



**Belonging  
Forum**



# **Belonging Study 2025**

## **Key Findings**

28 FEBRUARY 2025

# People

**A sense of belonging is deeply connected to our social relationships. While most people have close friendships and are satisfied with their quality, 1 in 10 adults in the UK have no close friends, a figure that rises significantly among some groups, particularly the unemployed.**

**Anxiety is also prevalent, with over half of 18-34-year-olds saying they felt anxious yesterday. Meanwhile, loneliness remains a major issue, disproportionately affecting younger people, women, and those with disabilities.**

**The data highlights the crucial role of friendships, social connections, and community ties in building happiness, satisfaction, and a sense of worth.**

**This year's barometer also examined the impact social media has on establishing connections more closely, which highlighted that heavier use of social media generally improves people's ability to form connections.**

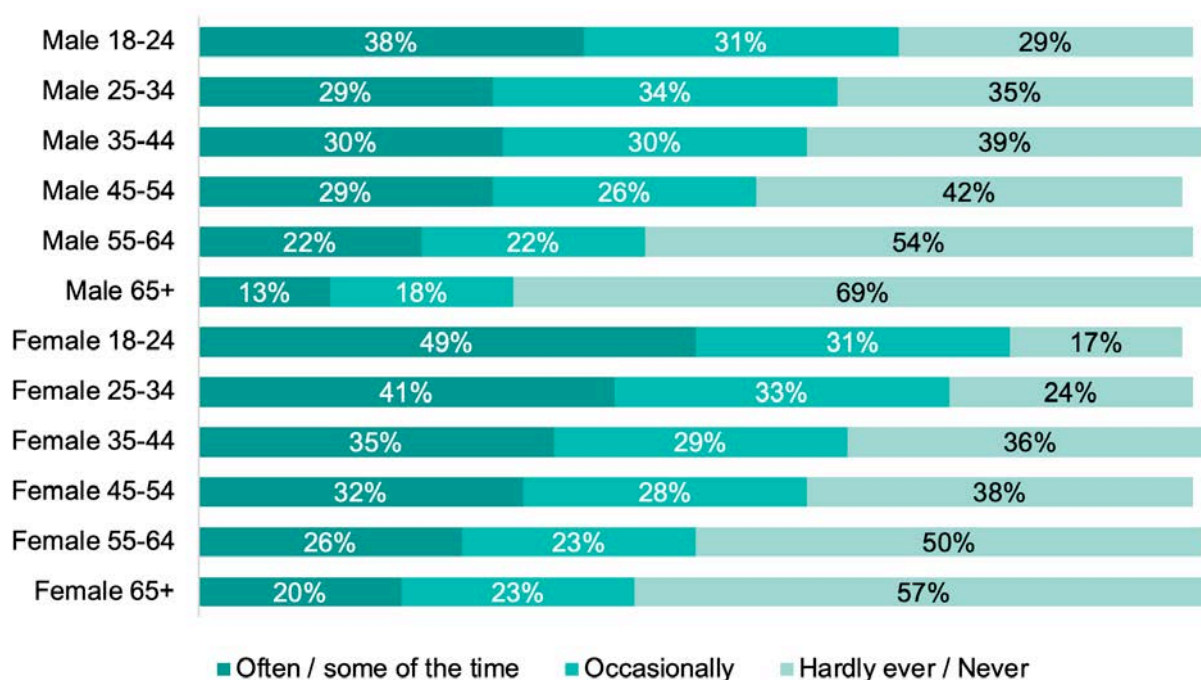
## Half of 18-34s say they felt anxious yesterday

The vast majority of the population report having close friendships: half (49%, +2) have 1-4 close friends, 27% (-1) have 5-9 and 10% (+1) have 10 or more. 1 in 10 adults report having no close friends, with this being much higher among those unemployed compared to those currently in work (20% vs 9%.) Most people are satisfied with the quality of their friendships, with 7 in 10 (69%, -1) reportedly satisfied, and only 5% (-1) saying they are dissatisfied. Older age groups tend to be more satisfied with the quality of their friendships than younger age groups, with 76% (n/c) of those 55+ reporting satisfaction compared to 64% (-2) of those under 54.

Respondents were asked to rank on a scale from 0-10 how satisfied they were with their life; how happy they were yesterday; and whether they thought the things they do are worthwhile. Around 7 in 10 people gave an answer between 6-10 for all three questions, indicating feelings of satisfaction (66%), happiness (66%) and worthwhileness with their life (70%). The data reveals a strong link between social connection and these positive feelings, with those with low levels of loneliness and many close friends feeling far more satisfied and happier, as well as a stronger sense of worthwhileness, compared to those who are lonely with fewer or no close friends.

Anxiety is common among adults, with over 1 in 3 (36%, N/C) saying they felt anxious yesterday. Age is strongly associated with levels of anxiety, with half (50%, +3) of those 18-34 reporting anxiety, dropping to 25% (+3) of those 55+.

