THE INSIGHTS FAMILY®

Data Coverage Map

800,000 Families surveyed every year

56,000 IPs & brands tracked

22 Countries

3-18s Age-groups surveyed

Real-time Data Updated Daily

Demographics
- Age
- Gender identity
- Ethnicity
- Country
- Location within country
- Family income (monthly)
- Number of siblings
- Household composition

Consumer Journey
- Ongoing subscriptions
- Brand recommendation methods
- Passive discovery channels
- Active discovery sources

Attitudes
Attitudes towards...
- Adverts
- AI
- Apps
- Brands (clothing, food & drinks, tech, etc.)
- Characters
- Celebrities/influencers
- Esports
- Films and TV shows
- High street shops
- Toys & games
- TV platforms
- Video games
- Websites/socials
- YouTube channels
- Trust in socials, adverts, celebrities, influencers, tv, websites and YouTube

Characters
- Liked characters
- Most favourite character
- Interaction with characters
- Favourite celebrity/influencer
- Favourite YouTuber
- Favourite TV shows
- Favourite YouTuber
- Films watched
- Film-related purchases
- TV show-related purchases
- TV show/film genres watched

Licensing & Merchandise
- Toy / video game / book / magazine / music / cosmetics purchase related to favourite TV show / film / video game / YouTuber

Influencers
- Favourite celebrity/influencer
- Favourite YouTuber
- Favourite YouTube channel
- New YouTubers watched
- Trust in influencers
- YouTuber-related purchases
- Used sites or networks
- Favourite site or network
- Location of favourite ad
- Advert impact on behaviour
- Types of TikTok videos watched
- Importance on shopping decision (celebrity/influencer endorsements)

Social
- Used sites or networks
- Social media usage frequency
- Favourite site or network
- Favourite/site network rationale
- Favourite YouTuber
- Favourite YouTube channel
- YouTube viewing frequency
- Online worlds engagement frequency (Fortnite, Minecraft, Roblox, TikTok, YouTube)
- Online concerns
- Types of TikTok videos watched
- Trust in social media
- Type of posts shared
- Device access
- Device ownership
- Device usage patterns

YouTube
- Favourite YouTuber
- Favourite YouTube channel
- New YouTubers watched
- Device usage patterns
- Parental monitoring
- Favourite YouTuber
- Favourite YouTube channel
- Types of YouTube videos watched
- Viewing trends across platforms
- YouTube usage frequency
- YouTuber related purchases
- Career aspirations (YouTuber/vlogger/influencer)

What's Next?
- Main topics of discussion with friends
- What will the next big thing be

Devices
- Device access
- Device ownership
- Device usage patterns
- Daily device access schedule (school day/weekend)
- Time spent on devices (school day/weekend)
- Mobile network provider used
- Mobile phone brand owned
- Tablet brand owned
- Console brand owned
- Smart speaker brand owned
- Wearable/VR tech brands owned
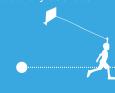- Device control preferences
- Programming/coding knowledge

Music & Audio
- Favourite music artist
- Platforms used to listen to music
- Podcasts listened to
- Radio stations listened to this week
- Time spent listening to music
- Purchases related to favourite music artist
- Music purchase related to favourite TV show / video game / YouTuber
- Smart speaker brands owned
- Device access
- Career aspirations (singer, musician)

Gaming & Esports
Gaming
- Favourite video game (PC and console/mobile app)
- Gaming activity participation
- Gaming console brand owned
- Gaming motivators
- Video game-related purchases
- Parental monitoring
- Career aspirations (professional gamer, game designer/developer)
- Daily console usage schedule
- Time spent playing video games (school day/weekend)
- Brand interaction in digital spaces

Esports
- Esports activity participation
- Esports games watched
- VOD platform usage
- Esports spectating frequency

TV shows & Platforms
TV Shows
- Favourite TV shows
- Favourite TV show/film genres
- TV show-related purchases
- TV show viewing motivators
- Preferred platforms to keep up to date with favourite TV shows
- Upcoming TV shows and series
- TV channels watched
- Standard TV watching frequency
- Time spent watching TV (school day/weekend)
- Favourite character
- Interaction with characters
- Activities done while watching TV

TV Platforms
- Favourite TV platform
- Favourite TV platform rationale
- TV services used at home
- Streaming TV watching frequency
- TV platforms viewing patterns
- TV viewing companions
- VOD platform usage

Films
- Favourite film
- Favourite film/TV show genre
- Frequency of watching films
- Films recently watched at the cinema
- Films they are looking forward to
- Monthly cinema visits
- Cinema companions
- Film-related purchases
- Liked characters
- Favourite character
- Interaction with characters

Money
- Where they get their money from
- Preferred way of spending money
- Offline VS online spend
- Saving money
- Knowledge/ownership of crypto
- Influence over parents
- Intention of purchase any of 19 different product categories

Toys & Games
- Favourite toy type
- Favourite toy
- New toy wanted
- Toys or games bought with own money
- Board games played with this month
- Time spent playing with toys/games, doing art/craft (school day/weekend)
- Time spent doing different activities on a typical day

Hobbies & Interests
- Favourite hobby
- Favourite school subject
- Places visited this month
- Clubs attendance
- Sports/activities played
- Career aspirations
- Favourite school subject
- Passion for different sports
- Gaming motivators
- Time spent doing activities (school day/weekend)

Brands and Adverts
- Favourite advert
- Favourite brand (generic)
- Favourite brand (clothing / trainers / beauty and skincare)
- Location of favourite advert
- Advert impact on behaviour
- Importance on shopping decision (celebrity/influencer endorsements)
- Attitudes towards adverts
- Types of videos watched on TikTok

Apps
- Favourite app
- Apps owned
- Apps downloaded over the last month
- Favourite video game (mobile app)
- Device access
- Device usage patterns
- Used sites or networks
- Favourite site or network
- Favourite site/network rationale

Shopping, Beauty & Fashion
- Favourite online shop
- Favourite high street shop
- Importance on shopping decision
- Shopping agreement statements
- Influence over parents
- Frequency of shopping
- Shops visited this month
- Social platform used to keep up to date with favourite shops
- Online VS Offline spend
- Favourite brand (clothing / trainers / beauty and skincare)

Food & Drink
- Favourite restaurant
- Favourite drink
- Favourite cereals and yoghurts
- Favourite crisps & popcorn
- Favourite biscuits and bars
- Favourite chocolate and sweets
- Food & drink selection criteria
- Frequency of eating out

Books & Magazines
Books
- Favourite book genre
- Favourite book title
- Type of book formats read
- Time spent reading

Magazines
- Favourite magazines
- Monthly magazine purchases
- Magazine purchasing motivators

Sports
- Sports/activities played
- Sports/activities watched on screen
- Time spent playing sports
- Favourite sports team
- Favourite sports team-related purchases
- Actions/activities done in relation to different sports
- Self-described passion for different sports

Education & Awareness
- Main topics of concern
- Favourite school subject
- Career aspirations
- Personality traits
- Mood changes
- Self-awareness of actions on the environment
- Preference for eco-friendly brands
- Programming/coding knowledge

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