

# Looking through the keyhole

Who lives in a house like this?

With our homes being where we spend the majority of our time, now more than ever, it is no surprise that they are packed full of things to keep us entertained.

Taking a look at insights from our Little Voices tracker before and during lockdown we highlight how families are staying entertained at home and how parents needs for support have intensified since staying at home became non-negotiable.



## Household Entertainment

Homes are teeming with devices, with the average household having 11! The living room remains the entertainment hub of the home and where you will find most of this tech.

Average no. of devices in a household:



2 x TV



3 x smartphones



2 x consoles



2 x laptops



2 x tablets

Total device average:

11



## Video Subscriptions

76% of homes have access to a video subscription service, with 74% subscribing to more than one...



80%



52%



19%



## Social media

91% of 8-12 year olds are using social media platforms, whether it be their own account or their parents.

What they use social media for:



Talk to friends  
53%



Talk to family  
46%



Watch content  
40%



Create content  
30%



Follow celebs  
30%



## Gaming

A staggering 87% of kids aged 2-12 are doing some form of gaming, whether it be PC, console or mobile gaming.



Top gaming genres:



Action  
44%



Puzzle  
43%



Adventure  
43%



## Entertainment alternatives

Playing with toys, particularly for those aged 7 and under is a top entertainment alternative to screen time and something they are doing consistently across the weekend.



On average, a 2-7 year old will receive £8 in pocket money per week

How spend pocket money?  
(2-7 years)



Toys  
46%



Video games  
29%

Where they see the best adverts  
(2-12 years)



Kids TV  
38%



YouTube  
33%



Other TV  
18%



## The Covid-19 effect

As kids are at home more now than ever, there is greater opportunity to turn to a screen or game. Parents are looking for additional resources and adding new streaming services to the mix in a bid to keep them entertained.



Which of these are you likely to purchase during 'lockdown'?



Video games  
25%



Streaming video services  
18%



Streaming music services  
13%



Close to a third

of parents think their kids are playing more video games during lockdown



Over a quarter

of parents think their kids have played more games on virtual apps with other people during lockdown