

Student Leisure - UK - March 2010

Report Price: £1500 / \$2295 / €1688



What is this report about?

The student purse continues to be stretched with the rising cost of tuition fees coupled with estimated levels of debt reaching new heights. However, debt has replaced hardship for today's students and scrimp has been replaced with spend as students remain highly leisure-oriented.

Spend on leisure continues on an upward curve and the majority of students take part in numerous types of leisure activity a week, highlighting the priority that continues to be placed on leisure despite the increasing financial pressures. Attitudes towards leisure spend are split between those that rarely can afford it to those that do most of what they want and don't worry about the money. Discounting continues to be one of the most effective ways of attracting students, but many companies and brands are turning to digital technology and social networking sites to reach their target group.

This report examines students' attitudes towards leisure, their financial situation, the types of leisure activities that are taken part in and frequency of participation. It assesses the breakdown of student spend on leisure, changes in the student profile, and identifies current trends.

What have we found out?

- Full-time undergraduates in England spent an estimated £3.2 billion on leisure in 2008/09, representing a 50% increase from 2003/04. Average leisure spend per student stood at £2,522 in 2008/09, up 4.1% on the previous year.
- Students have a broad range of leisure interests, with over half taking part in more than 11 different types of leisure activity. Pub visiting remains the most popular pastime (43% of students go regularly), followed by sport/exercise (36%) and nightclubbing (30%).
- Four-fifths of students subsidise their lifestyle with a student loan and/or overdraft. Nearly half of students have parents that pay for part of their fees, living expenses and leisure activities.
- While a fifth of students say they can rarely afford to spend on leisure, an equal proportion do most of the leisure activities they want to without worrying about money. Second-year students display the most casual attitudes towards leisure spending.
- Although nearly half of students tend to stick with leisure venues that have student discounts, a fifth of students prefer to avoid student nights.
- Social networks are crucial in the student leisure community, with over half of students using sites like Facebook to keep track of what's going on and a third using them to organise and plan their leisure activities.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100