



Lifestyles of Young Families - US - January 2019

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This report looks at the following areas:

- Young families are not all the same
- Parents want more family time
- Parents are worried
- Lack of regulation makes YouTube another thing to worry about
- Analog activities remain relevant

Most parents are confident they are doing a good job as parents but are still plagued with worries about their kids' safety, particularly when they are online. Family time is a high priority and it is most likely spent in front of the TV, at the movie theater, and while doing cultural and outdoor activities together. Parents want the time they spend with their children to be high quality; however, limited time, money, and energy can deter parents from pursuing the enriching activities they aspire to.

Parents want their kids to be responsible, respectful, kind, and compassionate adults, even as they worry about the state of the world their kids will inherit.



"Fewer Americans are having children and there are now fewer families with kids under age 12 in the US compared to previous decades. One of the top challenges parents continue to face is the high cost of childcare, leading some families to rely heavily on family support to bridge gaps in care."

- **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

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Table of Contents

OVERVIEW

- **What you need to know**
- **Definition**

EXECUTIVE SUMMARY

- **Overview**
- **Young families are not all the same**
- **Highlights**
- **Considerations**

Figure 1: Emerging Generation, by race and Hispanic origin, 2018

Figure 2: Living arrangements of children under age 18, 2017

- **Parents want more family time**
- **Highlights**
- **Considerations**

Figure 3: Percentage of parents who agree with statement, by key demographic groups, November 2018

- **Parents are worried**
- **Highlights**
- **Considerations**

Figure 4: Percentage of parents who agree with statement, by key demographic groups, November 2018

- **Lack of regulation makes YouTube another thing to worry about**
- **Highlights**
- **Considerations**

Figure 5: Typical activities of kids under age 12, November 2018

- **Analog activities remain relevant**
- **Highlights**
- **Considerations**

Figure 6: Percentage of kids who do selected activities, by kid age, November 2018

- **What it means**

YOUNG FAMILIES IN THE US – WHAT YOU NEED TO KNOW

- **The birth dearth continues**
- **Nuclear family structures are evolving**
- **Paid childcare remains expensive**
- **School safety worries both parents and kids**
- **Parents placing greater emphasis on kindness and emotional health**

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CHARACTERISTICS OF YOUNG FAMILIES

- Motherhood is starting later**
 Figure 7: Average age of mother at first birth, 1990–2016
- US fertility rate is dropping**
 Figure 8: Annual births and general fertility rate, 2006–2017
- Slowing birthrates mean fewer households with young kids**
 Figure 9: US households, by presence and ages of own children, 2008 and 2018
- Kids in young families reflect growing diversity**
 Figure 10: Population by race, Hispanic origin, and generation, 2018
- Only two thirds of kids live with married parents**
 Figure 11: Living arrangements of children under age 18, 1968, 1997, 2017
 Figure 12: Neil Lane Bridal Engagement Rings at KAY, November 2018
- Solo parents are more likely to be multicultural moms**
 Figure 13: Living arrangements of children under age 18, by race and Hispanic origin, 2017
 Figure 14: Median household income, by type of household, 2016
- Affordable childcare remains an oxymoron**
- Both parents and children have school safety concerns**
- Teaching kindness in an unkind world**
- Schools begin to recognize the importance of social-emotional curriculums**
- Raising boys in the age of #metoo**

KEY TRENDS – WHAT YOU NEED TO KNOW

- Parents grow mindful of mindfulness
- Kids’ increasing interest in cooking
- Cost of team sports leaves some kids warming the bench
- Hasbro drops the ball on Black Panther
- “Theybies” emerge as a parenting trend

WHAT’S WORKING?

- Lifestyle: Families embrace mindfulness**
- Mindfulness in schools**
- Mindfulness at home**
 Figure 15: Screenshot of Breathe, Think, Do with Sesame
- Marketing: More multiracial families in advertising**
 Figure 16: Amazon Echo Spot “Bedtime Story,” November 2018
- Brands & Business: Capitalizing on kids’ increasing interest in cooking and baking**

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- Full Report PDF
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Figure 17: Percentage of children aged 6-11 who cook/bake, 2008-2018

Figure 18: Making Ricotta with Little Sous, March 2018

WHAT'S STRUGGLING?

- Lifestyle: Participation in team sports is waning**
Figure 19: Children aged 6 -12 (by household income) who played a team sport at least one day during 2017
- Marketing: Department of Education's social media slipup**
Figure 20: US Department of Education Twitter post, February 2017
- Brands & Business: Hasbro struggles to predict demand**

WHAT'S NEXT?

