



# 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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## Table of Contents

### OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definitions**

### EXECUTIVE SUMMARY

- **Market overview**

- **Impact of COVID-19 on activities of kids and teens**

- **School and homework time**

- **Leisure time**

Figure 1: Level of category threat (red, yellow, green), April 2020

- **Top takeaways**

- **Key consumer trends**

- **Screens dominate leisure time**

Figure 2: Activities participated in – Digital, February 2020

- **Boys spend more time on leisure**

Figure 3: Time spent per day – Leisure activities, by gender, February 2020

- **Communicating with teens**

Figure 4: Social media usage, by age, February 2020

- **Social lives of kids and teens**

Figure 5: Activities participated in – Analog, by age, February 2020

- **Parental influence**

Figure 6: Sport activity decisions, January–February 2020

- **What it means**

### THE MARKET – WHAT YOU NEED TO KNOW

- **COVID-19 will have a severe impact on leisure**
- **Kids and teens account for almost a quarter of the population**
- **Social media cannot be ignored**
- **Kids and teens have some say in household decisions**
- **Spending is motivated by different priorities at different ages**

### THE IMPACT OF COVID-19 ON THE ACTIVITIES OF KIDS AND TEENS

- **What you need to know**

Figure 7: Level of category threat (red, yellow, green), April 2020

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- **Threats and opportunities**
- **Kids and teens have a new abundance of leisure time**
- **Out-of-home leisure remains at a standstill**
- **Converting new users to loyal fans**
- **Changing childhood, defining a generation**
- **In-home leisure positioned for long term success**
- **Impact on the leisure category**
- **Hours spent at school are now hours spent on leisure**  
Figure 8: Time spent per day – Leisure activities, February 2020
- **How the crisis will affect family leisure**  
Figure 9: Mintel Trends Drivers
- **Wellbeing**
- **Experiences**
- **Technology**  
Figure 10: Daily use of TikTok, by age, January versus march 2020
- **How a COVID-19 recession will reshape leisure for families**
- **Trading down in the leisure category**  
Figure 11: COVID-19 spending priorities, by age of children in the household, April 23–28, 2020
- **Kids and teens will have less money to spend, all around**  
Figure 12: Labor force participation rate and unemployment rate of 16- to 24-year-olds in July, not seasonally adjusted, 1990–2019
- **Birth rate will decline**  
Figure 13: Annual births and general fertility rate, 2006–18
- **COVID-19: US context**

## KID AND TEEN DEMOGRAPHICS

- **Kids, tweens, teens and everything in-between**  
Figure 14: Population, by age, 2019
- **One out of four households have children**  
Figure 15: US households, by presence and ages of own children, 2018
- **Kids' and teens' peer groups are more racially diverse than their parents'**  
Figure 16: Population distribution, by age, by race and Hispanic origin, 2019
- **Two-parent household is common for most**  
Figure 17: Living arrangements of children under age 18, by race and Hispanic origin, 2018

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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## KIDS' AND TEENS' DIGITAL BEHAVIORS

- Cell phone and tablet ownership**

Figure 18: Tablet ownership, by age, 2018

Figure 19: Cell phone ownership, by age, 2018

- Social media is here to stay**

Figure 20: Social media usage, by age, February 2020

- Teens see themselves in YouTube**

Figure 21: Social media usage - YouTube, by age, February 2020

- Snapchat is still holding on**

Figure 22: Social media usage - Snapchat, by age, February 2020

- Instagram is full of flops and finstas**

Figure 23: Social media usage - Instagram, by age, February 2020

- Facebook is for parents**

Figure 24: Social media usage - Facebook, by age, February 2020

- The hip to the hop, the Tik to the Tok**

Figure 25: Social media usage - TikTok, by age, February 2020

## IMPACT OF KIDS AND TEENS

- Impact kids have on household decisions**

Figure 26: Kids' impact on small household purchases - Data table, November 2019

- Impact of rules and how much say does a child have**

Figure 27: House rules and kids' impact on parents' behavior, by age of child, November 2019

## KIDS AND FINANCES

- How kids earn their money**

- Kids rely on gifts and their parents**

Figure 28: Ways to earn spending money, February 2020

- Teens are more likely to have a job**

Figure 29: Ways to earn spending money, by age, February 2020

- Black children rely on their parents more than other children**

Figure 30: Ways to earn spending money, by race, February 2020

- Where kids spend their money**

- Gaming dominates kids' and teens' disposable income**

Figure 31: Leisure spending, February 2020

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Executive Summary

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Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Boys have a single focus, while girls have many interests**

Figure 32: Leisure spending, by gender, February 2020

- **Changes in spending with age show how priorities evolve**

Figure 33: Leisure spending, by kids groups, February 2020

## KEY TRENDS – WHAT YOU NEED TO KNOW

- **Screens rule leisure time**
- **Wellness is a priority**
- **Addressing difficult topics**
- **Social media is the new news media**
- **The future looks different**

## DIGITAL TRENDS

- **Concerns over kids, teens and screens**

Figure 34: Sesame Street Device Free Dinner campaign, April 2019

- **News media**

Figure 35: Covid-19 toilet paper meme, March 2020

Figure 36: COVID-19 Social Distancing Meme, March 2020

Figure 37: COVID-19 climate change meme, March 2020

- **Famous is the new top career aspiration**

- **Kids and teens are tackling mental health together**

Figure 38: Wellness Barbie campaign, March 2020

- **The dark side of social media**

- **Brands risk being #cancelled**

## TRENDS BEYOND SCREENS

- **Schools accommodate late-rising teens**

Figure 39: Time spent per day – Sleeping, February 2020

- **Time at school has a major hurdle in 2020**

Figure 40: Time spent per day – At school, February 2020

- **Internet access determines time spent on homework**

Figure 41: Time spent per day – On homework, by age groups, February 2020

Figure 42: Time spent per day – On homework, by household income, February 2020

- **Teens read less than younger kids**

Figure 43: Activities participated in – Reading, by age, February 2020

## EMERGING TRENDS

- **Kids**

- **Teaching mindfulness through yoga**

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Figure 44: Frozen – A cosmic kids yoga adventure, February 2016

