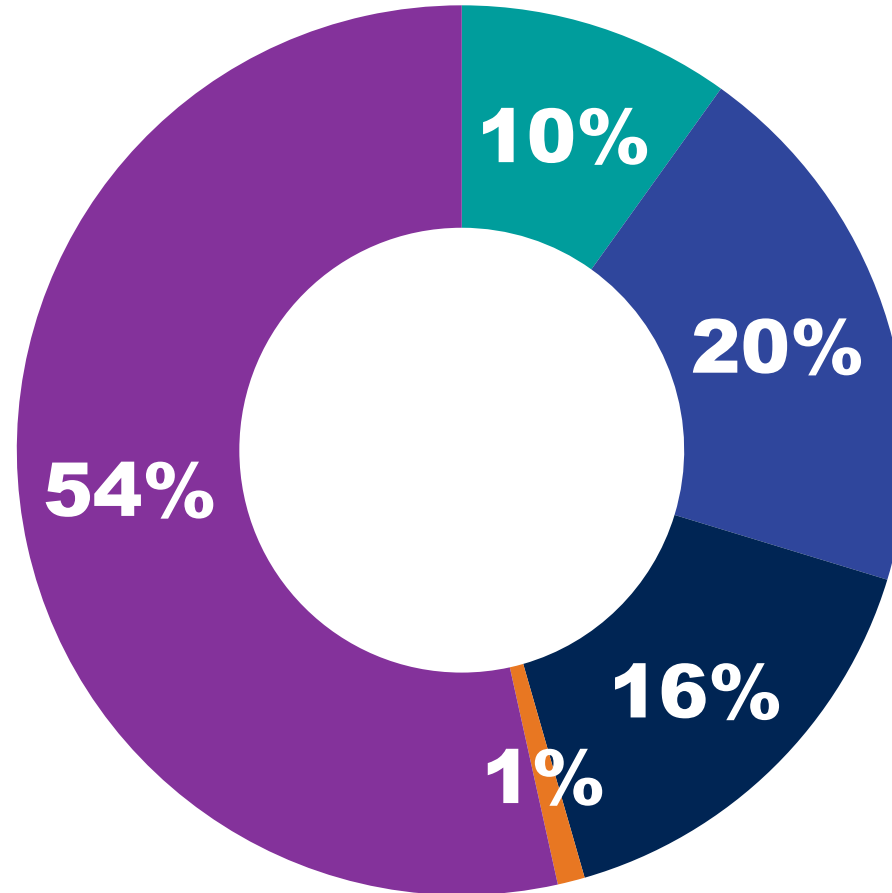


Source: Newsy/Ipsos poll, April 16-20

Most parents planning to social distance for as long as it takes

How long do you think you can maintain your current self-quarantine or social distancing?

- Another week or less
- Another month
- Another few months
- Up to a year
- As long as it takes

