

Activities of Toddlers and Pre-schoolers - US - May 2014

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“Parents are keeping their 2-5-year-olds entertained through traditional activities like reading and physically active play. Traditional gender roles influence the way that moms and dads interact with their children. Moms are more likely to shop with kids and try to play outside as much as possible.”

– Fiona O’Donnell, Category Manager –
Multicultural, Lifestyles & Leisure

This report looks at the following areas:

- How do parents keep their toddlers and preschoolers entertained in and out of the home?
- Parents are busy but motivated to choose the best activities for their children’s development
- Hispanic parents need companies to embrace biculturalism

The focus of this report centers on how parents (namely, moms) spend time with their children aged 2-5 years – specifically the activities that parents do with their children and their motivations behind what activities they choose.

For the purposes of this report, Mintel defines toddlers and preschoolers by age. In 2014, toddlers are aged 2-3 years and preschoolers are aged 4-5 years. This report is based on a survey of parents of toddlers and pre-schoolers, not the children themselves.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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