

Today's American Children Are Busier Than Ever

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Back to School and Active

A recent analysis conducted by Experian Simmons on children in kindergarten through 6th grade revealed that grade schoolers are a very busy group of kids. And now that they are back in class, they are busier than ever as they juggle school work time and extracurricular activities.

As illustrated by this report, American children participate in a variety of activities no matter their age. Of course, the types of activities in which they take part changes as they age. Interestingly, third grade seems to be the grade level when most American children begin to take up hobbies and become more active online.

Source: Experian Simmons Kids Study Spring 2009 Full Year



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Active in Team Sports

Overall, American children begin participating in team sports in the 2nd grade and are likely to continue playing in team sports. Additionally, interest in hockey, lacrosse, and volleyball spike during the 6th grade, passing the other sports by a wide margin.

Sport	Kinder- garten	1 st Grade	2 nd Grade	3 rd Grade	4 th Grade	5 th Grade	6 th Grade
Baseball/ Softball	58 Index	93	110	90	116	107	107
Basketball	38	54	110	123	109	121	115
Football	21	46	120	68	118	143	145
Hockey	92	19	28	227	74	72	217
Lacrosse	*	*	*	73	48	154	519
Soccer	89	104	70	120	110	104	97
Volleyball	*	10	87	134	118	104	230

* There was an insufficient sample size to draw any conclusions.



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Busy On and Off the Field

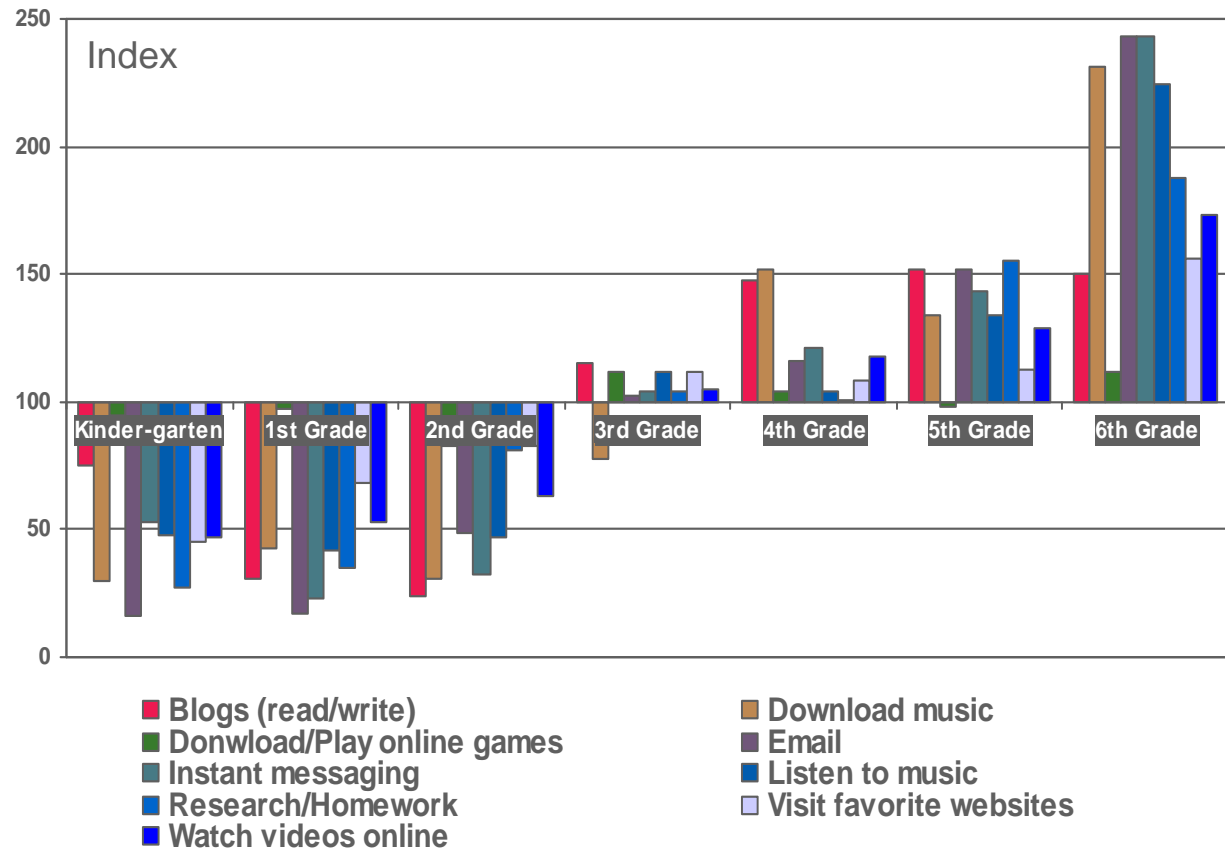
Over-indexing for 10 of the 12 listed activities, 3rd graders are more likely to do these activities than the other grades. Third grade also seems like the time when American children pick up hobbies.

Hobby/Activity	Kinder- garten	1 st Grade	2 nd Grade	3 rd Grade	4 th Grade	5 th Grade	6 th Grade
Stamp collecting	38 Index	103	83	159	147	86	18
Coin collecting	46	66	147	106	86	95	130
Painting, Drawing, Sculpting	131	126	99	108	77	91	86
Baking/Cooking	110	99	95	100	75	139	95
Needlework or Sewing	23	55	58	125	52	183	203
Woodworking	5	101	142	36	122	136	105
Model building	61	84	135	108	70	93	136
Musical instrument lessons	64	53	47	106	123	169	131
Dancing lessons	95	107	83	125	77	93	133
Acting/Plays/Theatre	25	75	81	78	113	138	176
Religious lessons	72	136	103	106	106	76	76
Foreign language lessons	32	49	44	115	115	179	149

Life Online

Though those in the 4th thru 6th grades are more likely to have done these online activities in the past month than the younger children, American children are also active online.

Note, again, that 3rd grade seems to be when American children start becoming more active online.



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Thank You!

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