

INSIGHTS FROM PARENTS ABOUT INFLUENCE AND RECOMMENDATIONS



WHAT WE DID

We ran a **two week** insights project* asking parents different questions about **influence and recommendations**.

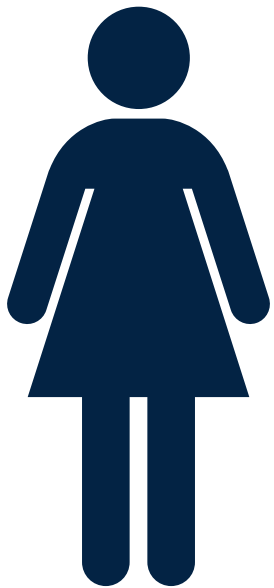
We were curious about who parents trust for product and service **recommendations**, who influences their **choices** and more.

To gather this feedback, we ran an online survey which had with **332 responses**.

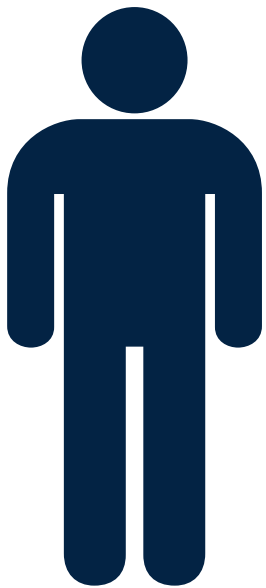
* December 2022

RESPONDENT DEMOGRAPHICS

Gender

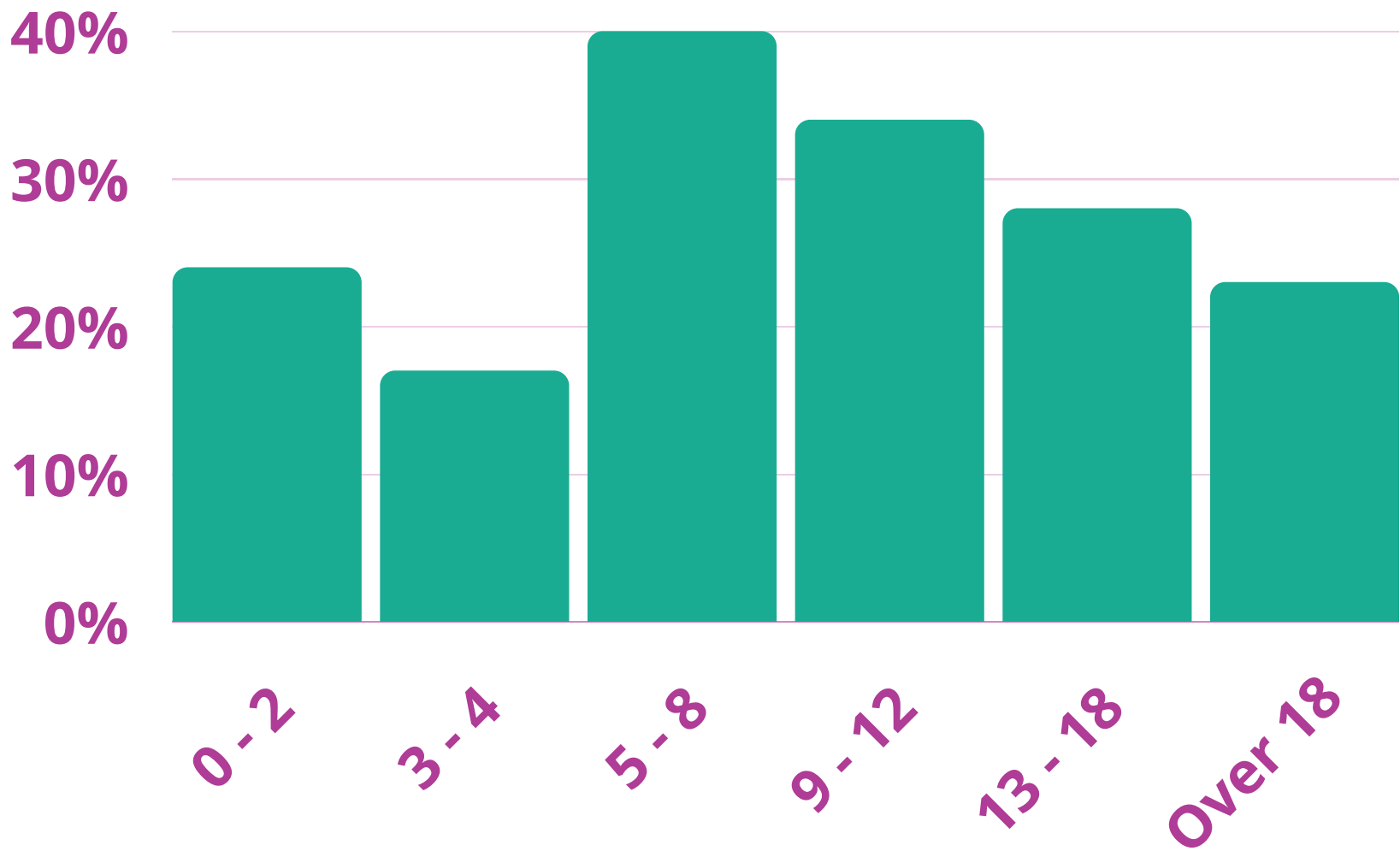


94%



6%

What ages are your children?

