

# PASTIMES WITH A PRICE TAG:

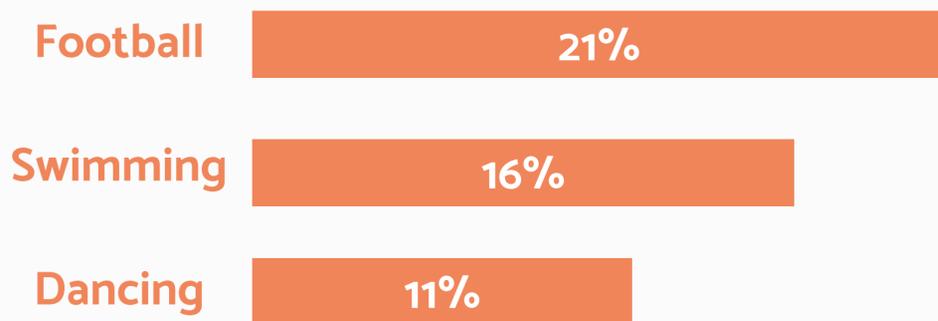
Are UK children's favourite hobbies  
putting parents under pressure?



# WHICH HOBBIES ARE CHILDREN IN THE UK TAKING PART IN?



## Most popular hobbies of UK children aged 4-18

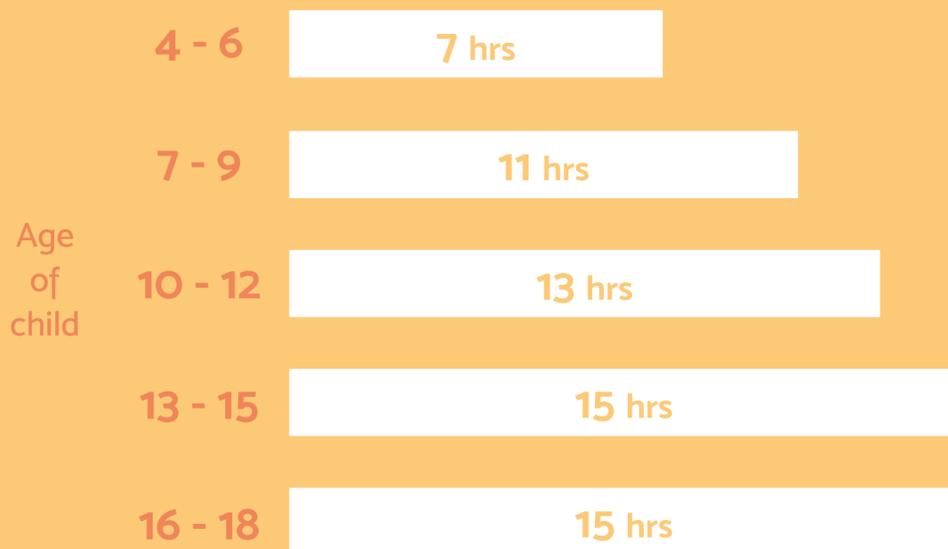


Average % of UK children that partake in hobby

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.



