

Hobbies and Interests - UK - February 2018

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“UK consumers’ favourite hobbies are those which involve minimal outlay such as reading, listening to music and baking/cooking. As consumers are choosing to save, more costly activities may be deemed less affordable. The influence that online content is having on consumers, especially Millennials, cannot be ignored.”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- The rise of social media influencers
- The threat of smartphones to traditional photography

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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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Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The market

Increased usage of image-based social media sites

Consumers taking on a 'save it mentality'

Rise in 'digital detoxing'

Health focus continues

The consumer

Music, reading and cooking most popular pastimes

Figure 1: Current and previous participation in selected hobbies, November 2017

Rise in creative hobbies

Majority still use a traditional camera

Figure 2: Camera type used by those who have taken part in photography in the last 12 months, November 2017

Figure 3: Agreement with statement 'Having a smartphone has encouraged me to take more photographs', November 2017

Brits spend most on home improvements

Figure 4: Average spend on hobbies in an average month, November 2017

Spending increased for a fifth but more gave up hobbies due to lack of money

Figure 5: Agreement with statements related to time/money impact on hobbies, November 2017

Interest in mechanics pushes gender stereotypes

Figure 6: Participation and interest in selected hobbies, November 2017

Millennials keen to try new hobbies

Half of Brits interact on social media

Figure 7: Participation in online activities, November 2017

A third learn via blogs and vlogs and half this amount buy from them

Figure 8: Behaviours related to online blogging and vlogging, November 2017

A quarter buy everything at once while classes not mainstream

Figure 9: Behaviours related to starting and maintaining a hobby, November 2017

A quarter considered turning a hobby into a business

Figure 10: Agreement with statement 'I have considered turning a hobby into a business', November 2017

What we think

Issues and Insights

The rise of social media influentials

The facts

The implications

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The threat of smartphones to traditional photography
 The facts
 The implications

The Market – What You Need to Know

Increased usage of image-based social media sites
 Consumers taking on a 'save it mentality'
 Rise in 'digital detoxing'
 Health focus continues

Market Drivers

Increased usage of image-based social media sites
 Figure 11: Social and media network usage, March 2016 vs March 2017
 Consumers taking on a 'save it mentality'
 Figure 12: Trends in consumer spending of spare money, June-December 2017
 Rise in 'digital detoxing'
 Health focus continues

The Consumer – What You Need To Know

Music, reading and cooking most popular pastimes
 Rise in creative hobbies
 Majority still use a traditional camera
 Spending increased for a fifth but more gave up hobbies due to lack of money
 Photography and mechanics most appealing to try
 Millennials keen to try new hobbies
 A third learn via blogs and vlogs and half this amount buy from them
 A quarter buy everything at once while classes not mainstream

Participation in Hobbies

Music, reading and cooking most popular pastimes
 Figure 13: Current and previous participation in selected hobbies, November 2017
 Rise in creative hobbies
 Two generations enjoy needle work
 Birdwatching increases in popularity

Photography

Rise in photography as smartphones inspire nation
 Figure 14: Agreement with statement 'Having a smartphone has encouraged me to take more photographs', November 2017
 Majority still use a traditional camera
 Smartphone cameras used most by young women
 Figure 15: Camera type used by those who have taken part in photography in the last 12 months, November 2017

Spending on Selected Hobbies

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Brits spend most on home improvements

Figure 16: Average spend on hobbies in an average month, November 2017

Changes in Hobby Participation and Spending

Over a quarter gave up hobby due to lack of time or money

Figure 17: Agreement with statements related to time/money impact on hobbies, November 2017

A fifth spending more money on hobbies

Figure 18: Consumer behaviours around spending on hobbies – CHAID – Tree output, November 2017

Interest in New Hobbies

Photography and mechanics most appealing to try

Figure 19: Participation and interest in selected hobbies, November 2017

Gender boundaries being pushed

Millennials keen to try new hobbies

Figure 20: Interest in trying selected activities in the future, by generation, November 2017

Social Media and Online Activities

Half of Brits interact on social media

Figure 21: Participation in online activities, November 2017

A third of Millennials read blogs

Young men most keen on vlogs

A third learn via blogs and vlogs

Millennials three times more likely to buy items featured in blogs/vlogs

Figure 22: Behaviours related to online blogging and vlogging, November 2017

Starting and Maintaining a Hobby

A quarter buy everything at once

Figure 23: Behaviours related to starting and maintaining a hobby, November 2017

Classes and groups most common for creative hobbies

Figure 24: Behaviours related to starting and maintaining a hobby, by participation in selected hobbies in the last 12 months, November 2017

Turning a Hobby into a Business

A quarter considered turning a hobby into a business

Figure 25: Agreement with statement 'I have considered turning a hobby into a business', November 2017

Business opportunity most considered by creatives and bloggers/vloggers

Figure 26: Agreement with statement 'I have considered turning a hobby into a business', by participation in hobbies, November 2017

Figure 27: Agreement with statement 'I have considered turning a hobby into a business', by participation in online activities, November 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Figure 28: Consumer behaviours around spending on hobbies – CHAID – Table output, November 2017

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