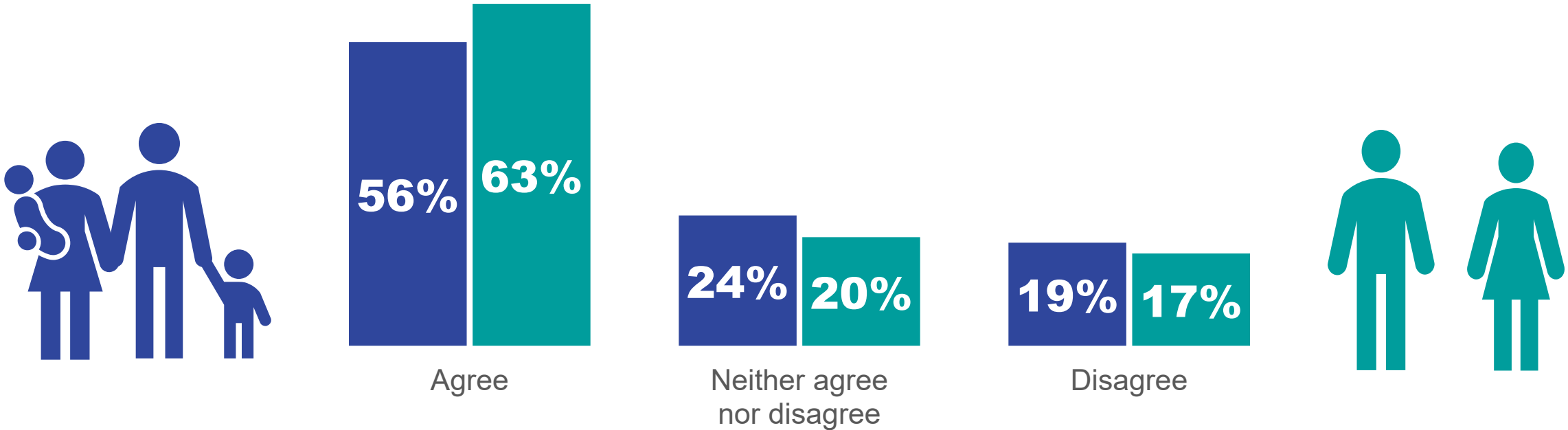


Source: Ipsos/Axios coronavirus index, April 17-20

Most are cautiously optimistic about the next month, but less so than people without kids at home

I am cautiously optimistic about the next month

■ Parents ■ Non-parents



Source: Ipsos coronavirus consumer tracker, April 17-20

The Challenges

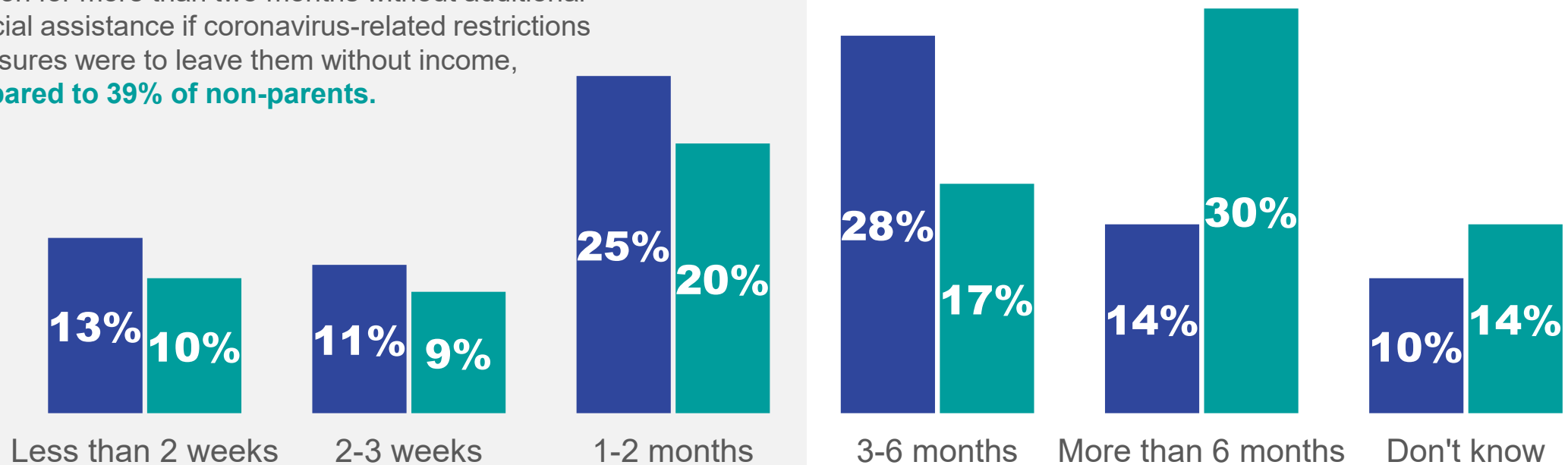
2

Parents feel a more acute financial strain right now

If coronavirus-related restrictions or closures were to leave you without income, how long could your household carry on without additional financial assistance?

■ Parents ■ Non-parents

49% of parents report their household could not carry on for more than two months without additional financial assistance if coronavirus-related restrictions or closures were to leave them without income, **compared to 39% of non-parents.**



Source: Newsy/Ipsos poll, April 16-20

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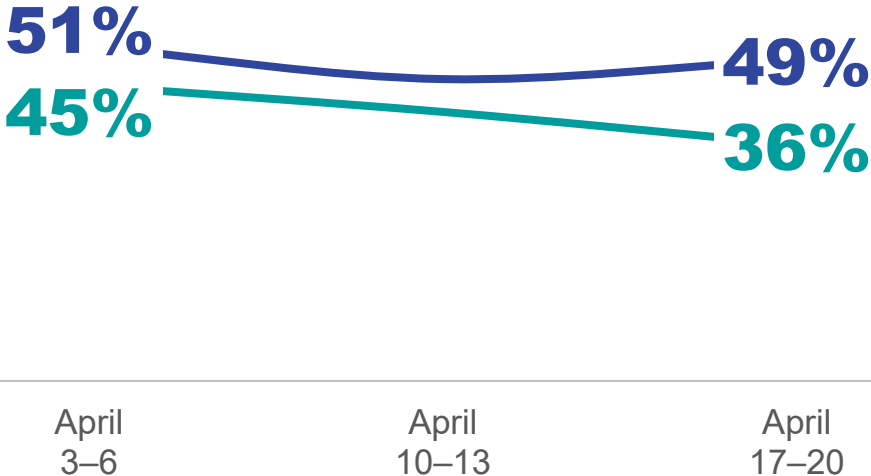


Juggling a family and work

How has your ability to effectively do your job changed in the last few weeks, if at all?

