



# PARK

PRECISE ADVERTISER REPORT - KIDS

*The complete picture of video consumption  
for US kids aged 2-12*

**Q2 2023**

# Audience Research

This research explores the key media platforms and content kids are watching and therefore, where is best to reach and engage them.

- Video consumption across Broadcast TV, SVOD, Connected TV and Social media
- Device, platform & streaming services
- Top shows, toys, games & vloggers
- Parents purchasing behaviors
- 2,000 US kids aged 2-12 and their parents

**Precise TV & Giraffe  
Insights Media Panel**  
"PARK" is integrated into  
our contextual  
intelligence AI platform

# The complete viewing picture

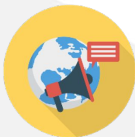
## How it works...



2000 kids  
aged 2-12 and their  
parents



Online survey



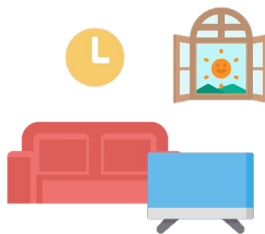
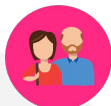
To understand how to best reach and engage the younger audience in a fragmented viewing world.

Questions aimed at both kids and their parents:

Kids



Parents



Discover **where, when and how** best to reach kids and their parents, cross-device and by platform, facilitating the planning process.



Understand **content viewing**, top shows, drilling down to specific platforms

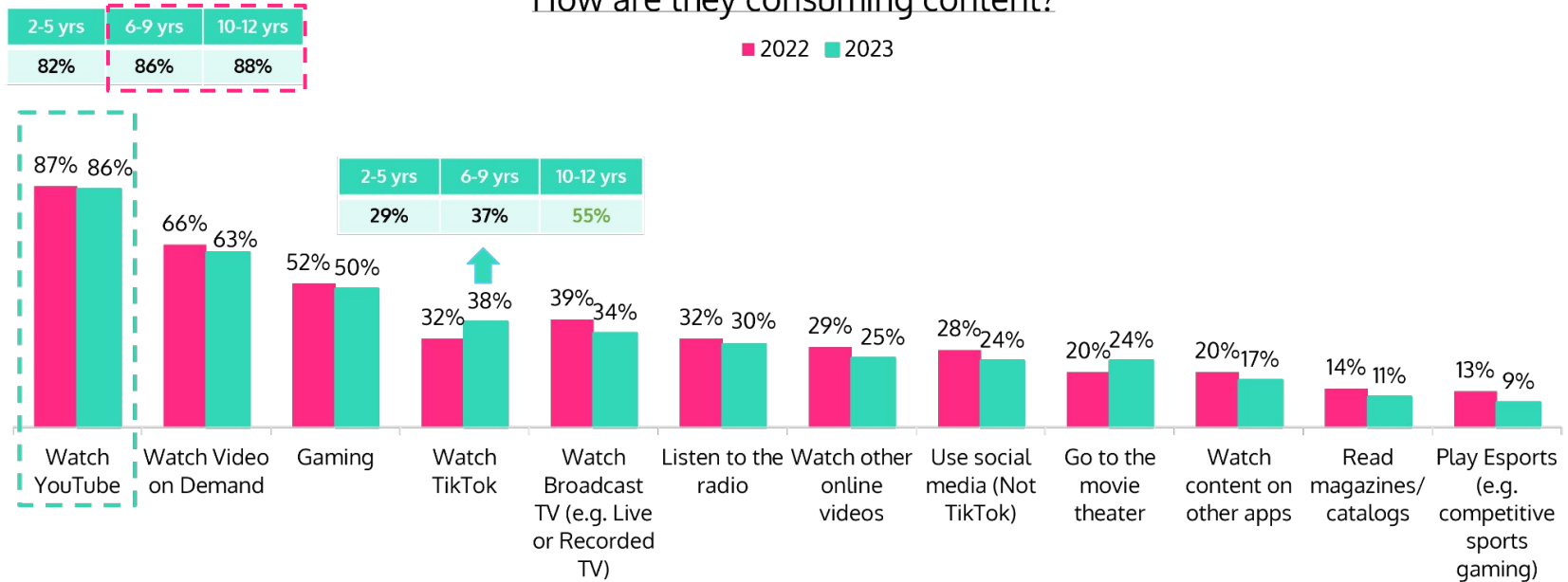


Track trends in viewing behavior **over time** identifying **new platforms** and **behavior** as they emerge to inform future strategies

