



Video calls will dominate holiday celebrations this year

COVID-19 has changed many holiday plans this year, but families and friends are staying connected in new ways, from video calls to playing games and beyond. We surveyed over 6,400 Kahoot! users in the U.S. to gain insight into how families are adapting their holiday celebrations.

Kahoot! Highlights

1B+

1B+ participating players in the last 12 months

4B+

4B+ cumulative players since founding in 2013

100M

100M games played in the last 12 months

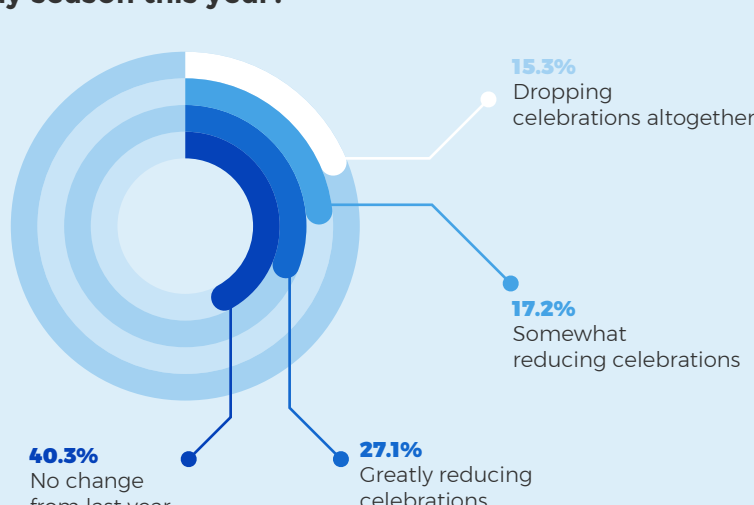
Top 5

Top 5 in U.S. app stores (EDU)

Holiday plans are looking different this year, with over half of families reducing celebrations

How do you plan to celebrate the holiday season this year?

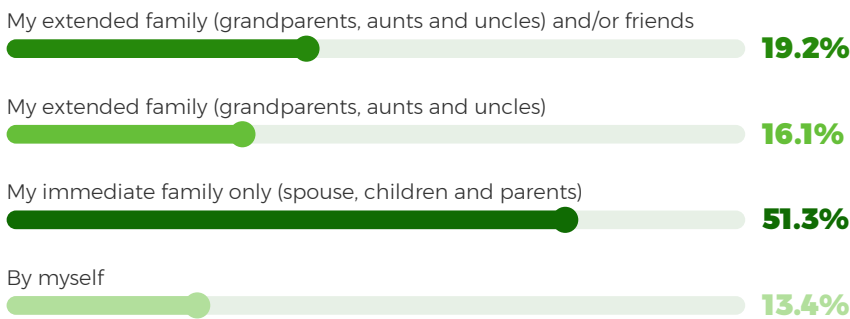
6,496 respondents



Most families will be spending the holidays only with their immediate family members, but more than one third still plan to connect with other relatives

Who do you plan to celebrate the holiday season with?

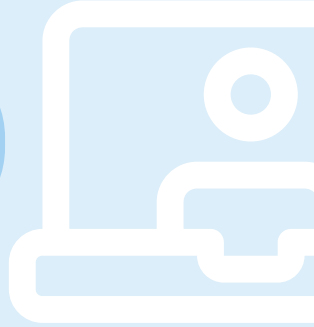
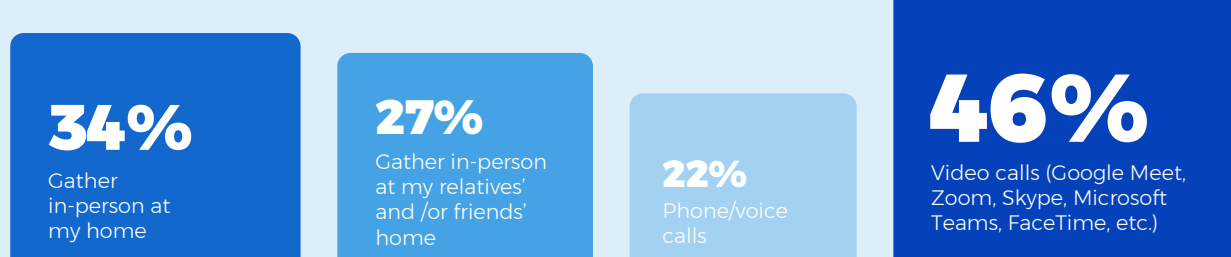
3,608 respondents



Almost half of families said they would connect with family and friends over video calls for the holidays this year

How do you plan to get together with your family or friends? Choose all that apply.