% Gotten a little/a lot worse

■ Parents ■ Non-parents



My child(ren) are impacting my ability to work

% Total agree



Sources: Axios/Ipsos coronavirus index (left), Newsy/Ipsos poll (right)

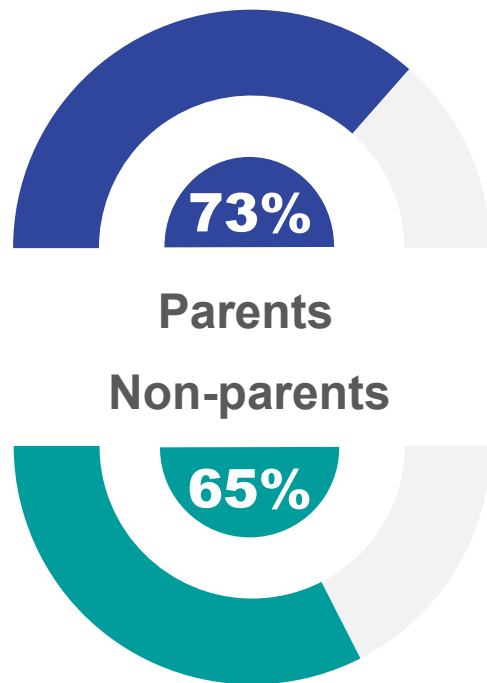
Behavioral Change

3

Parents taking advantage of time at home, talking with family

I am taking advantage of time at home

% Total agree

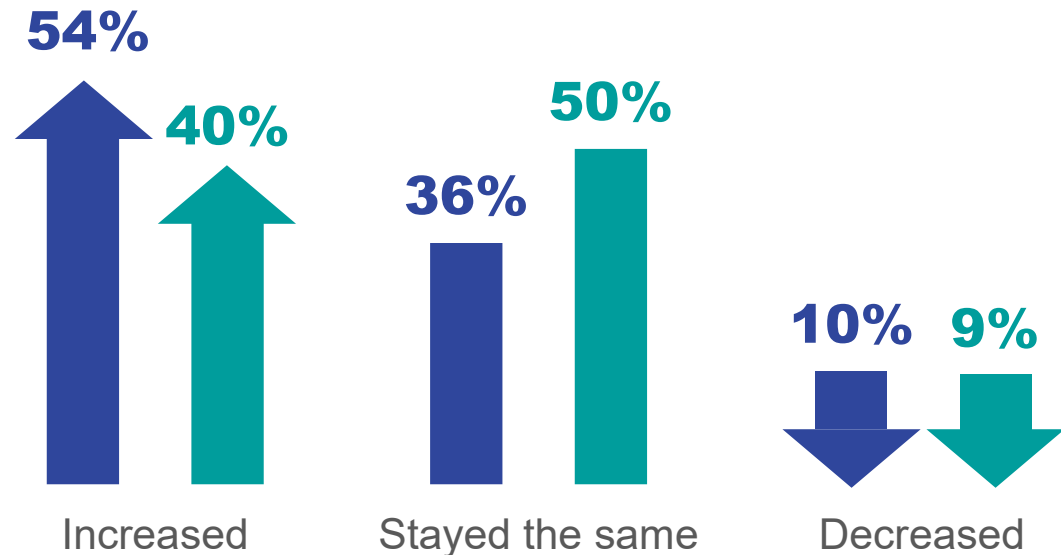


31% of parents strongly agree they are taking advantage of being home—significantly more than among non-parents (23%).

In the last month, how have the following changed?

