

Activities of Toddlers and Preschoolers - US - March 2019

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"The formative toddler and preschool years are crucial for a child's development. Many parents feel pressured to focus their children's activities on skill building. Physically active play and reading aloud from books are among the top activities that parents do with their kids."

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

This report looks at the following areas:

- Kids need to start learning to read before they get to kindergarten
- Parents want their kids to build healthful habits
- Sometimes parents of young kids need a break
- Toddlers and preschoolers want to emulate adults
- Brands need to embrace YouTube

As toddlers and preschoolers, kids acquire language and reasoning skills, build their physical abilities, and explore their emerging identities. It is important for parents to spend time interacting with kids at this age to help with their cognitive development, and many parents feel a pressure to start building their kids' reading and academic skills at this age.

However, parents of toddlers and preschoolers also need a break sometimes. Watching television programs together is a common and easy way for parents to unwind while spending time with their energetic young ones. When parents need a break from meal planning and cooking, they take their kids along for dinner at a restaurant. Educational mobile apps help parents feel better about quieting their kids with screen time when they are away from home.

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DID YOU KNOW?

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

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