



Lifestyles of Young Families - US - January 2019

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This report looks at the following areas:

- Young families are not all the same
- Parents want more family time
- Parents are worried
- Lack of regulation makes YouTube another thing to worry about
- Analog activities remain relevant

Most parents are confident they are doing a good job as parents but are still plagued with worries about their kids' safety, particularly when they are online. Family time is a high priority and it is most likely spent in front of the TV, at the movie theater, and while doing cultural and outdoor activities together. Parents want the time they spend with their children to be high quality; however, limited time, money, and energy can deter parents from pursuing the enriching activities they aspire to.

Parents want their kids to be responsible, respectful, kind, and compassionate adults, even as they worry about the state of the world their kids will inherit.



"Fewer Americans are having children and there are now fewer families with kids under age 12 in the US compared to previous decades. One of the top challenges parents continue to face is the high cost of childcare, leading some families to rely heavily on family support to bridge gaps in care."

- **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

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