

Family Leisure Trends - US - January 2015

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“There are few things regarded with such reverence as ‘family bonding,’ yet modern life seems determined to make family leisure time somewhat elusive for American families. While digital devices distract parents and children, increasingly busy school and work schedules make scheduling family leisure time a challenge.”
 – Lauren Bonetto, Lifestyle & Leisure Analyst

This report looks at the following areas:

- Technology both the golden and red-headed stepchild of family leisure
- Always wanting more
- The remodeling of the American family

More than 80 million households – or about two thirds – of all households in the US are “family households.” While family bonding and quality time is revered, the hectic pace of modern life makes family leisure time somewhat elusive for American families. Technology both aids as well as detracts from family leisure while increasingly busy school and work schedules make scheduling family leisure time a challenge.

This report examines how families spend time together, both in and out of the house. It provides analysis regarding how much time families spend together (both on weekdays and weekends), the types of activities they participate in, how parents learn about activities, and how products and services are marketed to families. It also includes analysis of parents’ attitudes toward technology and physical activity. The impact of parents’ gender, age, and race/Hispanic origin, as well as the impact of children’s age and household income are analyzed.

This report builds on the analysis presented in Mintel’s *Family Leisure Trends – US, March 2011* . Other related report titles include *Marketing to Moms – US, September 2014* , *Kids as Influencers – US, April 2014* , *Activities of Toddlers and Pre-schoolers – US, May 2014* , *Marketing to Kids and Tweens – US, May 2014* , and *Movie Theaters – US, November 2014* .

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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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