

PASTIMES WITH A PRICE TAG:

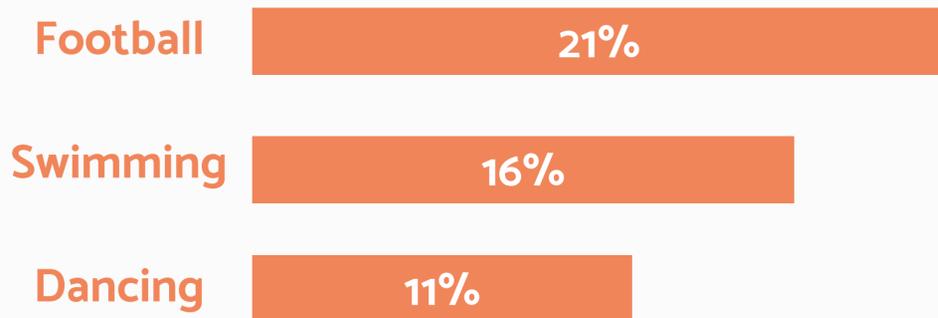
Are UK children's favourite hobbies
putting parents under pressure?



WHICH HOBBIES ARE CHILDREN IN THE UK TAKING PART IN?



Most popular hobbies of UK children aged 4-18

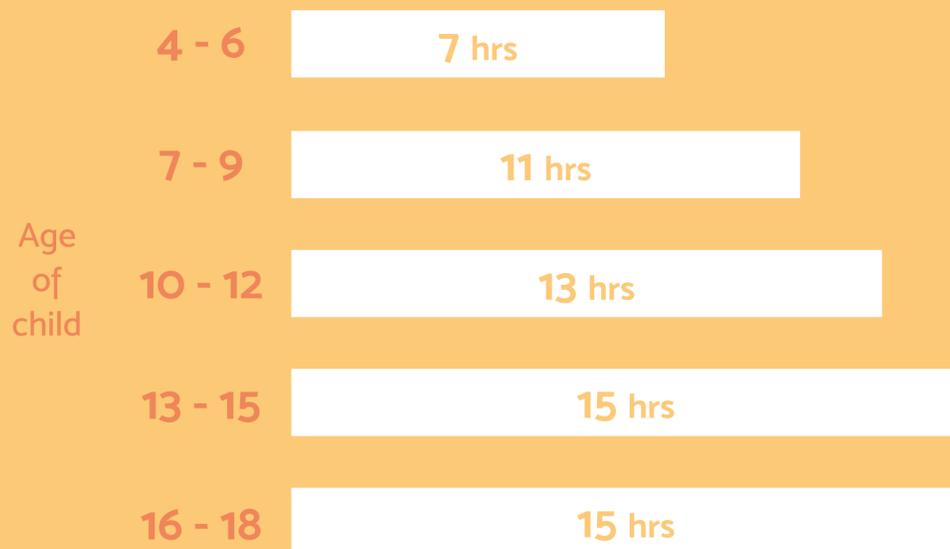


Average % of UK children that partake in hobby

Children spend an average of **3 hours** a week taking part in their main hobby.



Average time spent partaking in hobbies, per month



10% of **16-18 year olds** spend more than **10 hours** a week on their main hobby - more than any other age group.



6 hrs

The most time-consuming hobby is **water sports**, with children spending an average of **6 hours per week** on this hobby.



