

Activities of Kids and Teens - US - November 2013

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“Compared to previous generations, kids and teens increasingly live a sedentary lifestyle. These digital natives are interconnected and tend to divide attentions across multiple platforms and channels, prompting impatient behaviors, quick-fix mentality, and instant gratification. Their loyalty is likely to mirror this trend, spreading thinly across brands, and easily switched.”

– Ika Erwina, Retail and Technology Analyst

This report looks at the following areas:

- Is there a “war on teens” that is impacting leisure activities among teenagers?
- Should companies address childhood and teen obesity?
- How can companies or brands leverage the changing landscape of children’s activities in line with advancements in digital technology?

Kids and teens aged 6-11 most often spend their free time with their family, and this is particularly true for younger children. As children mature, they are more likely to spend their leisure time with friends over their parents. Kids and teens agree that they spend too much time engaged in electronic-related activities such as TV, computer, and mobile devices, and they are more likely to believe they do not spend enough time with friends, eating out, reading, exercising/playing sports, playing outside, and shopping at malls. This is evident with downward participation across many leisure venues such as theme parks and shopping malls.

Their sedentary lifestyle is an influential factor leading the high rate of obesity in kids and teens. Childhood obesity for 6-11-year-olds currently stands at 18%. Meanwhile, teen obesity has skyrocketed, nearly tripling from 1971-2010, to 18.4%. While there are opportunities to reverse the obesity prevalence, companies must be creative in aligning their products and services to address this. Teens in particular claim they are confused in identifying which healthy food/drink to consume, while they appear to be doing the best they can to stay healthy.

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Kids' attitudes toward technology

Figure 218: Kids' attitudes toward technology, by age, August 2013

Figure 219: Kids' attitudes toward technology, by gender, August 2013

Figure 220: Kids' attitudes toward technology, by region, August 2013

Appendix – Trade Associations

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