- **Parents will also be on social media**

- **Alexa, turn on my toys**

Figure 45: KidKraft Alexa 2-in-1 Kitchen and Market, February 2020

- **Tweens**

- **Tween girls tackle puberty with confidence**

Figure 46: Lil-Lets Teen Starter Pack Facebook video, April 2017

Figure 47: 2020 Aerie Real Role Models Instagram post, January 2020

- **Talking to boys about sex through the #MeToo movement**

- **Teens**

- **Less drinking, more vaping**

Figure 48: Julius Dein's Magic Trick on a Vape, July 2019

- **Don't expect teens to keep quiet**

- **Peter Pan goals**

## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Digital activities dominate**
- **Kids just want to have fun**
- **Boys have more free time**
- **The future is female**
- **Parents are both parent and friend**
- **Friendly influence**
- **The importance of a social life**

## TIME SPENT ON LEISURE

- **The average kid has 2-3 hours of leisure time a day**

Figure 49: Time spent per day – Leisure activities, February 2020

- **Time spent on leisure increases with age**

Figure 50: Time spent per day – Leisure activities, by kid groups, February 2020

- **Boys have more free time**

Figure 51: Time spent per day – Leisure activities, by gender, February 2020

## PARTICIPATION IN DIGITAL ACTIVITIES

- **Digital activities are the most popular**

Figure 52: Activities participated in – Digital, February 2020

- **Kids are connected 24/7**

Figure 53: Participation frequency – Digital, February 2020

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Infographic Overview

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Interactive Databook

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- **Digital activities rarely have gender lines**

Figure 54: Activities participated – Digital, by gender, February 2020

- **Social activity increases with age**

Figure 55: Activities participated in – Digital, by age, February 2020

## UNPLUGGED LEISURE TIME

- **Parents will force kids to unplug and connect in a different way**

Figure 56: Activities participated in – Analog, February 2020

- **Analog activities are done on a less-frequent basis**

Figure 57: Participation frequency – Analog, February 2020

- **The social world of girls**

Figure 58: Activities participated in – Analog, by gender, February 2020

- **The dating game**

Figure 59: Activities participated in – Analog, by age, February 2020

## KIDS AND GAMING

- **Everyone is gaming**

Figure 60: Gaming devices used, February 2020

- **Type of mobile gaming depends on age**

Figure 61: Mobile gaming devices used, by kid age groups, February 2020

- **What are kids getting out of gaming?**

Figure 62: Motivation for gaming, February 2020

## GETTING ACTIVE WITH SPORTS

- **Basketball has increased in popularity**

Figure 63: Sports participation, January 2020

- **Parents think kids are more independent than kids actually feel**

Figure 64: Sport activity decisions, January–February 2020

## DECISIONS ON ACTIVITIES

- **Kids have a say**

Figure 65: Activity decisions – Who decides, February 2020

Figure 66: Activity decision – Who decides, by number of children, February 2020

- **With age comes responsibility**

Figure 67: Activity decision – Who decides, by age, February 2020

## What's included

---

Executive Summary

---

Full Report PDF

---

Infographic Overview

---

Powerpoint Presentation

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- Black kids have less of a say in leisure decisions**

Figure 68: Activity decision – Who, by race, February 2020

## KIDS JUST WANT TO HAVE FUN

- Top reasons to participate in a leisure activity**

Figure 69: Activity decisions – Why, February 2020

- Girls are looking to the future**

Figure 70: Activity decisions – Why, by gender, February 2020

- Household income effects motivations**

Figure 71: Activity decisions – Why, by income, February 2020

- Whose opinion holds the most weight?**

Figure 72: TURF analysis – Kid and tween activity decisions – Why, February 2020

Figure 73: TURF analysis – Teen activity decisions – Why, February 2020

## WHAT SHOULD I TRY NEXT?

- Emerging new activities**

Figure 74: Emerging activities, February 2020

Figure 75: Emerging activities, by more social/less social kids, February 2020

- Boys are living in their own virtual reality**

Figure 76: Emerging activities – Virtual reality, by gender, February 2020

- Girls are building their resumes**

Figure 77: Emerging activities, by gender, February 2020

## BREAKING DOWN BRANDS

- Correspondence analysis reveals kids' top brands**

Figure 78: Correspondence analysis – Symmetrical map – Brand matrix, February 2020

- "Just do it" dominates**

Figure 79: Nike COVID-19 Instagram post, March 2020

Figure 80: Brand matrix – Retail, February 2020

- The You in YouTube**

Figure 81: Brand matrix – Media, February 2020

- Coffee is for parents**

Figure 82: Brand matrix – Coffee, February 2020

- The niche market of gaming brands**

Figure 83: Nintendo Switch – For the Family that Plays Together advertisement, July 2019

Figure 84: Brand matrix – Gaming, February 2020

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Further analysis – Correspondence analysis**

Figure 85: Correspondence analysis – Principal map – Brand matrix, February 2020

Figure 86: Brand matrix, February 2020

- **Methodology**
- **Further analysis – TURF analysis**

Figure 87: Table – TURF analysis – Activity decisions – Why, February 2020

Figure 88: Table – TURF analysis – Activity decisions – Why, February 2020

- **Methodology**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

## What's included

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