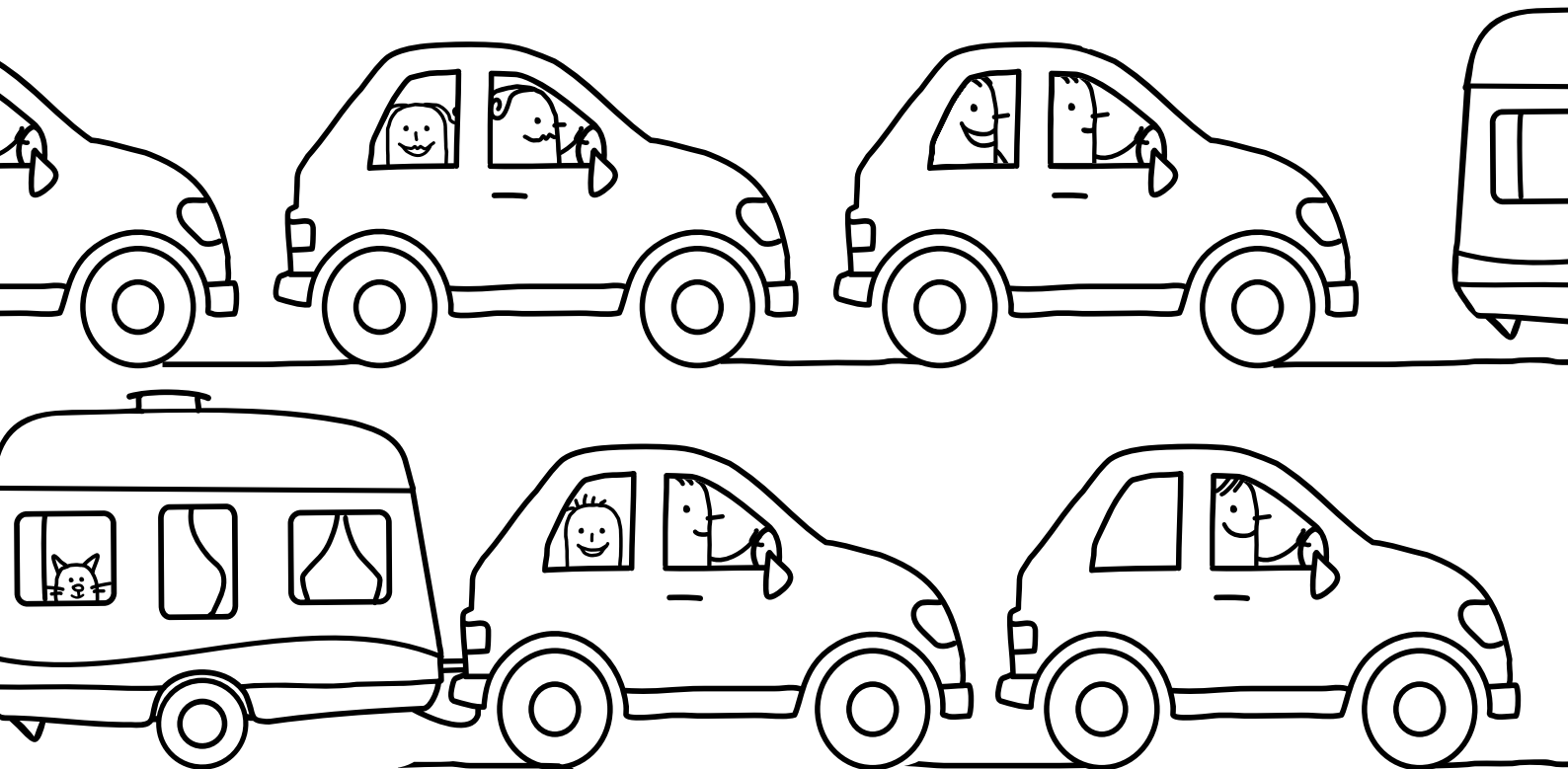


MARKETING AND MUMS

Insights* Into Car Travel With Kids

*Survey of parents carried out online in May 2017



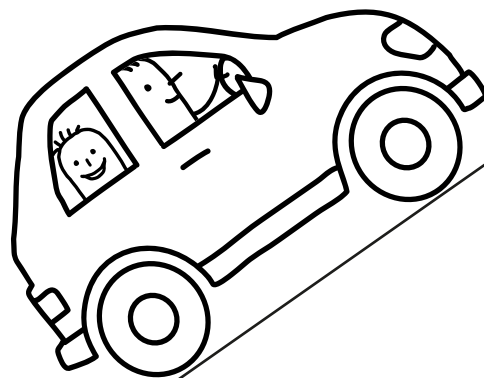
TIME SPENT A WEEK ON AVERAGE IN THE CAR WITH THE KIDS:

62%

The % of parents who spend 1-7 hours per week.

