

## Family Leisure - UK - January 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Women are significantly more likely than men to go out as part of a family group with their children, grandchildren, their own or partner’s parents and other wider-family members.”

- Michael Oliver, Senior Leisure and Media Analyst

### This report looks at the following areas:

- Grandparents to play a more significant role in family leisure?
- Could men help refocus family leisure on the product rather than the price?

Almost six in ten adults have done leisure activities as part of a family group in the past year. The family leisure market is characterised by a strong female influence in terms of choosing where to go and making reservations and pre-bookings and women are also the keenest in terms of seeking out deals and offers.

However, social trends are also beginning to impact on the market: recent years have seen growth in the involvement of grandparents in family life and this is also reflected in their participation in family leisure activities. Similarly, older non-dependent children are staying longer in the family home.

Both of these trends are presenting new opportunities for leisure operators, forcing them to reassess the way they promote themselves to families, so that they target marketing not only at parents but also grandparents and boomerang kids.

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## Table of Contents

### Overview

What you need to know

Covered in this report

### Executive Summary

The market

Number of families with dependent children growing

Figure 1: Trends in numbers of families with dependent children\*, 2005 and 2015

The Boomerang Kids

Generation Grandparent

It's a female thing

Figure 2: Family members consumers have done leisure activities with, in the past 12 months, November 2015

Eating out: a time to 'switch off' and listen?

Figure 3: Family groups leisure activities are done with, November 2015

Because we want to

Figure 4: Occasions when leisure activities are done as part of a family group, November 2015

Women are the key influencers and decision makers

Figure 5: Influencers when it comes to family leisure activities, November 2015

Figure 6: Decision-makers when it comes to family leisure activities, November 2015

People from larger households keenest on deals and family passes

Figure 7: Interest in products/services aimed at family groups, November 2015

Food quality, atmosphere and inclusivity are key factors influencing choice of venue

Figure 8: Factors influencing choice of venue for family groups to visit, November 2015

What we think

### Issues and Insights

Grandparents to play a more significant role in family leisure?

The facts

The implications

Could men help refocus family leisure on the product rather than the price?

The facts

The implications

### The Market – What You Need to Know

Number of families with dependent children growing

Shift from married to co-habiting parents over last decade

Lone parents represent a quarter of families with dependent children

The Boomerang Kids

Household dispersal, or not...

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### Generation Grandparent

Multi-family households increase significantly

Rising birth rate points to rosy future for family leisure

Regional disparities in spending power

### Market Drivers

#### Number of families with dependent children growing

Figure 9: Trends in numbers of families with dependent children, 2005 and 2015

Majority of families with dependent children are couples

Lone parents represent a quarter of families with dependent children

Figure 10: Percentage analysis of families with dependent children in the UK, by type, 2005 and 2015

Figure 11: Percentage analysis of families with dependent children in the UK, by number of dependent children in the family, 2005 and 2015

Figure 12: Percentage analysis of families with dependent children in the UK, by family type and number of dependent children, 2015

#### The Boomerang Kids

Figure 13: Young adults aged 15-34 living with their parents in the UK, 2005-15

Figure 14: Percentage of young adults who are living with their parents by gender and age group, 2015

#### Household dispersal, or not...

#### Generation Grandparent

Multi-family households increase significantly

Figure 15: Trends in the number of multi-family households in the UK, 2005- 15

Rising birth rate points to rosy future for family leisure

Figure 16: Trends in the number of live births in the UK, 2005-14

Regional disparities in spending power

Figure 17: UK regional gross disposable income per head, 2013

### The Consumer – What You Need to Know

It's a female thing

Scope to encourage men to be more proactive with family leisure?

Eating out: a time to 'switch off' and listen?

Targeting the grandparent demographic

Because we want to

Birthday girls open to a deal

Potential for greater use of emojis?

Women are the key influencers and decision makers

Benefits from involving men more in the decision making process?

People from larger households keenest on deals and family passes

Food quality, atmosphere and inclusivity are key factors influencing choice of venue

### Leisure with Family Members

It's a female thing

Scope to encourage men to be more proactive with family leisure?

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A partnership which drives home the importance of family

Figure 18: Family members people have done leisure activities with, in the past 12 months, November 2015

### Family Leisure Groups

Eating out: a time to 'switch off' and listen?

Or educate and entertain?

More fun factor potential

Cinema apps could help engage and build anticipation among all the family

Targeting the grandparent demographic

Figure 19: Family groups leisure activities are done with, November 2015

### Family Leisure Occasions

Because we want to

Birthday girls open to a deal

Digital Natives want it now

Potential for greater use of emojis?

Chef at work

Other sectors can look to gain a share of the family birthday market

Figure 20: Occasions when leisure activities are done as part of a family group, November 2015

### Influencers and Decision Makers for Family Leisure Activities

Women are the key influencers and decision makers

Providing emotional triggers

Rewarding people for social media exposure

Benefits from involving men more in the decision making process?

Young people also have a role to play

Figure 21: Influencers when it comes to family leisure activities, November 2015

Figure 22: Decision-makers when it comes to family leisure activities, November 2015

### Interest in Products/Services Aimed at Family Groups

People from larger households keenest on deals and family passes

Figure 23: Interest in products/services aimed at family groups, November 2015

### Factors Influencing Venue Choice

Food quality, atmosphere and inclusivity are key factors influencing choice of venue

Eating out ticks all the boxes

Tenpin also scores highly

Highlighting food quality for a slice of the family market

Potential to give customers more influence over atmosphere

Being outdoors is important to those visiting attractions

Figure 24: Factors influencing choice of venue for family groups to visit, November 2015

### Appendix

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