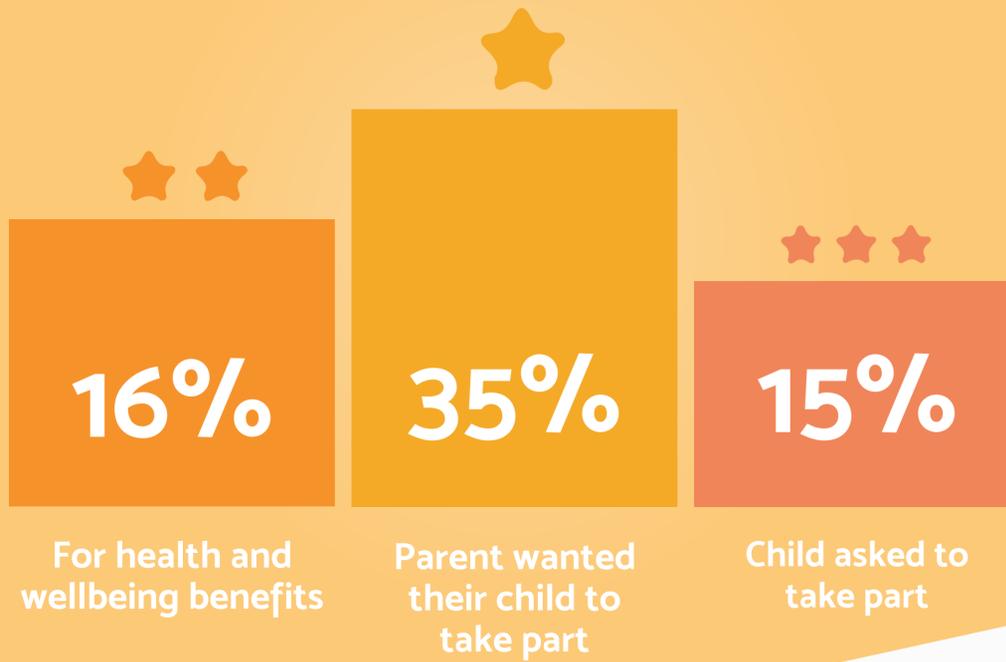
2 hrs

Swimming and **shooting** are the least time-consuming hobbies, with children spending an average of just **2 hours a week** taking part in these activities.

WHAT'S INFLUENCING CHILDREN TO TAKE PART IN THEIR CHOSEN HOBBIES?



Top three reasons why children take part in their chosen hobby:



