



What are family audiences looking for online?

A starting point for exploration and conversation by the Family Arts Campaign

Data collected: 26 February - 18 March 2021

Methodology and Sample

An existing database of Fantastic for Families and Family Arts Campaign audiences who had previously opted-in to receive surveys were invited to take part.

Fantastic for Families and Family Arts Campaign shared the survey on social media, in their newsletters and a panel of Crystallised respondents who all regularly take care of under-18s were also invited to participate.

315 people qualified (qualification is stated as taking care of children under-18 at least 2 days per week) and 223 people completed the survey between 26 February 2021 and 18 March 2021.*

The survey was online only.

*315 qualified to take the survey, 92 of those did not go on to complete the survey, resulting in 223 sample size.

Summary

The data suggests that the most popular online activities for families are heavily skewed towards participatory events, by which we mean events that the audience can follow along with and create something themselves at home.

Events that predominantly required watching or listening were the lowest-rated of all the activities surveyed.

Watching pre-recorded theatre performances, watching talks or watching virtual museum (and zoo) tours were all the least desirable for families. While the most desirable events seemed to be things that required active involvement from the children. Such as, doing puzzles and games, exercising, dancing, sing-alongs and creating with arts and crafts follow-alongs.

To that end, the factors influencing decisions as to whether to join or attend an event were all elements related to participation - do we have the right equipment/materials in the house? How long is the event? Whether it's live and whether it's free/low cost? Preferences for live events rather than pre-recorded come through.

The most important factor was the age-appropriateness of the event, which three-quarters of guardians prioritised.

Most people would be more likely to join or support online events by their local cultural organisations, and most people could be persuaded to pay for at-home activity packs to accompany events - provided they were low cost, £2-£4 + postage.

When it comes to paying for the events themselves, however, the data is less conclusive. Almost half of people say they might be put off by being asked to pay for an online event. 91% of people would be looking for events priced at under £10 per person, with 63% actually looking for events priced at under £5 per person.

As we've seen throughout multiple research studies, audiences are still prioritising recommendations. Trusted and local sources are more important than ever. Recommendations from friends, family, bloggers, influencers and other organisations are important, and Facebook is the single most referenced social media channel when it comes to finding or planning family events.

What could this mean for comms?

Create participatory events which are flexible, i.e. guardians could buy an activity pack from you or use items they already have at home.

Be very clear about any age restrictions or requirements for adult input.

Target local audiences for your online events as they may be more likely to support you.

Segment audiences by their interest and identify hyper-local segments to target.

Advertise on Facebook, targeting local families.

Ask your event attendees to review your event on Facebook (and other review sites if you use them), contributing to online word of mouth

Consider working with influencers who have children who are of similar age to that of your target audiences, social media posts showing participation or event reviews are often well-received.

Start promoting your event at least 3 weeks in advance to accommodate research and planning patterns of audiences.

Establish partnerships with other cultural organisations you trust or believe you share an audience with, recommendations from other organisations hold weight with audiences

Conduct more audience research! Attitudes and behaviours are in a state of flux, as people start to return to leisure pursuits opinions will change. Alongside this, you will find that your audience has their own anomalies and patterns of behaviour. Identify segments of your audience that you'd like to know more about and conduct an Attitudes & Behaviours survey (quantitative) or an initial toe-in-the-water focus group (qualitative). This will enable you to build up a detailed picture of the motivators and opinions of your audience. Giving you the data to make more informed decisions.

What could this mean for programming?

Respondents suggested they would like to see:

- activities for 14-18-year-olds
- more activities for teens in general
- activities in which young people can interact online with other young people
- gamification of learning languages
- activities that are guided online - for example, live events which allow teens to interact with one another in real-time but are moderated
- activities that are guided online which teens can activate/play out in their local neighbourhoods

Messaging - making memories

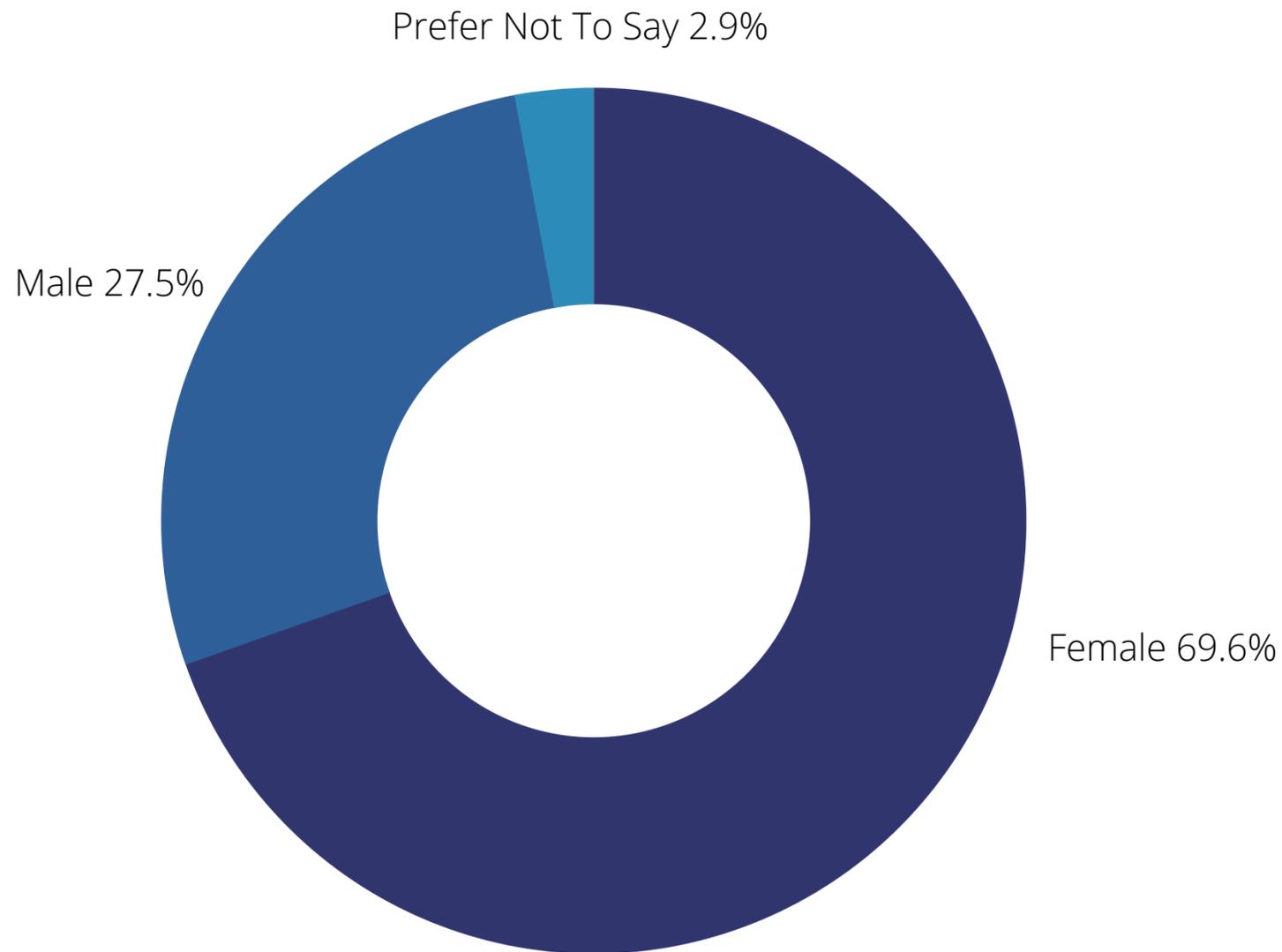
Respondents shared their most memorable online activities over lockdown, this is worth exploring when creating messaging for campaigns or marketing - what is it that matters? **Human connection and unique experiences that don't feel 'second-best.'**

