

# IPSOS KIDS & FAMILY FAST FACTS

## How Content is Helping Families Cope in Lockdown

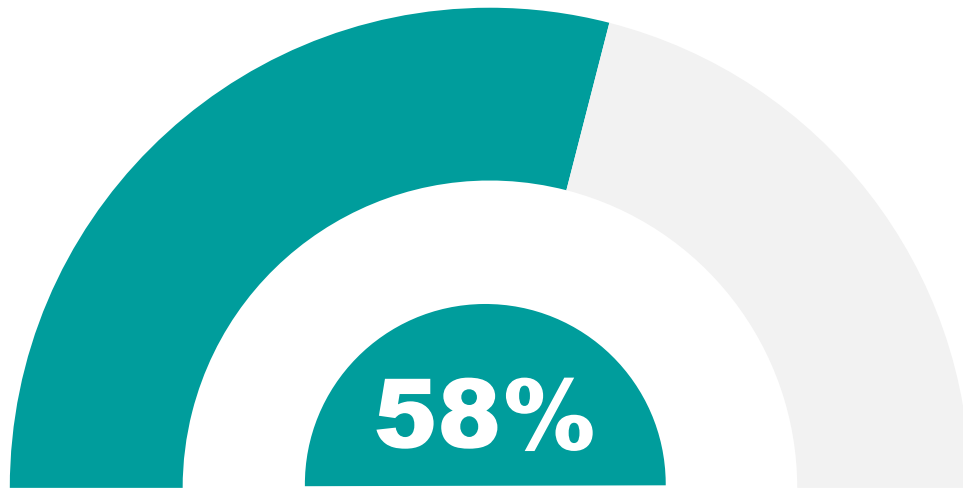
April 2020

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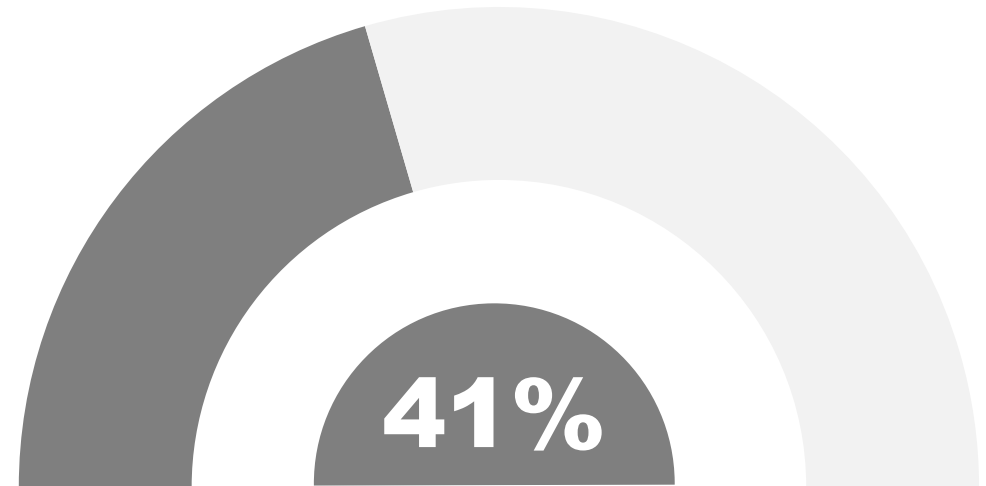


# Feeling anxious these days? You're not alone.

But if you're a parent, your anxiety is **1.4x** greater than it is for those without kids.



**Parents**  
High Anxiety



**Non-Parents**  
High Anxiety

Q. How anxious are you personally feeling about the Coronavirus? % answering "high anxiety"



# Working from home isn't helping Parents, either.

They're not just employees from 9 to 6 anymore; they're also teachers, babysitters, entertainers, personal chefs, and so much more.

Q. How would you describe your level of concern or stress about working from home?



Parents are...

1.75x

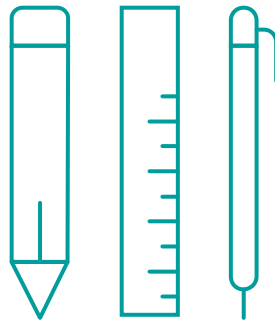
more likely to say they're extremely worried about working from home than non-parents.

