



provoke
insights

Children: How Shopping for
Children is Impacted

June, 2020



Background & Objectives

Over the last three months, daily habits and routines have been uprooted. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent?

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered 16 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.

Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5th to June 15th, 2020.

Sampling was matched to reflect 2019 U.S. Census data¹. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

¹ <https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&tid=ACST1Y2018.S1701&hidePreview=false&vintage=2018>



Overview



Purchasing Behavior

The pandemic has shifted the way parents are shopping for their children. Over two-fifths of parents are buying more online for their children than prior to Covid-19.



Children Online

Kids are also spending more time online. Seventy-four percent of parents say that their children are on the internet now more than ever before.



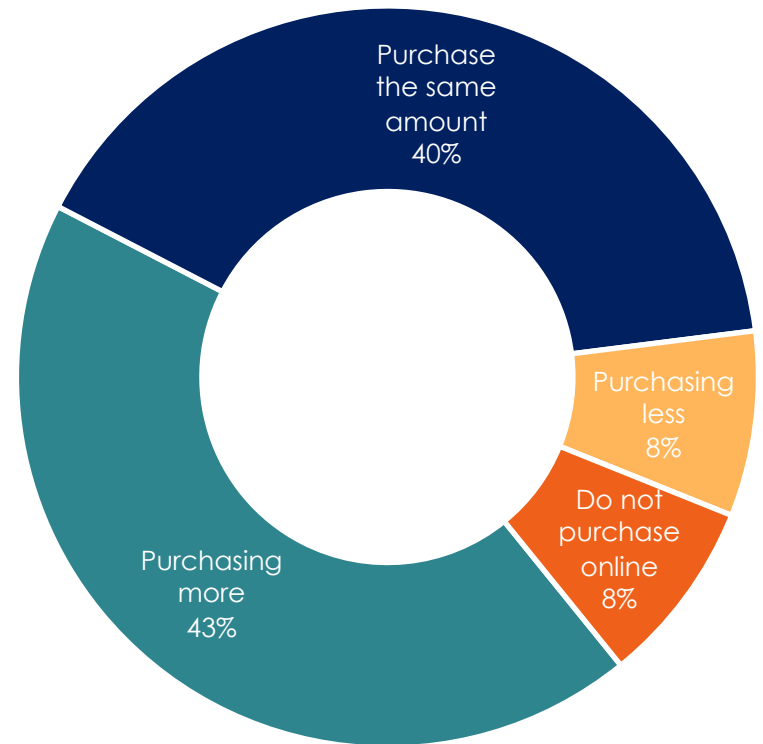
Attitudes

The current pandemic has changed the way Americans have viewed the world around them, and family life is no different. The majority of Americans (82%) feel that family is more important now than before COVID. Three-quarters of Americans think that educational toys are essential.

Purchasing For Children

Forty-three percent of parents are purchasing more online for their children. Overall, 83% of parents are buying the same amount or more online.

Online Buying Habits for Children
Top 2 – Purchase much more/slightly more vs.
Bottom 2 Purchase much less/slightly less



The Family has Become Paramount

Top 2 – Strongly Agree/Agree

82%

of people feel that family has become more important during COVID-19.



Parents Attitudes About Children

Top 2 – Strongly Agree/Agree

Nearly three-quarters of parents say that their children are spending more time on the internet than ever and that educational toys are significantly more important.



74%

Children are online more than ever*



73%

Educational toys are more important

Get in Touch

For further information on this data click [here](#), e-mail info@provokeinsights.com, or reach out to Rachael Ryan (rachael.ryan@provokeinsights.com).

Please note: the data can be broken up by the following attributes to further understand each category:



Gender



Geographical Area



Household Income



Generations



Marital Status



Economic Beliefs



Employment Status



Children in Household



Optimism for the Future