

Leisure Time - Canada - August 2014

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“With the aging population correlating with an expected increase in smartphone and tablet usage over the next decade, leisure operators should be exploring ways of engaging older consumers with apps and online tools.”

– Jason Praw, Senior Lifestyle Analyst

This report looks at the following areas:

- Increasing leisure activity participation among less affluent Canadians
- Focusing on Millennial males' participation in leisure activities in Canada
- Integrating tech, social networking and online tools into leisure activities
- Engaging Canada's aging population with technology

The majority of Canadians prefer to spend their leisure time engaged in a low-to-moderately active manner, with shopping and/or dining out the most popular activities. Millennial males are driving participation trends in many leisure activities, from more popular pastimes such as going to the movies and attending sporting events to more surprising activities such as visiting spas or wellness centres.

While affluent Canadians are also more likely to participate in a variety of activities, they are also highly engaged in discount and deal sites, vouchers and loyalty programs, presumably driven by their above average propensity for shopping. As a whole, Canadians' engagement with technology as part of their leisure time is widespread and remains an opportunity for marketers, attractions, restaurants and retailers as usage of smartphones and tablets increases in the coming years.

This report explores Canadians' interest in various leisure activities and usage of technology and deals/ discounts in conjunction with these activities by life stage and various demographic groups. The report also looks at factors that adults consider important in regards to their leisure time, as well as highlights the nation's key leisure-time operators.

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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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