# 6 in 10 Parents are worried about balancing their new roles.



61%

of Parents worry about keeping the kids occupied



59%

of Parents worry about balancing work and school



*Working from home with a small child has been a huge adjustment, and cause for stress.*

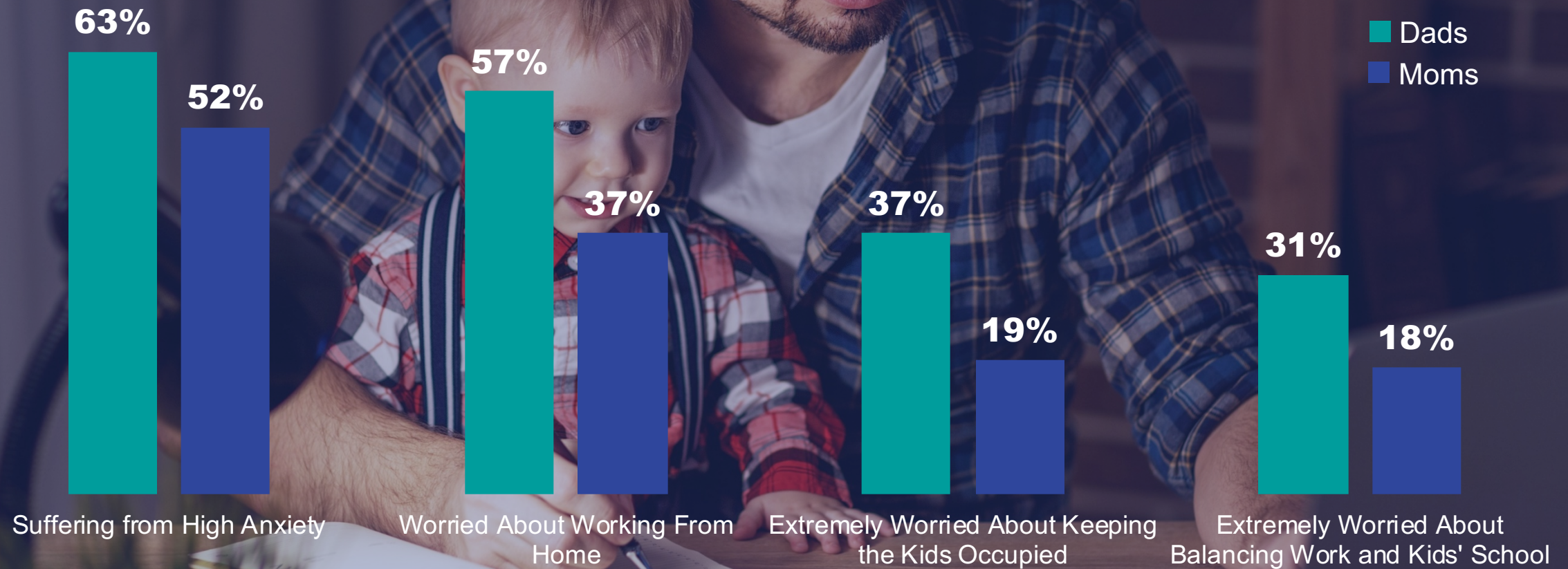
*Not only is our daily routine thrown off, but the demands of our daughter on two full-time working parents has caused disruptions in our work, anxiety of being behind, and sleepless nights trying to catch up while she's sleeping."*

**Dad of a 2-5 year-old**

Q. How would you describe your level of concern or stress about the following? % extremely + very concerned



# And Dads are learning just how hard it is to have – and do – it all.





# Parents of 6-12s have it especially hard.

Their kids are too old for school not to matter  
and too young to look after themselves.

