

Kids' Impact on Household Decisions - US - 2022

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This report looks at the following areas:

- Children's participation in family leisure activities and meals
- Parents as role models and developing children's independence
- Impact of the pandemic on parenting choices and on children's development
- Teaching children about the concept of value
- Influences on parental decisions for the household
- Influences on what children ask for

Families are a small but mighty segment in the US. While only a quarter of households in the US include children, they are a significant consumer group due to their above average spend across many categories like food and clothing. As the process of deciding on what to do, what to eat, things to watch occur as a collaborative process, understanding children's participation is key to gaining traction amongst parents. Of course, today's parents also have the unique challenge of navigating the negative impact of the pandemic on the development of their children, which adds a layer of complexity to making sound decisions for their children.



"These are truly unprecedented times for parents, as they do not have the ability to turn to older friends or relatives for advice about what to do in the face of such uncertainty."

– **Carol Wong-Li, Director – Consumers and Cultures**

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