

Marketing to Kids - US - April 2015

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"Today's kids are the true digital natives; they do not remember a time without smartphones and constant connectivity. Modern kids can be difficult to impress and even more difficult to captivate."

Lauren Bonetto, Lifestyle & Leisure Analyst

This report looks at the following areas:

- The importance of targeting both kids and their parents
- How much money kids have and what they are saving for
- How kids watch TV and use the internet

What you need to know

In 2015, there are an estimated 24.7 million kids aged 6-11 in the US. Though they represent roughly 8% of the population, their buying power is significant, as their preferences are often considered in their parents' purchasing decisions.

Marketing to kids is often tricky as brands must win the approval of both kids and their parents. However, resonating with kids is not only important due to the tremendous buying power they hold now, but also because they are the shoppers of the future.

This report builds on the analysis presented in Mintel's *Marketing to Kids and Tweens – US, May 2014*. Readers of this report may also be interested in *Feeding Your Kids – US, August 2014*; *Kids as Influencers – US, April 2014*; *Children's Personal Care – US, March 2014*; *Activities of Kids and Teens – US, November 2013*; *Children's Clothes Shopping – US, November 2013*; and *Kids and Dining Out – US, July 2013*.

Definition

For the purposes of this report, Mintel has used the following definitions:

Kids are defined as those aged 6-11 (typically in the first through fourth grades).

This group has been further broken down into younger kids (aged 6-8) and older kids (aged 9-11).

Value figures throughout this report are at rsp (retail selling prices) excluding sales tax unless otherwise stated.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

What you need to know
 Definition
 Data sources
 Consumer survey data
 Abbreviations and terms
 Abbreviations
 Terms

Executive Summary

Snapshot of kids aged 6-11
 Kids as consumers
 Kids spend the majority of their time sedentary
 Figure 1: Top activities done on week days and weekend days, January-December 2014
 Watching TV is a family affair, kids often multitask while watching
 Figure 2: Kids' most common TV companions, January-December 2014
 Kids use internet for entertainment, sometimes information
 Figure 3: Top websites visited in the past week, January-December 2014
 Two thirds carry cash, those with savings accounts have amassed a small fortune
 Figure 4: How much money kids have in cash and in a bank/savings account, January-December 2014
 Most kids don't work for their money, it is often given to them
 Figure 5: Top sources of where kids' money comes from, January-December 2014
 From a young age, gender often dictates household duties
 Figure 6: Common household chores, by gender, April 2013-June 2014
 Kids most likely saving for small ticket items
 Figure 7: Top things kids are saving for, January-December 2014
 Humor is an effective approach to reach kids; people around them are influential
 Figure 8: Favorite commercials, January-December 2014
 Ethical products resonate, kids are accepting of others
 Figure 9: Attitudes toward the environment and diversity, April 2013-June 2014, January-December 2014
 What we think

Issues and Insights

How to simultaneously target kids and parents
 The issues
 The implications
 Increasing diversity necessitates rethinking of characters and narratives
 The issues

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The implications

Kids believe they are healthier than they actually are

The issues

The implications

Trend Application

Trend: Let's Make a Deal

Trend: Secret, Secret

Trend: Moral Brands

Snapshot of Kids

Key points

Kids aged 6-11 projected to decrease modestly

Figure 10: Population <18, by age, 2010-20

With each generation, America becomes increasingly diverse

Figure 11: Population of kids aged 6-11, by race or Hispanic origin, 2010-20

Majority of kids live with both parents

Figure 12: Household relationship and living arrangements of kids, by age, 2013

Kids most likely to access internet at home, use internet for entertainment

Figure 13: Where kids access the internet, by gender and by age, April 2013-June 2014

Figure 14: Online activities, by gender and by age, April 2013-June 2014

Innovations and Innovators

Techie toys

Barbie breaks her silence

Figure 15: "Hello Barbie is the world's first interactive Barbie doll," online video, 2015