# 63%

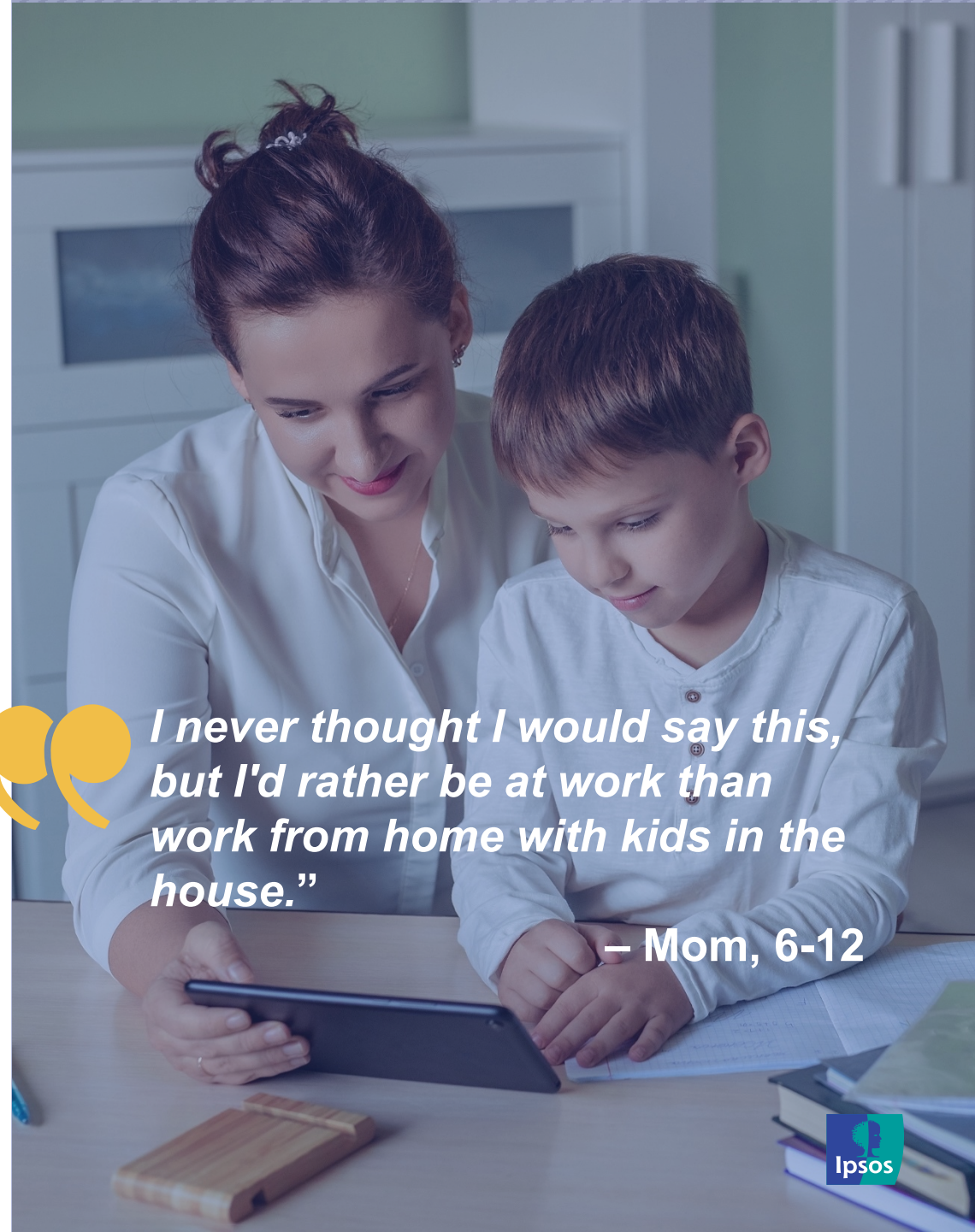
of Parents of 6-12s are worried about balancing work and  
teaching their kids, 6 points higher than other parents.

Q. How would you describe your level of concern or stress about the following?



*I never thought I would say this,  
but I'd rather be at work than  
work from home with kids in the  
house.”*

— Mom, 6-12



# How are Parents coping with this new normal? **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.”**







**For both kids and parents,  
content is THE main solution for  
easing anxiety and keeping the  
kids busy.**

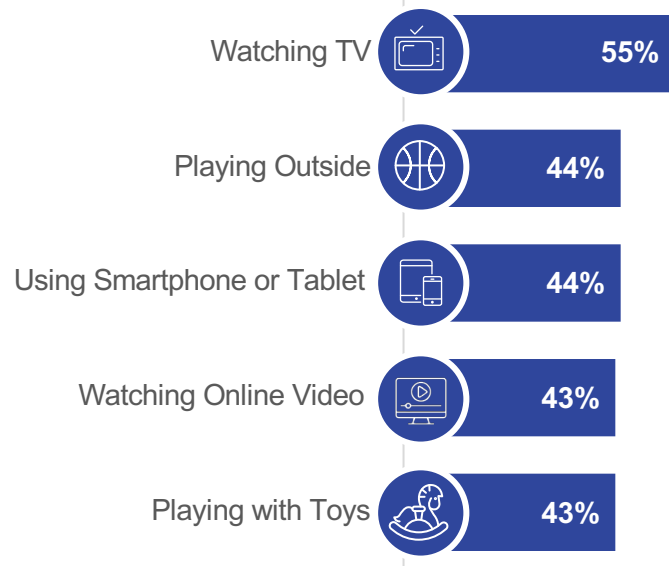
CONTENT IS...

# THE NEW DAYCARE.

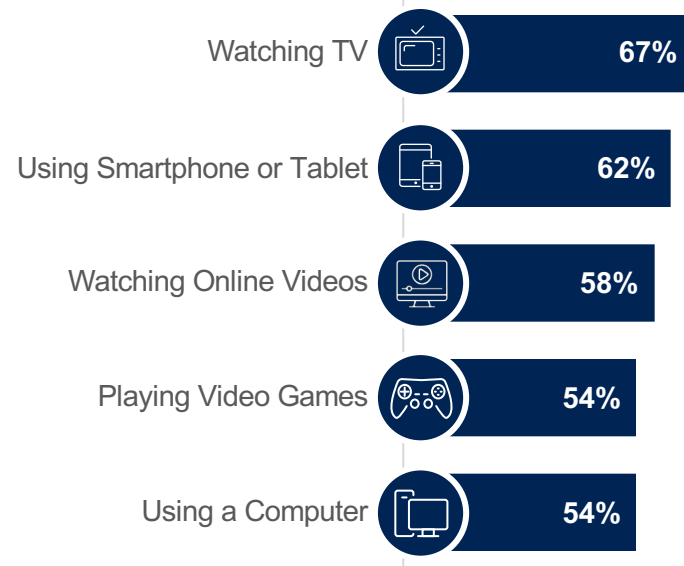
The majority of kids are watching more TV since the crisis, especially 6-12 year-olds. Teens are glued to screens of all kinds, binge-ing everything from TikTok to Tiger King.

