

A photograph of two young women sitting at a desk, looking at two laptops. They are in front of a large window that looks out onto a forest with trees having yellow and orange autumn leaves. The image has a dark, semi-transparent overlay.

# 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.

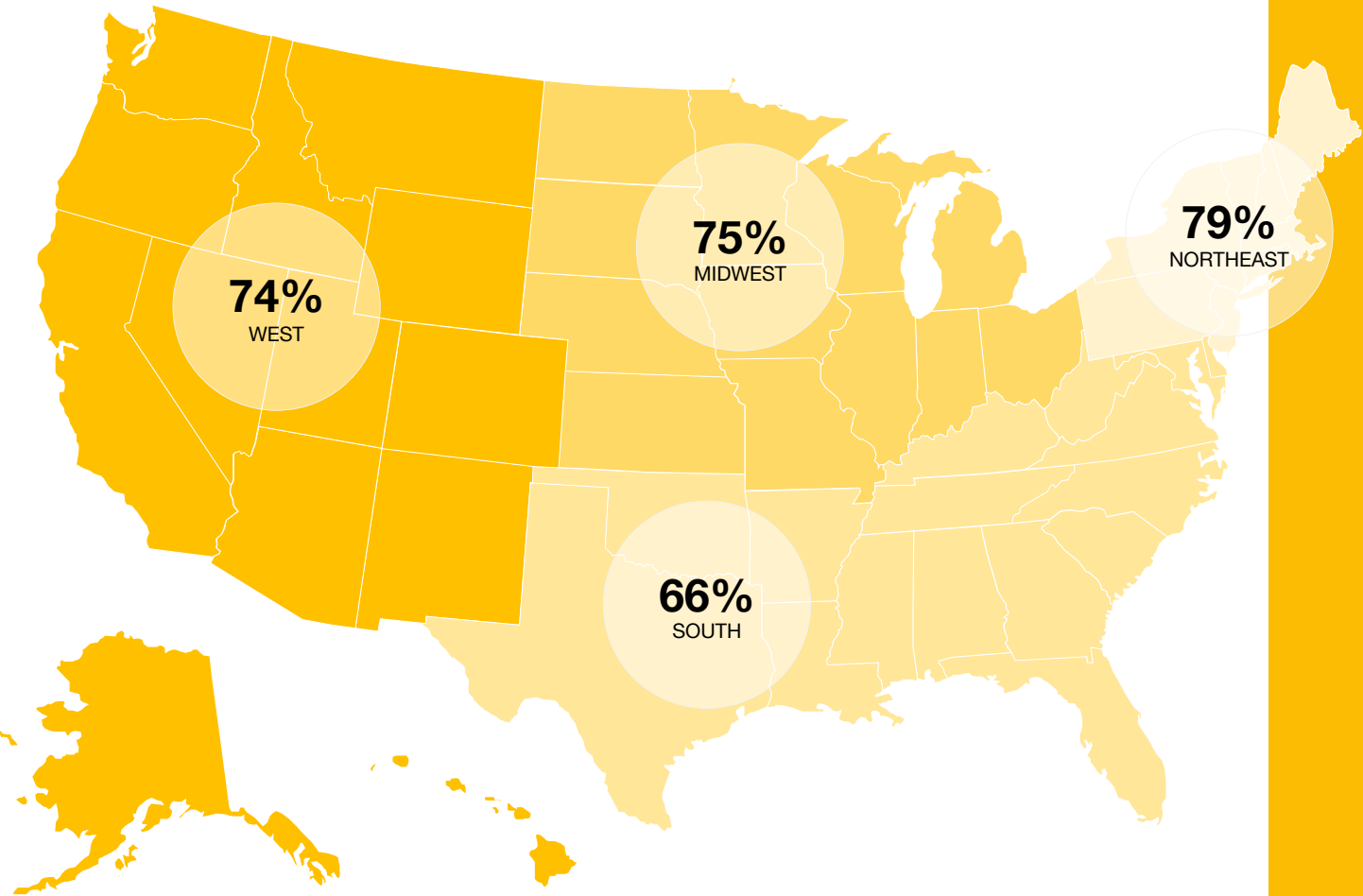
The survey was conducted online among a national sample of 2,032 parents or guardians of children ages 2-18.

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.

