This report looks at the following areas:

- Activities enjoyed by consumers in and out of the home
- The impact of inflation on leisure and entertainment spending
- Barriers to participating in leisure and entertainment activities
- Preferences for spending leisure time: alone vs with family, at-home vs out-of-home
- Perceived connections between leisure and entertainment and mental health

Right now, there is an elevated value being placed on non-essential leisure spending thanks to consumers’ having to postpone plans over the past several years due to the pandemic. While leisure and entertainment budgets are typically among the first areas to be cut from budgets when consumers need to economize, consumers are less willing to cut back completely and instead make trade-offs to enjoy moments of relaxation and escape from their busy everyday lives. Indeed, this Report confirms that consumers are actively finding low-cost alternatives as 78% of consumers report that inflation has impacted their spending on leisure and entertainment activities over the past six months. Notably, data from this Report show that differences in sentiments towards leisure and entertainment are mostly nuanced. For example, much of the challenges like cost-considerations are shared fairly equally across segments. Similarly, the sense that leisure is good for one’s mental wellness are also shared. What differs are considerations that have to be taken into consideration that may result from unique demographics. For instance, planning of such activities is a particular challenge to Hispanic and Asian American consumers likely have to take into consideration the interests of more of their family members as these segments are more likely to be living in multigenerational households.

All told, efforts focused on creating a sense of value that go beyond mere cost to tap into added benefits like bonding time with family or incorporating leisure activities are increasingly important.
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