## Activities Kids Spend MORE Time Doing

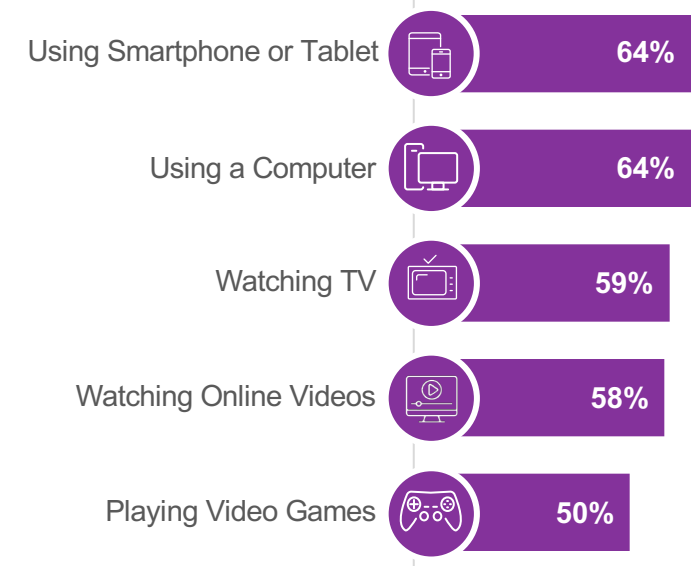
### Kids <5 years



### 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 isn't just daycare – it's also a teacher.

Kids under 12 are watching more educational TV, while teens are tuning into the news more than ever before to stay informed.

## Top 3 Types of Content Kids are Watching More

### Kids <5 years

 Children's TV **50%**

 Movies **41%**

 Educational **36%**


### Kids 6-12 years

 Movies **51%**

 Children's TV **48%**

 Educational **42%**

### Kids 13-17 years

 Movies **49%**

 News **38%**

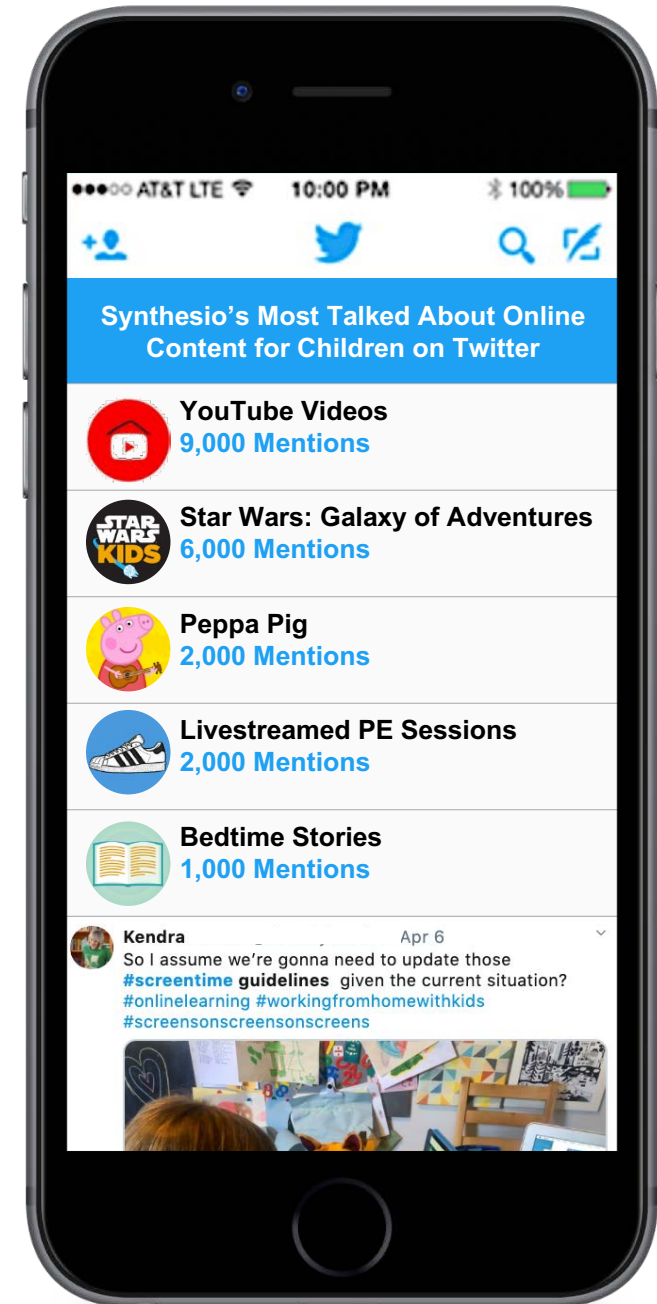
 Music **34%**

Q. How have your children's viewing habits changed over the last few weeks as the Coronavirus pandemic has worsened?

# Parents are looking for content to entertain, engage, and enlighten.

Just because the kids are indoors doesn't mean they don't still need gym class— Parents are getting creative and are using social media to crowdsource content for their kids.

