

The Entertainment Evolution Continues

While the options for what to do for fun are expanding all the time, the number of hours in a day is not. U.S. consumers are making increasingly sophisticated decisions about how to spend their time and their dollars when it comes to entertainment. Here's a look at some of the latest entertainment industry trends that demonstrate how important it is to understand the full entertainment ecosystem in order to drive business.

(Hover over [+] to reveal more insights)

Time



In the last six months, consumers devoted **74 hours a week** to entertainment activities.

84% of consumers report that their time spent on entertainment activities has changed YOY in at least one category.

84%



Spending



An average of **\$928** was spent on entertainment-related purchases over the last 6 months.

20% of entertainment spending was devoted to **experience-oriented activities**.

20%

Activities

Activities that demand a larger share of spend include **habitual activities that require regular content purchases or subscriptions**.

The majority, **86%**, listened to music, podcasts, or other audio.

86%



The insights shared here are only a small sample of the information you can apply to support effective, data-driven business strategies. No matter what area of the business you are in, the **Evolution of Entertainment Study** will help you make sure your business approach is always relevant to your category—and appropriate to your customers' needs—despite the rise of new technologies and ever-shifting entertainment industry behavior.

Get more insights like this. Contact your NPD account representative, call us at 866-444-1411, or email contactnpd@npd.com.

