

Baby Boomers' Leisure Trends - US - January 2013

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"Because the baby boom generation comprises nearly 76 million individuals born across a span of nearly two decades, the leisure habits and preferences within this group vary tremendously based not only on age, but also life stage, family responsibilities, and finances, to name just a few."

– Fiona O'Donnell, Senior Lifestyles & Leisure Analyst

In this report we answer the key questions:

- Will leisure get a boost from Baby Boomers reaching retirement age?
- Do current leisure offerings answer the needs of aging Baby Boomers?
- Are finances an issue for Baby Boomers to fund leisure activities?
- How has technology impacted Baby Boomers' leisure time?

Famously announced at the beginning of 2011, the first of the 76 million-member baby boom generation reached the traditional retirement age of 65. However, unlike previous generations, Older Boomers are not exiting the workforce as expected and so do not yet have extra time on their hands to devote to leisure. In fact, in 2012, nearly 70% of individuals age 50-64 were in the labor force. Because Older Boomers continue to be active in the workforce—and many expect to continue working well past retirement age—the leisure market won't enjoy the Boomer bulge just yet.

Throughout their lives, Boomers have redefined notions of youth, early adulthood, and middle age, so it's not unlikely that they'll also break from tradition in retirement. Boomers don't express a desire to slow down—even though more than one third feel they don't have enough leisure time. Instead, most indicate a preference for being active during leisure and using their time to be productive.

Expect that Boomers will remain actively engaged with family and will even bear financial responsibility for multi-generational leisure activities and vacations. Technology's influence will continue to grow as more Boomers look to the internet for planning leisure and for solo leisure time entertainment.

Readers of this report will gain an understanding of Boomers' living and financial situations and how these impact their leisure activities and preferences. Boomers' attitudes toward leisure time and desires for how to spend their leisure are also discussed, as are opportunities to engage Boomers in leisure.

Readers may also be interested in Mintel's *Marketing to Baby Boomers—U.S., December 2012*, *Lifestyles of Baby Boomers—U.S., December 2011* as well as the October 2009 report of the same title, *Baby Boomers and Finance—U.S., January 2010*, and *Baby Boomers and Vacation—U.S., December 2010* as well as Mintel's forthcoming *Millennials' Leisure Trends—U.S., February 2013*.

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