Crayola launches coloring books for the modern age

Figure 16: "Crayola Color Alive!" online video, 2015

Autodesk releases app for 3D printable toys

Gender bending and girls' empowerment products

Limited edition Lego set featuring female scientists sells out in days

Figure 17: "Inspire imagination and keep building," online video, 2014

Upcycling mom becomes internet phenomena

Figure 18: "Tree Change Dolls," online video, 2015

Princess Awesome offers girls' clothing with "boyish" prints

Figure 19: "Back us on Kickstarter!," online video, 2015

Coloring book shows princesses that do more than wear pretty dresses

Wonder Crew to offer dolls for boys

Figure 20: "See us in action!," online video, 2015

Targeting multicultural kids

MGA Entertainment releases Hispanic dolls

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Disney introduces Elena of Avalor

Marketing Strategies

Overview of the brand landscape

Empowering girls

Dove calls for girls to love their curls

Figure 21: "Dove Hair: Love Your Curls," online video, 2015

Microsoft insists that "Girls Do Science"

Figure 22: "Girls Do Science," online video, 2015

Health and wellness

Captain Citrus gets a makeover courtesy of Marvel

Figure 23: "Captain Citrus Teaser," online video, 2014

WAT-AAH! uses urban kids and pop stars to make drinking water cool

Figure 24: "Soapbox," online video, 2015

Figure 25: "WAT-AAH! x Ariana Grande – A video message," online video, 2014

Fuel Up to Play 60

Figure 26: "#FuelGreatness with school breakfast," online video, 2015

Retailers and shopping

Toys"R"Us invites kids, "C'mon, let's play"

Figure 27: "It's the most magical time of the year at the world's greatest toy store!" online video, 2014

Claire's and Toys"R"Us partner on branded shops

Target launches Annie collection

Figure 28: "Subway to runway," online video, 2014

JCPenney looks to bring back the magic with Cinderella push

Figure 29: Inside JCPenney Disney shop, 2015

Figure 30: "Fairy tales," online video, 2015

Kids' Activities

Key points

Activities done on weekdays and weekend days

Figure 31: Top 15 Activities done on week days, by gender and by age, January-December 2014

Figure 32: Top 15 activities done on weekend days, by gender and by age, January-December 2014

Low gaming participation among girls amounts to missed opportunity

Boys slightly more active than girls

Kids begin putting away childish things as young as age nine

Out-of-home and organized activities

Figure 33: Out-of-home entertainment, by gender and by age, April 2013-June 2014

Figure 34: Membership to organization, by gender and by age, April 2013-June 2014

Figure 35: Kids' influence on out-of-home activities, by gender and by age, April 2013-June 2014

Kids and Watching TV

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key points

Kids' TV companions

Figure 36: Kids' TV companions, by gender by age, January-December 2014

How kids watch TV

Figure 37: How kids watch TV, by gender and by age, January-December 2014

Activities done while watching TV

Figure 38: Activities done while watching TV, by gender and by age, January-December 2014

General attitudes toward TV

Figure 39: Attitudes toward media, by gender and by age, April 2013-June 2014

When kids watch TV

Kids and the Internet

Key points

Websites visited in past week

Figure 40: GEICO YouTube ad, "Family: Unskippable," 2015

Figure 41: Websites visited in the past week, by gender and by age, January-December 2014

Amount of time kids spend online

Figure 42: Amount of time spent online, by gender and by age, April 2013-June 2014

Kids and Money

Key points

How much money kids have in cash

Figure 43: How much money kids have in cash, by gender and by age, January-December 2014

How much money kids have in bank/savings accounts

Figure 44: How much money kids have in a bank/savings accounts, by gender and by age, January-December 2014

How much money kids have in gift cards

Figure 45: How much money kids have in gift cards, by gender and by age, January-December 2014

Figure 46: How much money kids have in other places, by gender and by age, January-December 2014

