

## Hobbies and Interests - UK - February 2017

Report Price: £1995.00 | \$2460.23 | €2338.14

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The activities that Brits are choosing to do in their spare time seem to, in some instances, mirror a trend for cutting back with low-cost gyms more popular than ever and a huge increase in participation in hobbies which involve minimal outlay such as baking and knitting.”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- How do we ensure that technology has a positive impact on people’s lives?
- How can the UK be encouraged to become more active?
- How do we ensure everyone benefits from an ageing population?

UK consumers have varied hobbies and interests and although the majority feel financially stable there are signs that the cost of living may become tighter causing many to be more cautious about what they choose to spend their money on. An aging population means retirees are a key market for all to think about and these consumers are not to be dismissed as in-active and technology inept.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Hobbies and Interests - UK - February 2017

Report Price: £1995.00 | \$2460.23 | €2338.14

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know  
Covered in this Report

### Executive Summary

Consumer confidence stabilised post Brexit  
Technology and social media aiding consumers' fitness  
Hobbies go back in time  
Relaxing and more sedate hobbies appeal to UK adults  
Figure 1: Participation and interest in non-sports/fitness related hobbies, November 2016  
UK adults are choosing online activity over physical activity  
Nearly half of UK consumers prefer hobbies that provide alone time  
Technology viewed as helpful but time away from it is strongly valued  
Consumers see the benefits of staying active in retirement  
Figure 2: Lifestyle attitudes, November 2016  
Most consumers value their health but many have no time to pursue their hobbies and interests  
What we think

### Issues and Insights

How do we ensure that technology has a positive impact on people's lives?  
The facts  
The implications  
How can the UK be encouraged to become more active?  
The facts  
The implications  
How do we ensure everyone benefits from an ageing population?  
The facts  
The implications

### The Market – What You Need to Know

Consumer confidence stabilised post Brexit  
Olympics and 'This Girl Can' campaign success  
Polarisation in the cost of fitness  
Technology and social media aiding consumers' fitness  
Hobbies go back in time

### Market Segmentation

The polarisation of the cost of fitness  
Technology and social media aiding consumers fitness  
Hobbies go back in time

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Hobbies and Interests - UK - February 2017

Report Price: £1995.00 | \$2460.23 | €2338.14

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Traditional pastimes on the rise  
Emerging hobbies look to the sky

## Market Drivers

Consumer confidence stabilised post Brexit

Figure 3: UK average weekly earnings (excluding bonuses)\* vs CPI inflation, percentage change year on year, July 2011 – Oct 2016

Olympics and 'This Girl Can' campaign success

Low-cost gyms drive growth in fitness market

Keeping fit gets social

The 'Bake Off effect'

Old school hobbies make a comeback

The UK looks to the East as people become more mindful

Wearable tech helps consumers keep track

Personal training enters cyber space

## The Consumer – What You Need to Know

Reading and day trips most common UK pastimes

UK adults most likely to want to be pampered

Interacting on social media the most common UK online activity

UK less involved in sports and fitness related hobbies

Nearly half of UK consumers prefer hobbies that provide 'alone time'

Technology viewed as helpful but time away from it strongly valued

Consumers see the benefits of staying active in retirement

TV shows more inspirational to the UK than Olympic athletes

## Participation in Non-Sports/Fitness Related Hobbies

Reading and day trips most common UK pastimes

Figure 4: Participation in non-sports/fitness related hobbies, November 2016

Women spend more time pursuing non-sport or fitness related hobbies

Knitting still a female dominated pastime

Figure 5: Participation in non-sports/fitness related hobbies, by gender, November 2016

Most popular pastimes are consistent across age groups

'Techie' hobbies most appealing to young men

Younger consumers more likely to be pampered

Self-improvement and helping others more common in younger adults

Home and country hobbies appeal to young adults

Photography and knitting unite old and young

## Interest in Non-Sports/Fitness Related Hobbies

UK adults most likely to want to be pampered

Photography and self-improvement appeal to younger age groups

Figure 6: Participation and interest in non-sports/fitness related hobbies, November 2016

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Hobbies and Interests - UK - February 2017

Report Price: £1995.00 | \$2460.23 | €2338.14

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Older men less interested in helping others  
 Drone racing spikes interest  
 Arts and crafts more appealing than knitting

## Participation in Online Activities

Young women spend most time interacting on social media  
 Accessing free video content more popular than subscription services  
 Online gaming popular but blogging/vlogging less common  
 Large proportion not spending free time online  
 Figure 7: Participation in online activities, November 2016

## Participation and Interest in Sports

UK less active in sports and fitness related hobbies  
 Figure 8: Participation in sport/fitness activities, November 2016  
 Men more sporty than women  
 Younger consumers more active than older groups  
 Gym and swim of equal appeal to men and women but equestrian and holistic activities more female dominated  
 UK consumers least involved in equestrian sports and martial arts  
 Appetite present for a variety of sports  
 Younger consumers most interested to try new sports  
 Figure 9: Participation and interest in sport/fitness activities, November 2016

## Preference for Solo or Group Activity

Nearly half of UK consumers prefer hobbies that provide alone time  
 Young affluent consumers most likely to seek group activity  
 Figure 10: Solo or group activity preference, November 2016

## Attitudes towards Being Healthy and Having Enough Time to Pursue Hobbies and Interests

Most consumers value their health but many have no time to pursue their hobbies and interests  
 The more time spent online the more time-pressured consumers feel  
 Helping the time poor  
 Figure 11: Lifestyle attitudes, November 2016  
 Women more likely to feel they lack the time to pursue hobbies and interests

## Attitudes towards Technology

Technology seen as helpful but time away from it strongly valued  
 Figure 12: Lifestyle attitudes, November 2016

## Attitudes towards Mental and Physical Activity in Retirement

Consumers see the benefits of staying active in retirement  
 Figure 13: Lifestyle attitudes, November 2016  
 Those of retirement age are most likely to read, explore, and improve their homes  
 Community activity of most interest to older consumers

**BUY THIS  
 REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Hobbies and Interests - UK - February 2017

Report Price: £1995.00 | \$2460.23 | €2338.14

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Sports with a technical element are of most appeal to seniors

### Attitudes to Sources of Inspiration and Motivation

TV shows more inspirational to the UK than Olympic athletes

Figure 14: Lifestyle attitudes, November 2016

Young women most impacted by Bake Off

The young and affluent are most keen to be on-trend

Figure 15: Lifestyle attitudes, November 2016

Rio most inspiring to the next generation

### Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)