

## Lifestyles of Young Families - US - March 2015

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“Today’s young families have been working to establish themselves in a tougher economy than parents of the past. Parents have little support from government policies, and the cost of childcare is often so great that some parents choose to stay home rather than return to work.”  
– Lauren Bonetto, Lifestyle & Leisure Analyst

### This report looks at the following areas:

- Young families getting their starts in a tough economy
- US policies do not favor families
- Day care has become a necessity to modern parenting

With an just under 50 million children aged 11 or younger in the US and 10.1 million households headed by someone younger than 40 that include children, young families represent a substantial target market for companies. Despite facing many challenges (eg the rising cost of childcare), young families are optimistic. Young parents are extremely price sensitive and focused on saving money. They are looking for ways to save without feeling like they are depriving their families. Though Millennial parents are surprisingly traditional, Millennials who have yet to settle down are likely less attached to traditional values than their peers who have already started their families. As these Millennials (and future generations) have children, they may continue to resist tradition and be on the lookout for progressive products and brands.

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Day care has become a necessity to modern parenting

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The implications

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Entertainment Merchants Association (EMA)

Generations United

Interactive Advertising Bureau (IAB)

International Advertising Association (IAA)

World Federation of Advertisers (WFA)

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