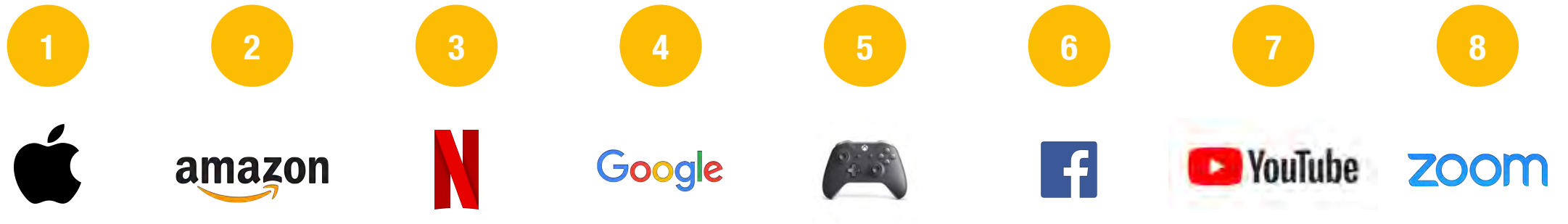
# Parents name brands that have been essential to their family wellbeing during the pandemic

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.



# 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.



Thinking about the brands that have been most useful to you during the coronavirus/ Covid-19 outbreak, what are the top 3 brands that come to mind? Teens, N=894

**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

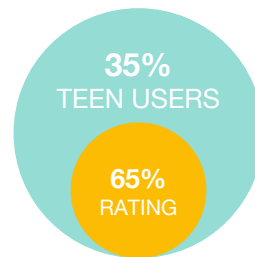
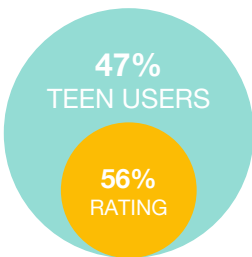
56%

Play video or online games

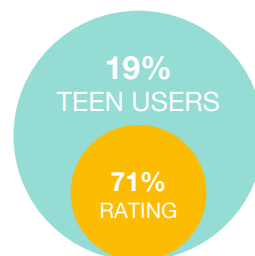
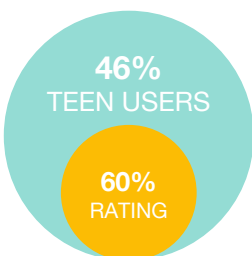
... but only 25% read books or magazines for fun, not school

In the past week, how often did you do each of the following? Teens, N=894

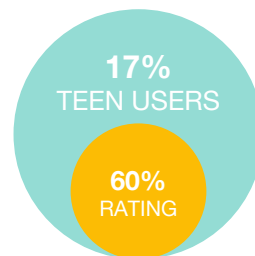
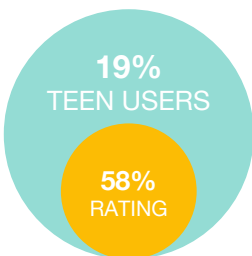
zoom



