



provoke

insights

Children:
Fall 2021 Trends



Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple industries, including children.



Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22nd to September 28th, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview



Purchasing Trends of Parents

Parents are big spenders. Almost half of them have purchased toys in the past month, especially younger, unvaccinated parents and those in a domestic partnership. Many are also making travel plans for the near future, whether it is to visit family or to go on vacation. Almost two thirds of parents are subscribing to three or more streaming services and almost half have increased the number of subscriptions that they have over the past year.



Shopping Preferences

Parents are more likely than others to pay premium prices to stay on top of trends or to buy products sourced from sustainable materials. Though almost a third of them prefer shopping online, they enjoy spending time picking out their items and are slightly less likely than others to stick with brands that they are familiar with.

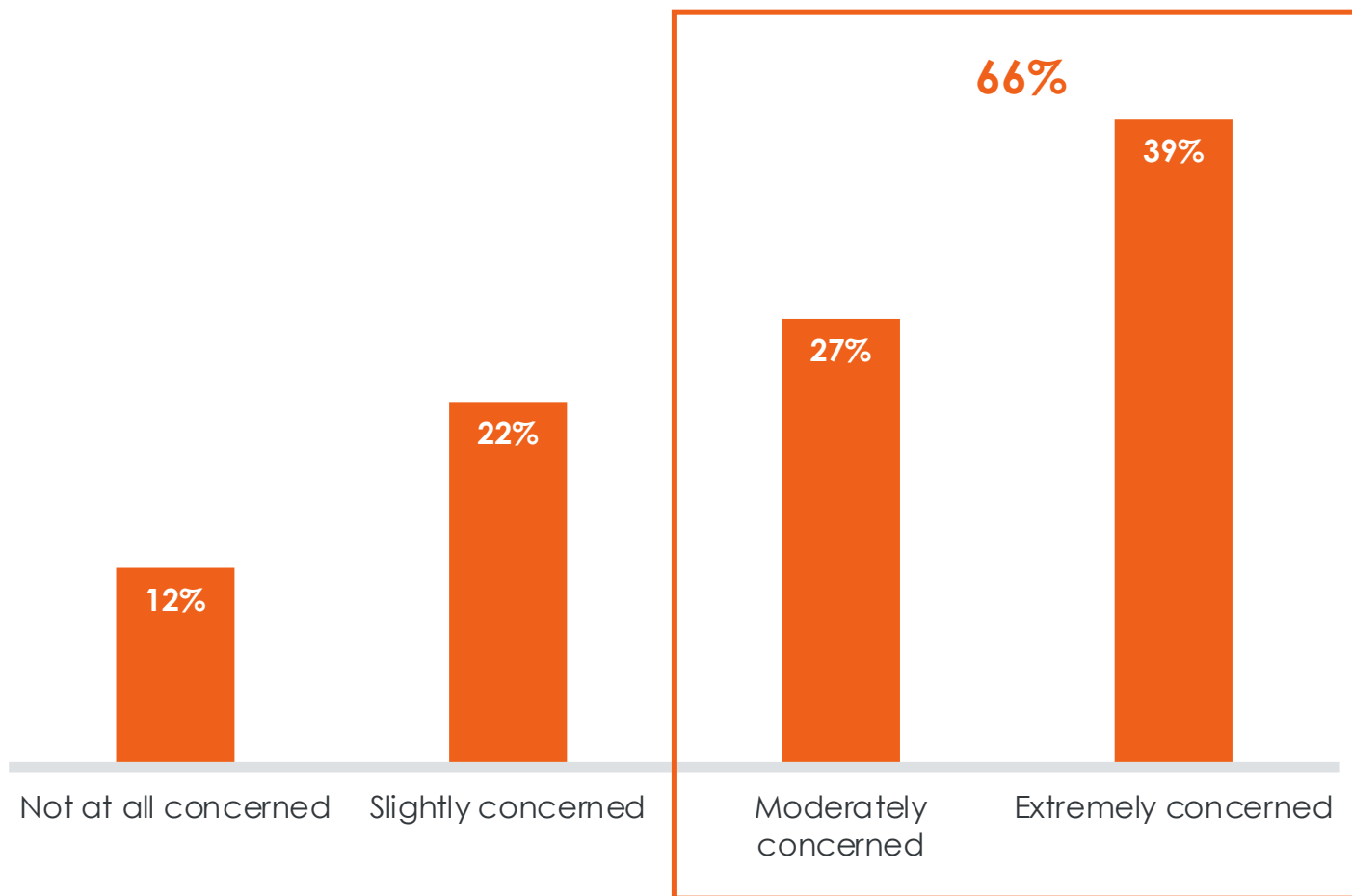


COVID-19 Concerns

Two thirds of parents are still concerned about their children's health regarding COVID-19. This is especially true among Blacks, Democrats and people who live in urban areas. People who feel this way are also likely to be vaccinated against COVID-19..

Concerns About Children's Health

Two thirds of parents are still concerned about their children's health in regard to COVID-19.