Where kids' get their money

Figure 47: Where kids' money comes from, by gender and by age, January-December 2014

Allowance and chores

Kids and Shopping

Key points

What kids are saving for

Figure 48: What kids are saving for, by gender and by age, January-December 2014

Figure 49: What kids spend their money on, by gender and age, April 2013-June 2014

Where kids shop

Figure 50: Where kids shop, by gender and by age, January-December 2014

Figure 51: Stores visited, by gender and by age, April 2013-June 2014

Figure 52: Favorite stores, by gender and by age, April 2013-June 2014

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Targeting Kids

Key points

Favorite commercials

Figure 53: Favorite commercials, by gender and by age, January-December 2014

What kids want from their favorite brands/stores on social media

Figure 54: What kids want from their favorite brands/stores on social media, by gender and by age, January-December 2014

Attitudes toward favorite brands

Figure 55: "The A/W13 Campaign," online video, 2013

Figure 56: Attitudes toward favorite brands – Any agree, by gender and by age, January-December 2014

Kids and ethical products

Figure 57: Attitudes toward the environment, by gender and by age, April 2013-June 2014

Kids' Attitudes and Opinions

Key points

Attitudes and opinions about life

Kids and acceptance

Figure 58: "It Gets Better Promo," online video, 2013

Kids and health

Kids, education and the future

Figure 59: Attitudes toward life – Any agree, by gender and by age, January-December 2014

Issues that concern kids

Figure 60: Issues that concern kids, by gender and by age, January-December 2014

Appendix – Other Useful Consumer Tables

Kids' activities

On weekdays

Figure 61: Activities done on week days, by age, January-December 2014

Figure 62: Activities done on week days, by household income, January-December 2014

Figure 63: Activities done on week days, by race and Hispanic origin, January-December 2014

On weekend days

Figure 64: Activities done on weekend days, by age, January-December 2014

Figure 65: Activities done on weekend days, by household income, January-December 2014

Figure 66: Activities done on weekend days, by race and Hispanic origin, January-December 2014

Kids and watching TV

Kids' TV companions

Figure 67: Kids' TV companions, by household income, January-December 2014

Figure 68: Kids' TV companions, by race and Hispanic origin, January-December 2014

Figure 69: Kids' TV companions, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 70: Kids' TV companions, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

How kids watch TV

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Figure 71: How kids watch TV, by household income, January-December 2014

Figure 72: How kids watch TV, by race and Hispanic origin, January-December 2014

Figure 73: How kids watch TV, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 74: How kids watch TV, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

Activities done while watching TV

Figure 75: Activities done while watching TV, by household income, January-December 2014

Figure 76: Activities done while watching TV, by race and Hispanic origin, January-December 2014

Figure 77: Activities done while watching TV, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 78: Activities done while watching TV, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

Figure 79: Time of day kids watch TV – Weekdays, by gender and by age, April 2013-June 2014

Figure 80: Time of day kids watch TV – Weekends, by gender and by age, April 2013-June 2014

Figure 81: Hours spent watching TV – Weekdays, by gender and by age, April 2013-June 2014

Figure 82: Hours spent watching TV – Weekends, by gender and by age, April 2013-June 2014

Kids and the Internet

Figure 83: Websites visited in the past week, by household income, January-December 2014

Figure 84: Websites visited in the past week, by race and Hispanic origin, January-December 2014

Figure 85: Websites visited in the past week, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 86: Websites visited in the past week, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

Kids and money

How much money kids have in cash

Figure 87: How much money kids have in cash, by household income, January-December 2014

Figure 88: How much money kids have in cash, by race and Hispanic origin, January-December 2014

Figure 89: How much money kids have in cash, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 90: How much money kids have in cash, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

How much money kids have in bank/savings accounts

Figure 91: How much money kids have in a bank/savings accounts, by household income, January-December 2014

Figure 92: How much money kids have in a bank/savings accounts, by race and Hispanic origin, January-December 2014

