

Kids as Influencers - US - April 2014

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"We are seeing a shift in the demographics of the 'traditional family' as well as massive changes in how media is consumed. Marketers need to develop strategies with content that is not only targeted to a unique audience but delivered across the relevant channels."
 – Fiona O'Donnell, Category Manager – Multicultural, Retail, Lifestyles & Leisure

This report looks at the following areas:

- Definition of family shifting as more kids living in single-parent homes
- Marketers forced to get creative as more consumers choose on-demand TV
- Internet becoming primary source of entertainment

Kids are influencing purchase decisions every day among the millions of US households with children. Nearly all parents agree that they ask for their kids' opinions before purchasing products. The critical issue for marketers is to understand how parents and kids relate to each other. Messaging crafted toward relevant interactions between parent and child will be most effective. For example, while dads are more likely to engage in activities grounded in technology with their kids, moms spend more time shopping with their kids.

Readers of this report will learn how parents are influenced by their kids and the attitudes and behaviors of kids regarding purchasing decisions. By understanding the influential relationship between kids and parents marketers can more effectively target a family audience that is engaged and ready to buy.

This report builds on the analysis presented in Mintel's Kid As Influencers – US, June 2011 and Family Purchases – Kids as Influencers – US, June 2010. Readers of this report may also be interested in Mintel's Marketing to Kids – US, October 2012, Kids and Dining Out – US, July 2013, and Activities of Kids and Teens – US, November 2013, as well as Mintel's Marketing to Kids and Tweens – US, May 2014.

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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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