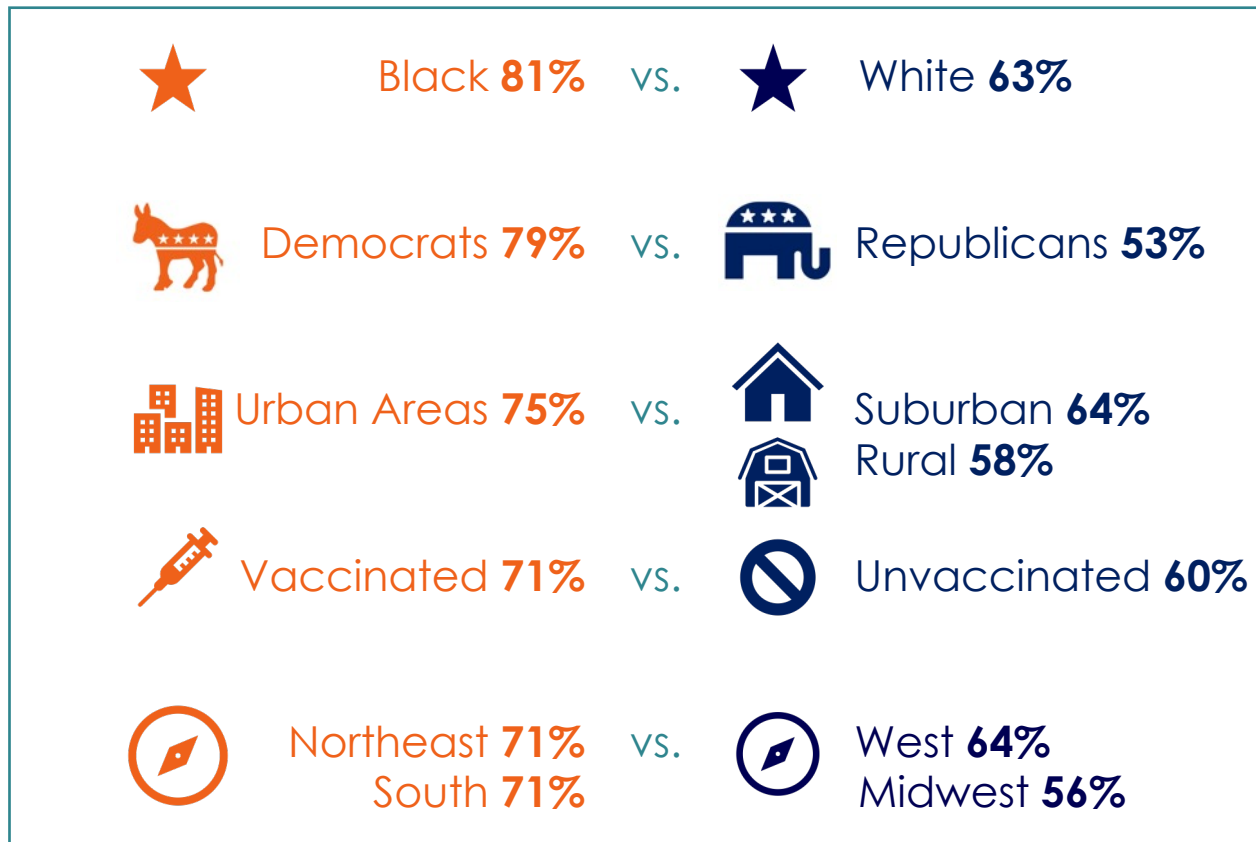


Who's Most Concerned

Democrats and those who are vaccinated, and African Americans are more worried about their children's health in regards to COVID-19. Parents from the Northeast and south, and who live in urban areas are also more worried.

Moderately/Extremely Concerned

4-Point Scale



Who's Buying Toys?

Almost half of parents have recently bought toys. Younger, unvaccinated parents, and those in domestic partnerships are even more likely to have made these purchases.