The amount of time you spend talking to your family

■ Parents ■ Non-parents



Sources: Ipsos coronavirus consumer tracker (left), Axios/Ipsos coronavirus index (right)

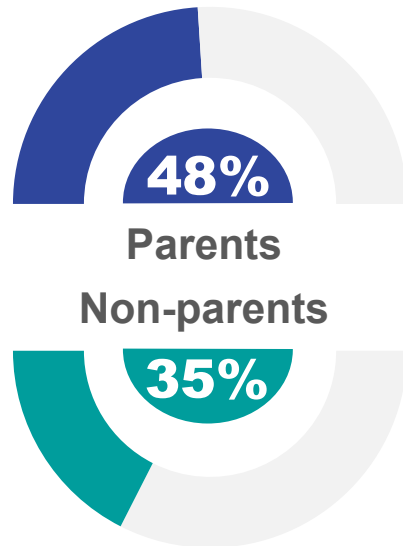
New household routines may be emerging

To what extent do you agree or disagree with the following statements?

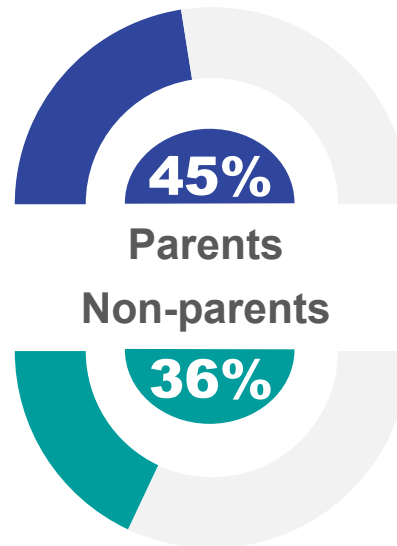
% Strongly/Somewhat agree

■ Parents ■ Non-parents

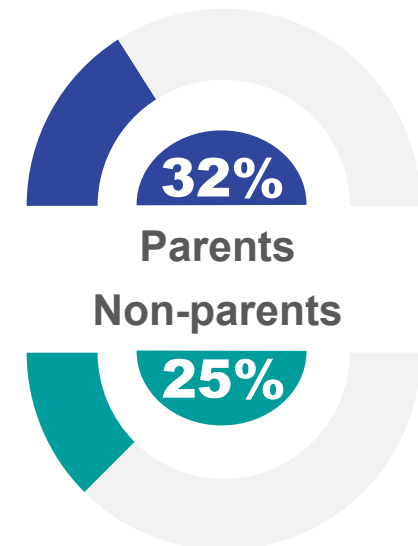
I have new cooking routines that I hope to continue



I have new routines for grocery shopping that I hope to continue



I have new routines for grooming and personal care that I hope to continue



Source: Ipsos coronavirus consumer tracker, April 17-20

The Role of TV and Media

4

How else are parents changing their routines? With content.

It's...

“Our new daycare provider.”

“A way we bond as a family.”

“How we escape the kids.”

“The best way to stay informed.”

“Our lifesaver.”



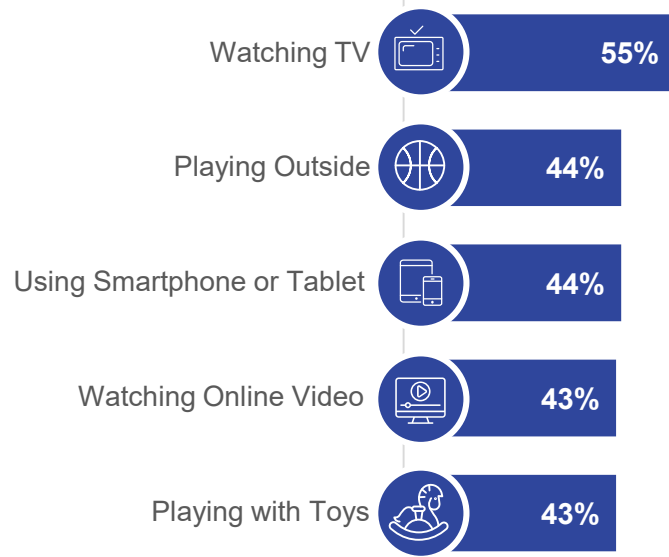
CONTENT IS...

THE NEW DAYCARE.

