

Data Coverage Map



800,000
Families surveyed
every year



56,000
IPs & brands
tracked



22
Countries



4 generations
of parents
surveyed



Real-time Data
Updated
Daily



Demographics

Parent's generation (from Baby Boomers to Gen Z)
Parent's gender identity
Kid's age
Kid's gender identity
Ethnicity
Country
Location within country
Family income (monthly)
Number of siblings
Household composition



Awareness & Attitudes

Top 3 concerns as an individual
Biggest family concern
Statements about kids' lifestyle
Personality-related questions
Child's favourite character (ages 1-3)
Child's favourite film (ages 1-3)



Brands

Favourite family brands/products
Trusted family brands/products
Brand recommendations for other parents
Reason for brand recommendation



Adverts

Trusted advertising/marketing sources
Influential factors on product/brand purchase (celebrity/influencer endorsements, forum/blog endorsements)
Shopping statements (attitudes towards adverts)
Times of day on entertainment sites or platform (weekday/weekend)
Frequency on entertainment sites or platform
Time spent on the internet/socials



Shopping

Kid's influence over purchase decisions
Recent purchase behaviour
Subscription services/products
Influential factors on product/brand purchase
Influential factors on baby product purchase (parents of 1-3s)
Shopping outlet used (parents of 1-3s)
Shopping statements
Favourite shopping location
Top spending location
Supermarkets bought from recently
Shopping outlet used (parents of 1-3s)
Intentions or items bought related to their kids' favourite...
Impulse buys for kids
Purchase decision criteria for other kids' gifts



Entertainment Platforms

Times of day on entertainment sites or platform (weekday/weekend)
Frequency on entertainment sites or platform
Frequency of family activities (watch TV)
Influence over family activities (watch TV)
Online supervision of kids



Devices

Devices in the family home
Device usage
Kid's access to device
Time limits on kid's device usage
Online supervision of kids
Kid's social media usage



Hobbies & Activities

Favourite family hobbies/interests
Reasons for favourite hobby/interest
Influence over family activities
Frequency of family activities
Time spent doing activities
What parents want their kids to gain through play
Monthly cinema visits



Education

Attitudes towards kid's development
Attitudes towards kid's education
What parents want their kids to gain through play
Statements about kids' lifestyle
Age kids should be allowed to take responsibility



Social

Parent's activities on social media
Kid's social media usage
Parent's social media usage time
Parent's social media/platform usage frequency
Parent's favourite influencer
Online supervision of kids
Time limits on kid's device usage



Toys

Purchase decision for toys/games
Intention or items bough related to their kids' favourite...
Monthly spend on toys/games
Kids' influence over toy purchase
Primary toy buyer



Money

Monthly spending on different products/services/housing bills
Parent's ways of spending money
Kid's ways of spending money



PARENTS
INSIGHTS

The kids of surveyed
parents
are **aged 1-16.**

Monthly “**on-track**
report” available to
every subscriber.