- making new friends
- laughter when trying new things and being silly as a family
- Zoom performances with peers
- Zoom sleepovers with museums
- creating digital projects collaboratively on Zoom
- virtual Disneyland and holidays from home

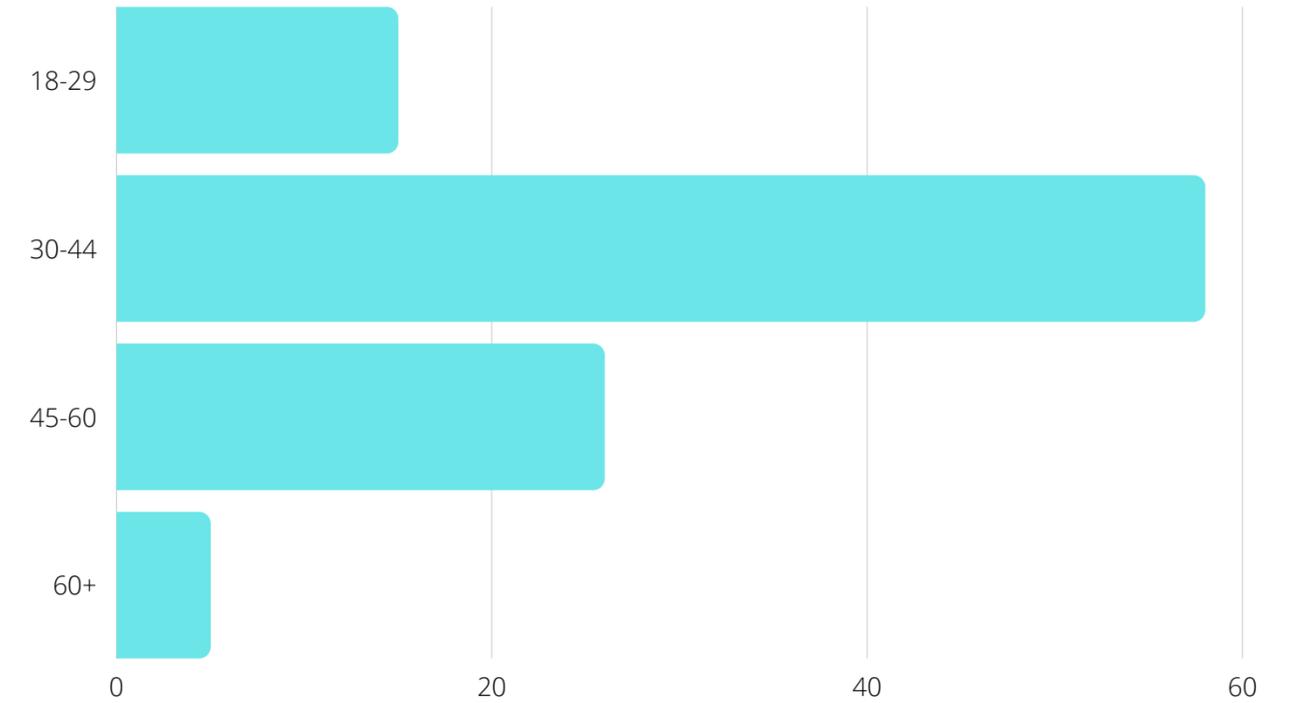
Respondent Overview

223 people, who regularly look after at least 1 child under-18