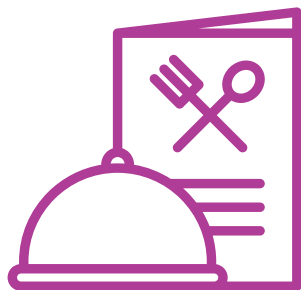


TOP 5 PRODUCTS/SERVICES PARENTS WOULD LEAVE A REVIEW FOR



HOTELS

#1



RESTAURANTS

#2



**HEALTH/BEAUTY
PRODUCTS**

#3



SERVICES

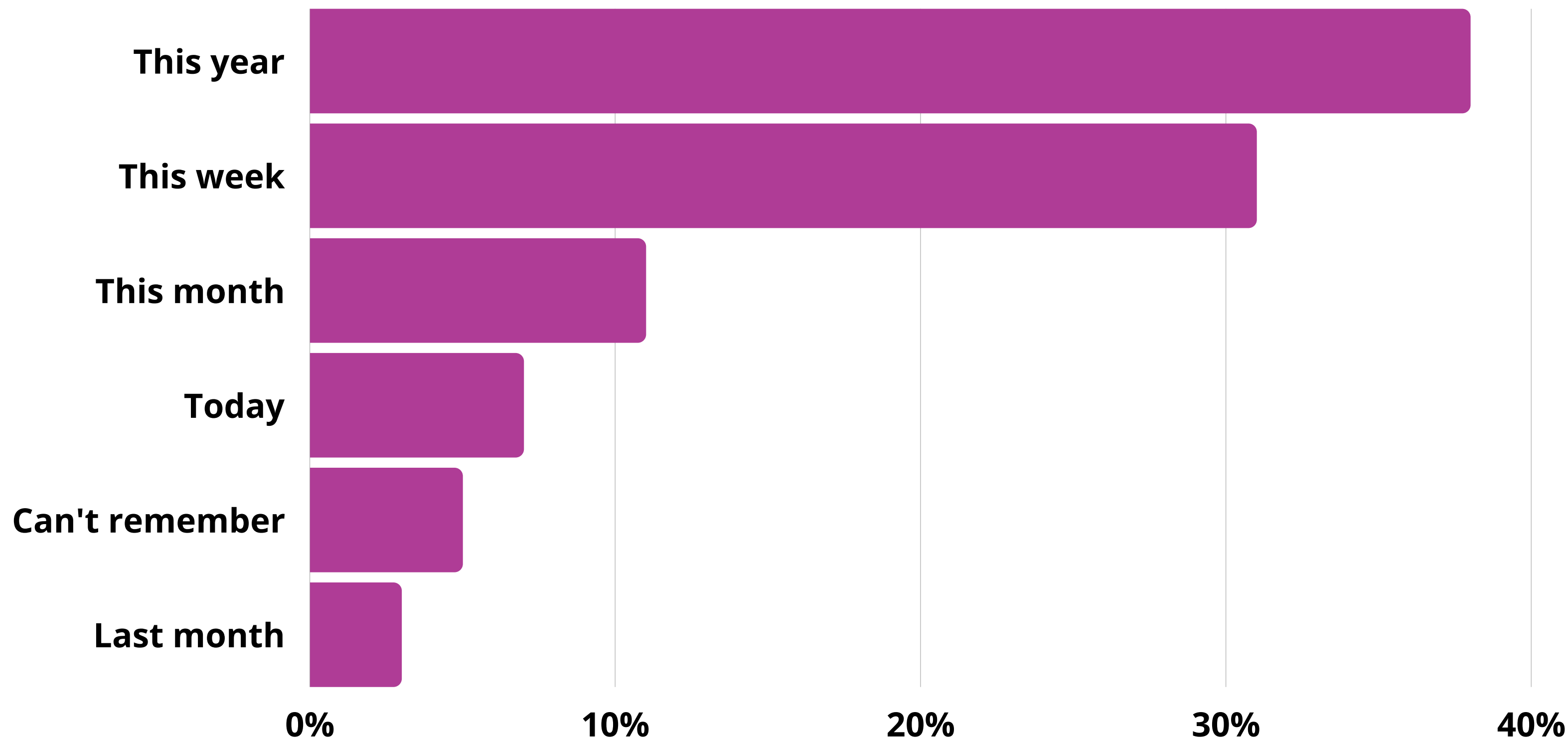
#4



CLOTHING

#5

WHEN WAS THE LAST TIME YOU RECOMMENDED A PRODUCT/SERVICE ?



FINAL THOUGHTS ON INFLUENCE/RECOMMENDATIONS



I prefer realistic reviews

“ I like to see reviews from people of my age or older.
Not interested in reviews from young, wealthy, skinny models who haven't blemishes, wrinkles or fat.”



I don't tend to follow influencers

“ I don't tend to follow influencers because most of them are sponsored by the companies whose products they promote. There is one woman on Instagram though who promotes clothes for my age group, and I do look into the brands that she models.”



I like product demos

“ Real reviews from real people - versatile products that are easy to use. I like videos that show how the products can be used especially for make-up.”

KEY INSIGHTS

70% of parents say they are influenced by online reviews from other people while 52% say they are not influenced by influencers

The majority of parents (98%) are happy to recommend a product or service they like to friend, colleagues and family

Just under half (49%) of parents will check out a recommendation from a friend or family member right away

21% of parents will leave a review on a company / product website or via a ratings platform e.g. Tripadvisor

EVERY QUESTION WE ASKED...

- What gender are you?
- What age are you?
- What ages are your kids?
- When it comes to telling friends/family about a product or service I like, which best describes you?
- How would you share recommendations or experiences? (select all that apply)
- When was the last time you recommended a product or service to family or friends and what was it?
- When was the last time someone you trust recommended a product or service to you that you took note of and what was it?
- If a product or service has been recommended by family or friends I trust I would: (select all that apply)
- Have you ever bought a product or service recommended by an online influencer? If you did, what was it and who was the influencer? If you haven't, why not?
- What are your thoughts on influencers and products/services they feature on their social media?
- How often do you review products or services online?
- Which of these products/services are you most likely to leave a review for? (Select all that apply)
- Would you say you are influenced by online reviews from other people?
- Any final thoughts or comments on what influences you to try new products/services?

GET THE FULL REPORT FOR MORE DETAILED INSIGHTS

Would you like to read all the things parents said about influence and recommendations?

Dig into the full results and find out exactly what parents have to say about what influences them to purchase, who they trust, and more!

Buy our full Insights Report today [here](#) or contact us to find out how ParentsandBrands can help your organisation.

