

Party Planning and Home Entertaining - US - June 2018

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"Most adults say they enjoy entertaining people in their home—an attitude that has remained constant for more than a decade. In the last three years, a substantial 77% of adults have hosted a party in their home. Informal gatherings are far more prevalent than formal parties, with 44% participation compared to 17%."

- Dana Macke, Associate Director, Lifestyles & Leisure

This report looks at the following areas:

- The stress factor
- Cost and cleanup also burden the party host
- Parents are key to informal market

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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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