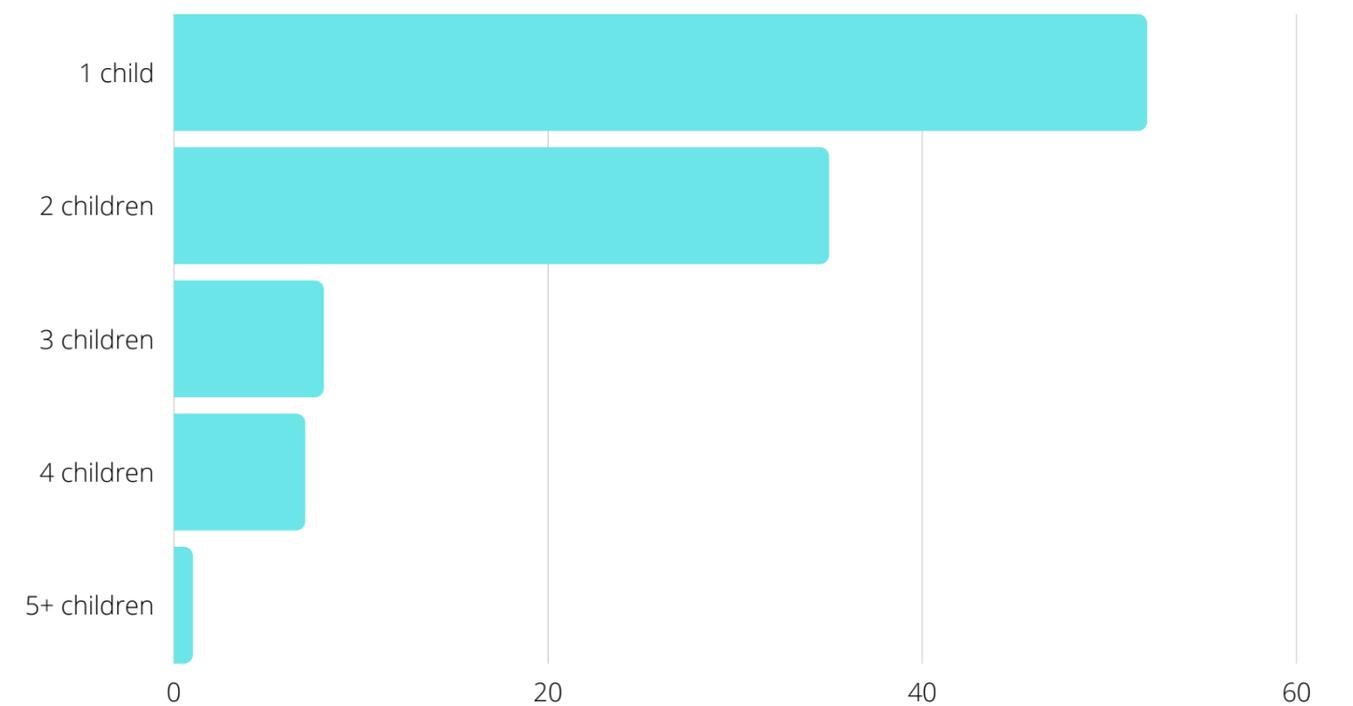
Gender of respondents



Age of respondents

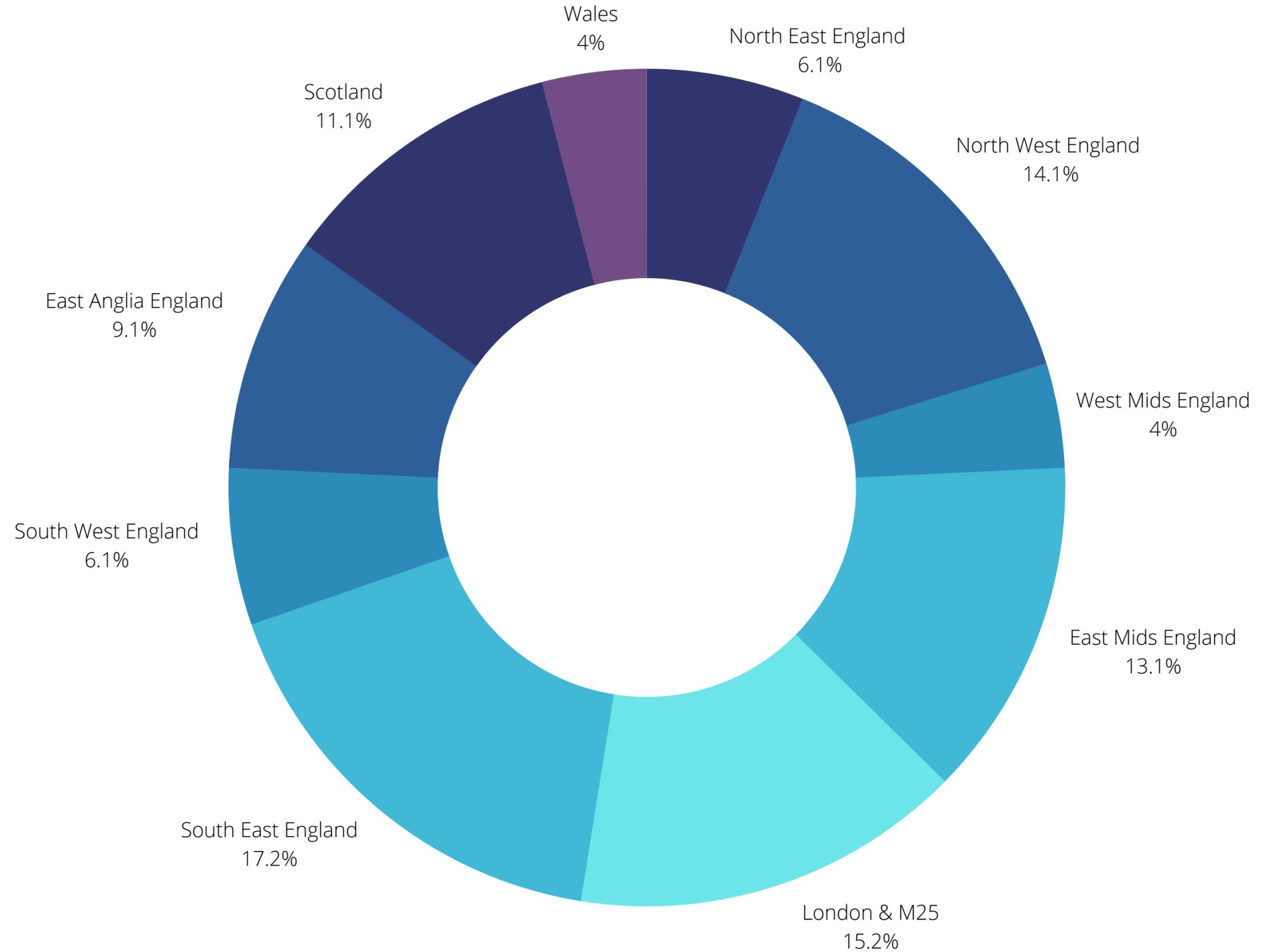


Number of children under-18

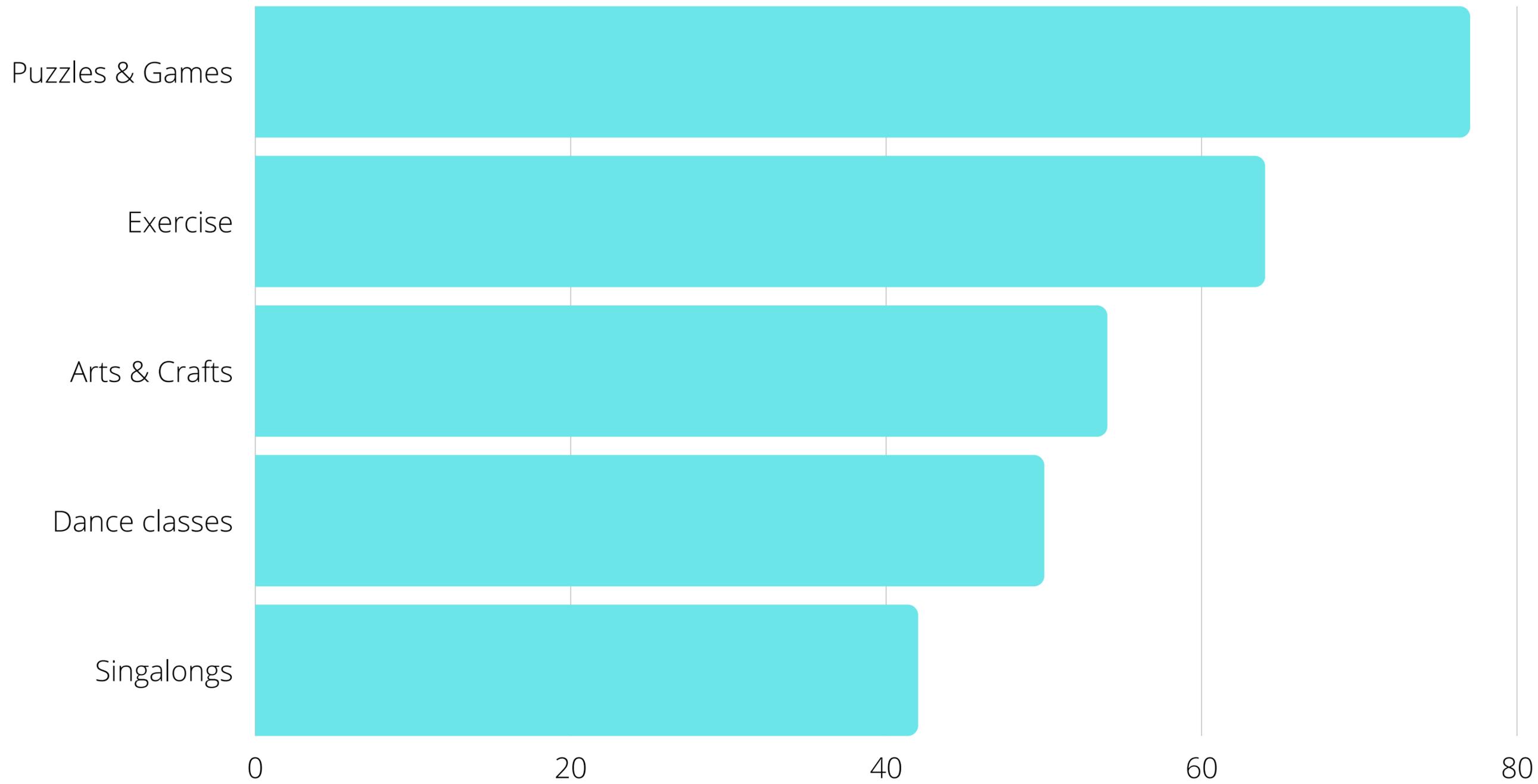


