



Home is at the Heart of It:
How Families Are Sheltering
Together During a Worldwide Crisis

YOUNG  LIVING
ESSENTIAL OILS

INTRO

The COVID-19 pandemic has changed everything, from the way we shop for groceries to the way our kids attend school. But the biggest thing that's changed is the role our homes now play in our lives. During a crisis, they've become much more than a place to sleep — they've become sanctuaries. They've also become workplaces, gyms, schools and art studios. Suddenly, our homes are everything.

At Young Living, we wanted to better understand the challenges parents and kids have faced throughout this crisis as they've sheltered in their homes. As a wellness company, Young Living has a unique point of view about health and wellbeing. We understand the importance of creating a safe home environment where parents and children alike can thrive. That's why we wanted to learn more about how families are operating during the pandemic. And the insights are incredible — from fathers reporting increased bonding with their children to parents realizing homeschooling has some serious perks.

It's our hope that the findings of this study will shed light on how we can better support each other during these challenging times and give families ideas for creating happier, healthier homes. After all, we believe that a healthy home for each of us means a healthy world for all of us.



“We understand the importance of creating a safe home environment where parents and children alike can thrive.”



STRESS

Staying home shouldn't feel so stressful — but it does. After all, it's one thing to want to stay inside and another thing to *have* to stay inside.

Though **70%** of parents say they're more stressed every day since the pandemic started, they're not the only ones: **56%** of children are experiencing stress, too. With all the uncertainty outside and scary things happening on the news, it's no wonder everyone's feeling a bit more tense.

STRESS

COPING WITH COVID-19

HOW ARE PARENTS HELPING KIDS FEEL LESS STRESSED?

79%

Playing games with them

41%

Creating and sticking to a schedule or routine

18%

Practicing mindfulness or meditation

63%

Talking more frequently with them

38%

Helping them connect with friends via Zoom

14%

Using natural remedies such as aromatherapy

61%

Crafting, coloring and other creative activities

30%

Allowing them to just do what they want

14%

Giving them medication

55%

Cooking together

21%

Taking frequent baths

12%

Letting them skip school

52%

Spending time outdoors

20%

Encouraging them to write in a journal

11%

Finding ways to serve in the community

MOMS VS DADS

25% of men say they've experienced less stress during COVID-19, but **38%** of women report experiencing a lot more stress. Overall **75%** of women report more daily stress, compared to **66%** of men.



STRESS

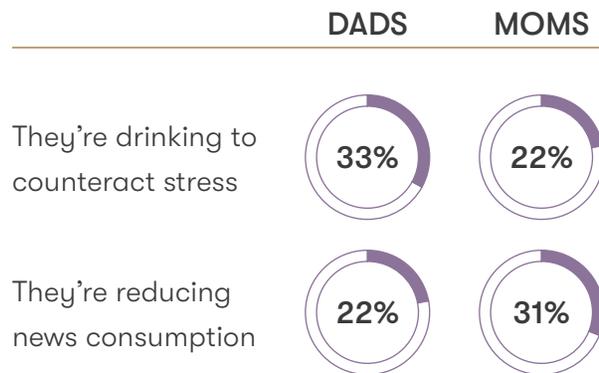
MAMA'S "ME" TIME

It's tough to help your kids feel less stressed when you're stressed, too.

