

## Family Entertainment - US - January 2016

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"Though the increase in births was small it effectively ended a three-year streak of birth rates at historic lows. There is a possibility that the increase is the initiation of a "baby bounce," or an increase in births driven by those who put off having children (or more children) during the recession and subsequent slow economic recovery."  
- Lauren Bonetto, Lifestyles & Leisure Analyst

### This report looks at the following areas:

- Many families seek excitement on a tight budget
- Audience fragmentation means advertising reaches fewer family members
- Parents worry about what children are exposed to in the media
- Brands must adapt to the fading away of the "traditional" family

There are some 35 million households with children younger than 18 in the US – representing roughly 28% of all households. A stronger economy and improving consumer sentiment bode well for family entertainment – on average, families spend \$182 per month on family entertainment.

#### Key opportunity

: The majority of parents say they like the trend toward gender-neutral products for kids which means brands can confidently experiment with de-genderizing products, services, and categories (eg, doing away with "girls" and "boys" toy aisles).

#### Key challenge

: When it comes to consuming entertainment, modern families are not limited to the TV – or even to one TV. The prevalence of devices and streaming options for entertainment (eg, tablets, gaming consoles, Netflix, YouTube) means that families may be consuming content on their own or in small groups that do not include all family members. Audience fragmentation means that advertising and marketing efforts are seen by fewer family members.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Average monthly family entertainment budget: \$182

Moms enjoy watching kids' TV shows and movies

Only 44% of parents are comfortable with their children seeing same-sex couples in the media

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