

## Lifestyles of Children and Teens - UK - July 2017

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“Gender stereotypes remain apparent among today’s children and teens, underlined by the types of subjects they prefer at school, as well as their perception that certain career paths are more suited to a specific gender. As gender equality becomes an increasingly pressing issue for businesses, there is scope for brands to create campaigns that challenge these stereotypes at a young age.”  
**– Jack Duckett, Sr Consumer Lifestyles Analyst**

This report looks at the following areas:

- Inspiring more girls into STEM careers
- Eroding gender stereotyping in boys
- Encouraging children and teens to be more active

Gender stereotypes remain apparent among today’s children and teens, underlined by the types of subjects they prefer at school, as well as their perception that certain career paths are more suited to a specific gender. There are now opportunities for brands to use campaigns to challenge these stereotypes, helping to instil the concept of gender equality in children from an early age.

While today’s children and teens appear to enjoy taking part in sports, childhood obesity rates remain higher in the UK than in most other European countries. If the UK is to see any reduction in the obesity epidemic, then it is important that companies continue to help both parents and schools to encourage children to improve their diet and activity levels.

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Tackling childhood obesity

Raising awareness of children's mental health

Smartphone engagement continues to rise

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