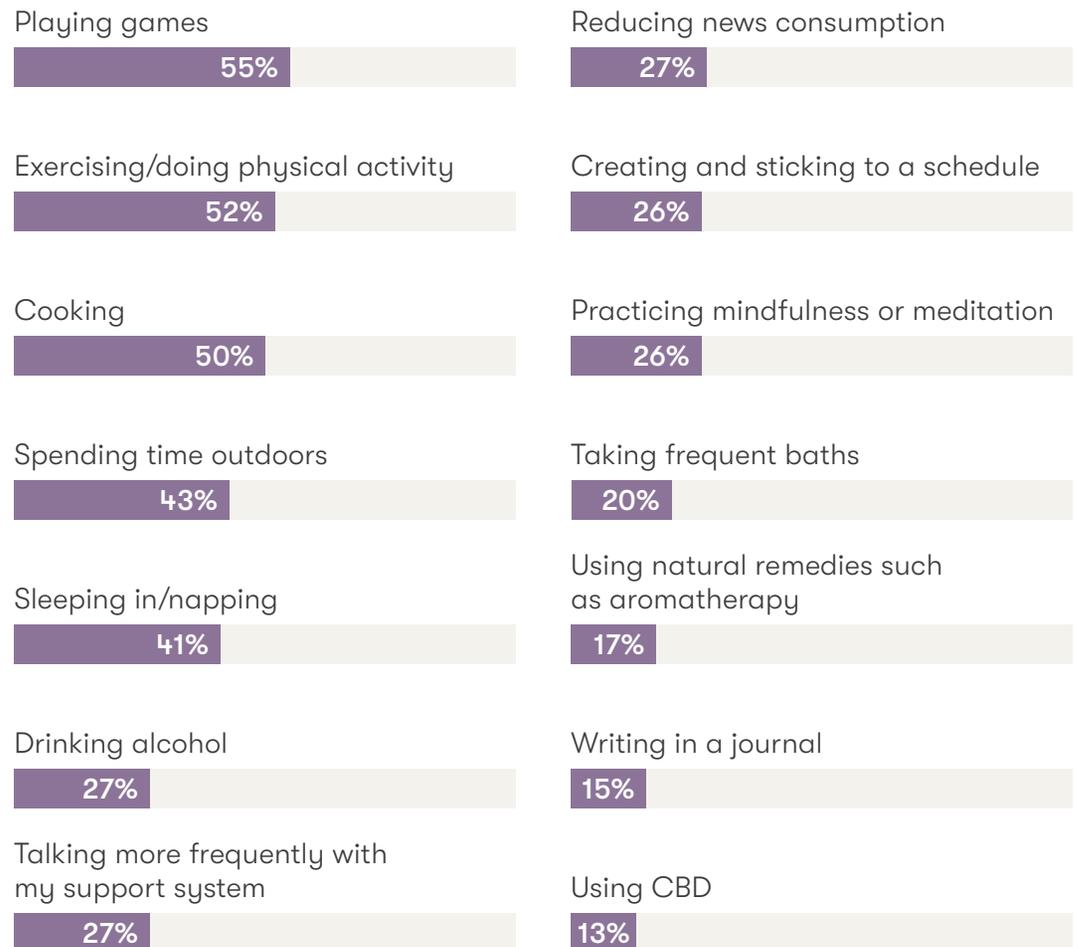
73%

The biggest way parents manage their stress is by turning on the television.

MOMS VS DADS



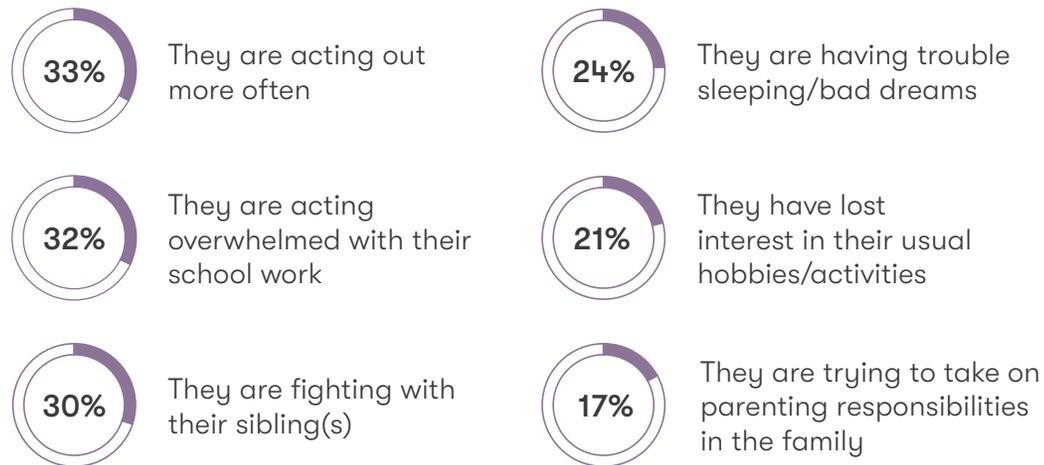
HOW ARE PARENTS MANAGING STRESS?