43%
of parents have
purchased toys
in the past month.

*Parents with these characteristics are
more likely to have purchased toys in the
past month:*

Z

Gen Z **54%**

M

Millennials **54%**



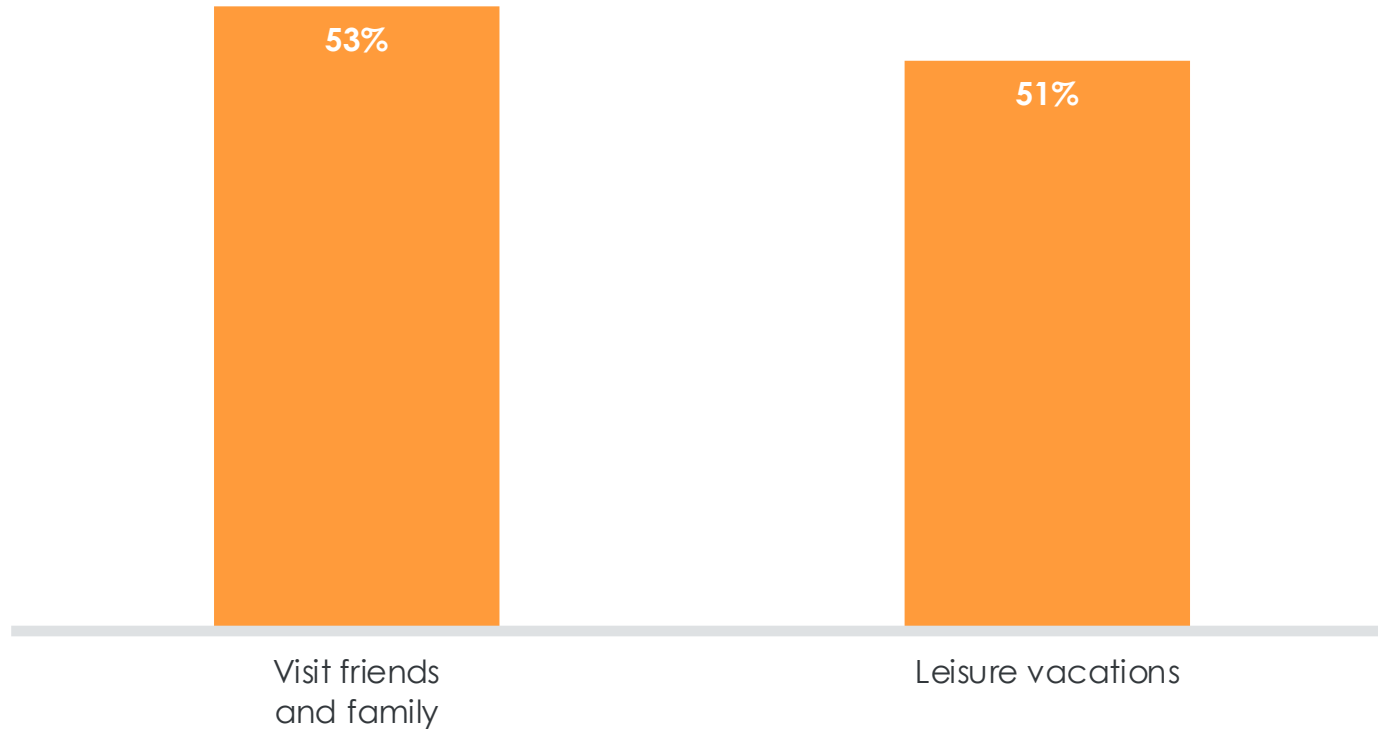
Domestic Partnership **52%**



Not Vaccinated **49%**

Family Travel Plans

Half of parents plan to travel for leisure or to visit family in the near future.



