

Family Entertainment - Canada - February 2018

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Family entertainment activities need not be elaborate to be considered meaningful. The 'life stage' of families will impact the end-goals of parents: those with young children lean more towards activities that allow for mental, physical and social development. In contrast, those with older children prioritize activities that can contribute to bonding as a family.

This report looks at the following areas:

The decision-making process is a highly collaborative one with young children having significant pull. Monthly budgets dedicated towards family entertainment activities suggest a relatively conservative approach and that splurges are sparse. This Report examines the attitudes and behaviours towards family entertainment of Canadian consumers who have under-18s at home.

- **Family fun happens on a budget, splurges are rare**
- **Kids have considerable pull at an early age**
- **TV Time – is it really always a negative? Varying receptivity signals differing needs**

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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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Abbreviations

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