

Activities of Kids and Teens: Incl Impact of COVID-19 - US - April 2020

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This report looks at the following areas:

- The impact of COVID-19 on kids' and teens' leisure activities.
- How COVID-19 will influence how kids and teens spend their leisure time now (while school is out) and in the future when their typical routines resume.
- How parents and friends influence kids' and teens' decisions in the leisure category.
- The role of digital and analog activities in kids' and teens' leisure routines.



"The immediate impact of COVID-19 on kids and teens is clear. They are out of school, isolated from their friends and missing coming-of-age milestones such as prom and commencement. However, it is yet to be seen if kids will rebound quickly, relatively unfazed, or if this will alter their social lives and leisure routines moving forward."

- Ariel Horton, Lifestyles & Leisure Analyst

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