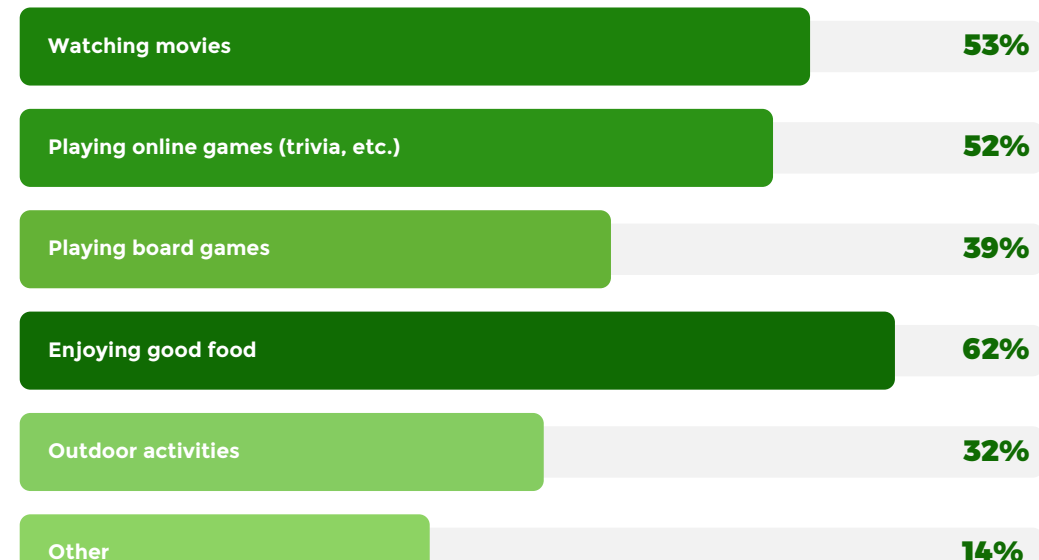
3,536 responses from 2,719 respondents



More than half of families plan to celebrate the holidays this year by playing online games, and good food is the star of the festivities

What social activities do you plan to do this holiday season? Choose all that apply.

8,732 answers from 3,471 respondents

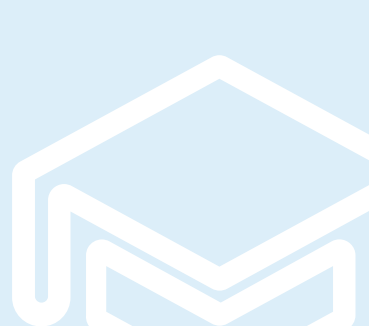
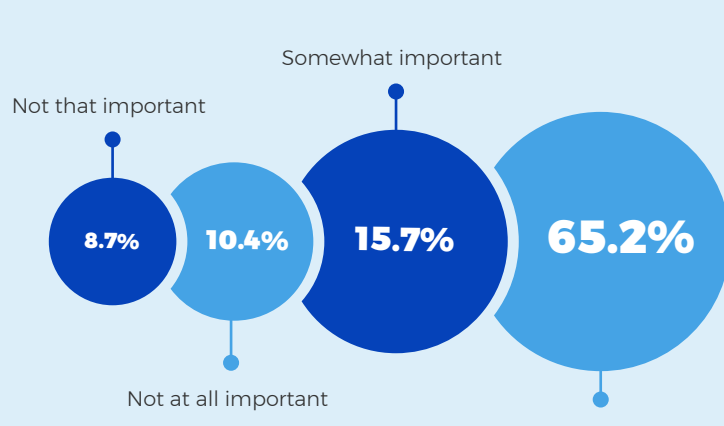


Over 8 in 10 parents of young children feel it's important to support their child's learning at home

How important is it to you to support your child's education with learning at home?

911 respondents

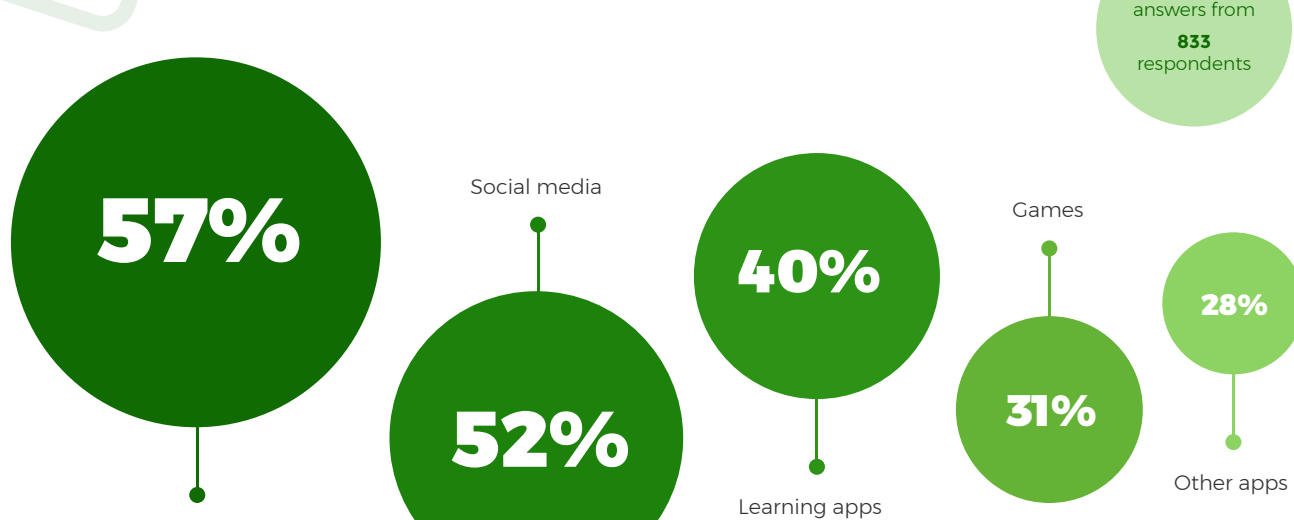
(911 respondents. Respondents answered "Yes" to "Are you a parent of a child aged 13 or younger?")



Kids are spending most of their screen time on YouTube, but 4 in 10 parents say their kids spend time on learning apps

How does your child spend their screen time?

2,203 answers from 833 respondents



Methodology

This report is based on data from a survey of 6,496 Kahoot! users in the U.S., conducted in November 2020.