- Lifestyle: Parenting "theybies"**
Figure 21: "Unicorns rule, bro!" Facebook post, June 2018
- Marketing: Vacationing families offer digital marketing opportunities**
- Targeting Millennial families**
Figure 22: Four Seasons Instagram post, October 2018
Figure 23: FordSocial's "Five Beautiful Road Trips to Check Off Your Bucket List"
- Brands & Business: Apps will make parenting easier (for a price)**
Figure 24: Review of Artkive app, July 2018

THE CONSUMER – WHAT YOU NEED TO KNOW

- Adult relatives are helping with childcare**
- Parents are worried, but confident**
- Quality time comes in many forms**
- Younger kids do lots of watching and playing**
- Crafting and board games are still relevant**
- Responsibility, respect, and compassion are key**

YOUNG FAMILY CHILDCARE DYNAMICS

- Two thirds of moms have paying jobs**
Figure 25: Parental employment, by gender of parent, November 2018
- One-in-five families relies on an adult relative for workday childcare**
Figure 26: Young families' childcare situations, by child age, November 2018
- Relatives help out in higher-income households too**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 27: Young families' childcare situations, by household income, November 2018

- Childcare needs are consistent across ethnicities**

Figure 28: Young families' childcare situations, by race and Hispanic origin, November 2018

PARENTING ATTITUDES

- Parents want more family time**

Figure 29: Percentage of parents who agree with each statement, November 2018

Figure 30: Citi Mobile App "Kiddie Shoes", March 2018

- Parents are confident in their parenting**

Figure 31: Percentage of parents who agree with statement, by age of kid, November 2018

- The worry is real ... and universal**

Figure 32: Percentage of parents who agree with statement, by key demographic groups, November 2018

- Millennial parents embrace nostalgia**

Figure 33: Percentage of parents who agree with statement, by parent age, November 2018

- Most parents strive for household democracy**

Figure 34: Percentage of parents who agree with each statement, November 2018

- Dads take a more laidback approach to parenting**

Figure 35: Percentage of parents who agree with each statement, by gender of parent, November 2018

FAMILY ACTIVITIES

- Cultural activities are common for most young families**

- Family road trips are still a common childhood experience**

Figure 36: 2018 Subaru Outback | Never Too Early (Extended), April 2018

Figure 37: 2019 Subaru Ascent | Big Ideas for Big Families | Healthy Snacks, September 2018

- Time outdoors is common for young families, but in smaller amounts**

Figure 38: Activities families do together at least once per year, November 2018

- Almost all families eat dinner together regularly**

Figure 39: Activities families do together at least once per week, November 2018

- Multicultural families go to the movies more often**

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 40: Frequency of family movie-going, by race and Hispanic origin, November 2018

- **African American families more likely to attend religious services**

Figure 41: Frequency of family religious service/meeting attendance, by race and Hispanic origin, November 2018

ACTIVITIES FOR KIDS AND PARENTS

- **Most younger kids balance indoor with outdoor play**
- **Almost all kids watch TV, most parents watch with them**
- **One quarter of kids watch YouTube alone**

Figure 42: Typical activities of kids under age 12, November 2018

- **Parents’ digital competency impacts the activities they do with their kids**
- **Younger parents bond with kids over YouTube**
- **Arts and crafts are more relevant to older parents**

Figure 43: Percentage of parents who do selected activities with their kids, by parent generation, November 2018

- **Interest in reading remains consistent as kids age**
- **Outdoor play evolves**
- **Age 6-11 is the sweet spot for crafting and board games**

Figure 44: Pimple Pete game from Spin Master, December 2018

Figure 45: Percentage of kids who do selected activities, by kid age, November 2018

- **Typical activities change as kids develop new skills and independence**
- **Kids aged 6-11 play video games at the same rate as tweens and teens**
- **Age brings chores, for most**
- **Responsibility can come with privileges**

Figure 46: Percentage of kids who do selected activities, by kid age, November 2018

- **Kids from higher-income families more likely to join classes and teams**

Figure 47: Percentage of kids aged 0-11 who do selected activities, by household income, November 2018

PARENTAL ASPIRATIONS

- **Parents want responsible, respectful, and compassionate kids**

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- Executive Summary
- Full Report PDF
- Infographic Overview
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Figure 48: Top qualities parents want their kids to develop, November 2018

- **Timing is important when cultivating positive characteristics**
- **Respect comes first**
- **Parents of older kids emphasize different skills**

Figure 49: Selected qualities parents want their kids to develop, by age of kid, November 2018

- **Household income can influence value of personality traits**

Figure 50: Selected qualities parents want their kids to develop, by household income, November 2018

- **Racial background influences some parents' aspirations for kids**
- **White parents prioritize kindness and compassion**
- **Black parents value academic success and determination**

Figure 51: Selected qualities parents want their kids to develop, by race and Hispanic origin, November 2018

YOUNG FAMILY PARENT SEGMENTS

- **Factors**

Figure 52: Size of young family parent segments, November 2018

- **Overwhelmed Providers (36%)**
- **Demographics**
- **Characteristics**
- **Opportunity**
- **Parenting Pros (28%)**
- **Demographics**
- **Characteristics**
- **Opportunity**
- **Hands-Off Parents (21%)**
- **Demographics**
- **Characteristics**
- **Opportunity**
- **Busy Buddies (15%)**
- **Demographics**
- **Characteristics**
- **Opportunity**

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Consumer qualitative research**
- **Generation Definitions**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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APPENDIX – YOUNG FAMILY DEMOGRAPHICS

- Figure 53: Average age of mother at first birth, 1990-2016
- Figure 54: Annual births and general fertility rate, 2006-17
- Figure 55: Households, by presence and ages of own children, 2008 and 2018
- Figure 56: Population by race, Hispanic origin, and generation, 2018
- Figure 57: Living arrangements of children under age 18, by race, 2017

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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