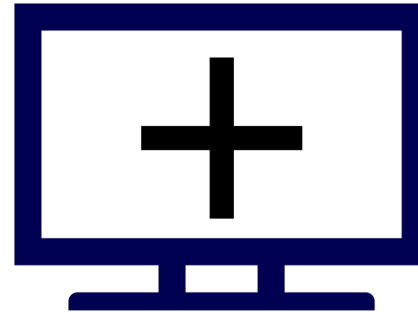
Streaming Services

Almost all parents currently subscribe to at least one streaming service. Almost half have increased the number of services they subscribe to in the past year.



61%

Have at least
3 streaming service



42%

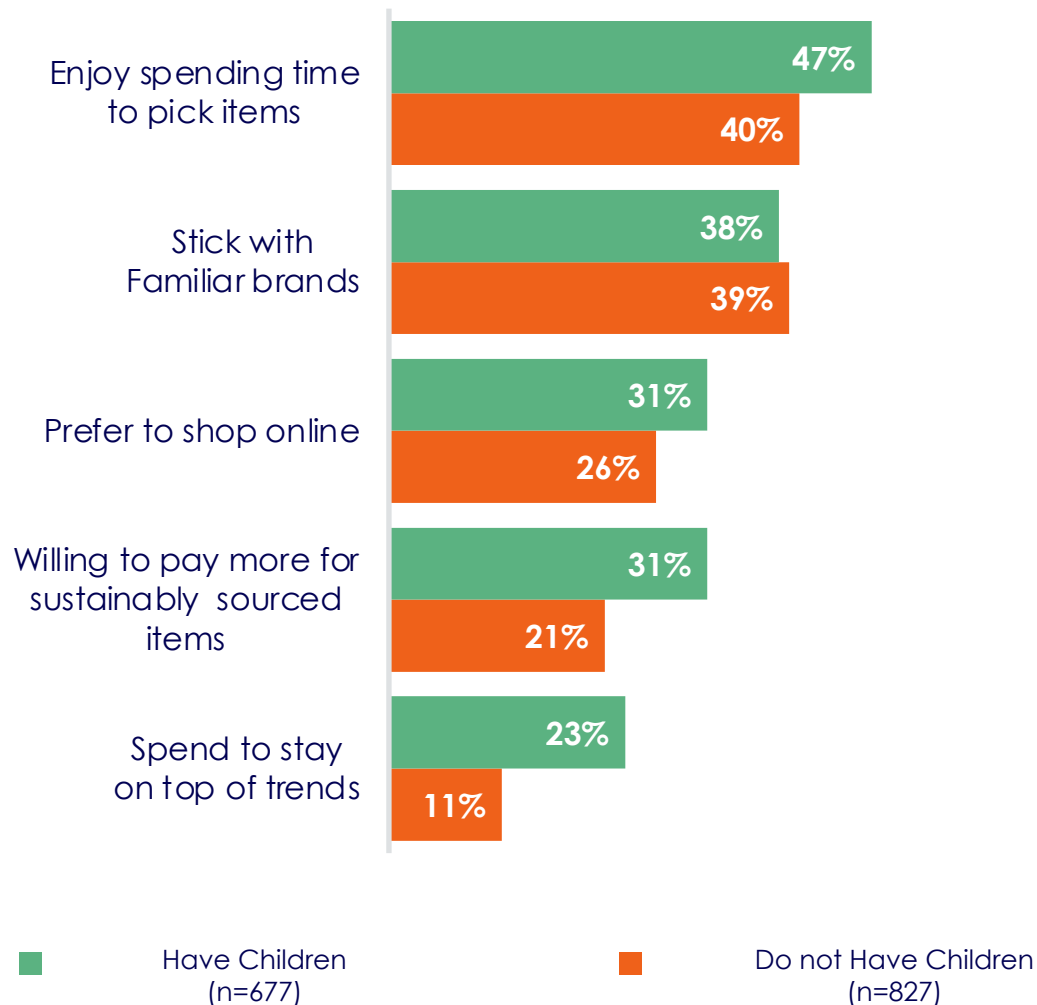
Have more subscriptions
now than in 2020

