

Leisure Habits of Millennials - UK - August 2015

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Millennials have grown up in a digital world and one of their defining characteristics is their enthusiasm for technology and spending time online. However, they are also constantly on the lookout for new experiences, which can be as simple as trying a new type of food or going to a pub quiz. This need means that this group are also likely to go to live music festivals or sports events.

This report looks at the following areas:

- Responsible Millennials
- Appetite for new flavours and tastes

Millennials are a very sociable group, for whom spending time with their family and friends is a priority. They value their work/life balance and they realise that keeping fit and healthy is a key part of having a happy life.

All of this provides a positive outlook for leisure activities and venues; however, Millennials are a demanding audience that are financially cautious and are not particularly loyal unless an incentive is offered. They will want to take part in leisure activities, but not at the cost of their wallet and they won't settle for the same time after time; leisure retailers will need to be flexible and change frequently to keep up.

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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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