IT'S NOT QUIET IN QUARANTINE

Parents have noticed behavioral changes in their children. Who can blame them? Being stuck at home without a lot of activities or personal space can result in some added tension within the family.

TOP BEHAVIOR CHANGES PARENTS HAVE NOTICED:



THE TOP THREE REASONS PARENTS ARE STRESSED



31% of parents see their children becoming stressed when they notice their parents' stress.

30% of parents said their kids are driving them nuts.

STRESS

SOME SILVER LININGS



But it's not all stress and schoolwork. In fact, during this strange period of time, **60% of parents say that they've grown closer with their child(ren) by spending more time together.**

MOMS
VS
DADS

92% of men say this time has changed their relationship with their child(ren), while **81%** of women say the same

94% of parents have talked to their child(ren) about the pandemic. All signs point to better communication and stronger families.

SCHOOL

What happens when going to school means going to the living room? Everyone gets to learn new skills. School at home has been stressful for both parents and kids alike. Parents everywhere are realizing just how important their child's school teachers are and just how hard it is to be a teacher at home.

On top of it all, **22%** of parents said they're struggling with having a poor internet connection that doesn't accommodate school, work and entertaining the kids.

Parents are learning how to set boundaries, but **25%** of parents say they've been lenient about their child(ren) keeping up on schoolwork.



THE SCHOOL OF MOM AND DAD



WHAT DUE DATE?



About 2 in 5 (**42%**) of parents fear their kids could fall behind



About 1 in 4 (**26%**) parents worry about their child keeping up socially



1 in 5 (**19%**) are concerned about the loss of daily structure

The top concern parents have with schools being closed is their child keeping up academically.

MOMS VS DADS

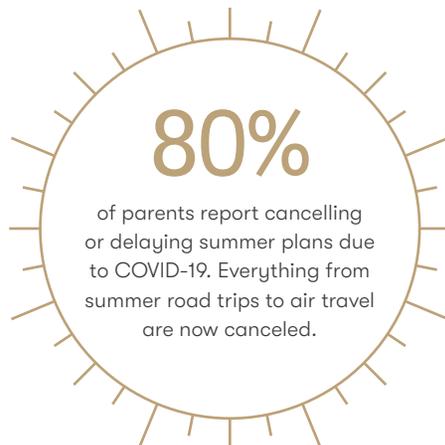
Surprisingly, **57%** of parents say they'd consider homeschooling in the future. But that number is heavily skewed by dads, with **68%** saying they'd consider homeschooling now compared to **43%** of moms who say they want to keep homeschooling.

SWEET SUMMER RELIEF

Summertime activities are going to look different this year, but parents are still looking forward to the start of summer break.

35% of parents are looking forward to their child being able to go outside and play, and 21% say it'll be a relief not to have to manage school at home anymore.

HERE'S THE FORECAST:



MAKING SUMMER A LITTLE BRIGHTER

Things may seem gray now, but summer is just around the corner. Here are some great suggestions for making this summer sweeter.

- **Daily structure:** Set a schedule so everyone doesn't go crazy, but allow for free time.
- **Family field trips:** Explore the great outdoors while maintaining social distancing.
- **Summer exercise:** Stretch those bones! Try kid yoga, hikes, bike rides, and skateboarding.
- **Explore the great backyard:** Have a water balloon fight, play volleyball, play hide and seek and break out the ol' slip 'n slide.
- **Go camping:** Even if it's in your backyard, a night under the stars can feel like an adventure.
- **Cooking & baking:** This is a great time to teach your kids to become chefs! Bonding is better over homemade meals.
- **Have a book club:** If your library is closed, start a family book club. Award prizes for the most words read.





SLEEP

There's really no overstating how important sleep is. It helps us in every single aspect of our lives. And in times of stress, it's especially vital to get a good night's rest.

Parents know how important sleep is for their children. During COVID-19, the top thing **54%** of parents say they've tried to keep constant or unchanged when it comes to their child(ren)'s daily bedtime routine.

SLEEP

CONSISTENCY IS KEY

WHAT MATTERS MOST WHEN IT COMES TO THE BEDTIME ROUTINE?