[Base: Have a streaming service (n=639)]

Shopping Trends

Parents are more willing to pay extra for external factors such as sustainably sourced products and to stay on top of trends.

(Top 2 on a 7-point agree scale)



Respondent Overview

Gender



52%
Female



48%
Male

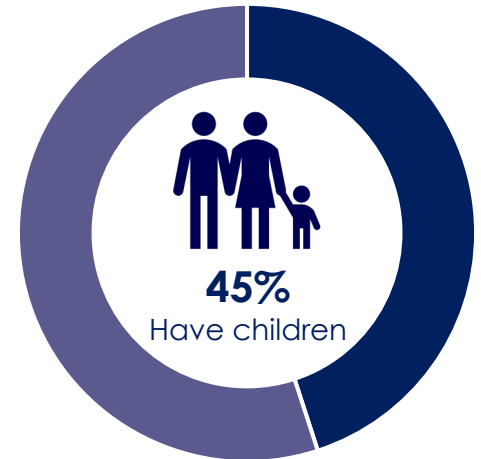
Generation

42 years old
Average Age

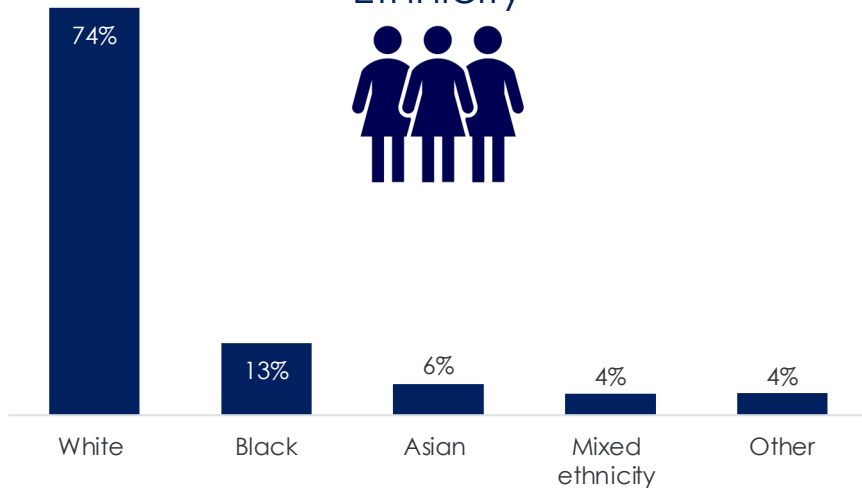


M 43% Millennials	X 33% Gen X
B 18% Baby Boomers	Z 6% Gen Z

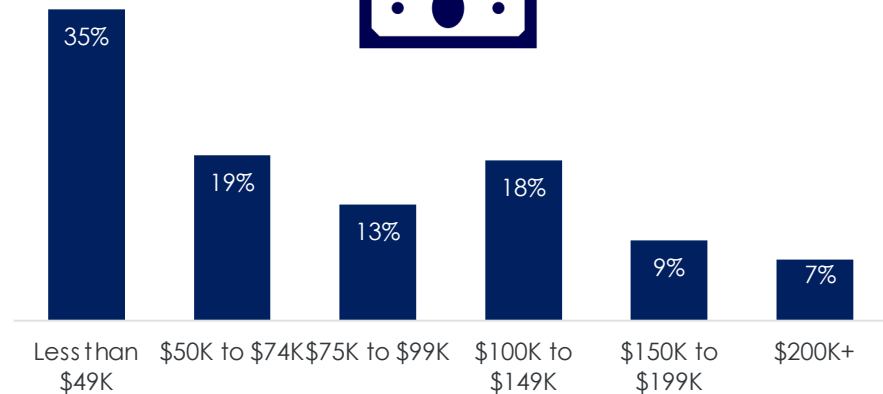
Parental Status



Ethnicity



Household Income



Respondent Overview (Continued)

