

Mom, Can You Buy This?

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One in Three Parents Admit Their Kids Have Significant Impact On Brand Purchases

Experian Simmons™ Newest Study Reveals Insights on Children's Interests, from Websites to MP3 Players

Children between the ages of six and 11 have a tremendous influence on brand purchases, according to Experian Simmons. Thirty-six percent of parents with children between the ages of six and 11 in the household admit that their children can significantly influence their purchasing decisions. Another 25 percent of those same parents said that it was hard for them to resist their kids' requests for non-essential items. But what do children want and what are they buying? The answers come from the latest Experian Simmons National Kids Study from Fall 2006.

"We have all seen that familiar sight of mom or dad walking down the grocery aisle with a child or two hanging in and out of the cart clamoring for that certain item," said Chris Wilson, president of Experian Research Services. "Not only do we now know how successful those persistent children can be, but with our latest Kids Study, we learn more about what captures our kids' interests and attention."

The Experian Simmons Kids Study is a national survey of children, between the ages of six and 11, released in the spring and fall of each year. It provides insights into how American children think, thanks to psychographic questions on fashion, media, money, their parents, friends and even their self-image. With parental permission, children complete their own questionnaires about the brands they like the best and how often those products are used.

The Fall 2006 National Kids Study features the following new highlights from children ages six to 11:

- Forty percent of MP3/Digital Media Player owners reported owning Apple's iPod
- 975,000 have visited/used MySpace.com in the last month
- 2,376,000 have downloaded music online in the last month
- 1,367,000 have written or read an online journal/ blog in the last month
- Fifty-four (54) percent (or 13,078,000) have a television in their room
- Twenty-six (26) percent (or 6,263,000) have a stereo in their room
- Nineteen (19) percent (or 4,658,000) have a computer in their room

For more information on the Experian Simmons National Kids Study, please contact Christine Kudisch, Product Manager, at 954-246-8263. For more information on all of our consumer studies, please visit www.smr.com.

About Experian Simmons

Experian Simmons, part of Experian Research Services, has been a leading chronicler of the American consumer for over 50 years. From the products that all Americans buy and the brands they prefer, to their Internet shopping behaviors, attitudes, lifestyles and media that they use, Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African-American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers. In 2006, Experian Research Services was ranked the fastest growing market research company by Jack Honomichl, the leading market research industry authority