Respondent Overview

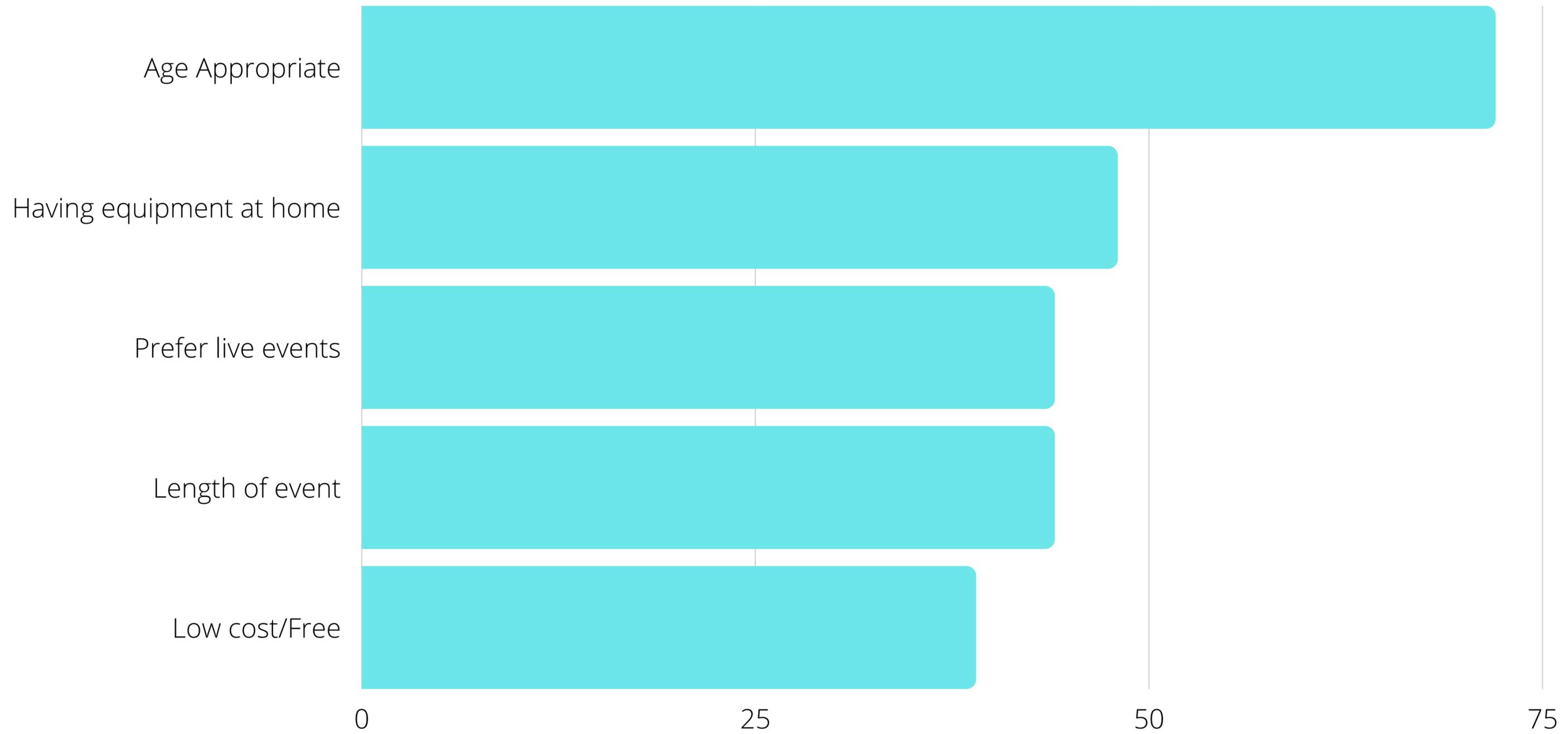
Location of respondents



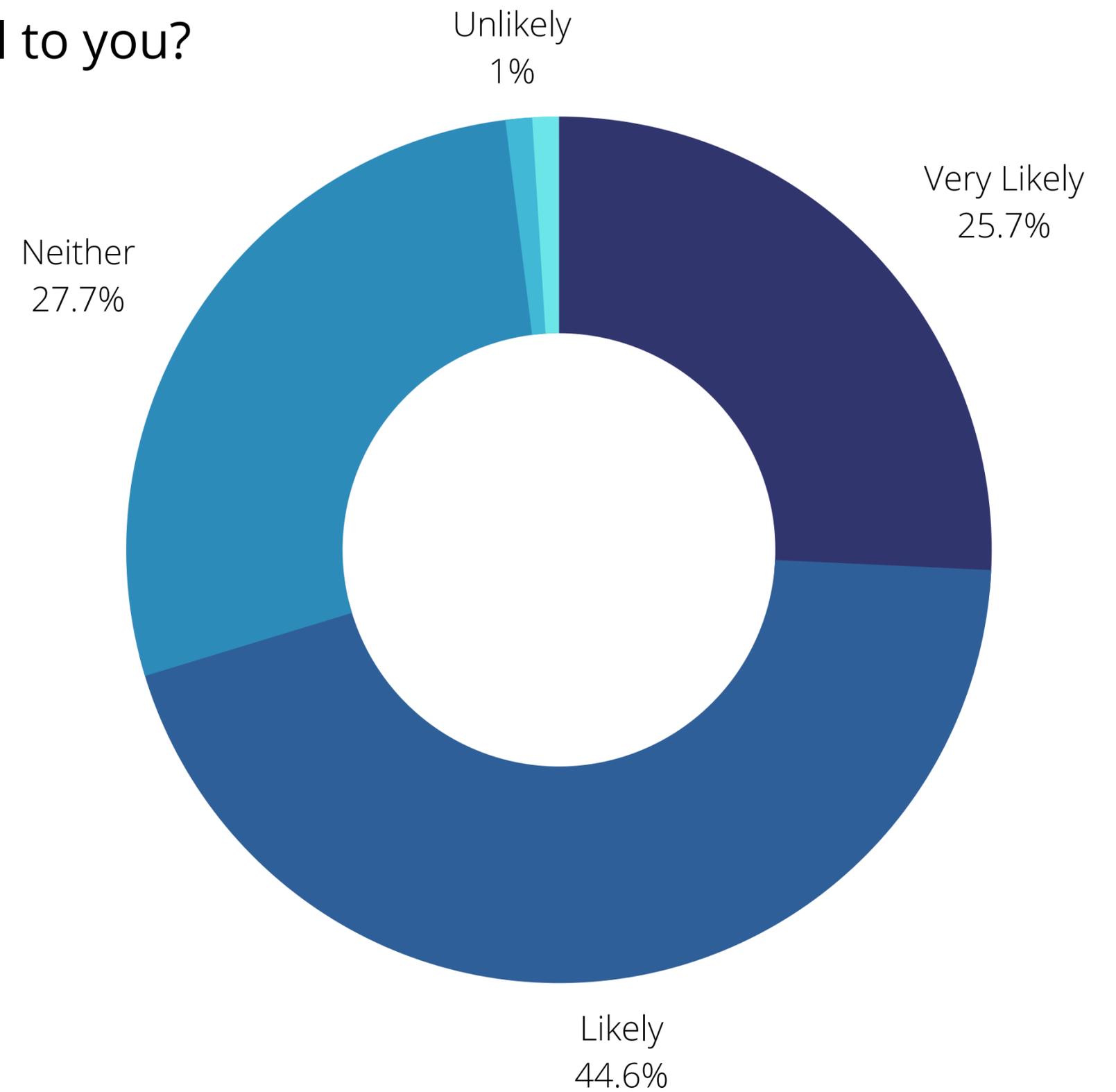
Top 5 activities for families during lockdown