Vaccinated



68%

Vaccinated



30%

Unvaccinated

2% Prefer not to say

Region



44% South



22% Midwest

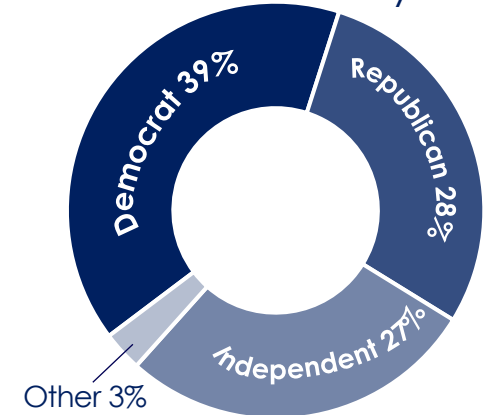


17% Northeast



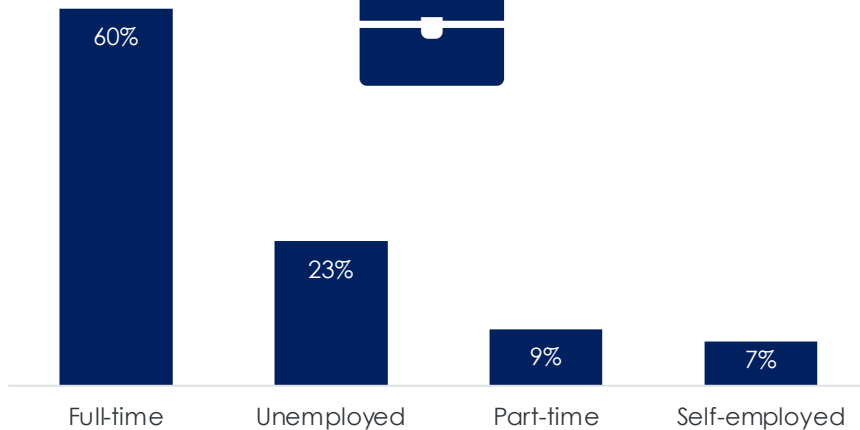
17% West

Political Party

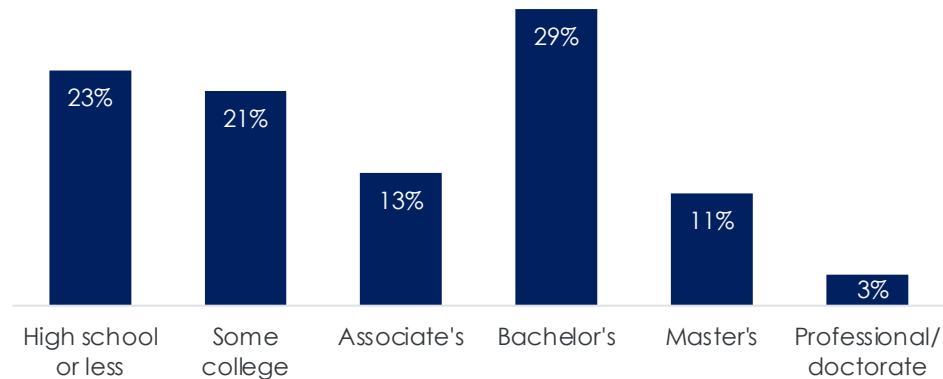


3% Prefer not to say

Employment Status



Highest Level of Education



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding**, **advertising**, and **content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breeda@provokeinsights.com.