9 in 10 US kids watch YouTube

# YouTube is the #1 platform with US kids

## How are they consuming content?

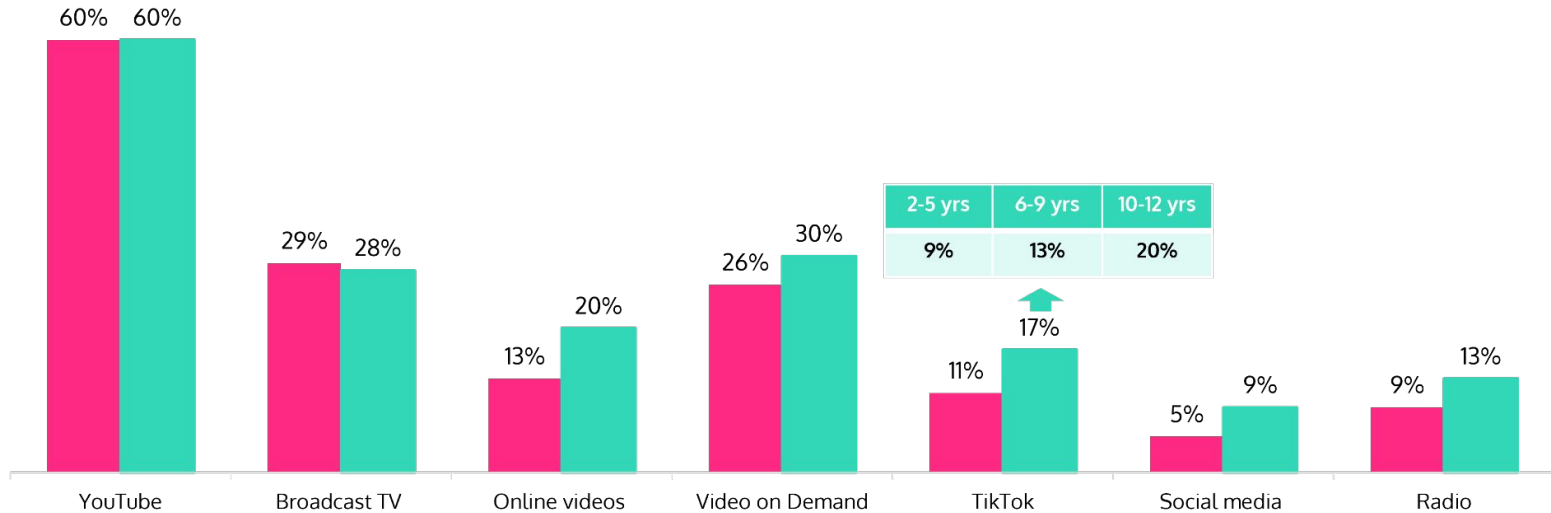


Q1. Which of the below ways have you consumed content recently?  
 Base: 2022 (2000) 2023 (2000)

# Kids' ad recall on YouTube is 2x higher than Broadcast TV

Where have you recently seen any commercials?

■ 2022 ■ 2023



Q10. Where have you recently seen any commercials?

Base: 2022 (200) 2023 (2000)

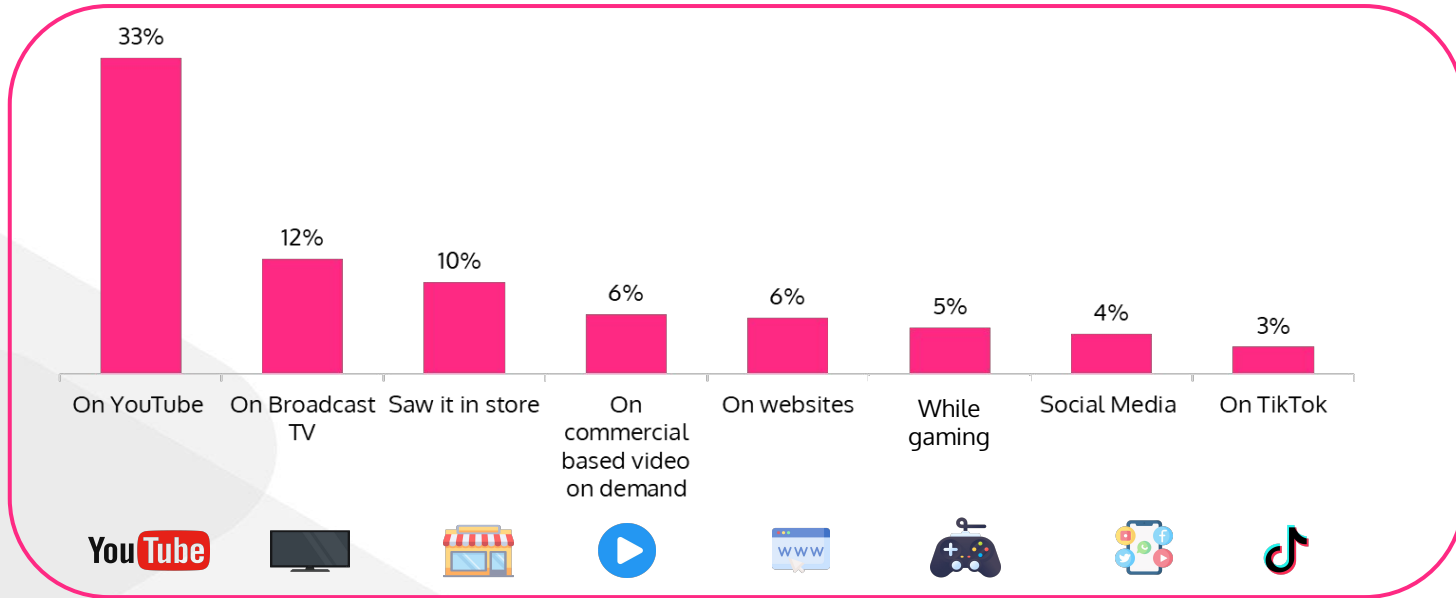
# Contextually aligned ads drive even higher recall

**7 in 10**  
kids say they're more likely to  
remember an ad after  
watching a video about the  
same topic



# YouTube commercials drive almost 3x as much purchase behavior than any other platform

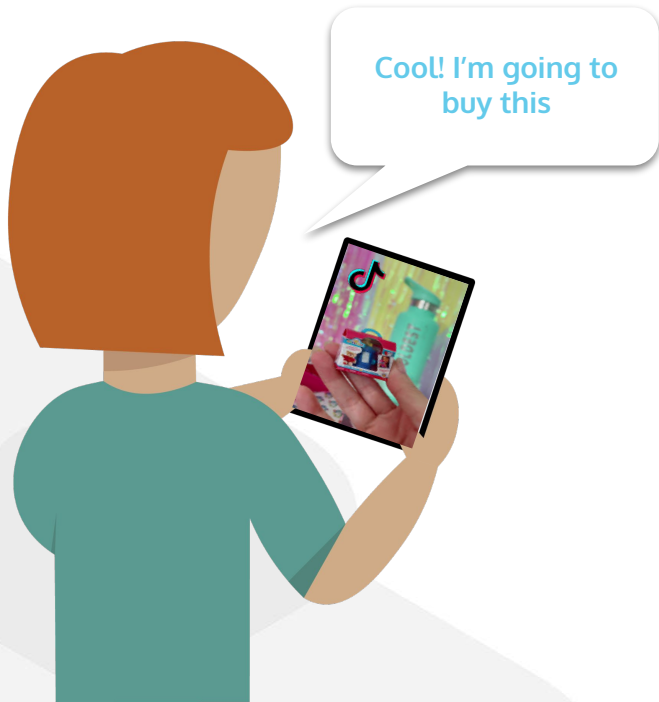
Thinking about the last thing you asked your parents to buy you, where did you see the commercial for it?



