



The Vote Is In: Brands Essential to Family Wellbeing during Pandemic

JULY 2020

Introduction

This report presents the research findings from the Fluent study on the wellbeing of families during the COVID-19 pandemic.

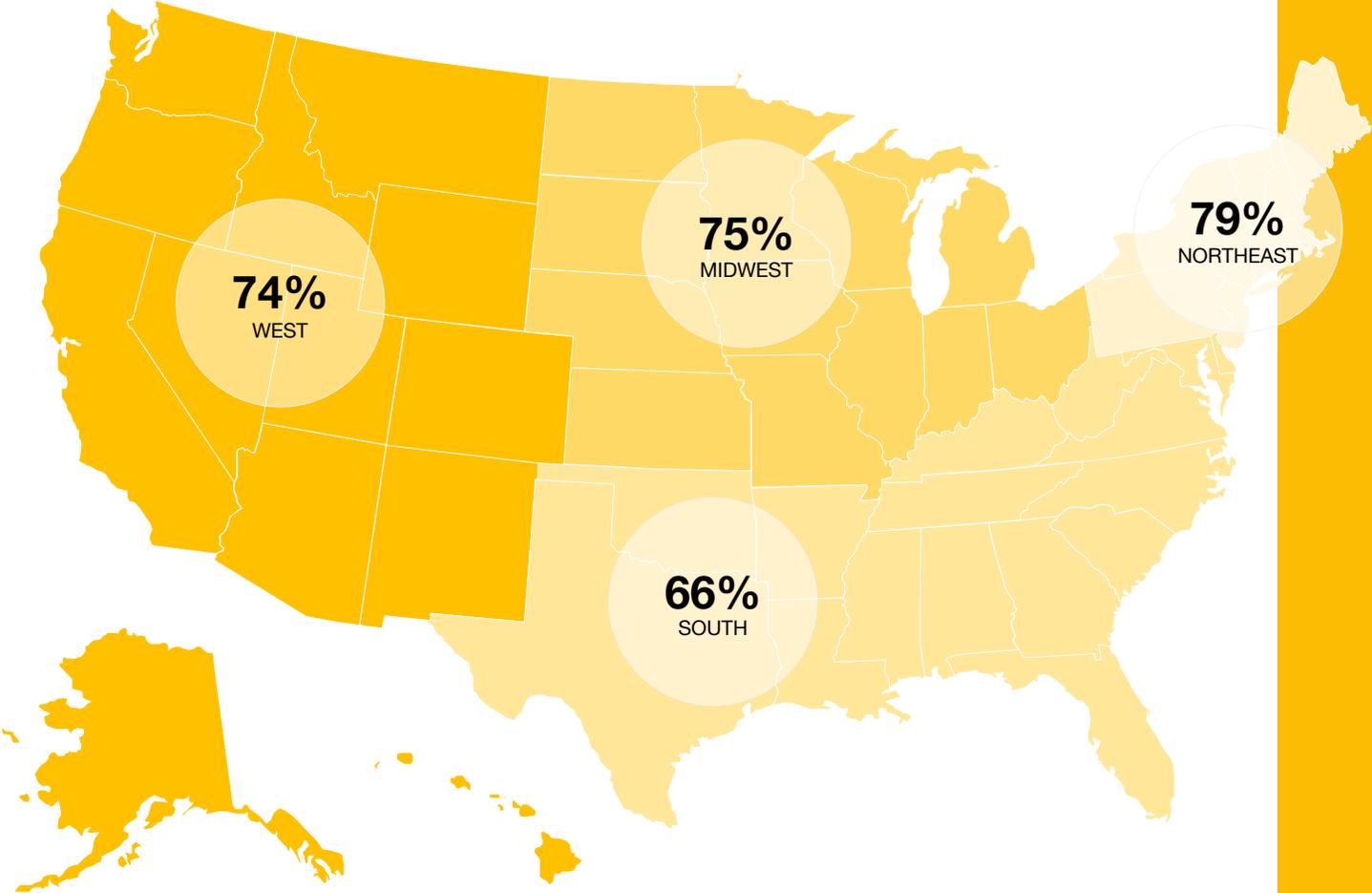
The survey was conducted online among a national sample of 2,032 parents or guardians of children ages 2-18.

In addition, 894 teens ages 13-18 from these households completed a separate section of the survey.

The survey was conducted April 22 – May 5, 2020.



Government-mandated stay-at-home or quarantine order



At the time of the survey, nine in 10 families (91%) were living in an area with stay-at-home orders or recommendations to limit interactions with people currently in place.

Which of the following best describes the state of the coronavirus/ Covid-19 outbreak in your community right now? N=2,032

Parents name brands that have been essential to their family wellbeing during the pandemic

When asked to name the top 3 brands most essential to their family's wellbeing since the Covid-19 outbreak, parents mentioned dozens of brands. However, the clear leaders stood out.