The % of parents who spend 7-14 hours per week.

29%



THE TOP 3 TYPES OF FAMILY CAR:

34%

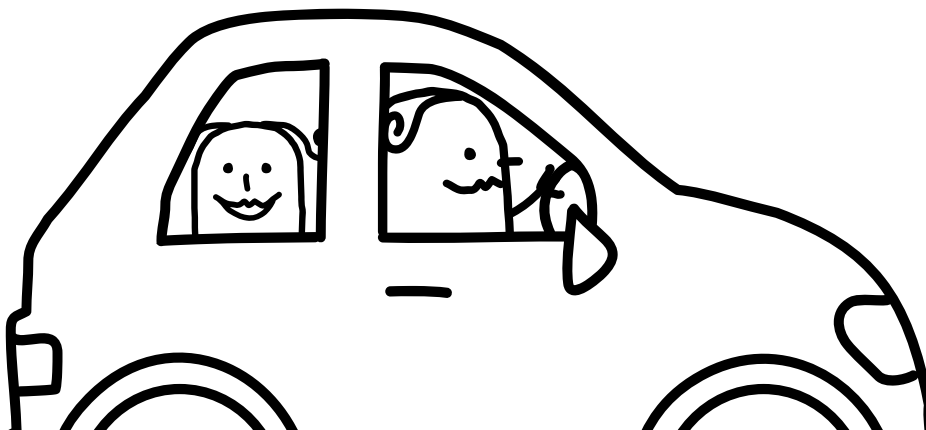
Hatchback

Saloon

22%

21%

7 Seater



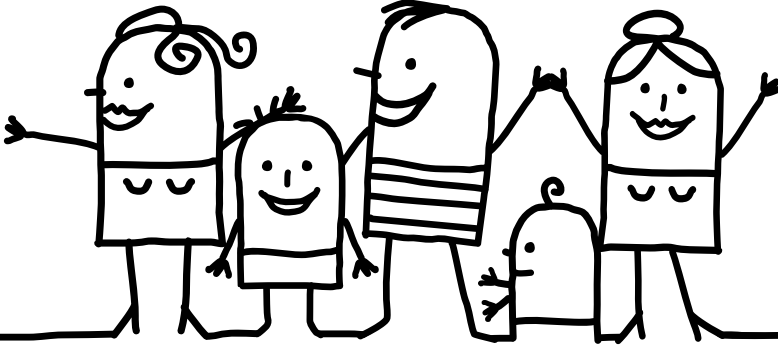
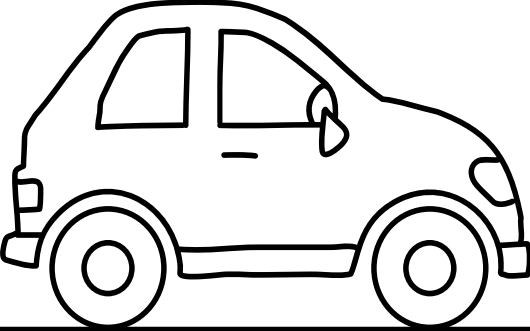
WHEN PARENTS CHANGE THEIR MAIN FAMILY CAR:

When it starts to cost money.

53%

39%

Every 3-4 years.