Q12: Thinking about the last thing you asked your parents to buy you, where did you see the commercial for it?  
 Base: Average from April 2021-April 2023



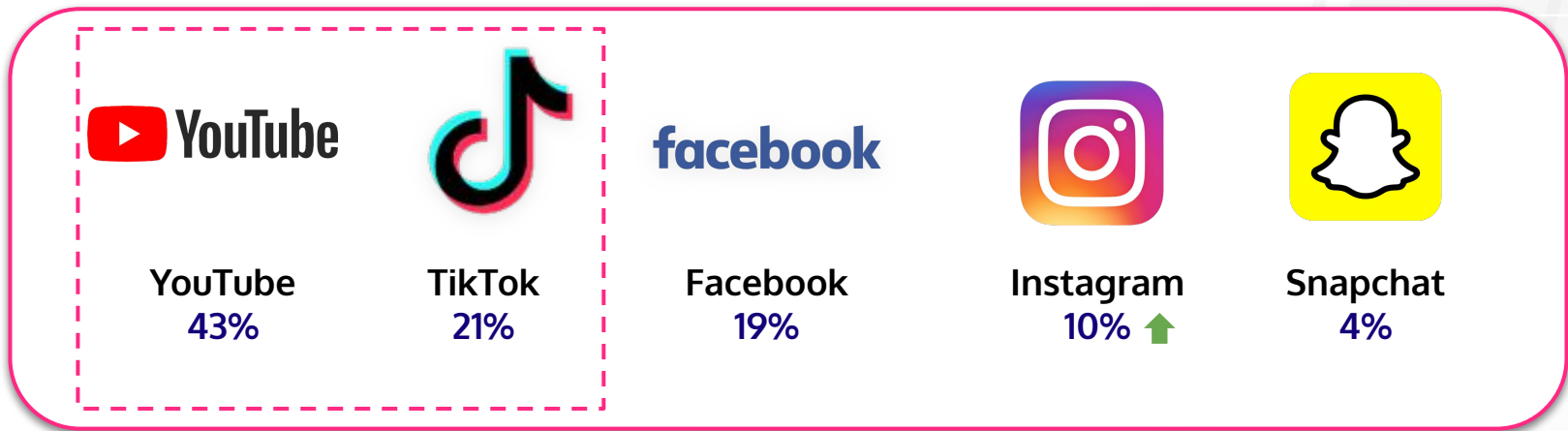
# Did you know...



**7 in 10**  
kids aged 2-12  
have bought or asked  
for something they have  
seen advertised  
on TikTok

# Kids are twice as likely to say YouTube is their favorite social media app over TikTok

What is your favorite social media platform or app?

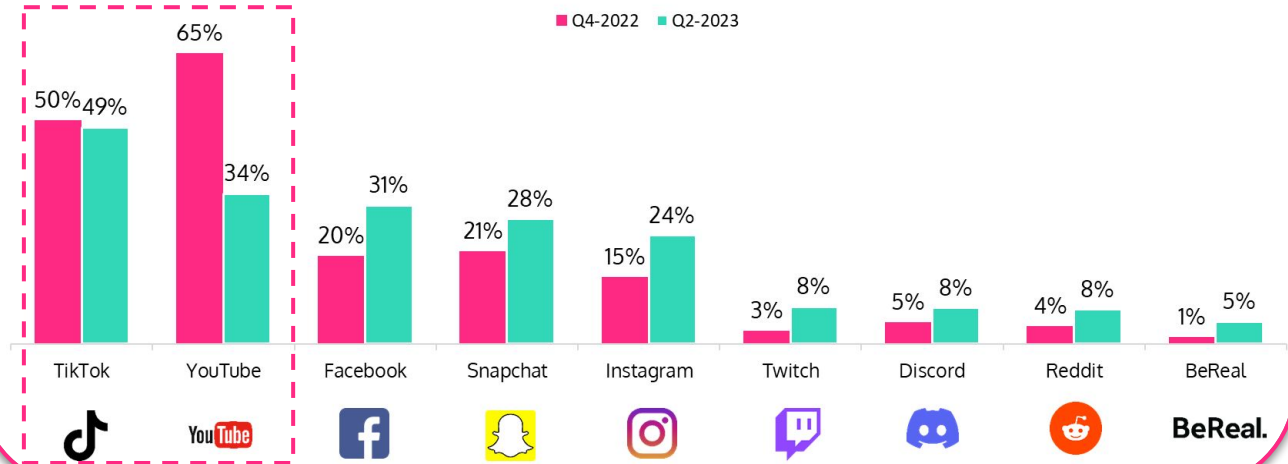


# Parents are a third more likely to worry about their child using TikTok compared to YouTube

85%

of parents worry about the content their child is viewing on social media

Which platforms do you worry about them using most?



Q154: Many parents are concerned about their children viewing content on social media. What platforms do you worry about them watching?