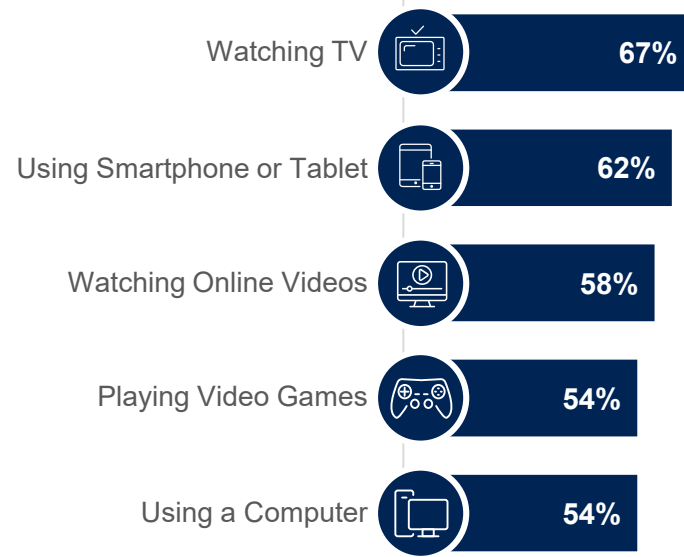
The majority of kids are watching more TV since the crisis, especially 6-12 year-olds. Teens are glued to screens of all kinds, binge-ing everything from TikTok to Tiger King.

Activities Kids Spend MORE Time Doing

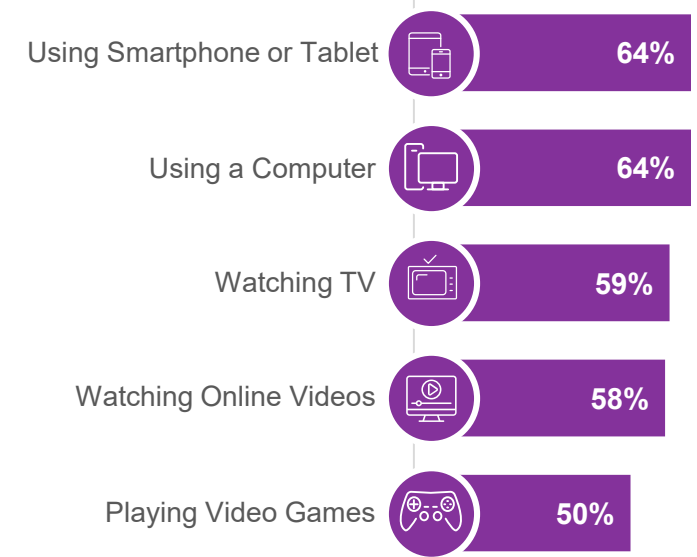
Kids <5 years



Kids 6-12 years



Kids 13-17 years



Q. Given the current Covid-19 situation, how has your children's time spent on the following changed?

Working and more affluent Parents are especially reliant on TV to keep their kids busy.

62%

Working Parents vs. 53% Stay-At-Home Parents

64%

Parents earning \$100k+ vs. 58% Parents Earning <\$100k



We never let the kids watch TV on weekdays, but now I'm like, is school-work done?

Go for it then."

— Mom, 6-12



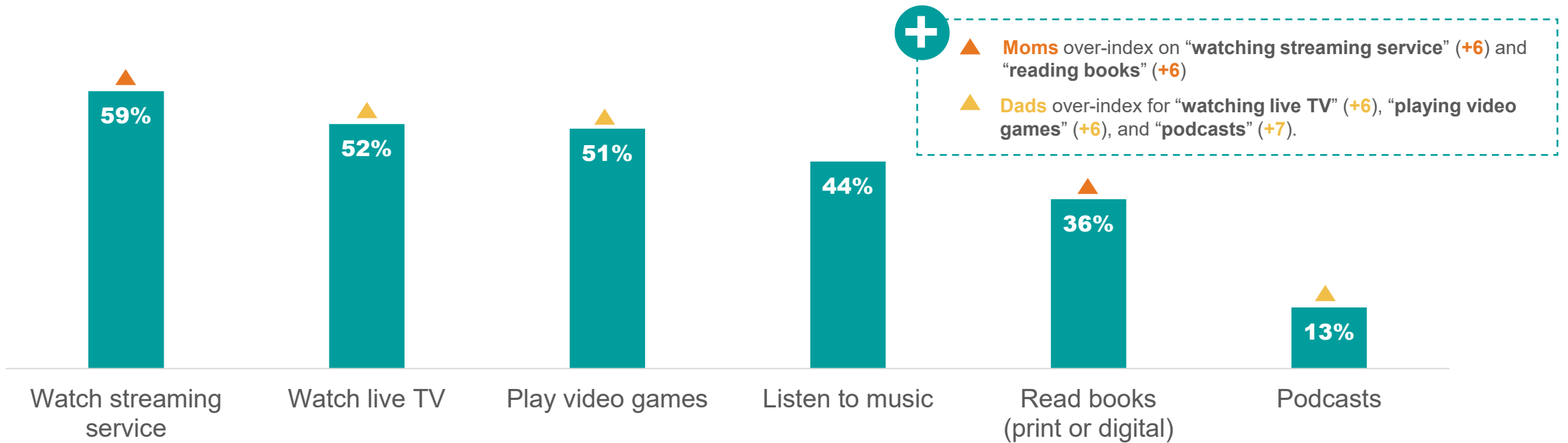
Q. Given the current Covid-19 situation, how has your children's time spent on the following changed? Watching more TV.

