

Leisure Time - US - August 2015

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Leisure expenditures are expected to grow at nearly the same rate as overall US expenditures through 2020 as confidence remains high and as consumers become more experience oriented; however, several demographic and lifestyle shifts are expected to alter perceptions of leisure time and change consumer behavior.

This report looks at the following areas:

- Barriers to leisure remain in place, especially for women
- A lack of time results in a lack of out-of-home participation
- Career, family take up hours of free time for Millennials, Gen Xers
- Millennials, iGens cut the cord

As the traditional 9-5 work schedule becomes less standard, companies should expect consumers to seek out quick tastes of leisure that fit their erratic schedules. This is especially true for women, who still spend more time than men on chores and childcare. Activities that help these consumers to unwind while balancing their need to work toward life goals should do well with these consumers, as should activities that are highly social or require a great deal of interconnectivity.

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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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