

## 2016 Kid and Family Trends







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The 2016 Kid & Family Trends Report is based on findings from Smarty Pants' annual Brand Love® study. This ground-breaking study—now in its 8th year—identifies the brands that capture kids' and moms' hearts, time and purchase power. It includes data on brand awareness, love, popularity, perceptions, usage, future usage intent, and open-ended responses to why kids and moms love the 280+ brands included in each year's study.

Fielded online among a nationally-representative sample of over 8,000 kids ages 6 to 12 and their parents, Brand Love tracks brand health over time and captures key demographic and lifestyle data that fuel the development of brand user profiles and the identification of macro trends.

The 2016 study was fielded in June and July, netting both school year and summer learning.

- 8,125 kids and their parents
- Kids 6 to 12 years old
- 285 brands evaluated
- 19 categories
- 15 brands per respondent
- More than 24,000 verbatims

Referenced throughout the report, **KIDFINITY™** is a proprietary metric on a 0-1000 scale that factors in kid awareness, love and popularity scores for each brand. **MOMFINITY™** is a similar, independent 0-1000 metric that includes awareness and love among moms (and 18% dads). Both metrics have a .86+ correlation to current and future usage.





If you ask kids and parents to write the headlines for 2016, they would probably submit captions like:

"2016: Is My Kid Doing Sign Language or Making a Musical.ly?"

"2016: Are Donald and Hillary Really My Two Choices?"

"2016: No More Unboxing Videos, Please!"

"2016: All I Remember Is Star Wars"

"2016: Still Dabbing"

Indeed, 2016 has been a surreal year. One full of unexpected events like the Cleveland Cavaliers winning the NBA playoffs, Donald Trump winning the Republican nomination and families realizing their house is a Pokestop. Not to mention Burger King starting to sell hotdogs.

This year's **Kid and Family Trends Report** includes 13 discussion-worthy trends, ranging from Steady Streaming to #Adulting. They cover toys, apparel, technology, entertainment and food, and issues like gender identity and the changing discourse between kids and adults.

Much like the surprising events of the year, the 13 trends are tied to larger movements shaping American culture:

- Newstalgia—contemporary twists on nostalgic products, brands, experiences and attitudes
- Empowerment—people in charge of themselves and everything around them
- **Innovation**—pushing the boundaries of what is possible, particularly on a tech front
- Convergence—of people, ideas and behaviors
- Transparency—a desire for honesty directly from the source



Evidence of these macro-trends is visible across the **Brand Love** learnings—from YouTube's rise to the top of kids' most-loved brands list, to the surge of STEM-based toys, to the growth of curated subscription boxes.

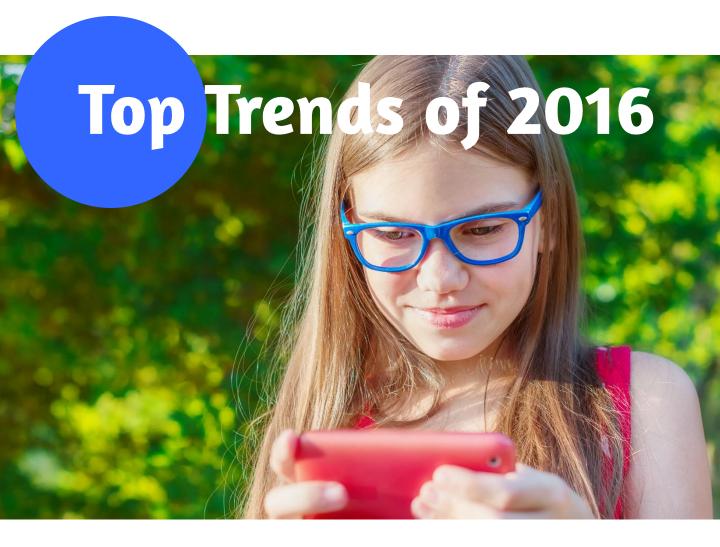
More than ever, consumers—including kids—are calling the shots and giving manufacturers and marketers reason to pause. They are creating, sharing and redefining, and are more demanding than ever, particularly for products and services that meet their highly personalized needs.

So, dive in. Take a look at what has changed in American kids' and families' lives over the past 12 months, and—perhaps more importantly—where these phenomena are taking the youth and family market in coming years.

Happy reading!







## 13 Kid and Family Game-Changers





## As kids' device ownership and usage have soared, KIDFINITY has waned

In 2014, iPad became the #1 brand among American kids ages 6-12. It was the first time since the **Brand Love** study began tracking brands that a mobile device took the leadership spot. At the time, kids wanted nothing more than to have a tablet and/or a smartphone.

Fast forward a mere two years and the device itself is no longer the rage. Today, 55% of kids ages 6-12 own an iPad, and 42% have an iPhone. More than 50% also report owning a Samsung device. Kids are now less likely to buzz about and covet the device itself, because they "all" own one. Accordingly, iPad is now the #16 brand among kids, and iPhone has fallen from #23 to #51 in the same two years.

Like device penetration, device usage is up among kids. A whopping 80% use a tablet at least weekly, and more than half do so daily. The numbers are nearly identical for smartphone usage, evidence of their ubiquity in kids' lives.

What seems to be occurring is kids are starting to treat mobile device brands like the brand of TV that hangs on their living room wall—if it gives them the content and experiences they seek, they're happy. *How* they are connecting is becoming increasingly less important than what they are connecting to.

Both and **SAMSUNG** KIDFINITY scores are down—Apple at its lowest point since 2010 and Samsung at its lowest score since Smarty Pants began measuring the brand in 2013.



The report continues with Trend 1 and then includes 35 more pages of kid and family trends.

There is an Appendix that includes the Top 50 Brands for each mom and kid sub-group.

A sample page is included.

The whole report is 53 pages.









Base: Kids ages 6-12 Subscript numbers indicate 2015 ranking