

YouTube earns kids' love, says brands survey

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A new study has determined something most astute parents are already hip to: **YouTube** is the most-loved brand with their young kids.

The Alphabet-owned digital video service scored highest with kids ages 6 to 12 for the first time in market research firm Smarty Pants' eighth annual "**Brand Love**" study. **YouTube** beat out more traditional kid-friendly brands such as **Oreo**, **Disney** and **Toys R Us**, and bested its online TV counterpart Netflix, which ranked 11th with the young cohorts.

"Based on kids' attention spans now, (**YouTube** has) the type of content they really crave," said **Blair Fischer**, who analyzed data for the Smarty Pants study. "They can operate in isolation, and enjoy two- to three-minute, snack-sized videos, versus watching long-form movies on **Netflix**."

Smarty Pants surveyed a sample of U.S. households over a three-month period, asking 8,125 children and their parents to evaluate 285 consumer brands in 20 categories. The firm ranks **brands** using a custom "Kidfinity" score, which measures **brand** awareness, love and popularity on a scale from 0 to 1,000. **YouTube**, which ranked seventh in 2015, grew in popularity among tweens ages 9 to 12, but particularly with boys. The video app also picked up approbation from parents, making it more of an accepted staple on kids' mobile devices.

"YouTube is becoming a **brand** that parents are getting more comfortable with," Fischer said. "And kids are getting mobile devices at earlier ages."

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