



Digital is the new rite of passage for Zoomers aged 4-18 years old.

**91%**

of ALL children use a smartphone daily.

**73%**

and have their own smartphone.

The smartphone is king of all devices.



Devices used by Zoomers

Brands need a Zoomer media strategy with a multi-content approach across all devices.



What Zoomers watch on their smartphone.

**76%**

of Zoomers watch YouTube.



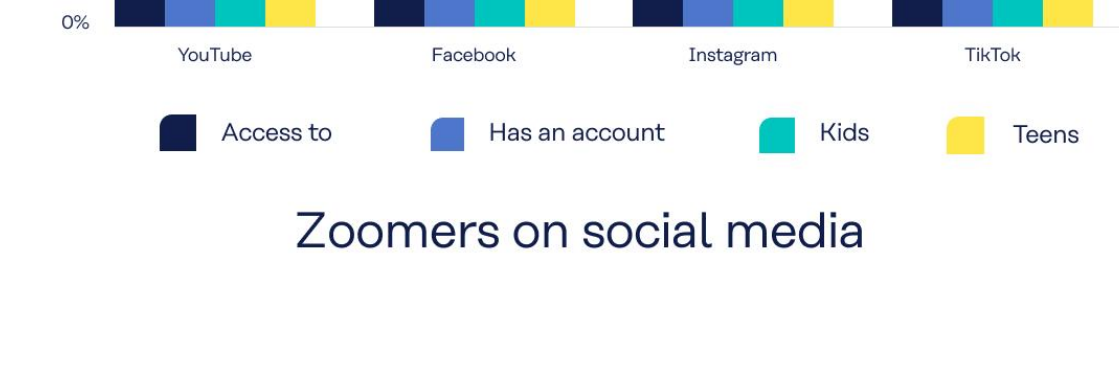
Top channels for Zoomers

The family unit is strong in the Philippines

**98%**

of Zoomers enjoy being online with their parents.

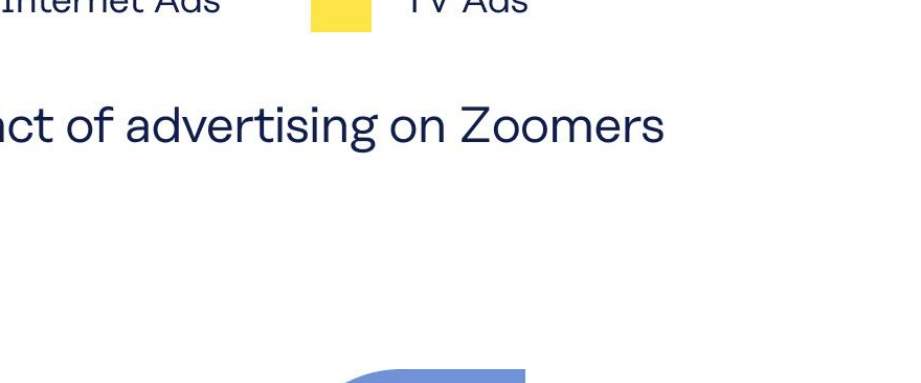
On average parents and kids spend **1 hour and 41 minutes** online together daily.



Digital has democratised prime time.

**It's now all day!**

YouTube continues to lead as a strong favourite.



**86%**

of kids in Philippines play video games.

**61%**

of parents are watching movies online with their kids daily.

Gaming is the new social.



Where there's smoke, there's fire.

What's keeping parents up at night.

**80%**

of parents believe social media has a bad moral influence.

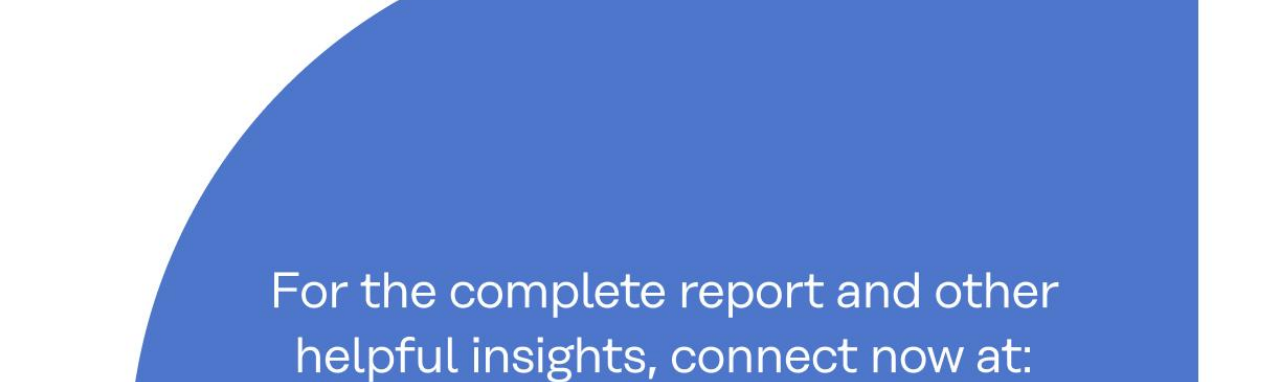
**69%**

actively educate their kids on online safety.



Zoomers on social media

Zoomers are influencing most household purchase decisions, becoming the new main grocery buyer.



The impact of advertising on Zoomers

Online is where kids and teens find out about new products, shows, apps and so much more.

What Zoomers in the Philippines are loving

Favourite Brands	Favourite Toys	Favourite Snacks	Favourite Drinks
1. Lego	1. Lego	1. Jack'n Jill	1. Chuckie
2. Barbie	2. Marvel	2. Piatto's	2. Yakult
3. Marvel	3. Barbie	3. Pringles	3. Coke

**62%**

of kids spend money on food items.

What they spend their money on weekly

1. Food Items (62%)
2. Snacks (59%)
3. Drinks (48%)
4. Toys (38%)
5. Eating Out (35%)

In summary, the digital world is now the world. While that brings new risks and concerns, it's also the marketplace for our newest consumers.

For the complete report and other helpful insights, connect now at:

[info@totallyawesome.tv](mailto:info@totallyawesome.tv)

Copyright TotallyAwesome 2021