

Family Entertainment - US - January 2013

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"While spending recreational time with family is important to parents, the cost of entertainment activities continues to be a concern. Marketers have incentive to consider other ways to make budget-friendly home entertainment more appealing to families, as well as introduce activities that are educational as well as fun."

– Gretchen Grabowski, Travel & Leisure Analyst

In this report we answer the key questions:

- Can the need for home activities balance with desires to be away?
- Are marketers promoting the best options for in-home entertainment?
- Should marketers do more to target dads?

U.S. parents prioritize spending time with their families, and most have increased the time they spend participating in family entertainment activities over the last year. However, while families may be spending *more time* in this sector, they are spending *less money*. Americans' wariness about the economy and their prospects have led them to make spending cuts that are likely linked to lower spend on family entertainment.

While a majority of parents may believe that family activities away from home are more fun, most also acknowledge that in-home activities are more budget friendly. Keeping this in mind, retailers and marketers have incentive to promote family bonding activities that can take place around dining tables and in living rooms. Parents will, however, likely continue to look to marketers to introduce more deals and low-cost options for family activities away from home.

This report will expand on analysis from previous years' family leisure and entertainment reports, including *Family Entertainment on a Budget—U.S., March 2009* and *Family Leisure Trends—U.S., March 2011*. Mintel's *Baby Boomers' Leisure Trends—U.S., January 2012* and *Millennials' Leisure Trends—U.S., February 2012* are also relevant. This report will include a review of the types of entertainment activities families participate in both in and outside the home, changes in entertainment spending in comparison to last year, and how much is spent on family entertainment each month. Barriers to participating in family entertainment activities, attitudes about activities in this sector, and sources for information on family entertainment activities will also be covered.

Consumer research included in this report is primarily based on the family entertainment preferences and spending habits of adults aged 18+ who are parents and have kids younger than 18 in the household. Their opinions form the basis of Mintel's analyses of and expectations for U.S. moms and dads in this sector.

Select areas of entertainment considered in this report's section on *Annual Household Entertainment Expenditures* include: audiovisual equipment or services and video gaming; fees and admissions; boats, campers, and recreational vehicles; sports, recreation, and exercise equipment; toys, games, and hobbies; reading; and photo equipment, supplies, and services.

Spending data on specific types of fees and admissions are also categorized, and include the following: social, recreation, and civic club memberships; movie, theater, opera, and ballet tickets; fees for participant sports; fees for recreational lessons; admission to sporting events; and fees and admissions for out-of-town trips.

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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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