

Millennials Leisure Trends - US - February 2013

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“Compared with older generations, more Millennials want to spend leisure time connected to the internet. However, marketers can make more inroads among these young adults by making them more comfortable in offline social situations and giving them opportunities to use the internet more creatively.”

– Gretchen Grabowski, Travel & Leisure Analyst

In this report we answer the key questions:

- Are marketers hurting Millennials by catering to their online preference?
- Are there new ways Millennials can use technology during leisure?
- Can marketers help young Millennials balance leisure with school?

In 2013, Millennials comprise the largest generation in the U.S., and are among the most diverse. Between the ages of 19 and 36, all have reached adulthood, though many among the younger half of the generation have yet to strike out on their own. However, as they enter the marketplace and establish a presence in the labor force, they have an impact across multiple markets—not the least of which is defined by leisure events and activities.

This report focuses on how Millennials spend their leisure time—time spent away from work and household chores that does not include time spent on necessary activities such as eating, sleeping, going to school, or other obligations. Topics covered include Millennials' perceptions on the amount of leisure time they have, activities they participate in during leisure time and with whom, and how much money they spend on leisure activities. Sources consulted for information on leisure activities are also discussed.

While the report focuses primarily on Millennials' behaviors and attitudes toward leisure, it does also discuss consumer behavior among all consumers aged 18+ to draw comparisons between Millennials and older generations.

This is the first report that Mintel has produced that focuses on Millennials' leisure trends. However, readers of this report may also be interested in Mintel's *Marketing to Millennials—U.S., August 2012* and the 2010 report by the same title, as well as *Marketing Financial Services to Millennials—U.S., May 2012*. Other relevant reports include *Baby Boomers' Leisure Trends—U.S., January 2013*, *Marketing to Baby Boomers—U.S., December 2012*, *Lifestyles of Baby Boomers—U.S., December 2011*, and *Marketing to Gen X—U.S., April 2011*.

The purpose of this report is to identify how Millennials currently spend their leisure time, their leisure time preferences, and how this compares to older generations.

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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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