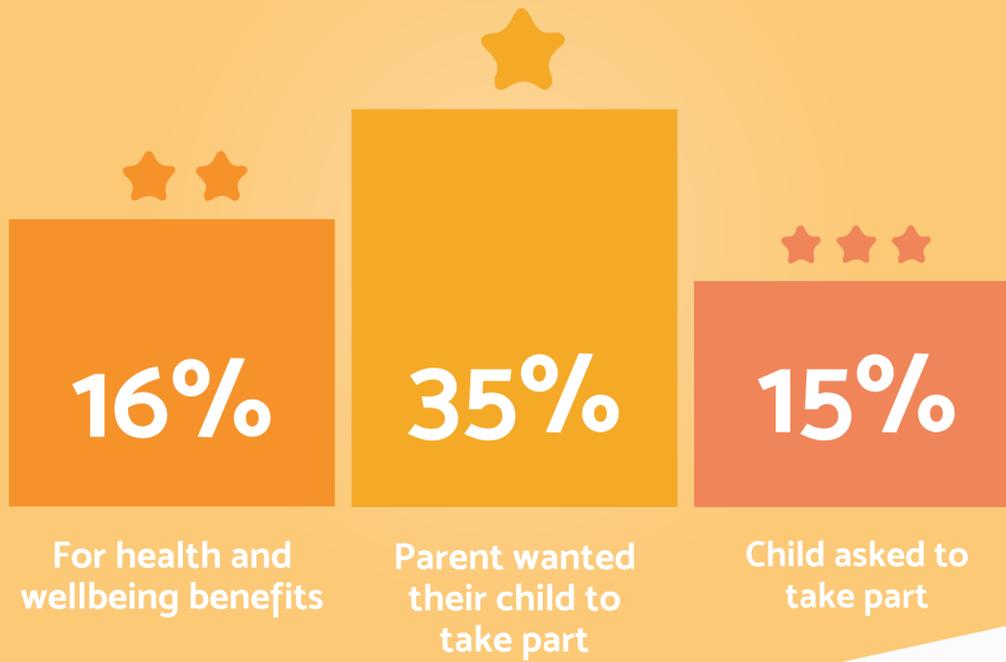
### 2 hrs

**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.

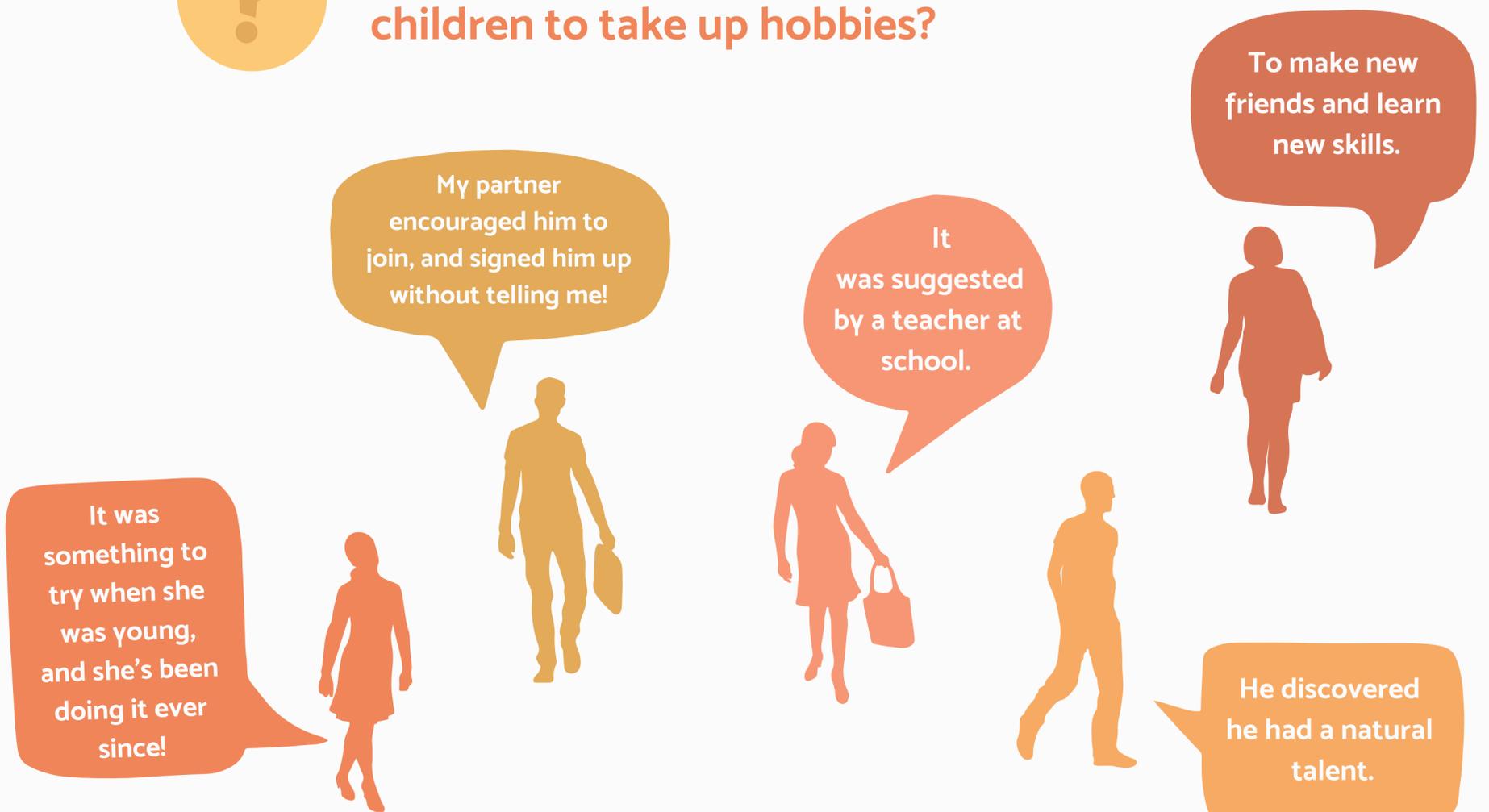
# WHAT'S INFLUENCING CHILDREN TO TAKE PART IN THEIR CHOSEN HOBBIES?