Base: USA March/April 2023 (2000)

# Awareness for YouTube Shorts is increasing

**50%**

of kids who watch YouTube also watch YouTube Shorts

**75%**

of kids who watch YouTube know what YouTube Shorts are  
(up 19% since November 2022)

**Over 30%**

Remember seeing YouTube Shorts ads



**Co-viewing is key!**

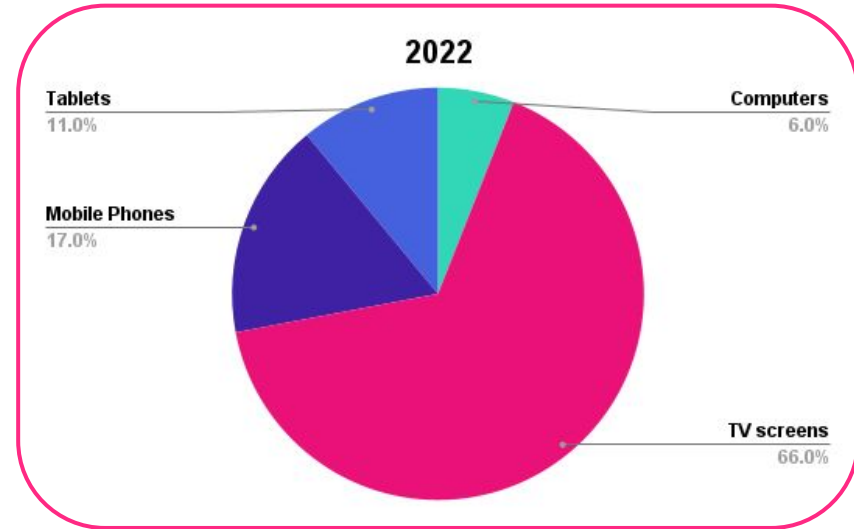
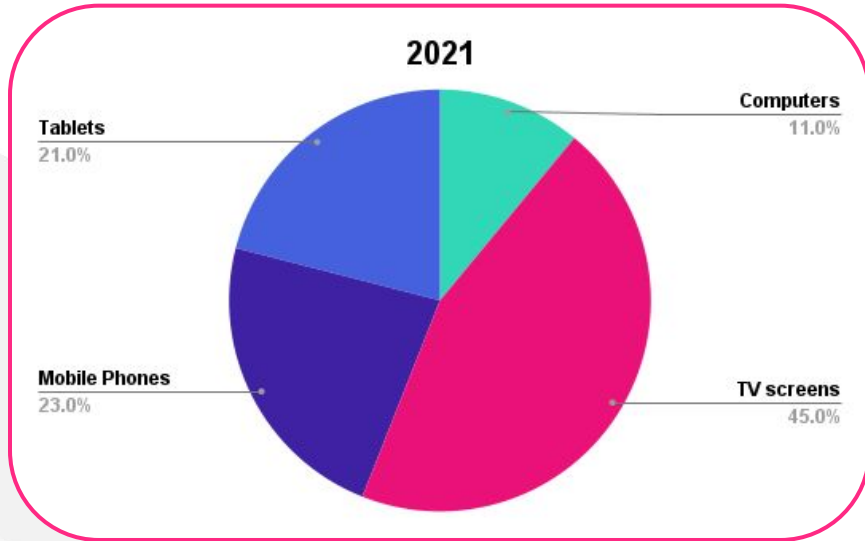
**1 in 2 families recall ads when  
watching together**

# Did you know...

YouTube CTV  
views are  
up 47%  
Year on Year



# 66% are watching YouTube on a Connected TV



# Top places where Parents co-view

## SVOD



## Social Media

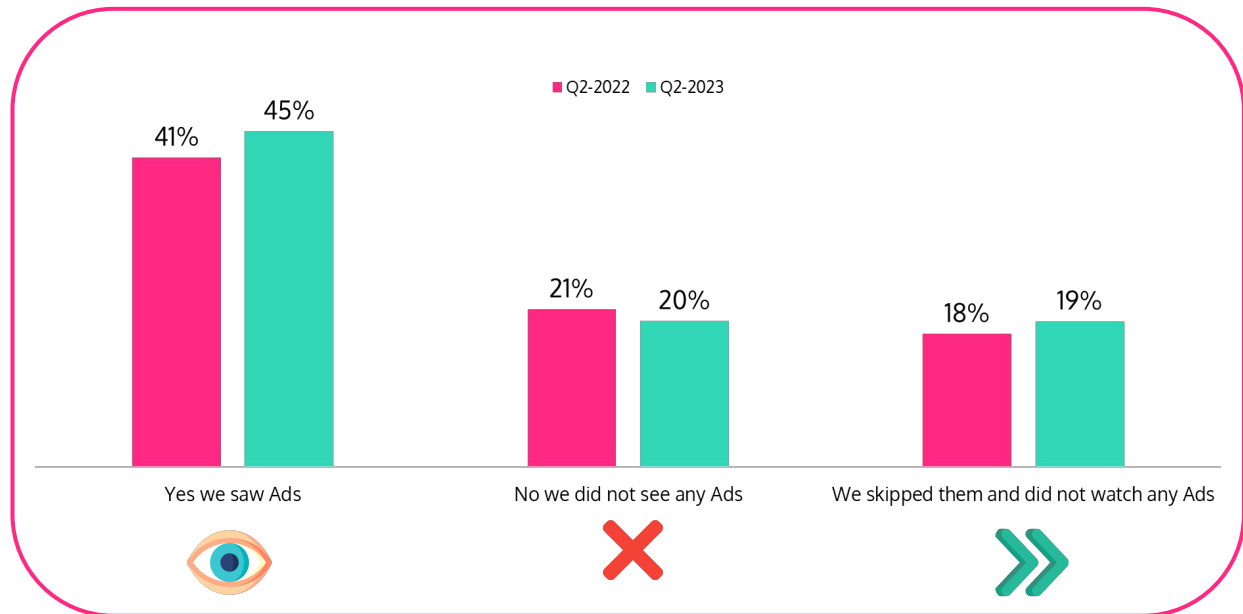


Q86X- You mentioned you watch content on Video On Demand with your child(ren), which of the below do you watch with them?  
 Q89X- You mentioned you watch content on other social media sites with your child(ren), which of the below do you watch with them?  
 Base: USA March/April 2023 (2000)



