

Activities of Kids and Teens - US - March 2018

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For kids, few activities compare to the enjoyment and excitement that the internet, cell phones, and media can provide. The internet, in particular, plays a significant role in the types of activities kids are participating in now, and are interested in doing more of in the future. However, despite prevalent usage of connected devices, kids are skeptical of what they see online.

This report looks at the following areas:

This may help drive the prominence of peer recommendations. As socializing with friends becomes an increasingly important activity as kids age, brands may look to understand the different reasons kids use specific social media platforms to inform their marketing strategy.

- **Teens don't believe what they see online**
- **Kids don't feel they have enough free time**
- **Nontech activities may struggle to compete with cell phones**

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DID YOU KNOW?

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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