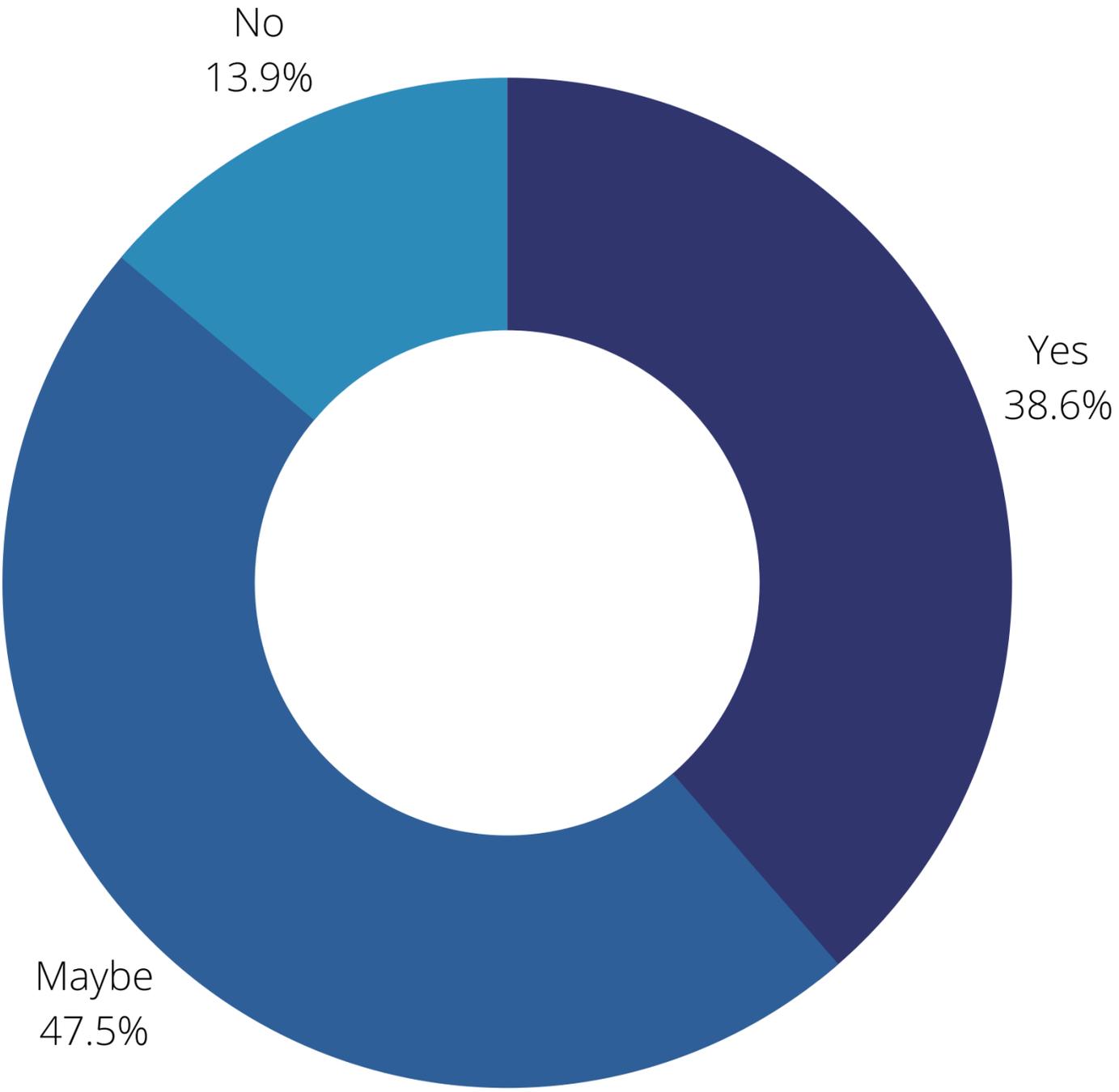
Most important things considered when choosing an online activity



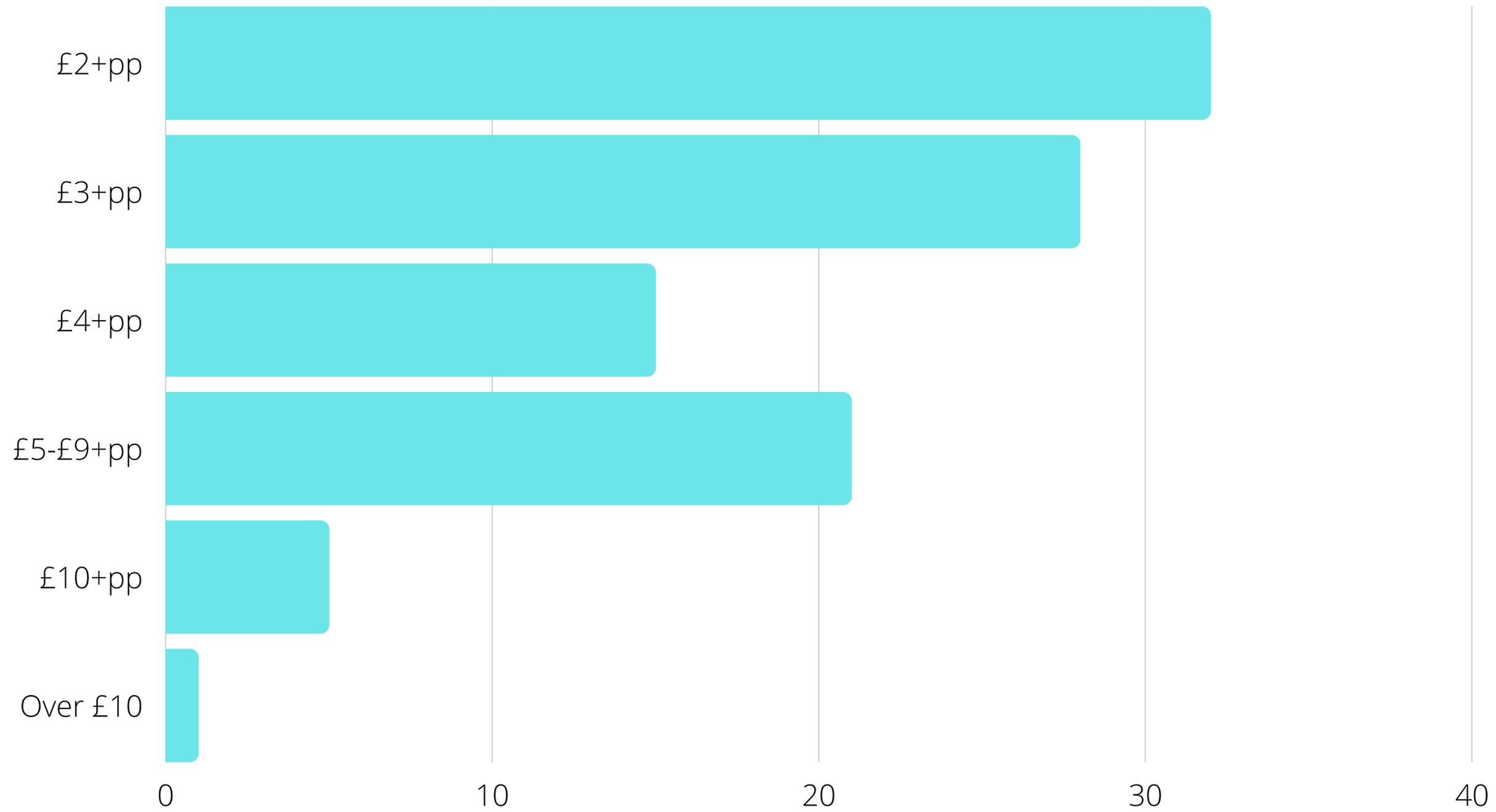
Would you be likely or unlikely to choose online events run by organisations or people local to you?