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



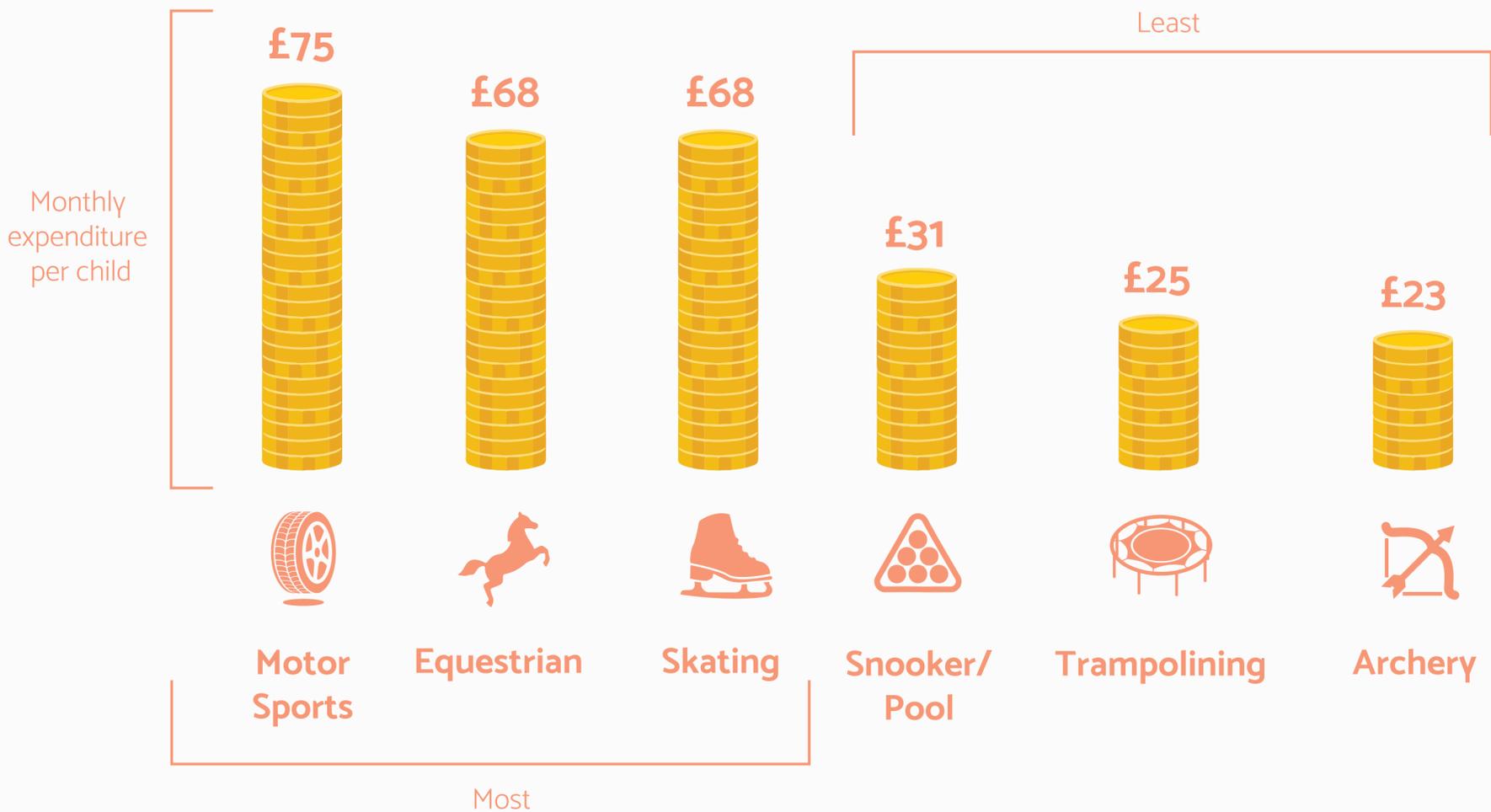
## Why do parents encourage their children to take up hobbies?



