

Today's Parents Crave More Family "WeTime"

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Memorex National WeTime Parent Survey Reveals At-Home Movie Nights, Video Games, Impromptu Sing-alongs and Dance Parties are Family Favorites

Whether it's as simple as dancing in the kitchen or huddling around the television for family movie night, today's parents crave more family "WeTime" together—up to three more times per week—but cite a lack of finances (40 percent), lack of interest from kids (21 percent) and a lack of ideas (18 percent) among the challenges in creating special WeTime moments with their family.

Memorex—one of the most widely recognized names in the consumer electronics industry and a portfolio brand of Imation Corp (NYSE: IMN)—recently commissioned a survey of more than 1,300 U.S. parents with children from newborns to age 17 to learn more about the role consumer electronics play in their families' home life and how families create fun ways to connect and make memories together.

The study was conducted online by Harris Interactive from November 4–10, 2009, as part of the brand's WeTime campaign to help inspire families to spend more time together.

Consumer Electronics Offer Solutions, Challenges

According to the survey, parents feel consumer electronics can help enhance their family's WeTime.

Approximately three-fourths of parents surveyed (76 percent) feel that consumer electronics (for example, televisions, iPod® docking stations, video game consoles, etc.) enhance their family's WeTime by offering solutions to many of the cited challenges:

- A majority of respondents (59 percent) feel that consumer electronics do offer an affordable, at-home option to help create WeTime for their families.
- Twenty-five percent of parents surveyed feel that consumer electronics enhance WeTime by encouraging spontaneous and even silly activities such as impromptu dance parties or sing-alongs with their kids.
- Some (14 percent) parents turn to consumer electronics for the creative outlet they offer, such as making home movies.

In addition, 31 percent of surveyed parents listed "allowing families to capture and share the moments with friends and out-of-town family members" as another way that consumer electronics enhance their family's WeTime.

While most parents surveyed felt that consumer electronics do enhance their family's WeTime, many (63 percent) noted that consumer electronics in the family's home can also present some real challenges.

These include being a distraction from homework or household chores (37 percent), causing separation among family members (33 percent), making it hard to get kids' attention (22 percent) and being a source of arguments among family members (15 percent).

And when asked about the more functional aspects of consumer electronics products, the majority of surveyed parents (55 percent) admitted to disliking one or more of the following: unnecessary product features (27 percent), lack of product durability (25 percent), complicated to use (18 percent) and unappealing product design (4 percent).

Movie Night Tops Favorite WeTime Activities; Television and DVD Player Used Most Often Together

As cited by the parents surveyed, consumer electronics offer a variety of affordable, at-home entertainment options for families.

At the top of the list of families' favorite WeTime activities is family movie night, with 76 percent of the parents surveyed naming it as one of their families' favorite at-home activities. Video games are another popular activity selected by 54 percent of parents, while 27 percent cited music-inspired activities such as impromptu sing-alongs and dance parties.

With these activities in mind, it's no surprise that parents surveyed named the television (58 percent) and DVD player (15 percent) as the top two products when asked which consumer electronics products they use most often together as a family.

Video game consoles followed close behind for those surveyed overall (11 percent), but actually jumped ahead of the DVD player for those with children in their "tweens" (ages 8â€"12) at 15 percent.

Products Inspired by Families

Regardless of your familyâ€™s favorite WeTime activity, Memorex offers a wide variety of consumer electronics products including home audio, video and gaming accessories that inspire fun moments and memories with thoughtful features to fit any lifestyle, and at an affordable price.

"Weâ€™ve heard from busy parents all around the country that they crave more family WeTime," said Jess Walton, global brand manager for Memorex.

"Our goal is to provide inspired consumer electronics products that help families build connections and make it fun to spend time together as a family. We want to help get the earbuds out and the dance moves going on! Whether youâ€™re sharing a silly song, watching a favorite movie or just breaking into an impromptu dance together, Memorex is all about creating fun family WeTime.

"And, in 2010, Memorex is unveiling a variety of new productsâ€"including iPod and iPhoneÂ® docking stations and gaming accessoriesâ€"that weâ€™ve developed using an entirely new product design approach based on consumer insights from Mom and her family, like the ones we gained through this survey, to make electronics more accessible and fun for the whole family."

Memorexâ€™s newest product introductions, including the iPodÂ®- and iPhoneÂ®-compatible docking stations and gaming accessories, as well as popular products from its current line such as the miniMoveÂ„ Boombox for iPod and MyVideoÂ„, pocket camcorders, will be on display at the PepcomÂ® Digital Experience event from 7 to 10 p.m. tonight at The Mirage.

WeTime Parent Survey Methodology

The WeTime Parent Survey was conducted online within the United States by Harris Interactive on behalf of Memorex November 4â€"10, 2009 among 1,344 adults age 18+ who are the parents of children aged 0â€"17 years.

No estimates of theoretical sampling error can be calculated; a full methodology is available.

About Memorex

Memorex is one of the most trusted and recognized consumer brands in modern marketing history.

A portfolio brand of Imation Corp (NYSE: IMN), Memorex is the North American market-share leader in optical media and media accessories at retail and one of the best-known names in the consumer electronics industry.

Memorex reaches into millions of homes with home audio and video products, MP3 players, digital picture frames, iPodÂ® accessories and LCD televisions that are stylish and simple in form and function.

For more information about Memorex, please visit www.memorex.com.

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