Google Classroom



Google Meet



RATING: EXCELLENT/VERY GOOD



TEEN USERS

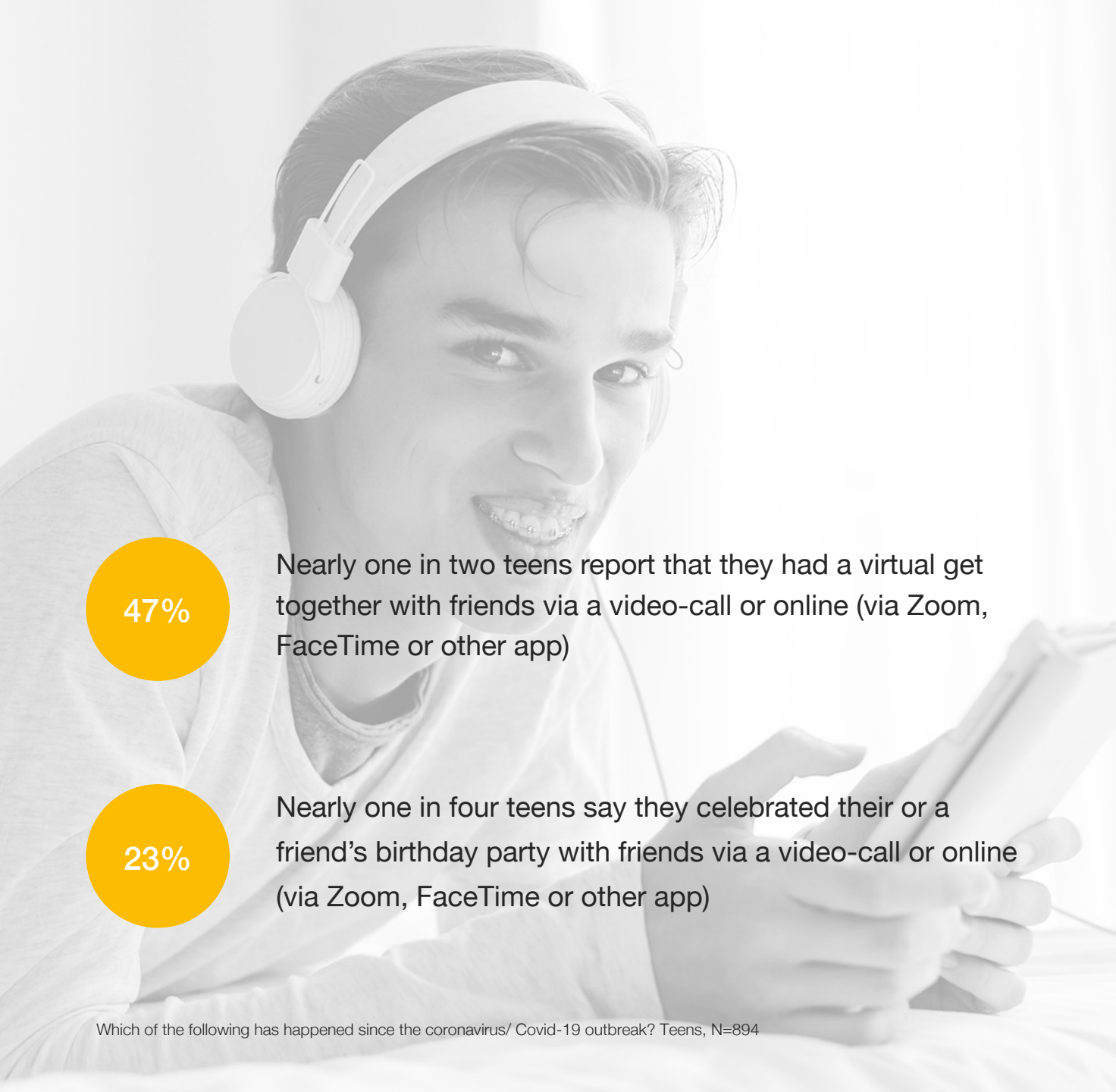
Which of the following technologies, websites or apps have you used for your learning or educational purposes during the current coronavirus/ Covid-19 outbreak? N=894

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.





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)

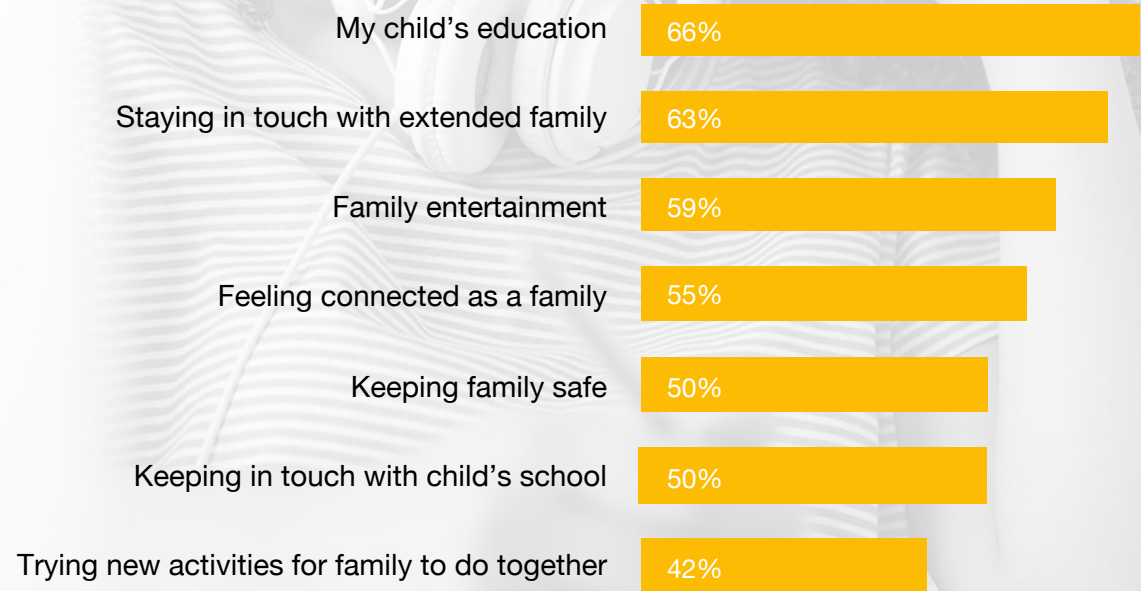
Which of the following has happened since the coronavirus/ Covid-19 outbreak? Teens, N=894