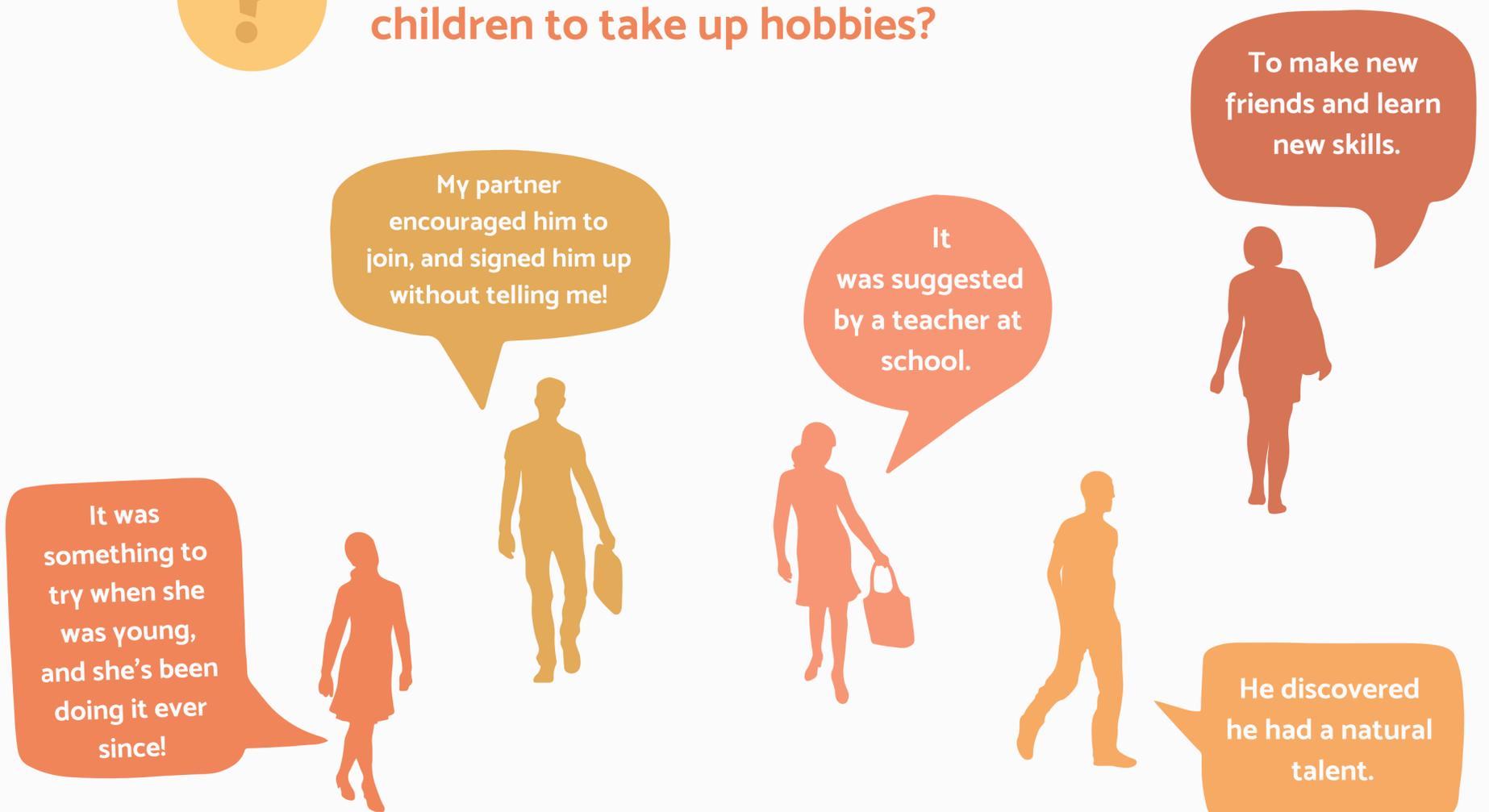
For health and wellbeing benefits

Parent wanted their child to take part