Thinking about the brands that have been essential to your family's wellbeing since the coronavirus/ Covid-19 outbreak, what are the top 3 brands that come to mind? (open-ended) Parents N=2032

Teens name tech brands as most helpful to them

Teens opted nearly exclusively for tech brands, when asked to name the top 3 brands most helpful to them during the Covid-19 outbreak.

1



2

amazon

3

N

4

Google

5



6



7



8

zoom

Digital technology is highly integrated into teens' lives even in normal times, but has been indispensable during the lockdowns

Teens did the following at least 5 times during the past week:

72%

Text or exchange online messages with friends or family

69%

Use social media apps

65%

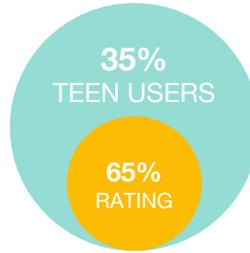
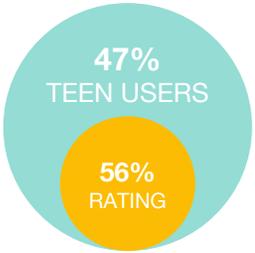
Watch video on TV or online

56%

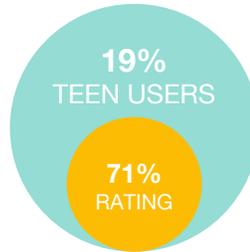
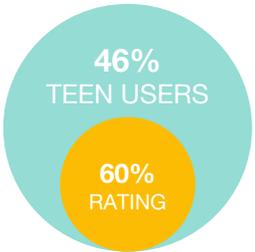
Play video or online games

... but only 25% read books or magazines for fun, not school

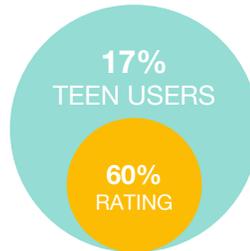
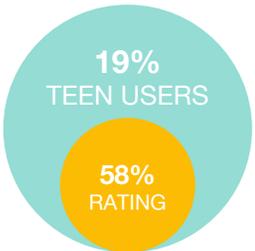
zoom