WHO HAS THE MAIN INPUT ON FAMILY CAR CHOICE:

63%

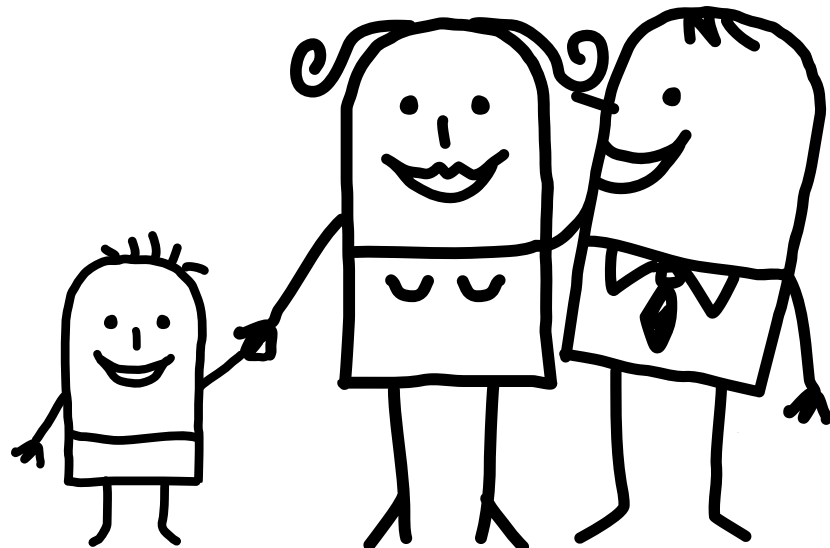
Joint Decision

19%

Mum

18%

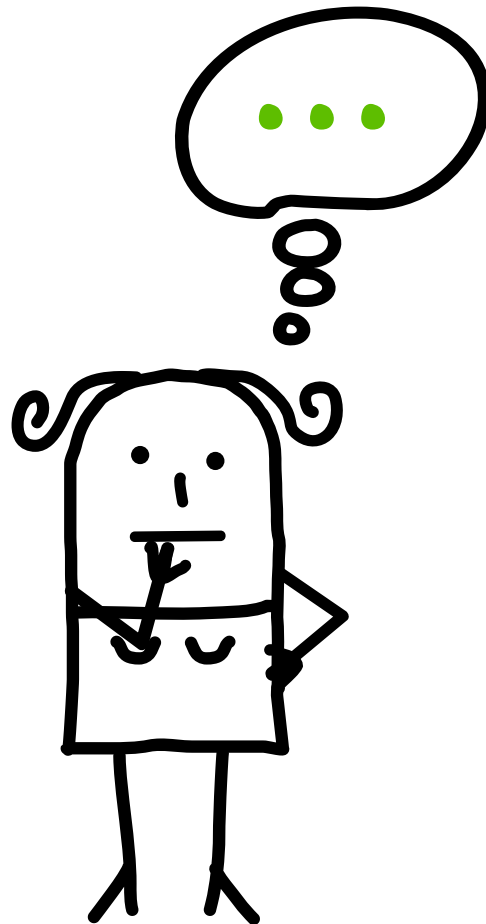
Dad



THE MOST IMPORTANT FEATURE FOR CAR CHOICE:

45% Safety

22% Cost



HOW PARENTS ENTERTAIN THE KIDS ON LONG CAR JOURNEYS:

47%

We chat or listen to music.

39%

Electronic devices.



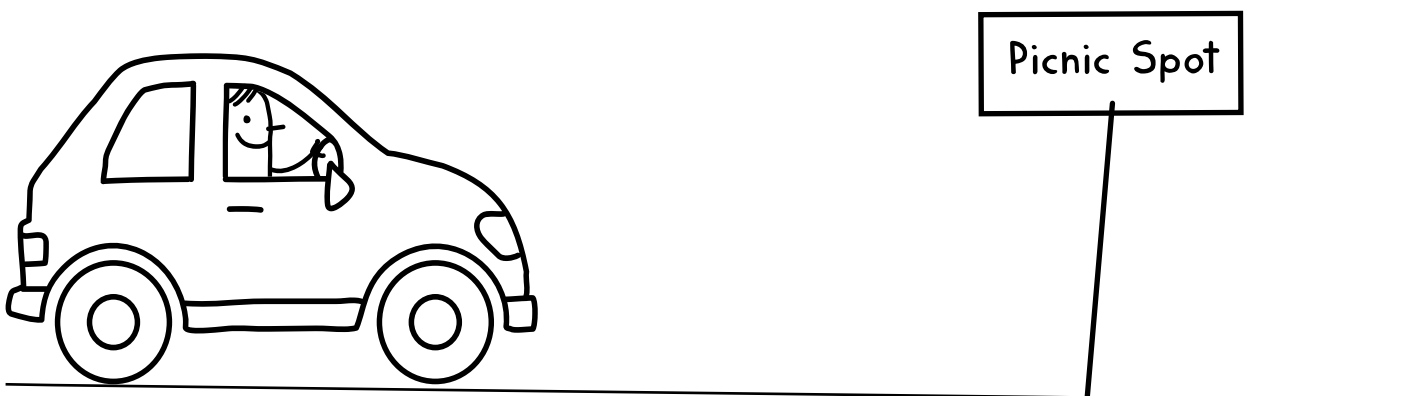
WHERE PARENTS PREFER TO STOP WITH KIDS ON LONG CAR JOURNEYS:

