

# Activities of Toddlers and Preschoolers - US - 2023

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## This report looks at the following areas:

- In-home activities
- Out-of-home activities
- Important factors in choosing activities
- Learning priorities
- Attitudes toward parenting

Parenting is not getting easier and brands can resonate with the offer of help and support. Just as pandemic easing was allowing for a wider array of activity options, record-high inflation reintroduced limitations. 70% of parents of toddlers/preschoolers say inflation will impact their children's activities. Whereas safety messaging has had strong resonance since 2020, value messaging will step in with a key draw. Value goes beyond low price to include factors that save time and energy, and it contributes to parenting goals, including communicating convenience and quality.

Brands can resonate by helping parents feel confident in their choices. Two thirds of parents say keeping their kids entertained is a challenge. The most important factors parents of toddlers/preschoolers look for in activities include holding their children's attention (44%) and helping with development of social skills (45%). Top learning priorities sought from activities include teaching children to play well with others (68%) and developing manners (63%). So while leading activities engaged in are those that are easily accessible, such as TV time (72%) and playing at parks/playgrounds (65%), more than half (56%) of parents feel pressure to encourage their children to develop academic skills, and close to two thirds (65%) feel guilty about screen time.

This points to a disconnect between parental expectations of themselves and the reality of what they can deliver given current circumstances. Tacking on no- and low-cost interactive elements to products, services and entertainment offerings and clearly connecting those elements to desired learning goals will find an open and receptive audience.



“Two thirds of parents of toddlers/preschoolers say keeping their kids entertained is challenging. This comes on top of the core parental challenges of health, safety, food and education. Parents are energetically and financially spent and need support from brands to feel confident in the choices they make for the family.”

– Carol Wong-Li, Director – Consumers & Culture

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