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

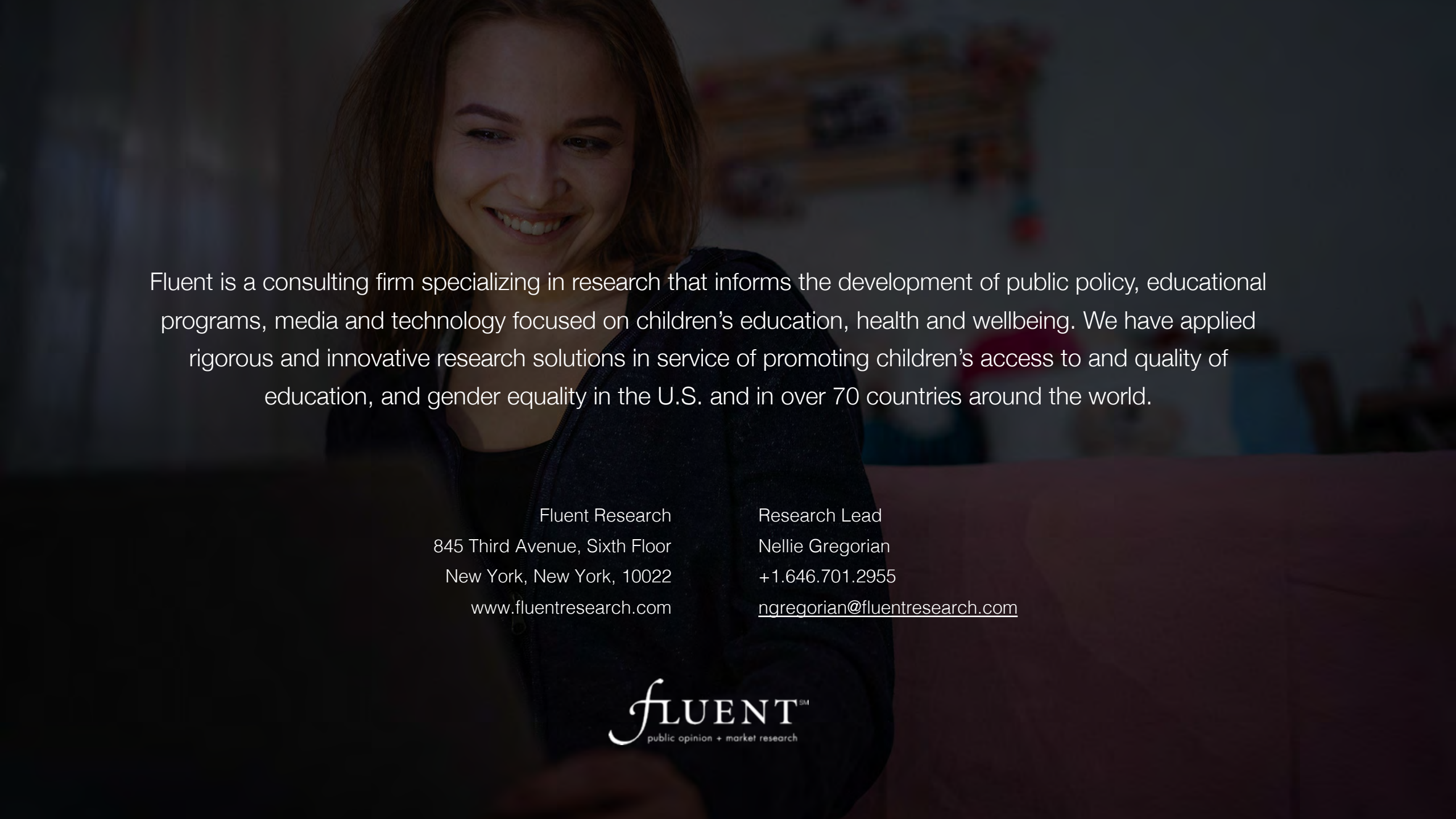


# Parents also report relying on digital technology for a wide range of purposes during the pandemic

## 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.

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