

Introduction

Marketing to children today is a challenge. Not only are children harder to find in our aging nation, but children themselves are becoming more diverse in every way. *Ten Things You Need to Know about the Children's Market* is designed to help you focus your efforts on the most important demographic trends occurring among children and their families.

Ten Things You Need to Know about the Children's Market is meant to fill a gaping hole in business research. Too often, businesses do not understand the basics about their markets. Overwhelmed by the trees—brand names, sales figures, psychographics, etc.—they can miss the forest. When marketers allow details to overwhelm them, they risk ignoring what is most important about their market. This report is meant to provide marketers with the demographic context, a context into which all other market research can be placed.

For those creating programs, policies, or products for children, *Ten Things You Need to Know about the Children's Market* has the facts you need to jump-start your research. Each of the points discussed on the following pages is accompanied by explanatory charts and easy-to-read tables, bringing you up to date on the trends. Those who want to delve deeper can access the sources listed at the bottom of each table and in the bibliography. The listed links will take you to the government's voluminous demographic databases.

Ten Things You Need to Know about the Children's Market is a starting point, a refresher course, a reality check, and an idea generator. It is another tool for capturing customers.