"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

DID YOU KNOW? This report is part of a series of reports, produced to provide you with a more holistic view of this market
Leisure Habits of Baby Boomers - UK - September 2015

Baby Boomers are likely to be working beyond retirement age

Younger Baby Boomers feel the least healthy

Nearly one in six Baby Boomers hold a smartphone

Physical marketing collateral is more persuasive to Baby Boomers

Festivals aren’t just for the young

Curated content for the over-50s

Over-50s cinema icons to bring Baby Boomers back to the cinema

Despite health concerns Baby Boomers are less active than younger generations

Older Baby Boomers are the keenest to keep their minds active

Over half of Baby Boomers spend their leisure time learning a skill, or would like to

Nearly one in three Baby Boomers doesn’t exercise at all

Half of Baby Boomers participate in in-home fitness activities

Baby Boomers are most concerned about the cost of health and fitness clubs

Baby Boomers participate less frequently than the UK population

Craft activities are a popular pastime for Baby Boomers

Report Price: £1750.00 | $2834.04 | €2223.04

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

Market Drivers

28% Baby Boomers hold senior or intermediate management jobs

Baby Boomers are very careful with their money

Younger Baby Boomers are under the most pressure financially

Nearly one in six Baby Boomers has a smartphone

Physical marketing collateral is more persuasive to Baby Boomers

Market Innovation

Festivals aren’t just for the young

Curated content for the over-50s

Over-50s cinema icons to bring Baby Boomers back to the cinema

The Consumer – What You Need to Know

Despite health concerns Baby Boomers are less active than younger generations

Older Baby Boomers are the keenest to keep their minds active

Over half of Baby Boomers spend their leisure time learning a skill, or would like to

Fitness Activities

Nearly one in three Baby Boomers doesn’t exercise at all

Half of Baby Boomers participate in in-home fitness activities

Baby Boomers are most concerned about the cost of health and fitness clubs

Leisure Participation

Baby Boomers participate less frequently than the UK population

Craft activities are a popular pastime for Baby Boomers

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**Motivation for Taking Part in Leisure Activities**

- Single Baby Boomers are the least likely to go on day trips
  
  Figure 26: Participation in semi-active leisure activities, by baby boomers, June 2015

- Higher income Baby Boomers are more likely to participate in active pursuits
  
  Figure 27: Participation in active leisure activities, by baby boomers, June 2015

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**Learning During Leisure Time**

- Older Baby Boomers want to keep their minds active
  
  Figure 28: Preferred reason for spending time on leisure, June 2015

- Baby Boomers with children at home prioritise family over relaxation
  
  Figure 29: Preferred reason for spending time on leisure, by household composition, June 2015

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**Impact of Work on Leisure Time**

- 37% of Baby Boomers would like to learn a skill during their leisure time
  
  Figure 30: Learning skills through leisure time, by age group, June 2015

- Other responsibilities keep Baby Boomers from trying out new hobbies
  
  Figure 31: Reasons why those who would like to learn a new skill haven’t done so, by age group, June 2015

- For some, relaxation is the priority in leisure time
  
  Figure 32: Reasons why people don’t want to learn anything new in their leisure time, June 2015

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

**Data sources**

**Abbreviations**