38%

At a petrol station with facilities and shop.

39%

At a playground, picnic spot or green space for the kids to let off steam.



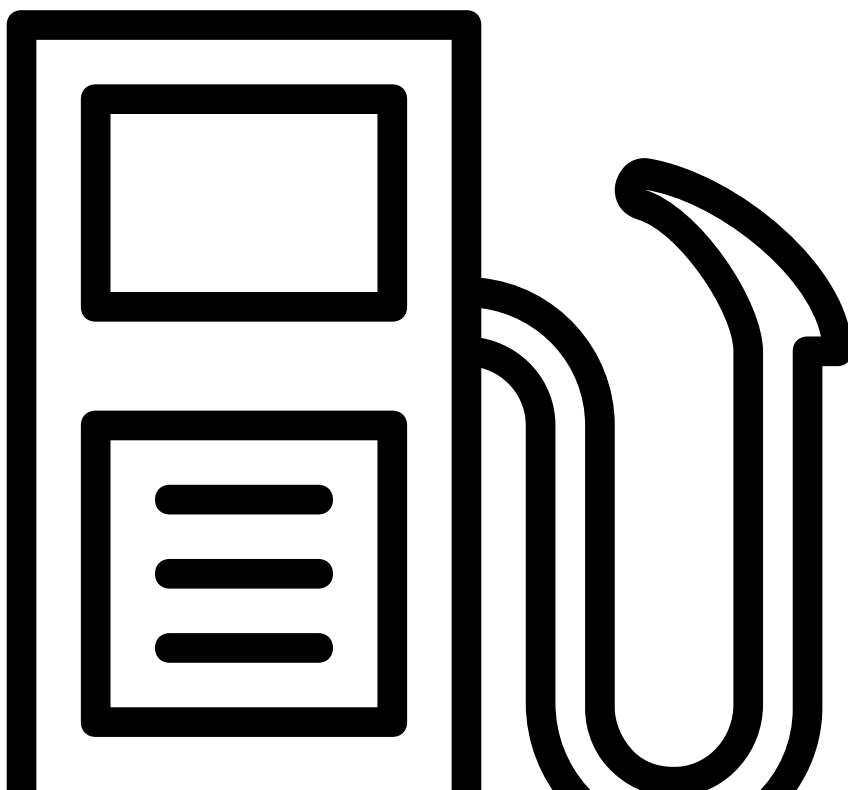
WHERE PARENTS USUALLY REFUEL FOR LONGER JOURNEYS:

73%

Locally before setting off.

26%

On the road.



DETAILED SURVEY RESULTS

*Survey of 300 parents carried out online in May 2017

1. How many children do you have?

- 1 - 22%
- 2 - 47%
- 3 - 22%
- 4 - 6%
- 5 or more - 4%

2. Approximately how much time a week on average do you spend in the car with your kids?

- Less than 1 hour - 4%
- 1-7 hours - 62%
- 7-14 hours - 29%
- 14-21 hours - 3%
- More than 21 hours per week - 2%

3. What type of family car do you own?

- Hatchback - 37%
- Crossover - 2%
- Saloon - 22%
- Estate - 9%
- SUV - 6%
- 7 Seater - 23%
- Other - 1%
- none yet - 1%

