

March 2017

Outdoor Enthusiasts - US

"More than three quarters of adults have participated in an outdoor activity in the last year and nearly nine in 10 claim to be at least somewhat enthusiastic about the outdoors. Although leisure outdoor participation is more prevalent, adults involved in physically active outdoor pursuits tend to be more engaged ...

February 2017

Activities of Toddlers and Preschoolers - US

"Parents are continually confronted with new and different ways to engage with their children: parenting apps help track and advise; digital content offers the possibility of cognitive development; and animated books bring kids' stories to life on a tablet. However, despite digital innovations, parents still lean on traditional activities to ...

Outdoor Entertaining - US

"A desire to socialize, coupled with enjoyment for hosting others motivates 71% of adults with outdoor space to entertain guests outdoors. Growth in adjacent markets such as outdoor furniture and grills bodes well for the future of outdoor entertaining since the vast majority of outdoor entertainers prefer hosting informal events ...

January 2017

The Arts and Crafts Consumer - US

"Consumers today are crafting at similar rates to years past, with 59% of adults being categorized as a crafter. However, interest in traditional craft projects, such as photography and scrapbooking, continue to see slight declines in participation year after year, likely giving rise to less traditional types of crafting projects ...