Source: Synthesio Social Media Analysis, April 2020

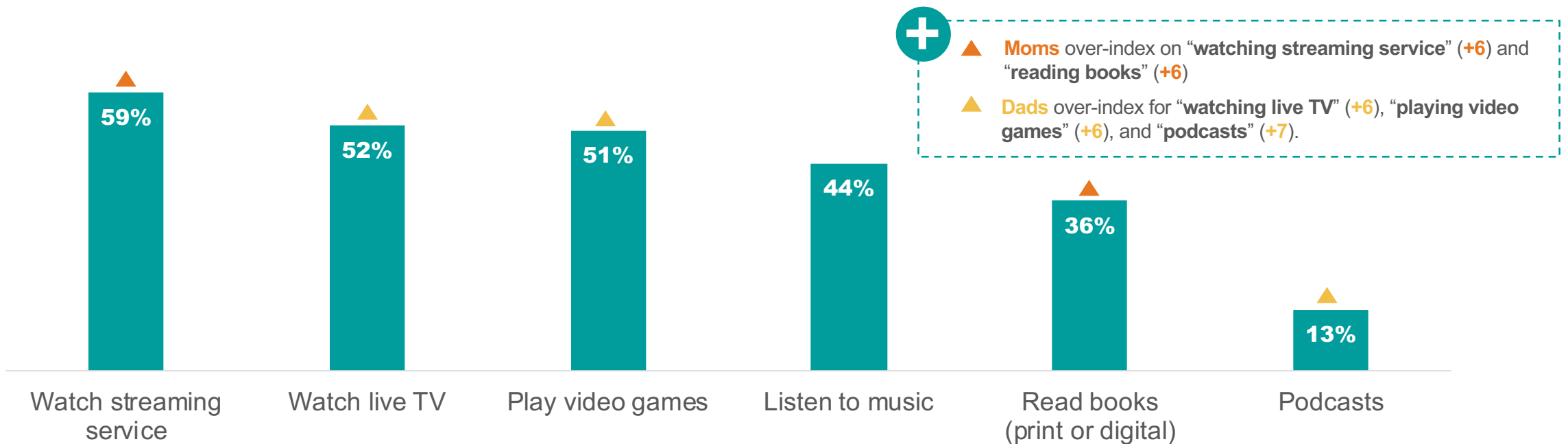


CONTENT IS...

# 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% 45%  
Dads Moms

24%

Parents Purchased a  
New Console

*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.*

22%

Parents Purchased a  
New Video Game



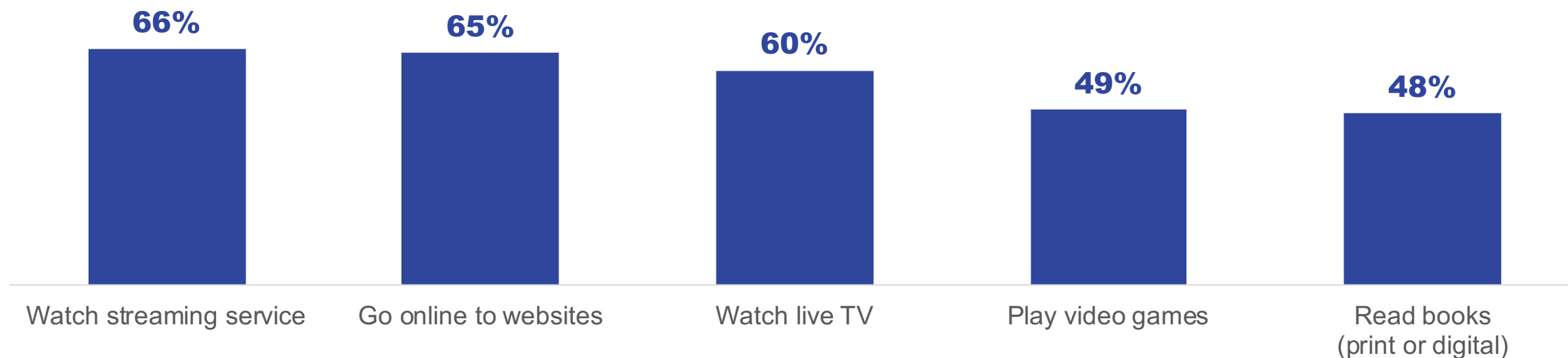
Source: [Sales Data](#)

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?