# 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

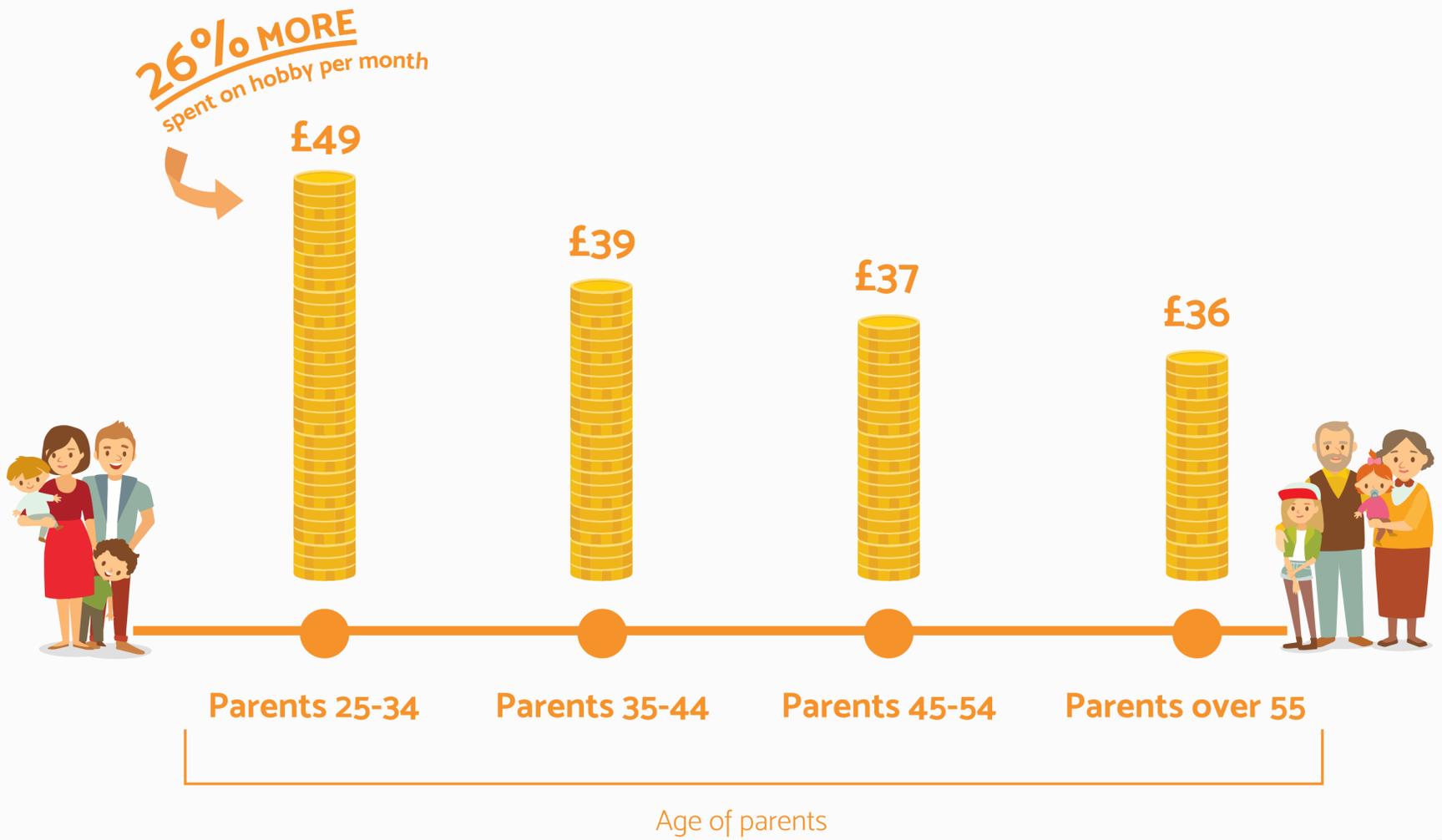
London - **£50** per month

South West - **£36** per month

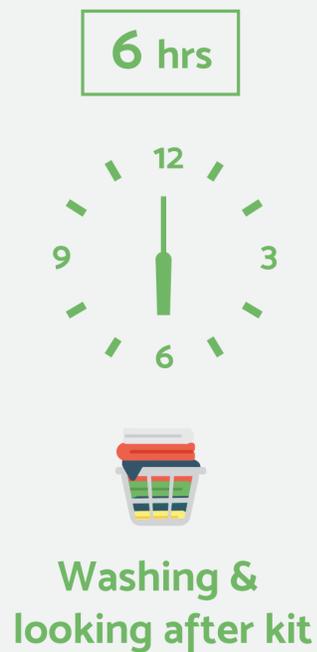
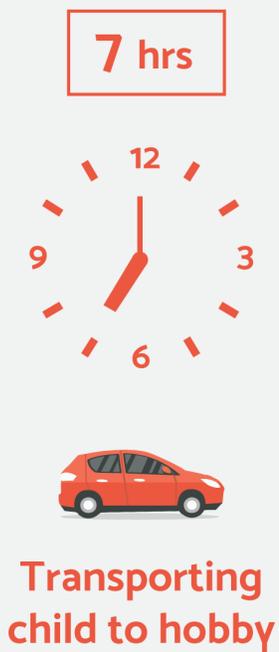
South East - **£36** per month



## 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.