# Almost half of parents remember seeing ads when co-viewing with their child

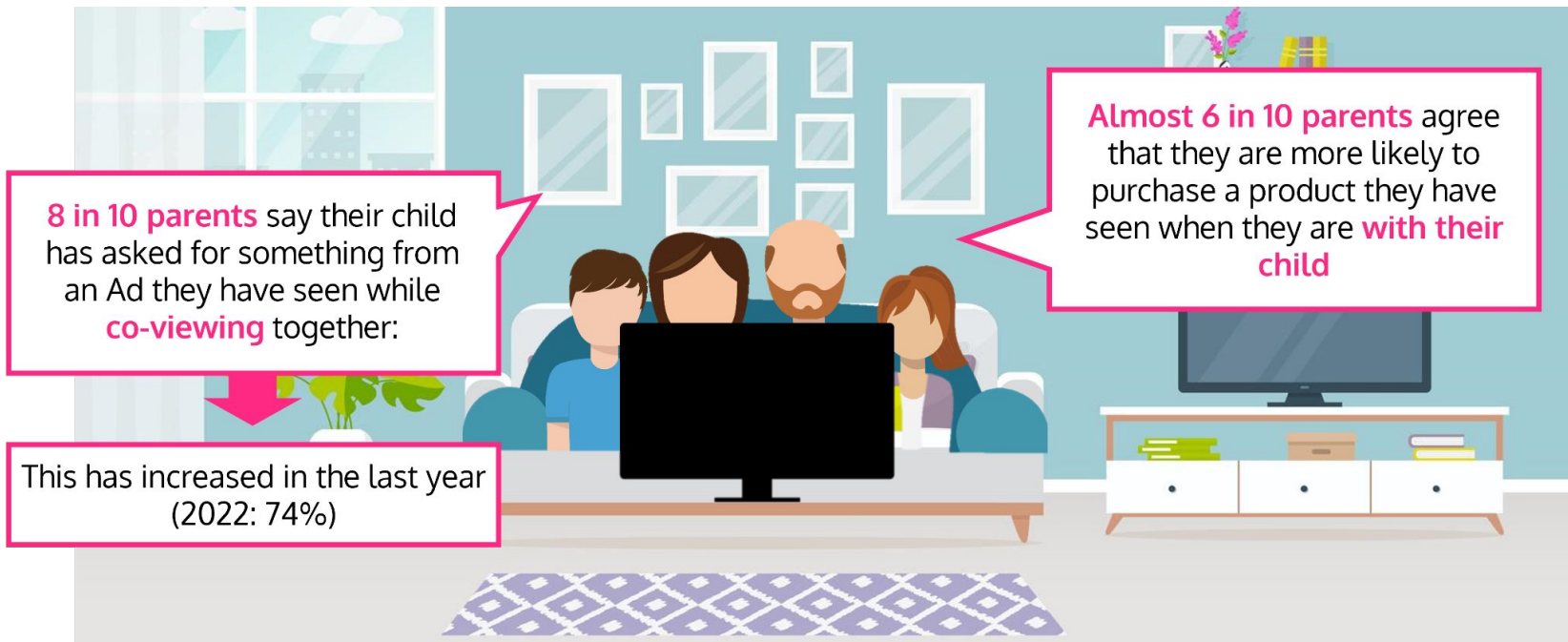
Thinking about the last time you watched content with your child, do you remember seeing any Ads?





Two thirds of  
parents get  
inspiration for things  
to buy when they  
see their child's  
reactions to ads!

# Co-viewing influences parents' purchasing



Q93r: X- Here are some statements about watching content with your child(ren), please tell us how much you agree or disagree with them, Q94: Has your child ever asked you for the product/service in an Ad you saw while watching together?

Base: USA March/April 2023 (2000)

**TV shows are watched on YouTube**

**Influencer content is consumed on TikTok**

# TV show type content is popular across most platforms and TikTok leads in 'humorous entertainment'





YouTube		
	Music	19%
	Paw Patrol	18%
	Ryans World	16%
	Mr Beast	11%
	Peppa Pig	10%

SVOD		
	Paw Patrol	25%
	Peppa Pig	24%
	Spongebob SquarePants	10%
	Miraculous Lady Bug	10%
	Bluey	9%






TikTok		
	Pranks	55%
	Dance/Dance Challenges	41%
	How to/Hacks	18%
	Music/singing	18%
	Cooking	17%

# Kids aged 6-9 are watching Peppa Pig, Paw Patrol and Miraculous across a range of platforms






## Kids aged 6-9

YouTube		
	Ryan's World	21%
	Paw Patrol	18%
	Music	16%
	Mr Beast	12%
	Slime	9%

86% Watch

SVOD		
	Paw Patrol	24%
	Peppa Pig	24%
	Miraculous Lady Bug	11%
	Spongebob SquarePants	11%
	Bluey	10%

60% Watch





TikTok		
	Pranks	58%
	Dance/Dance Challenges	41%
	How To/Hacks	19%
	Animals	18%
	Singing	16%






32% Watch






**6 in 10 kids influence parents'  
purchase decisions**






# Pester power is key for driving parents purchase decisions

Where do you get influences on what you buy your child(ren)?