Child asked to take part



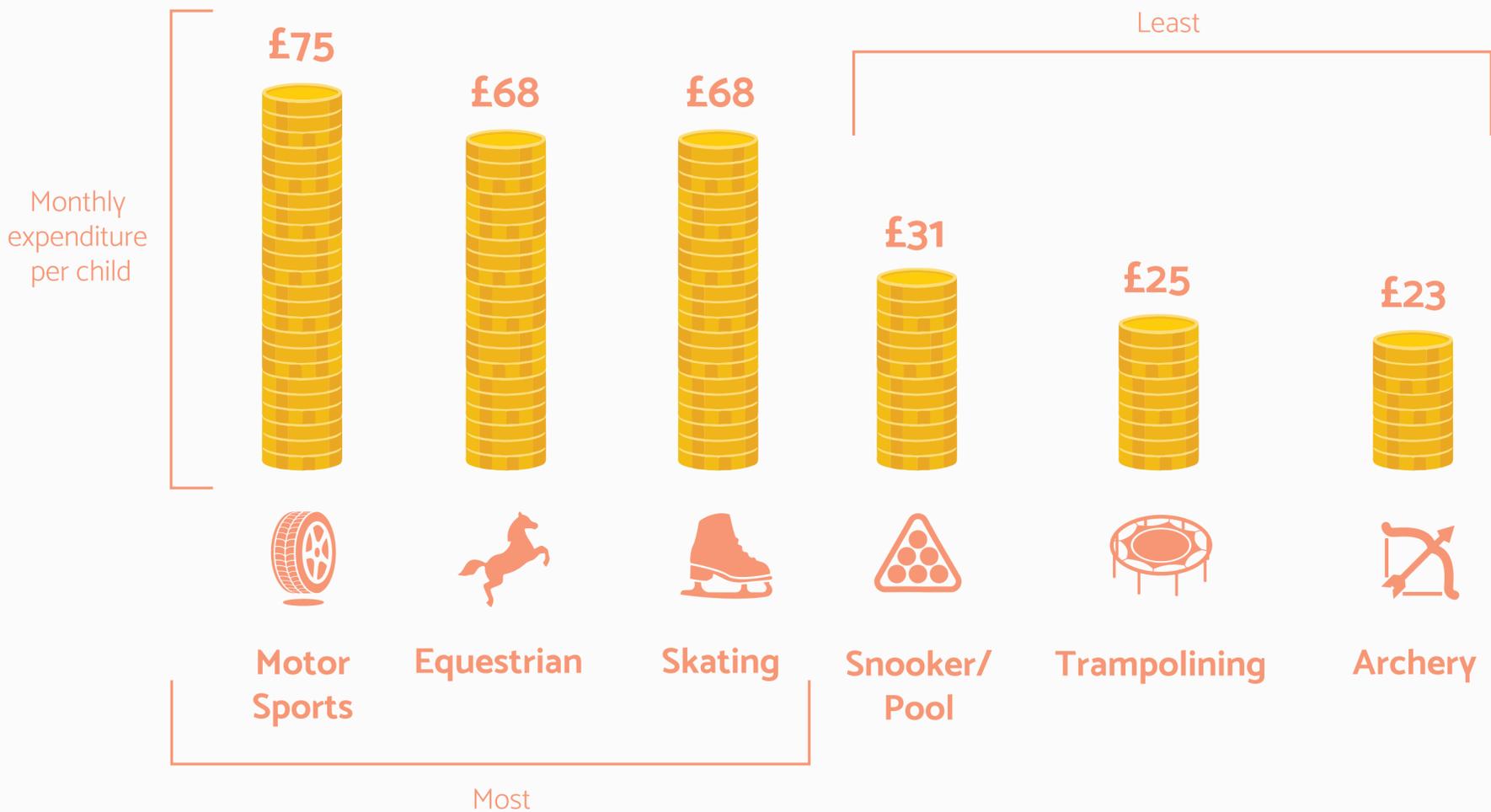
Why do parents encourage their children to take up hobbies?