CONTENT IS...

FAMILY BONDING.

While stuck indoors, content has become a way to bond – but Moms and Dads have slightly different approaches. While Moms are balancing fun (streaming) with education (reading), Dads are more likely to focus on entertainment with their kids—watching more live TV and playing video games.

Activities Parents are MORE LIKELY TO DO with Children While at Home During Coronavirus Outbreak



Q. What activities are you more likely to do with your children while remaining at home during the Coronavirus outbreak?

From Daniel Tiger to Tiger King, services need to satisfy all ages.

Post-COVID, Parents and non-parents alike are now putting the “we” before “me” when considering which streaming services to subscribe to and are looking for platforms that can satisfy everyone in the household.

+13% **“WE”**
Reasons to
Subscribe

“Popular with My Household”
“Has Content My Family Talks About”

Increase in March 2020 over December 2019



Source: Ipsos Streaming 360; Driver analysis examining attributes against Likelihood to Subscribe/Continue Subscribing.
[Full Report](#)

Dads AND Moms are also playing and buying more video games to bond with their kids.

51%

Playing Video Games with their Kids

57% Dads
45% Moms

24%

Parents Purchased a New Console

22%

Parents Purchased a New Video Game

*The **Nintendo Switch** has sold out worldwide during the pandemic and March release **Animal Crossing: New Horizons** is one of the fastest selling titles in Nintendo's history.*



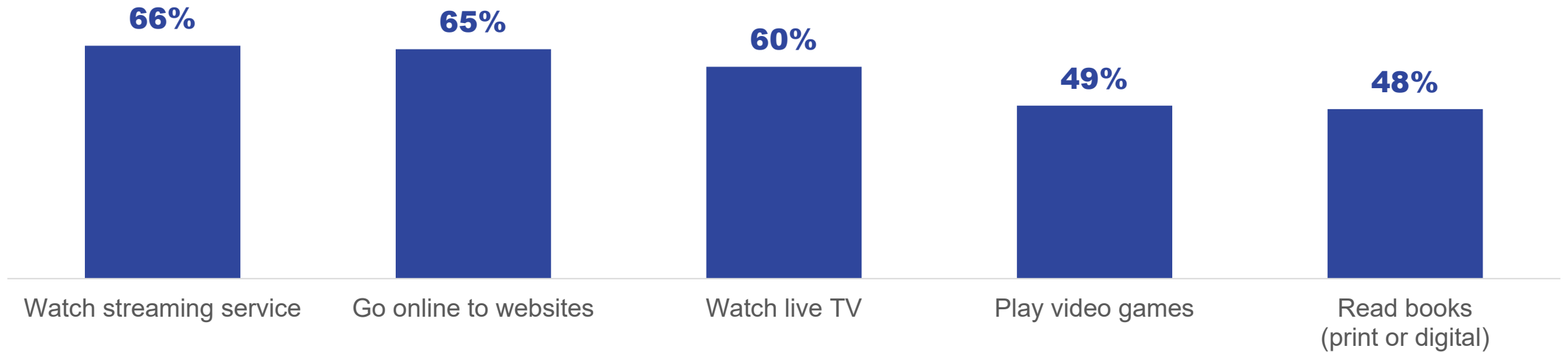
Q. What activities are you more likely to do with your children while remaining at home during the Coronavirus outbreak?
[Animal Crossing Sales Data](#)

CONTENT IS...

AN ADULT ESCAPE.

Beyond family bonding, content is a way for the adults in the household to escape, whether they're watching together or alone.

Parents' Top Activities (Doing More Of)



Q. What activities are you personally more likely to do while remaining at home during the Coronavirus outbreak?

Classic entertainment “comfort food” that’s no longer on streaming is also in demand.



Most “Requested” Content on Twitter



FRIENDS
120,000 Requests



SHREK
80,000 Requests

Source: Synthesio Social Media Analysis, April 2020. Most requested shows on Twitter.



**THANK
YOU.**

QUESTIONS?