Toys		
	My child	53%
	In-store	39%
	Family	25%
	Websites	21%
	Friends	20%

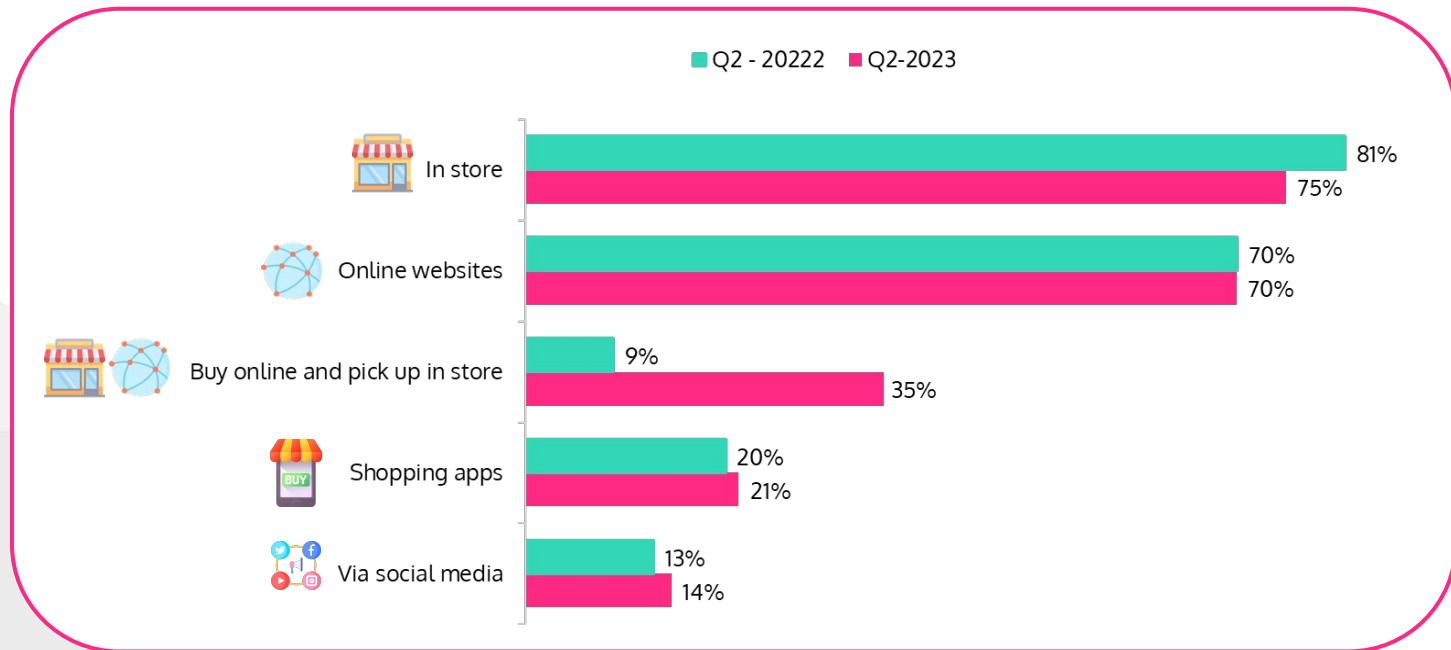
Clothes		
	In-store	53%
	My child	43%
	Websites	24%
	Family	20%
	Friends	16%

Video Games		
	My child	48%
	In-store	24%
	YouTube	21%
	Family	17%
	Websites	17%

Books		
	My child	47%
	In-store	43%
	Family	25%
	Friends	21%
	Websites	18%



# In store and online shopping continues to be strong and over 30% now use curbside pick-up



Q35. In which of the below ways do you ever shop?  
 Base: USA March/April 2023 (2000)

# Store visits impact 'big ticket' item purchases

On big ticket items (over \$50) do you 'research' in store and then buy online?



94%

Of parents have researched big ticket items in store and then purchased online

If you, don't what do you do instead?