Google Classroom



Google Meet



 RATING: EXCELLENT/VERY GOOD

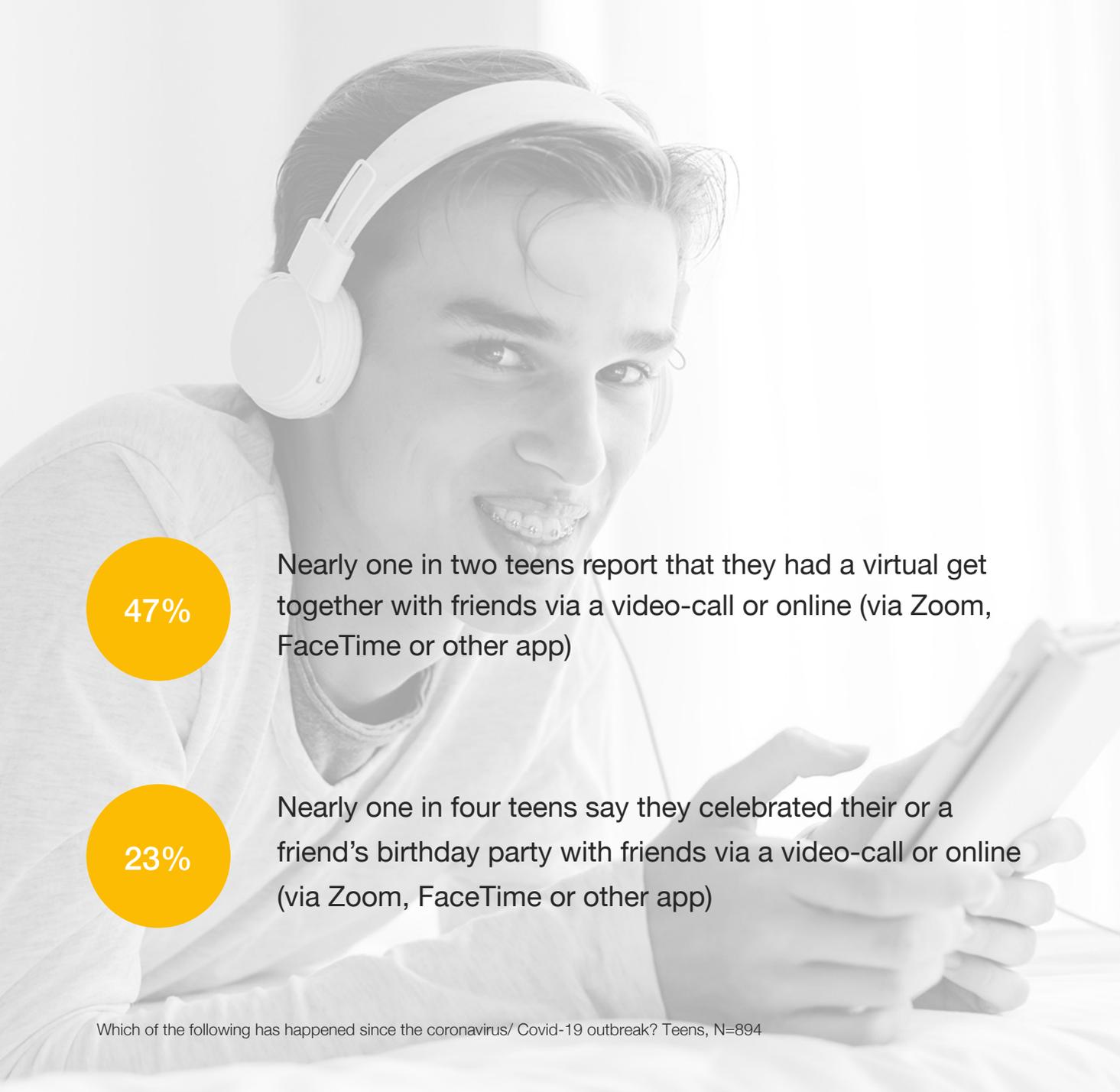
 TEEN USERS

Which of the following technologies, websites or apps have you used for your learning or educational purposes during the current coronavirus/ Covid-19 outbreak? N=894

How would you rate the quality of the technologies, websites or apps you have used for your learning or educational purposes during the current coronavirus/ Covid-19 outbreak? among those who used each app

Tech brands have also been indispensable for remote learning

- Nine out of 10 teens have used technology for educational purposes during the pandemic, with Zoom and Google Classroom, the most commonly used apps.
- Teens gave the thumbs up to most tech brands used for learning.



Technology has also brought a modicum of normalcy during the times of social distancing

47%

Nearly one in two teens report that they had a virtual get together with friends via a video-call or online (via Zoom, FaceTime or other app)

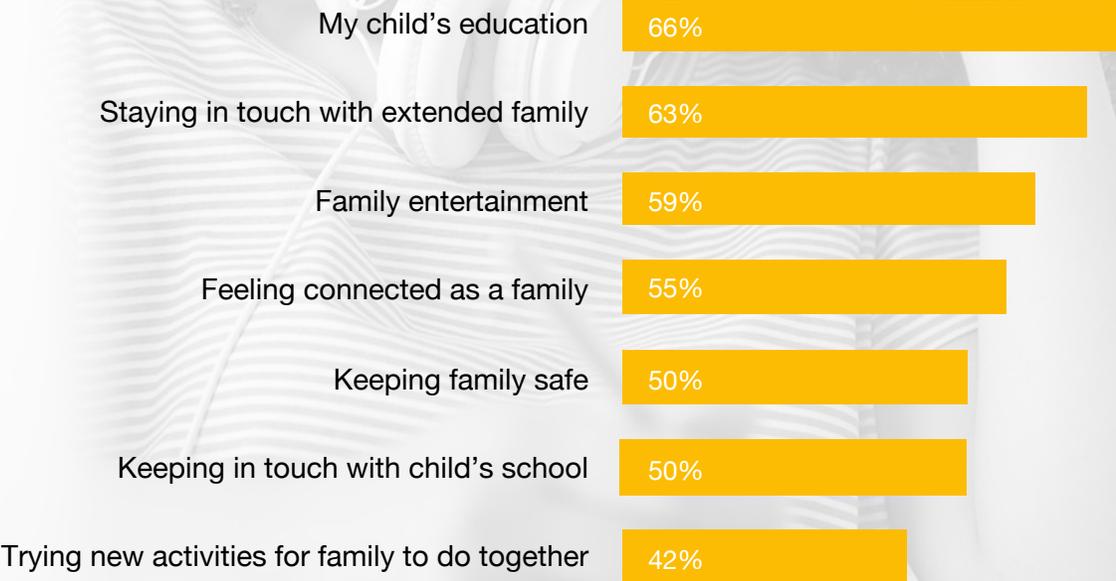
23%

Nearly one in four teens say they celebrated their or a friend's birthday party with friends via a video-call or online (via Zoom, FaceTime or other app)

Which of the following has happened since the coronavirus/ Covid-19 outbreak? Teens, N=894

Parents also report relying on digital technology for a wide range of purposes during the pandemic

Relied on digital technology completely/a lot for...



During the past 30 days, to what extent have you relied on digital technology (smartphones, tablets, computers, and apps) for each of the following? N=2032

Fluent is a consulting firm specializing in research that informs the development of public policy, educational programs, media and technology focused on children's education, health and wellbeing. We have applied rigorous and innovative research solutions in service of promoting children's access to and quality of education, and gender equality in the U.S. and in over 70 countries around the world.

Fluent Research
845 Third Avenue, Sixth Floor
New York, New York, 10022
www.fluentresearch.com

Research Lead
Nellie Gregorian
+1.646.701.2955
ngregorian@fluentresearch.com