# For “me” content, Netflix has been the big winner on Twitter.



178k Mentions



132k Mentions



104k Mentions



87k Mentions



62k Mentions



50k Mentions



44k Mentions



35k Mentions



24k Mentions



22k Mentions

Source: Synthesio Social Media Analysis, April 2020. Top 10 most talked about shows on Twitter.

# 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.

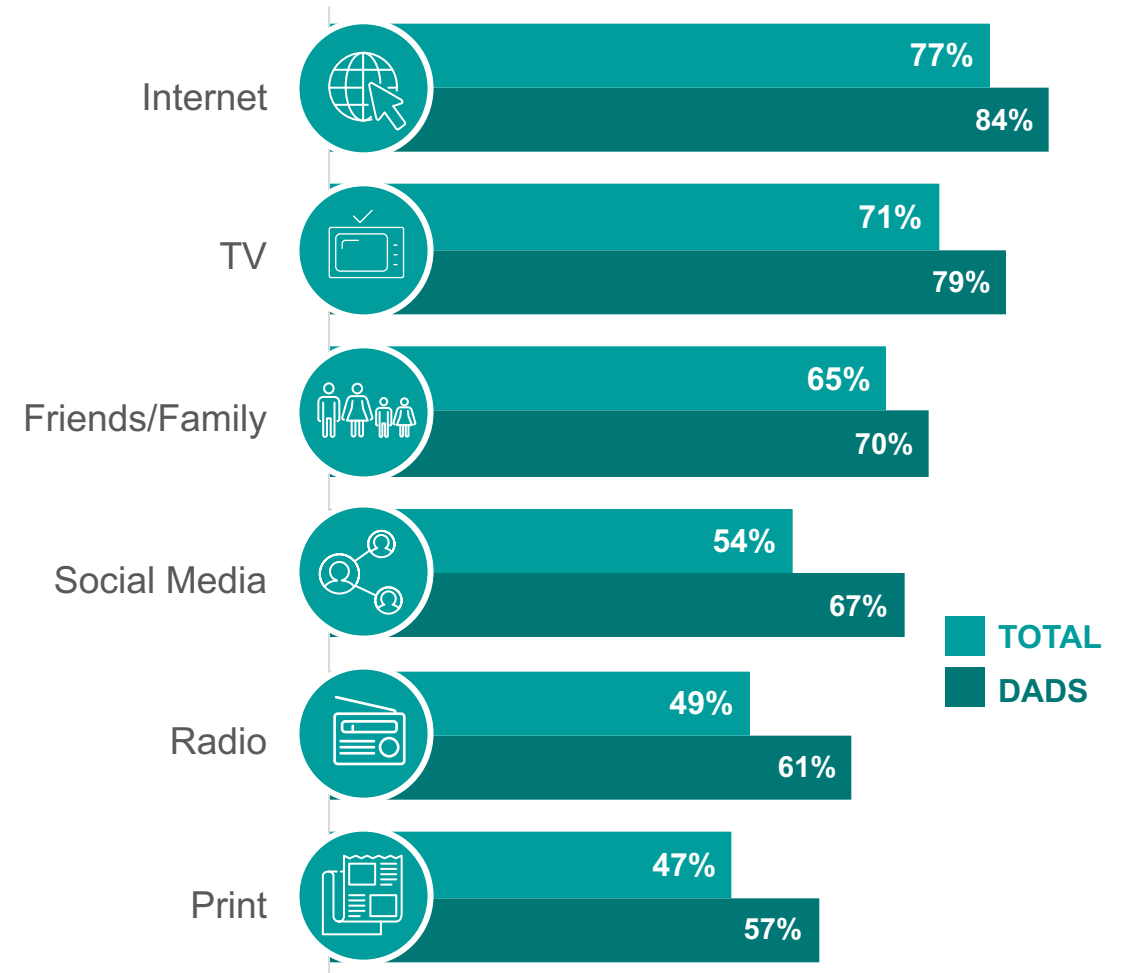
CONTENT IS...

# HOW PARENTS STAY INFORMED.

As the crisis continues and communities have adopted stricter restrictions, parents are in need of more information, especially from digital and TV sources.




Dads in particular are likely to be getting information during the pandemic, over-indexing on every single source, especially radio and print sources.



Q. How important are the following sources of information for providing you with needed information to get through the current times?





**1 in 4**  
**Parents**  
impacted by  
**COVID-19** are  
looking for even  
more information.



# But, how much info is too much? It depends on where you live.

Parents whose communities took COVID-19 more seriously earlier in the crisis are **more than 2x** less likely to say they are in information overload – information gives them control over a situation that otherwise feels out of control.