Check online reviews



Use price comparison websites



Purchase in store

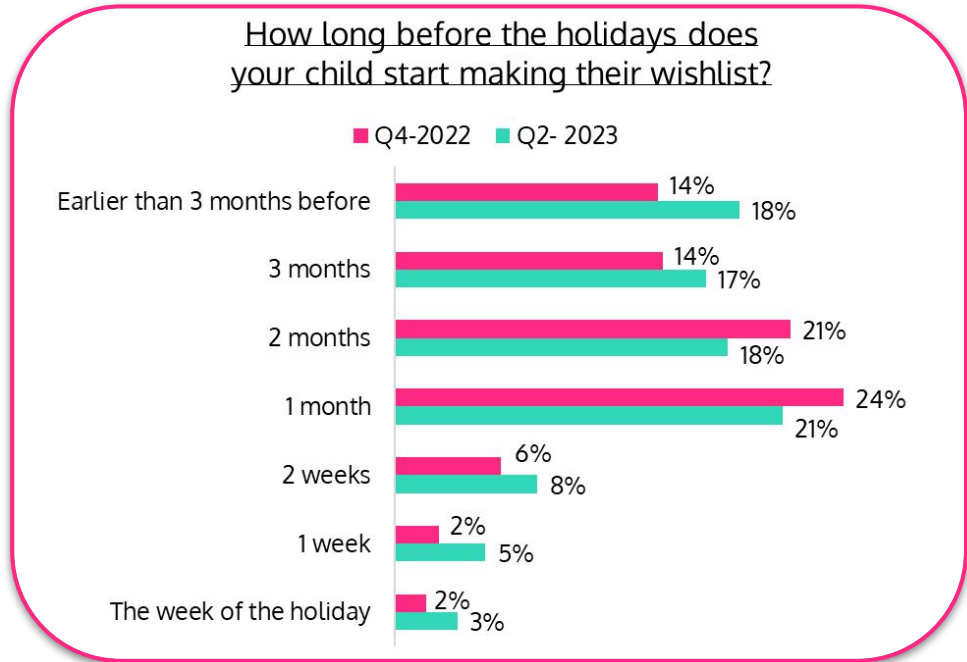


Research and purchase online

**Families are thinking about the  
holiday season earlier in the year**

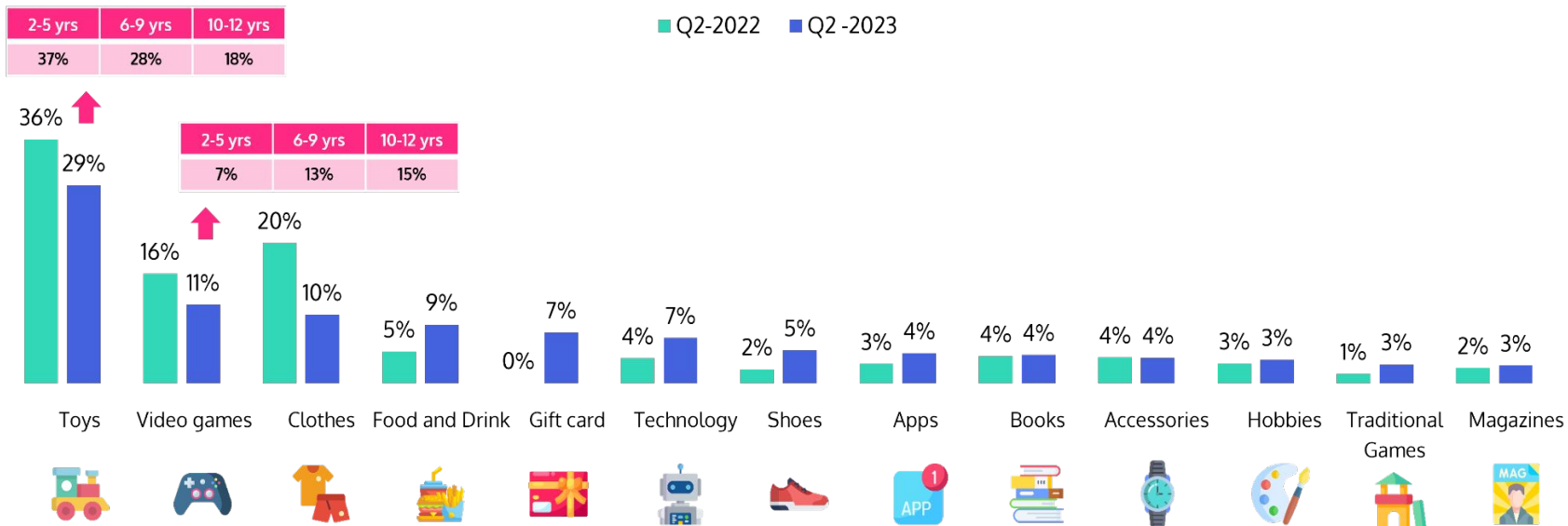
# 35% of kids start their wish list 3 or more months before the holidays

**9 in 10**  
Kids create a holiday wish list



# Toys and video games top kids' wish lists

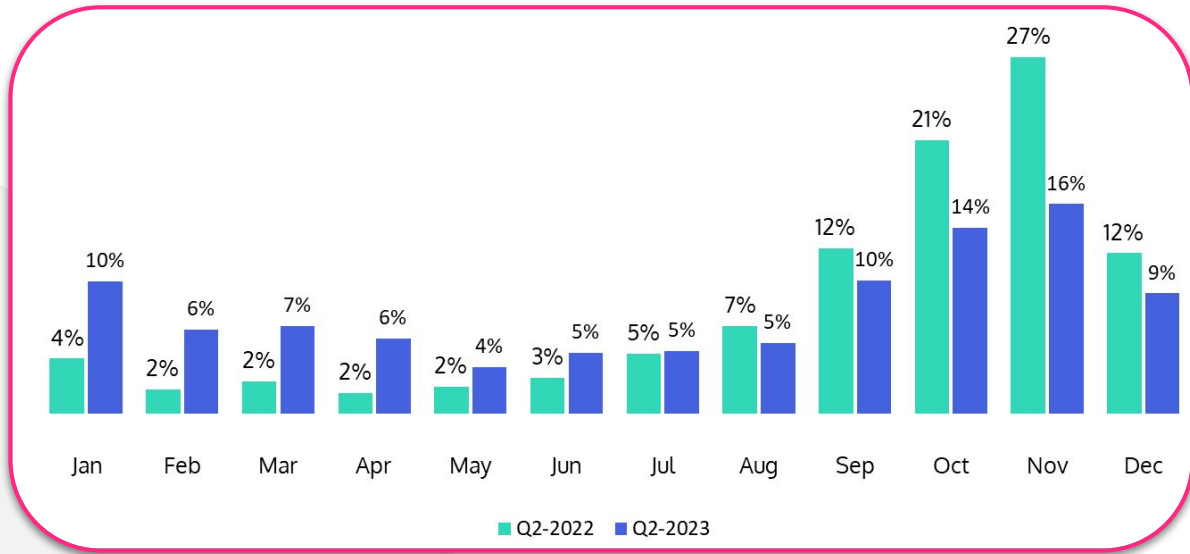
What was the last thing you asked your parents to buy for you?



Q13a: What was the last thing you asked your parents to buy for you?

Base: USA March/April 2023 (2000)

# Parents are thinking about holiday season purchases earlier in 2023



When do you start buying holiday gifts for your child?

# 82% of parents plan to spend the same as last year if not more on holiday gifts



When thinking about Christmas shopping, do you plan on spending...