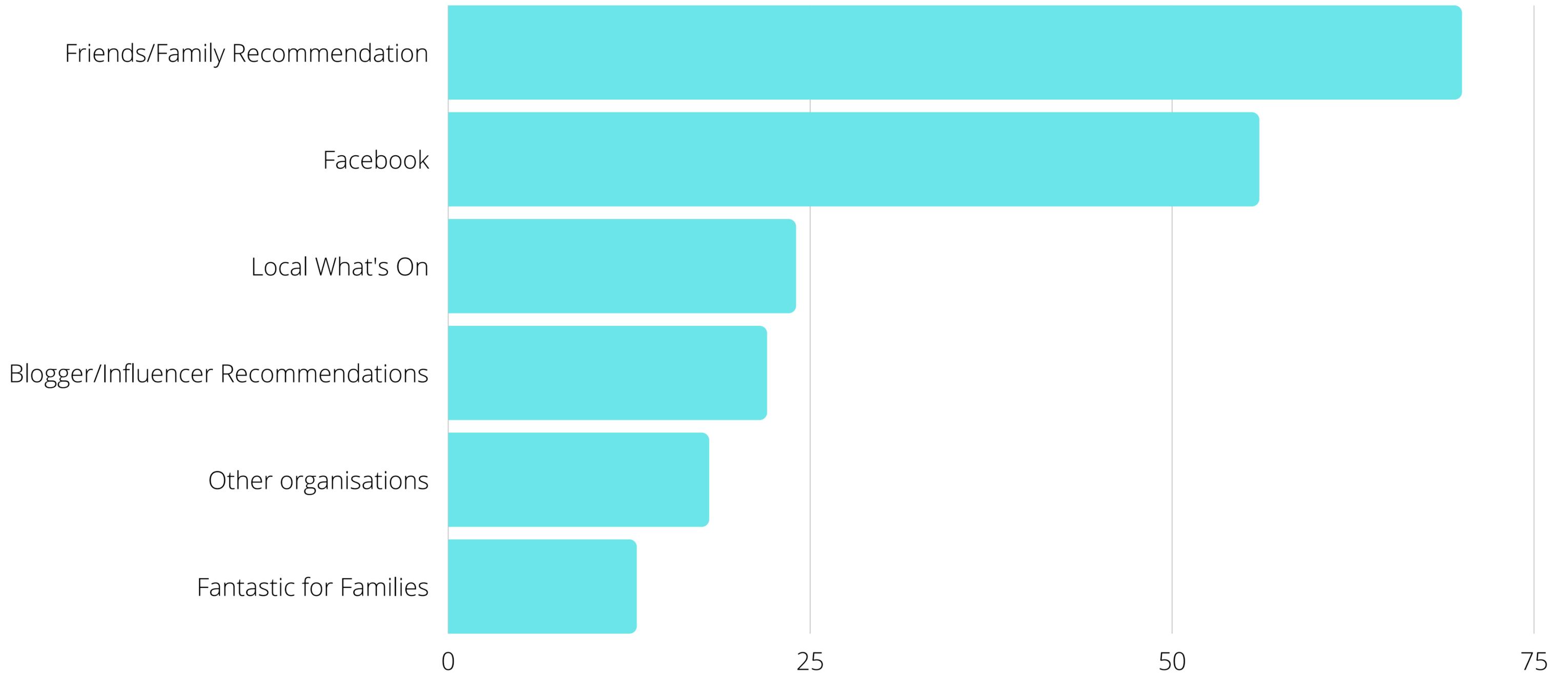
Would you pay for 'at home' activity packs to accompany online activities or events?