Figure 93: How much money kids have in a bank/savings accounts, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 94: How much money kids have in a bank/savings accounts, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

How much money kids have in gift cards

Figure 95: How much money kids have in gift cards, by household income, January-December 2014

Figure 96: How much money kids have in gift cards, by race and Hispanic origin, January-December 2014

Figure 97: How much money kids have in gift cards, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 98: How much money kids have in gift cards, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

Where kids' money comes from

Figure 99: Where kids' money comes from, by household income, January-December 2014

Figure 100: Where kids' money comes from, by race and Hispanic origin, January-December 2014

Figure 101: Where kids' money comes from, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 102: Where kids' money comes from, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

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Figure 103: Attitudes toward money, by gender and by age, April 2013-June 2014

Figure 104: Allowance, by gender and by age, April 2013-June 2014

Figure 105: Money for chores, by gender and by age, April 2013-June 2014

Figure 106: Wages, by gender and by age, April 2013-June 2014

Figure 107: Chores, by gender and by age, April 2013-June 2014

Kids and shopping

What kids are saving for

Figure 108: What kids are saving for, by household income, January-December 2014

Figure 109: What kids are saving for, by race and Hispanic origin, January-December 2014

Figure 110: What kids are saving for, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 111: What kids are saving for, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

Where kids shop

Figure 112: Where kids shop, by household income, January-December 2014

Figure 113: Where kids shop, by race and Hispanic origin, January-December 2014

Figure 114: Where kids shop, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 115: Where kids shop, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

Targeting kids

Favorite commercials

Figure 116: Favorite commercials, by household income, January-December 2014

Figure 117: Favorite commercials, by race and Hispanic origin, January-December 2014

Figure 118: Favorite commercials, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 119: Favorite commercials, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

What kids want from their favorite brands/stores on social media

Figure 120: What kids want from their favorite brands/stores on social media, by household income, January-December 2014

Figure 121: What kids want from their favorite brands/stores on social media, by race and Hispanic origin, January-December 2014

Figure 122: What kids want from their favorite brands/stores on social media, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 123: What kids want from their favorite brands/stores on social media, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

Attitudes toward favorite brands

Figure 124: Attitudes toward favorite brands, January-December 2014

Figure 125: Attitudes toward favorite brands – Netted, January-December 2014

Figure 126: Attitudes toward favorite brands – Any agree, by household income, January-December 2014

Figure 127: Attitudes toward favorite brands – Any agree, by race and Hispanic origin, January-December 2014

Figure 128: Attitudes toward favorite brands – Any agree, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 129: Attitudes toward favorite brands – Any agree, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

Kids' attitudes and opinions

Attitudes toward life

Figure 130: Attitudes toward life, January-December 2014

Figure 131: Attitudes toward life – Netted, January-December 2014

Figure 132: Attitudes toward life – Any agree, by household income, January-December 2014

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Figure 133: Attitudes toward life – Any agree, by race and Hispanic origin, January-December 2014

Figure 134: Attitudes toward life – Any agree, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 135: Attitudes toward life – Any agree, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

Issues that concern kids

Figure 136: Issues that concern kids, by household income, January-December 2014

Figure 137: Issues that concern kids, by race and Hispanic origin, January-December 2014

Figure 138: Issues that concern kids, by gender, by race and Hispanic origin – Boys aged 6-11, January-December 2014

Figure 139: Issues that concern kids, by gender, by race and Hispanic origin – Girls aged 6-11, January-December 2014

Appendix – Trade Associations

Advertising Research Foundation (ARF)
 American Advertising Federation (AAF)
 American Association of Advertising Agencies (4A's)
 American Marketing Association (AMA)
 Association of National Advertisers (ANA)
 Digital Media Association (DiMA)
 Generations United
 Interactive Advertising Bureau (IAB)
 International Advertising Association (IAA)
 World Federation of Advertisers (WFA)

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