45%

## Information Overload

COVID has had no impact  
on my life

21%

## Information Overload

COVID has had at least  
some impact on my life



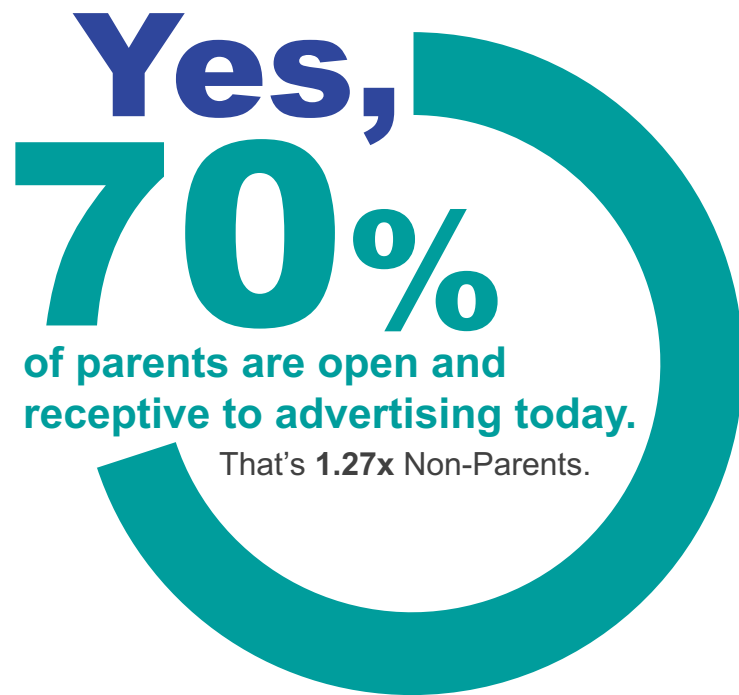
*Sometimes I might want to tune out, but my kids are now seeing and seeking out more news themselves about the COVID crisis.*

*I need to stay as informed as possible so I can help them navigate what they see to discern what are facts, opinions and what might just be internet rumors. It's an important part of helping them cope with all the change and uncertainty. “*

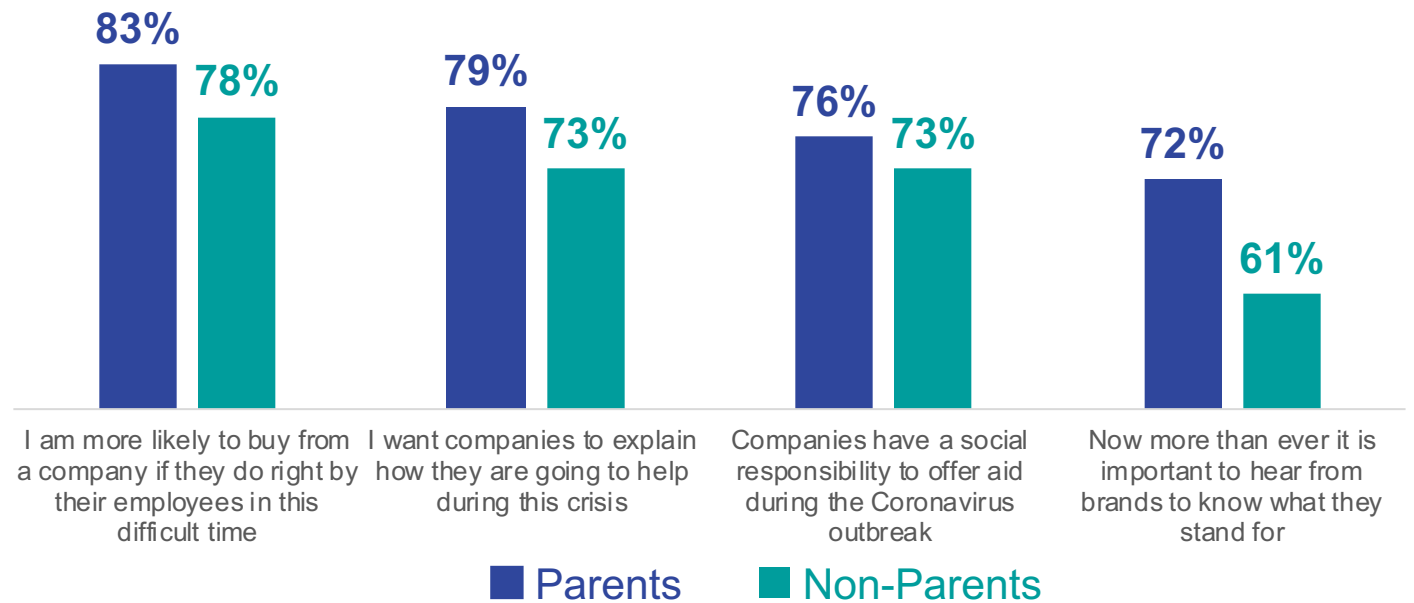
**Mom of a 13-17 year-old**  
**COVID-19 has had a significant impact on my life**

Q. To what extent do you feel that you have sufficient information to navigate the current Coronavirus situation in your own life?