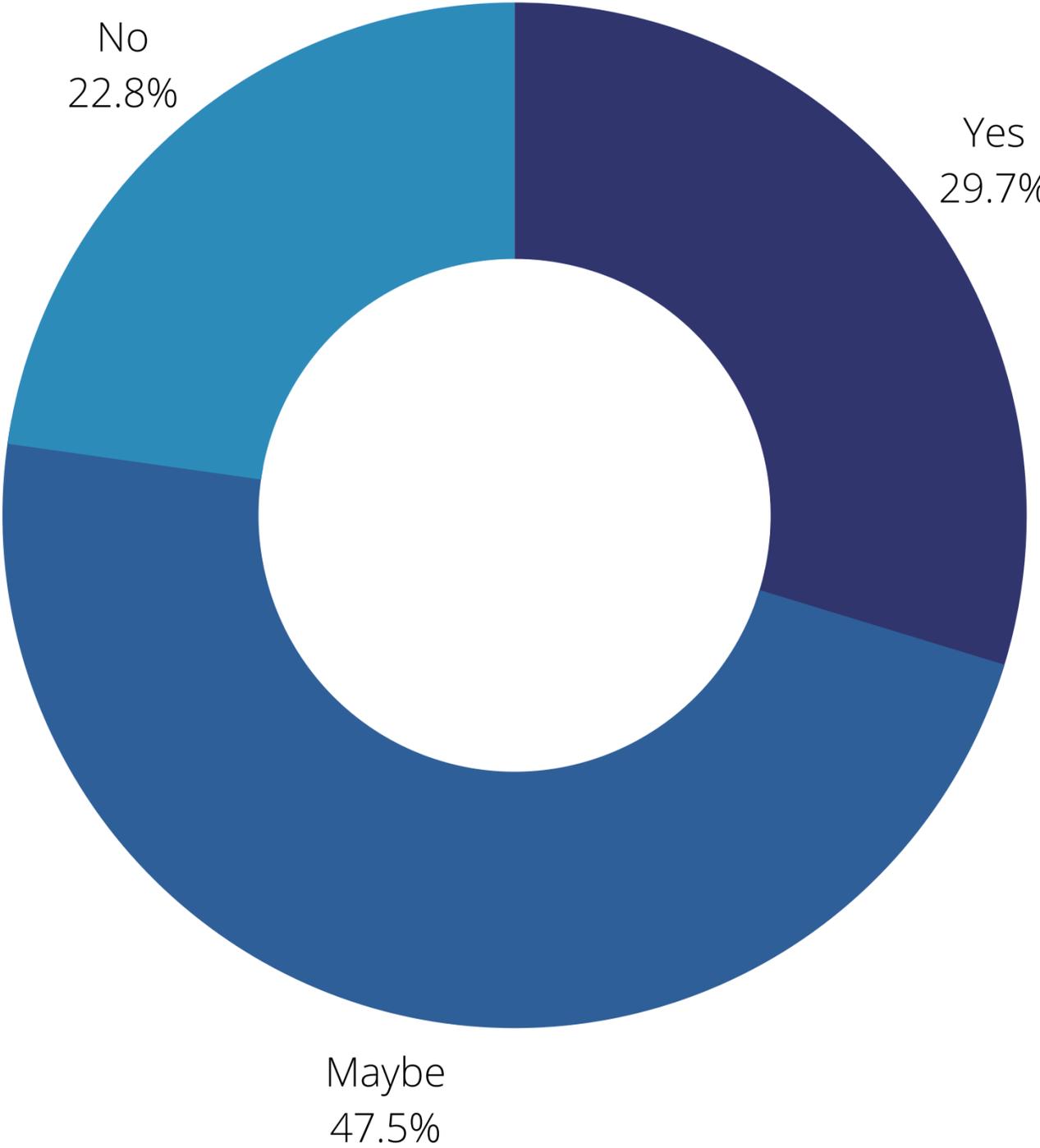
Assuming you paid for 'at home' activity packs, what is a reasonable price for you?



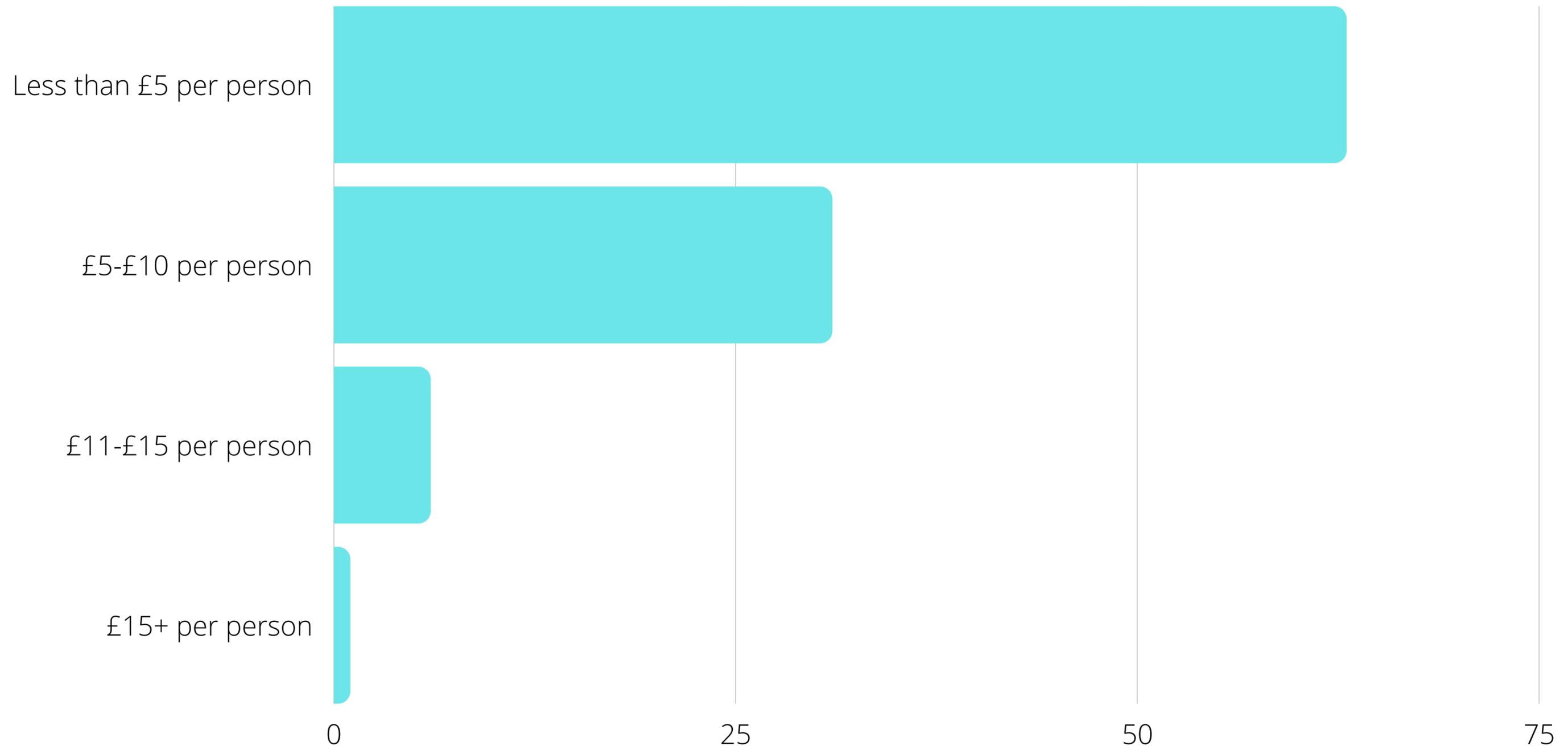
Where do you usually find out about online events for your children?



Would you be put off by paying for your family to attend an online event?



Assuming you paid for your family to attend an online event, what would be a reasonable price for you?



When would you typically look online for events for your family?

Just whenever things pop up - no dedicated time
23%

Always looking, throughout the week
41%

Usually look over the weekend
36%