4. Are you happy with your car?

- Yes - 10%
- No - 13%
- Indifferent, it does the job - 78%

5. How often do you change your main family car?

When it starts to cost money - 53%

Every 3 to 4 years - 39%

Other - 6%

6. In your opinion, who has the main input on family car choice?

Mum - 19%

Dad - 18%

Joint Decision - 63%

7. What is the most important feature for your car choice?

Safety - 45%

Cost - 22%

Size of storage space - 16%

Number of Seats - 16%

Free Extras - 1%

8. What is the 2nd most important feature for your car choice?

Cost - 35%

Size of storage space - 21%

Safety - 20%

Number of Seats - 11%

After sales service offered - 4%

Technology - 3%

Fuel economy - 2%

Upholstery (how easy it is to clean) - 2%

After sales service offered - 4%

9. How do you entertain the kids on longer car journeys?

We chat or listen to music - 47%

Electronic Devices - 40%

Books - 5%

A mixture of activities - 5%

A combination activities! - 3%

10. What supplies do you keep in the car?

Anything I can fit in car to keep kids happy

Food, drinks, plastic cutlery, kitchen roll

Toys, books

Water, First Aid, Torch

Paper tissues. Wet wipes. Toys. Water. Books. Food. Umbrella. Hats and caps. Blanket. Pillow

Music and language CDs. Books. Tissues. Envelopes. Water bottle.

Towel. First aid kit. Map

Snacks and drinks, coloring books and pens, books

Wipes, drinks, sunscreen.

Books, Colouring books, Toys, Blankets, Crayons & Stickers, Snacks, drinks, CDs

Wipes, biscuits, books, blocks, lego, dolls, ANYTHING and everything that will keep her amused lol

Portable dvd player, water and treats for long journeys for my son

Emergency bag with blanket, water, €10, nappies & wipes

Everything! Toys, wipes, snacks, nappies, books - you name it.

Full change of clothes, food drinks, first aid kit, nappies and changing bag and accessories, toys, chargers, books, eating accessories (plates, cups, placemats etc for baby), spare soothers and bottles

11. On longer car journeys with kids, where do you prefer to stop?

At a playground, picnic spot or green space for the kids to let off steam - 38%

At a petrol station with toilet facilities and a shop - 24%

We don't stop unless we really have to - 24%

Town where we can find somewhere to eat, shops to ok at, have a wander and stretch legs, maybe a playground - 13%

At a cafe or restaurant - 1%

12. Where do you usually refuel for longer journeys?

On the road - 27%

Locally before you travel - 73%

13. If you were to describe your ideal car for travel with kids, what would be on the wish list?

Individual speakers for each seat. Large boot. Tinted windows.

Airy with lots of room, tray tables for the kids.

Car with in car entertainment lots of leg room with room for luggage plus dog.

A divider for fights!!!

Inbuilt tv screens, reclining seats with comfortable headrests, tray tables

Easy access to the back

Lots of leg room as I and my 4 year old are tall and we have to adjust the front passenger seat for him to use the child seat behind me, to give me leg room.

Car that can fold flat seat so they can sleep lying down but safe.

Built in entertainment and storage in front of them

It would have USB points in the back. Bottle holders higher up on the back doors. Built in screens with Bluetooth and Wifi.

Lots of room and storage so everything can be stored away neatly

In built tv screens. Ample space. Large boot for small bikes etc.

Wipeable upholstery, spacious seats, extra seat as cannot fit extra person between 2 car seats, drink holders for each seat. Storage compartments.

Lots of space so children are not annoying each other. Plenty storage for books, colours, games etc. Lots of storage space for luggage and scooters etc as family live opposite side of country so no such thing as a short journey when visiting.

Built in entertainment system, comfort, air conditioning with multiple zones, large sound proof box to put the children in!

Integrated media player, Sound system with rear speakers
Plenty of room for kids and storage for all i need to bring for 6 people plus extras

I'd love a flip down tray on the seat backs and a pull-out footrest for little legs that don't reach the ground. I'd also like if there were air vents in the back for when it gets too hot in the car and we don't want the windows open.

Comfortable seats for everyone, legroom in the back, leather seats for easy cleaning, good music system that is easy to tune and has the ability to play in the front or back or both. Charger points for devices, wi-fi and fuel efficient.

MyKidTime Insights

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* Based on 2012-6 Userneeds surveys benchmarked against other websites

MyKidsTime connects you with over 650,000 young, affluent and influential parents, 80% using smart devices, who are looking to create great experiences for their kids, to solve problems in their busy lives, to be entertained or simply inspired.

We can help parents get excited about your brand!