# Do Parents want to hear from brands during this time?



**But,** brands need to be thoughtful in their messaging and give more than they take.



Q. How much do you agree with the following statements? % strongly or somewhat agree

# Advertising also makes an abnormal time feel normal.

77%

of Parents say that they want to “continue to hear from brands and companies on what they have to offer” because they are still shopping for things beyond groceries.



*Sure, advertise because we are still buying things, but I don't think brands can run the same ad from 6 months ago.*

*There has to be some acknowledgement that things are not the way they used to be. Empathy matters. How and why I'm buying their products has changed.”*

– Dad, 13-17



# IMPLICATIONS





# HOW TO HELP PARENTS PARENT

COVID-19 is a content game changer for Parents: They are being more permissive, allowing children to watch more TV & play more video games. **Don't make them regret it.**

- **TV Time is Family Time.** Families are once again gathering around the TV *together*. Be conscious that there is more family viewing in “prime-time” when programming or curating content.
- **Market Kids Shows to Adults.** Parents already know when their favorite show is on. Instead, consider using promotional time to highlight a family/kid friendly program that could help them during working hours, especially if it doubles as “edutainment” to assuage their guilt about schooling.
- **Get Dads Excited.** Dads are using live TV and games even more than Moms to bond with their kids. Market programs and video games that Dad will want to share with their kids, both new and old.
- **Bring the Theater Home.** Kids are watching more movies than any other content. If you are considering early/platform releases, kids and family fare is a smart way to go.





# HOW TO HELP PARENTS RECHARGE

As Moms and Dads find themselves comforting their kids all day, remember they need some TLC, too. **Make carving out some “me” time a comfort and not a chore.**

- **Keep It Light.** When it’s time for viewing or gaming “me” time, recognize that parents are likely spent from a long day at the home office and serve them content that doesn’t take 3 episodes or levels to get hooked on.
- **Encourage Sampling and Repackage Old Favorites.** Parents are catching up on watercooler shows they may have missed and are also seeking comfort in shows like Friends that they’ve seen a million times. Stunts like HBO’s free classic series are working and should be emulated.
- **Make It Easy.** Sometimes it’s easier to get sucked into something that’s already playing than it is to click “play”. While decision fatigue may plague streaming services, Live TV provides instant gratification and syndicated shows that are no longer on demand. Dig into your licensed content and consider programming marathons or curating classics to cut down indecision and make it easy to jump in.





# HOW TO HELP BRANDS AVOID BADVERTISING

Parents are open to advertising – even more than non-parents – but messaging has a balancing act to play. **Keep advertising, but do it responsibly.**

- **Acknowledge the Crisis...** Life has changed, priorities have changed, how and why consumers are buying your product and services has changed. Parents want brands to recognize and empathize. Acknowledgement doesn't have to be overt, but ads that show activities that are no longer possible due to quarantine are perceived as tone deaf in today's environment.
- **...But, Consider Your Audience.** Regions that were slower to take the Coronavirus seriously may be more resistant to messaging about the virus. Target creative accordingly.
- **Be Authentic and Helpful.** Parents are looking for brands to help in the crisis—both the consumer and the community. They will not be as receptive to messaging that doesn't match perceptions about a brand's behavior, especially as they pertain to treatment of a company's employees.

**FAST FACTS is a complement to**

# **IPSOS KIDS AND FAMILY**

A syndicated study that 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 for an unprecedented look at the genesis, development and intersection of media and technology and how it manifests within families.

## **TRENDING**

- Kids and family data to trend over 3 years
- With the new Fall 2019 release comes the ability to trend over 3 years

## **YEAR-ROUND FIELD**

- Quicker insight into changes in technology ownership and media consumption
- Bi-annual survey updates

## **ROBUST DESIGN**

- Quant and Qual Design
- Survey of 4,000+ Kids, Teens and Parents
- Media diary to capture Day-in-the-Life habits

## **COMPREHENSIVE VIEW**

- Greater insight, into family decision-making and content discovery
- Diverse topics that capture behaviors, attitudes, perceptions, and advertising impact

**FAST FACTS fielded the week of April 1, 2020 among n=1000 online.**

# Ipsos Audience Intelligence



## Ipsos Affluent Survey

The longest running, most widely used, largest scaled study of affluents anywhere in the world (affluents = Adults 18+, HHI \$125k+). We help hundreds of media brands/companies, advertising agencies and brand marketers define, understand, activate against and monetize their audiences.

Sources



## Ipsos Kids and Family

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## TV Dailies

Recognized as the industry standard for tracking new and returning series in the US, TV Dailies has been conducting interviews every day for 15 years, providing insights into title level awareness, intent to view, network/service attribution and more, for over 10,000 seasons of content from 140 different media networks or services since its inception.



## (New) SVOD/Streaming Research Solution

New multi-client research product that helps clients refine platform positioning, enhance marketing strategy, and improve audience targeting and acquisition. It also delivers robust metric tracking of the ever-evolving streaming landscape. The cornerstones are customizable advanced analytics and insight delivery through powerful, predictive models and online tools.