"About 30% of households in the US include children, but as families typically spend more than other groups on food, clothing and many other types of goods, their significance far outweighs their numbers. Beyond increased spend, these younger households also drive consumer trends across categories."

- Dana Macke, Associate Director - Lifestyles & Leisure

This report looks at the following areas:

- Strength beyond their numbers
- Kids have little autonomy, but lots of influence
- Opportunities in travel and leisure
- Understanding the family life cycle

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market
Table of Contents

Overview

What you need to know
Definition

Executive Summary

Market overview
Top takeaways
How kids influence household decisions
Strength beyond their numbers
  Figure 1: Population, by generation, 2014-24
Kids have little autonomy, but lots of influence
  Figure 2: Kids’ impact on small household purchases – data table, November 2019
Opportunities in travel and leisure
  Figure 3: Kids’ impact on large household purchases – travel and holidays, November 2019
Understanding the family life cycle
  Figure 4: House rules and kids’ impact on parents’ behavior – select items, by age of child, November 2019

What it means

Family Life – What You Need to Know

More than just their numbers
A diverse new generation
Access to funds of their own
Opportunities to learn

Family Demographics and Characteristics

Influence that outweights their numbers
  Figure 5: US population, by age, 2019
Households with kids on the decline
  Figure 6: Households, by presence of related children, 2008-18
Multicultural households most likely to have children
  Figure 7: Households with related children, by race and Hispanic origin of householder, 2019
Emerging generation to outpace Gen Z
  Figure 8: Population by generation, 2014-24

Family Perspectives

Adults are more careful about money
  Figure 9: Adult and teen attitudes toward personal finance, June 2019
Teens also have money of their own to spend
  Figure 10: Average weekly allowance of teens, 2013-19

Strong bonds between kids and parents

BUY THIS REPORT NOW
In Their Words: Maintaining a Balance

Setting a good example
Cars aren’t for kids
Vacations: About more than just fun

Key Trends – What You Need to Know

Fun for the whole family
Freedom of choice
Sports take a hit
Striking back at screens?
The power of the spoken word

What’s In

Retailers make shopping a fun family outing
American Dream mall brings parents along for the ride
Disney’s store within a store
Figure 12: Disney Store at Target, 2019
Characters get kids to care, and parents to give in
Figure 13: Character-themed personal care products, 2019
Variety packs serve a variety of needs
Figure 14: Meal kits, 2019
Figure 15: Sun Basket Instagram post, November 2019

What’s Out

The kids’ sports slump
Sports participation is declining for children of all ages.
Fear of injuries is one factor, lack of interest is another
Reading faces tough competition

What’s Next

The screen time conundrum
Still little consensus on screen time guidelines
Race and income impact screen time
Figure 16: Children’s daily screen time usage*, by age and key demographics, 2019
Kids’ tech gap may widen in the future
Speaking of the future
Smart speakers answer the questions parents can’t
Audio entertainment engages kids

The Consumer – What You Need to Know

Kids help decide their own activities and food choices
Parents value kids’ input into travel, holidays
Concerns about sugar and inappropriate content
Every household has some rules
Kids help parents stay cool
Parents face many priorities

**Kids’ Impact on Small Household Purchases**

Parents decide on the basics, kids decide on the extras
Figure 17: Kids’ impact on small household purchases – correspondence analysis, November 2019
Figure 18: Kids’ impact on small household purchases – data table, November 2019

Older kids have more say on entertainment
Figure 19: Kids’ impact on small household purchases – kid-driven media purchases, by age of child, November 2019

Kids more likely to choose food they exclusively eat
Figure 20: Kids’ impact on small household purchases – kid-driven food purchases, by age of child, November 2019

Potential opportunity in personal care
Figure 21: Kids’ impact on small household purchases – kid-driven household purchases, by age of child, November 2019

Older kids get to drive their own activities
Figure 22: Kids’ impact on small household purchases – kid-driven activities, by age of child, November 2019

Asians very likely to consult their kids
Figure 23: Kids’ impact on small household purchases – kid-driven purchases, by race and ethnic origin, November 2019

**Kids’ Impact on Large Household Purchases**

Kids play a significant role in travel decisions
Figure 24: Kids’ impact on large household purchases, November 2019

School-aged kids start to weigh in on large decisions
Figure 25: Kids’ impact on large household purchases – select items, by age of child, November 2019

Moms drive travel decisions, boys drive electronics purchases
Figure 26: Kids’ impact on large household purchases – select items, by age of child, November 2019

Higher-income parents more likely to consult kids
Figure 27: Kids’ impact on large household purchases, by household income, November 2019

**Getting Parents to Yes**

Sugar a key concern
Figure 28: RXBAR product details, October 2019
Figure 29: Getting parents to consider new food or drinks, November 2019

Parents put more trust in older kids
Figure 30: Getting parents to consider new food or drinks, by age of child, November 2019

Age is more than just a number
Figure 31: Getting parents to consider new TV, movies or music, November 2019

"Age appropriate" matters at every age
Figure 32: Getting parents to consider new TV, movies or music, by age of child, November 2019
Significant differences emerge by age of parents
Figure 33: Getting parents to consider new food/drinks or media/content, by age of parents, November 2019

House Rules

Most house rules are around technology usage
Figure 34: House rules, November 2019
Figure 35: Number of house rules, November 2019

Moms and dads take slightly different approaches to screen time
Figure 36: House rules – select items, by gender of parent, November 2019

Parents loosen the reins as kids age
Figure 37: House rules – select items, by age of child, November 2019

Clothing a key issue for girls’ parents, activity for boys’ parents
Figure 38: House rules – select items, by gender of child, November 2019

Kids’ Impact on Parents’ Behavior

Kids keep parents on-trend
Figure 39: Kids’ impact on parents’ behavior, November 2019

Influence grows and evolves over time
Figure 40: Kids’ impact on parents’ behavior – select items, by age of child, November 2019

Moms open to new media
Figure 41: Kids’ impact on parents’ behavior – select items, by parental gender, November 2019

Younger parents more flexible
Figure 42: Kids’ impact on parents’ behavior, by age of parent, November 2019

Household Priorities

To parents, it’s all important
Figure 43: Parents’ household priorities, November 2019

Greater transparency around money?
Figure 44: Parents’ household priorities – teaching kids about money, November 2019

For food, health trumps choice
Figure 45: Parents’ household priorities – meal times, November 2019

Parents prioritize household harmony
Figure 46: Parents’ household priorities – select items, November 2019

But parents also want to stay the boss
Figure 47: Parents’ household priorities – parental authority, November 2019

Appendix – Data Sources and Abbreviations

Data sources
Consumer survey data
Consumer qualitative research
Methodology
Abbreviations and terms