- | | | | |
|-----|--|-----|--|
| 59% | Brushing teeth | 29% | Letting my child sleep with me in my bed |
| 43% | Reading a story together | 23% | Singing a song |
| 39% | Using a night light | 15% | Giving my child a sleep aid |
| 38% | Giving my child a bath | 15% | Reciting a poem or rhyme |
| 38% | Having a specific blanket or stuffed animal for my child | 10% | Using aromatherapy |
| 35% | Giving my child something to eat or drink | | |



BETTER BEDTIMES

Sometimes kids need a little help getting to sleep. And putting kids to bed can be tough – maybe that’s why some parents say they play rock, paper, scissors with their partner to decide who’s turn it is to handle bedtime (some couples even roll dice!).

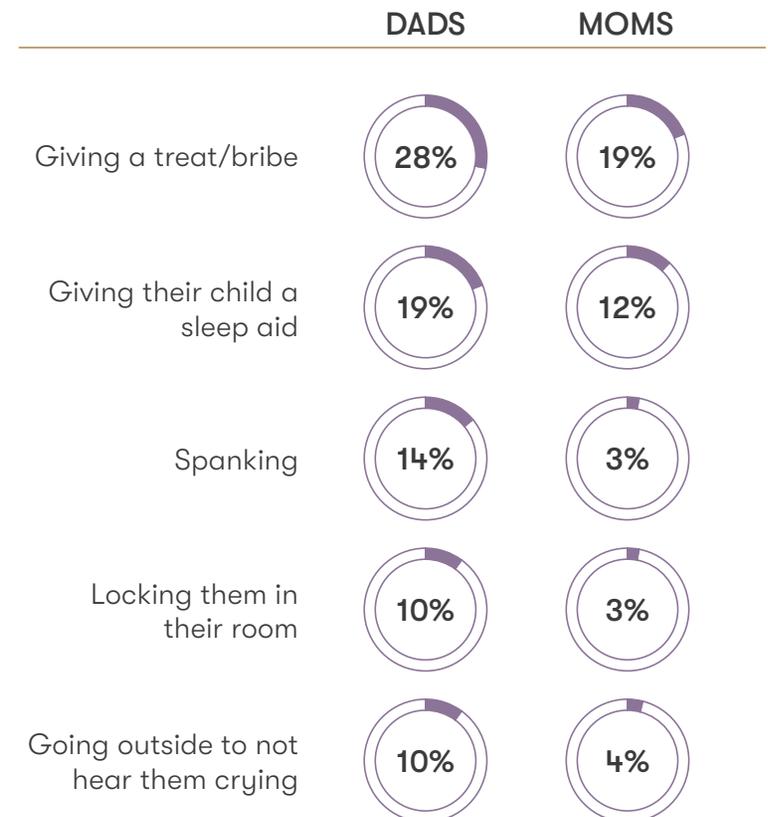
Parents will try just about anything to make bedtime more pleasant. The most common tactic parents admit to having tried at some point is letting their child fall asleep in the parent’s room or somewhere besides their own bed (**32%**). Also common is letting a pet sleep with the child (**28%**) or letting the child sleep with a sibling (**26%**). And then there are the lucky **22%** of parents who don’t need to use any help to get their kids to sleep.

15% of parents who live in urban areas report using aromatherapy as a sleep aid for their child.



MOMS VS DADS

When putting the kids to bed, men are significantly more likely to resort to extreme measures, such as:



THE CUTEST EXCUSES

Parents have heard every excuse in the book from kids not wanting to go to bed. Here are some of our recent favorites:

“I have to tell the dog something important.”

“I need to clean my room so I can sleep better.”

“My eyes hurt. I can’t close them to sleep.”

“God wants me to stay up.”

“I have to be somewhere important. But I can’t tell you where.”

“I LOVE YOU!”
(Yelled over and over again for close to an hour)

Tip: keep a journal of the questions your kid asks to try and delay bedtime. You’ll have a good laugh when they’re older!