HOW MUCH DO PARENTS SPEND ON THEIR CHILDREN'S HOBBIES?



Most expensive vs least expensive hobbies



£493
per year

On average, UK parents spend **£41 a month** on their child's main hobby. This equates to almost **£500 (£493)** per year for each child.



7%
of UK parents
spend more than
£100 a month on their
child's main hobby



2%
spend
more than **£200**

GIRLS

BOYS

23%
more



VS



£45 per month
on their main hobby

£37 per month
on their main hobby



Average spent by parents on their
child's main hobby

£123 MORE
a year

Parents in Northern
Ireland spend £123 more on
their children's hobbies each
year than the GB average.

£108 LESS
a year

Parents in Scotland spend
£108 less on their children's
hobbies each year than the
GB average.

Scotland - £32 per month

Northern Ireland - £51 per month

North East - £41 per month

North West - £40 per month

East Midlands - £36 per month

West Midlands - £44 per month

East Anglia - £36 per month

Wales - £36 per month

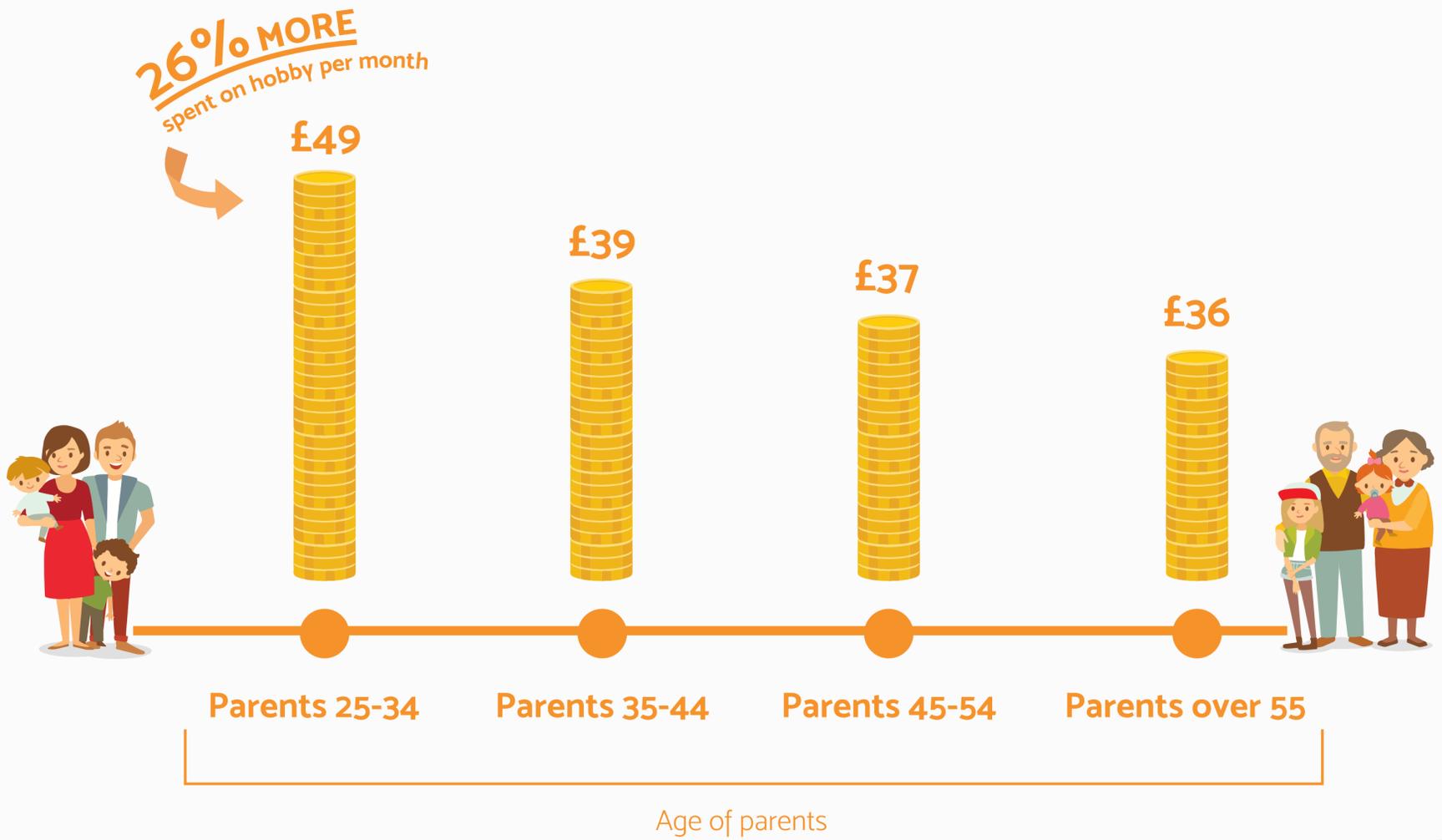
London - £50 per month

South West - £36 per month

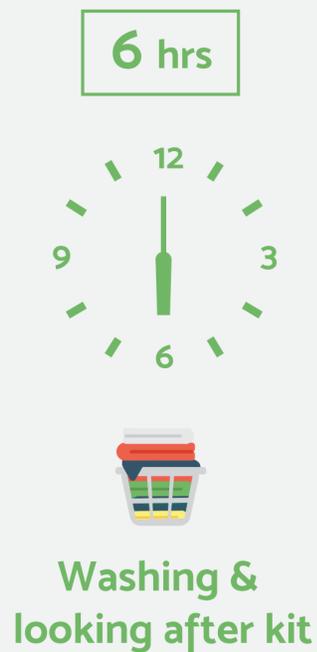
South East - £36 per month



Average spent on hobbies each month



How much time do parents spend supporting their child's involvement in hobbies?



15 hrs total per month!

ARE PARENTS UNDER PRESSURE TO SPEND MONEY ON THEIR CHILDREN'S HOBBIES?

1 IN 3



More than **1 in 3 (38%)** parents feel under pressure to buy their child the latest gear/kit for their hobby.



Young parents feel more under pressure for their child to take part in a hobby.



20%
of parents aged 25-34
feel pressured

vs

2%
of parents aged 55+
feel pressured



and **52%**
of younger parents (25-34) feel under pressure to spend money on their children's hobbies

London parents feel the most pressure for their child to take part in their hobby

8%
of London parents have felt pressure from other parents.



10%
of parents have felt pressure from their child's school influenced their child taking up their hobby.