

Leisure Habits of Baby Boomers - UK - September 2015

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"Baby Boomers are a diverse group thanks to the wider choices they had in lifestyle growing up. Younger Boomers are often at the height of their career, while the oldest are beyond retirement which means financially they are a complex group; some struggling to keep up, while others are very comfortable and settled."

- Matt King, Head of Leisure, Tourism, Tech & Media Research

This report looks at the following areas:

- Baby Boomers have a diverse range of leisure needs
- Providing good value for money is key to attracting Baby Boomers

This report examines the Baby Boomer generation's behaviours in the leisure market and their attitudes towards leisure activities. Baby Boomers are those born between 1946 and 1964. They are split into two generational groups in this report: younger Baby Boomers - those aged 51-59 and older Baby Boomers - those aged 60-69.

This report considers leisure activities to include the following activities:

- Cinema
- Gambling
- Live sports events (eg football, rugby, cricket, etc)
- Museums/art galleries/exhibitions
- Music concerts and festivals
- Nightclubs
- Private health and fitness clubs (eg David Lloyd, LA fitness)
- Public leisure centres and swimming pools
- Pubs/bars
- Restaurants
- Tenpin bowling
- Theatres
- Theme parks
- Zoo/wildlife parks

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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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