

# Kids' Impact on Household Decisions - US - February 2020

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## This report looks at the following areas:

- Strength beyond their numbers
- Kids have little autonomy, but lots of influence
- Opportunities in travel and leisure
- Understanding the family life cycle



"About 30% of households in the US include children, but as families typically spend more than other groups on food, clothing and many other types of goods, their significance far outweighs their numbers. Beyond increased spend, these younger households also drive consumer trends across categories."

**- Dana Macke, Associate Director - Lifestyles & Leisure**

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- **Smart speakers answer the questions parents can't**
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