Less than last year

18%



The same as last year

50%

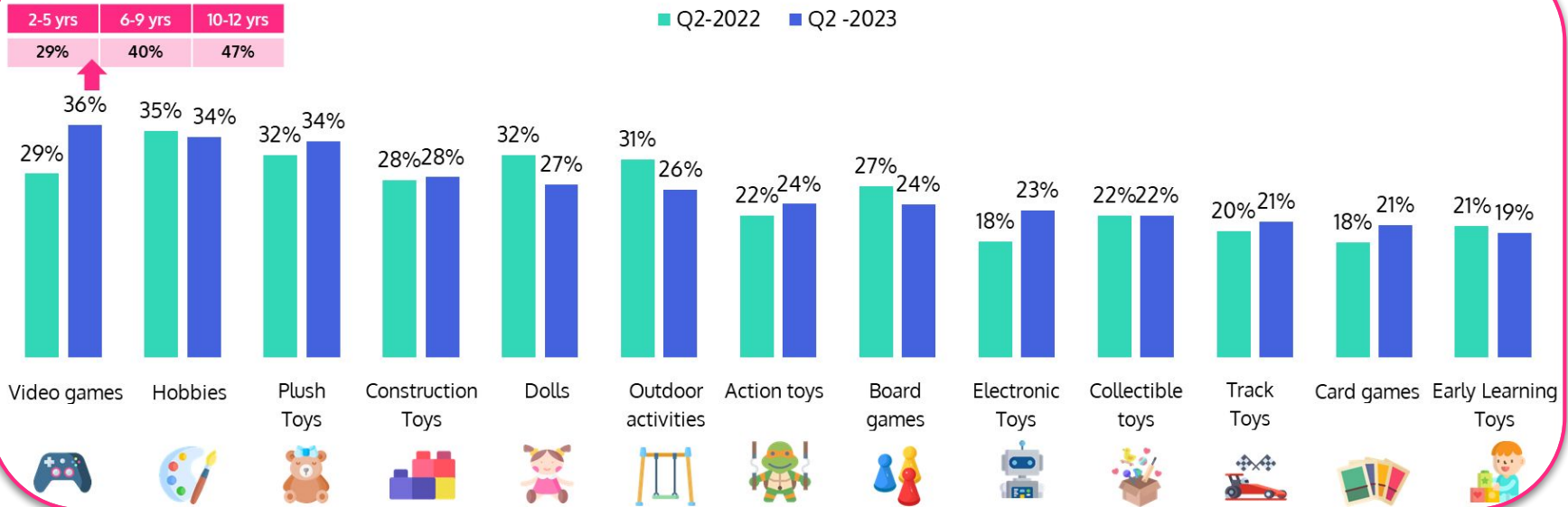


More than last year

32%

# Video games and hobby related items are top products parents buy their kids

Of these categories of toys, which have you bought for your child in the last 3 months?

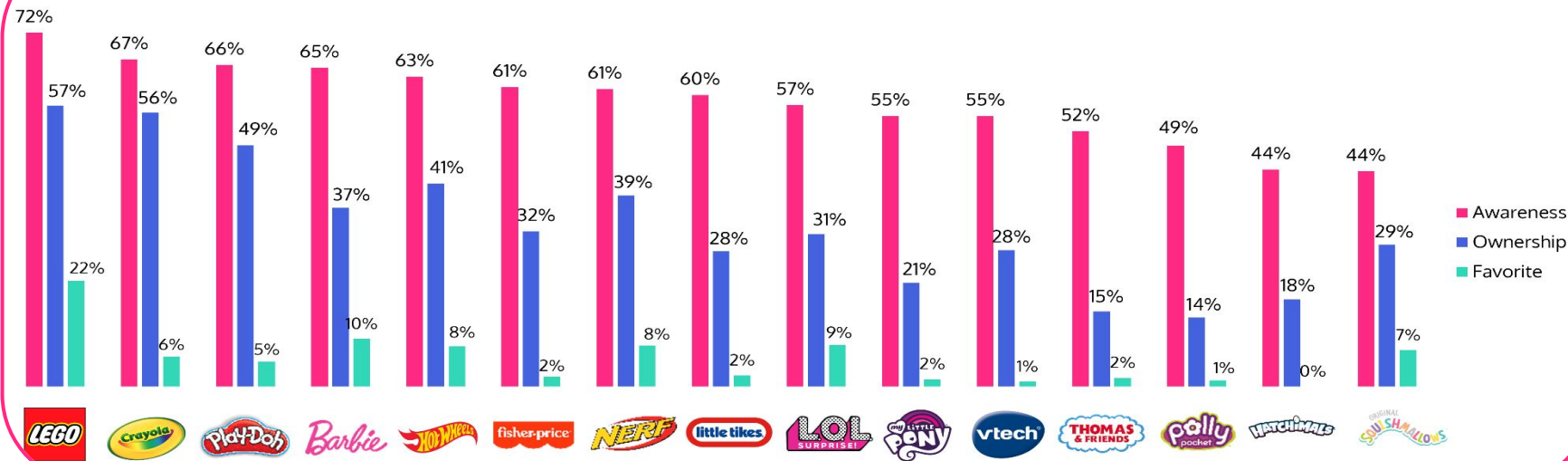


Q52b. Of these categories of toys, which have you bought for your child in the last 3 months?  
 Base: USA November 2022 (2002) USA March/April 2023 (2000)



# LEGO and Crayola are top brands among kids

Toy brand awareness, ownership and favorite



Awareness to ownership conversion

77%	82%	73%	55%	64%	50%	62%	45%	53%	37%	49%	29%	28%	39%	64%
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Q104r: X- Which of these toy brands have you heard of? Q105r: X- Which of these toy brands does your child own?

Q106: Which of these toy brands is your child's favorite?

Base: USA March/April 2023 (2000)



Giraffe Insights is a **leading global research agency**, specialising in **kids, youth and family audiences**. Helping brands across the globe effectively reach and engage audiences, providing insights that ensure strategies are informed rather than predicted.

Giraffe Insights conduct **bespoke research to meet individual company needs** alongside **running award winning propriety studies** to inform industry knowledge.

'**Kids and the Screen: Changing the Channel**', was launched to provide the complete picture for kids' video consumption across linear and online and is the first of its kind!

Contact us

[www.giraffeinsights.co.uk](http://www.giraffeinsights.co.uk)



We are the **world's first and leading Kid-Safe COPPA certified YouTube advertising platform using contextual intelligence** to deliver brand safe, relevant and privacy-compliant video campaigns reaching young audiences and families.

Our market leading solution delivers best-in-class return on ad spend. **We can measure the true impact of your online advertising to offline sales using media mix modelling, sales lift and attribution leveraging data science-led forecasting.**

We have spent over 8 years building Precise TV's Contextual Intelligence Platform powered by advanced machine learning, Natural Language Processing and data from our: **Precise Advertiser Report - Kids.**

## Contact us

Denis Crushell  
Chief Commercial Officer

[denis@precise.tv](mailto:denis@precise.tv)  
+44 (0)775 701 5055

With offices in London, Sydney, New York, and San Francisco, Precise TV is Trustworthy Accountability Group (TAG) certified, and was named 2023 Google Premier Partner after meeting the rigorous requirements of the recently revamped Google Partners program.

 [www.precise.tv](http://www.precise.tv)

 [info@precise.tv](mailto:info@precise.tv)

 [linkedin.com/precise-tv](https://www.linkedin.com/precise-tv)



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