SUMMERTIME SLEEPING

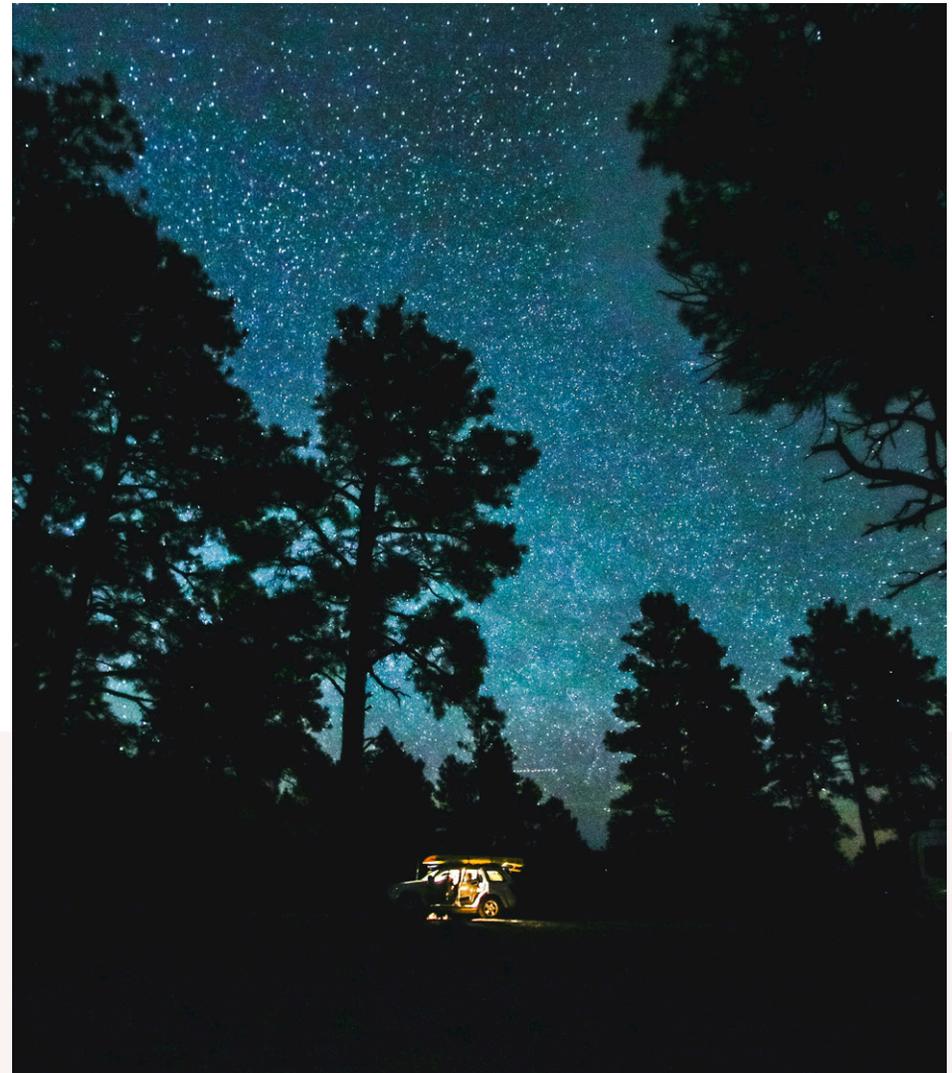
58%

of parents say their child goes to bed later

23%

of parents say their child struggles to fall asleep because it's light outside so much later during fall and winter months

Summertime changes bedtime routines for the large majority of parents and child(ren) (85%).





So cuddle a little
closer and take it
one day at a time.
We'll get through
this together.

STRENGTH BEYOND THE STATISTICS

Though the world has changed, one thing remains constant: **families can get through anything.** With a little creativity and a whole lot of patience, not even something like a pandemic can threaten the sanctuary of the home. As a wellness company, Young Living is dedicated to making our homes and our lives better. We understand the importance of creating a safe home environment where parents and children alike can thrive. And we offer products to maintain and support your family's health.



How We Collected the Data

Young Living conducted this research using an online survey prepared by [Method Research](#) and distributed by [Lucid](#) among n=1,002 parents of child(ren) ages 2-12 years old in the United States. The sample was balanced across parent gender and geographic area. Data was collected from April 29 - April 30, 2020.