## "How often do you feel lonely?"

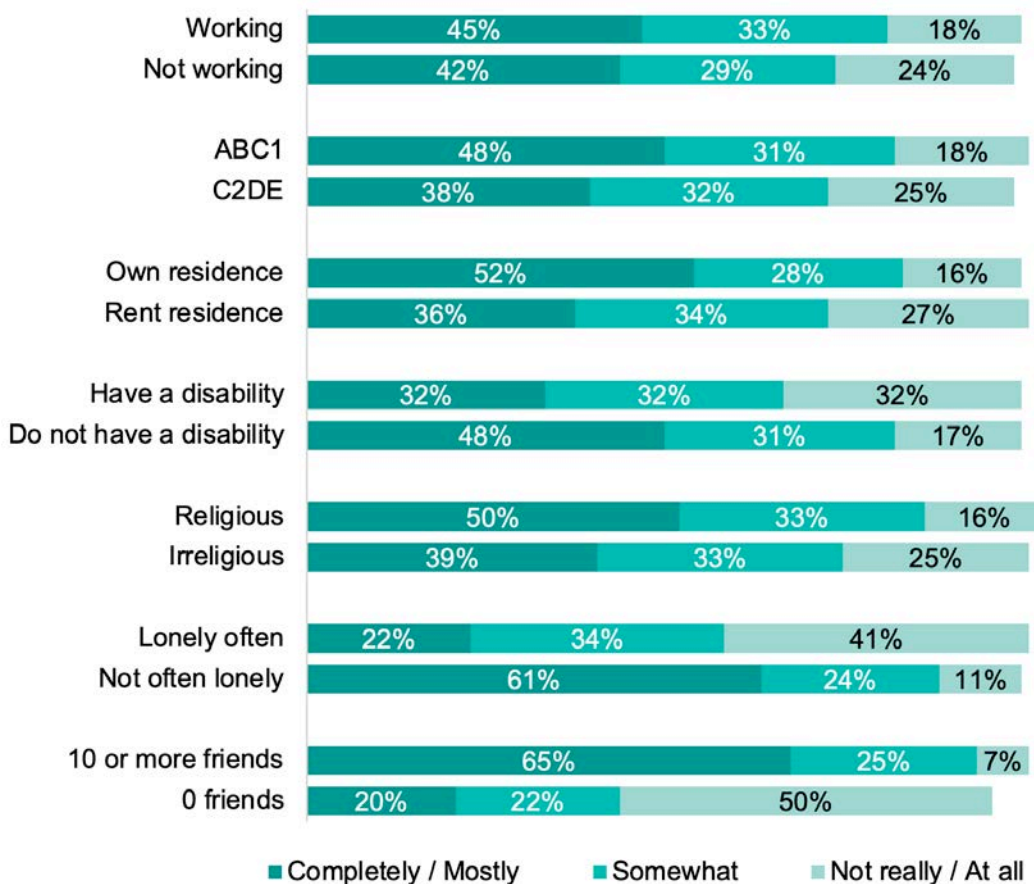


Loneliness is commonly experienced by adults in the UK, with three in ten (29%, N/C) saying they feel lonely often or some of the time and 27% saying they experience it occasionally. Just over two-fifths (43%, -1) say they hardly ever or never experience loneliness. Those from the West Midlands feel lonely most frequently (33%).

Those from younger age groups are much more likely to report being lonely than older people, especially young women.

Nearly half (49%, -2) of women 18-24 reporting feeling lonely often or all the time, whereas men 65+ are far less likely (13%, N/C) to report experiencing loneliness often. Disability is also strongly associated with loneliness, with 41% (+1) of those with a disability reporting frequent loneliness compared to 24% (-1) of those without a disability.

## How much, or how little, do you feel like you “belong”?



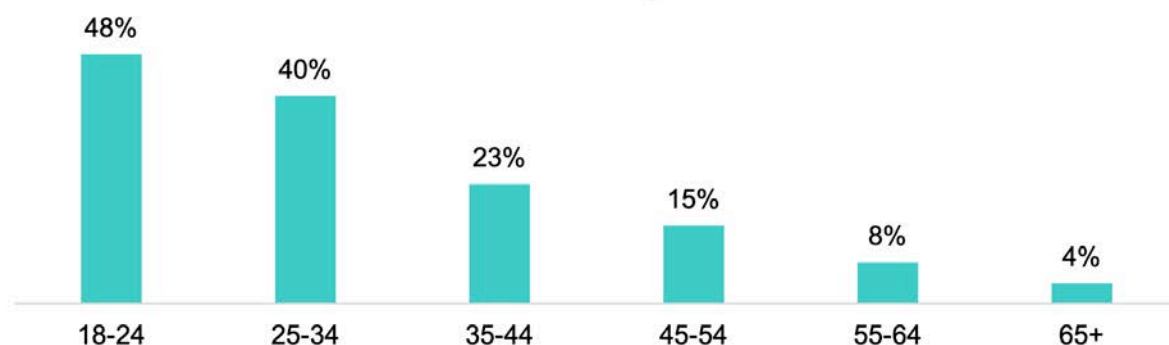
People are split on how much they feel like they ‘belong’. Nearly half (43%) feel like they completely or mostly belong, 32% feel they somewhat belong and 21% don’t feel like they belong. People’s sense of belonging varies considerably by their demographic group as shown in the chart above. Unsurprisingly, a strong sense of belonging is heavily related to the relationships with others one has. Whereas only 22% of those who often feel lonely report a strong sense of belonging, this rises to 61% among those who hardly ever feel lonely, as well as those with 0 close friends having a far lesser sense of belonging than those with 10 or more friends (20% vs 65%).

## Social Media

### Half of 18–24s use 6 or more social media platforms

WhatsApp (64%), Facebook (61%), YouTube (50%) and Instagram (40%) are the most used social media platforms. Different age and gender groups are more likely to use certain social media platforms: older people are more likely to use Facebook, whereas younger people are more likely to use Instagram, and YouTube is more popular among men compared to women, who are more likely to use WhatsApp.

### Percentage of each age group who use more than 5 social media platforms



The vast majority of people use multiple social media platforms, with 9 in 10 (90%) using at least one social media platform. Seven in ten (70%) use up to 5 social media platforms, with 20% of people using more than 5. Younger age groups are more likely to heavily use social media, with 48% of 18-24s saying they use 6 or more social media platforms, and 11% using more than 10 platforms. Within the 18-24 age group, men are more likely to use 10 or more social media platforms than women (13% vs 7%). Daily usage of many social media platforms is common for a large proportion of the population, shown below:

Social media Platform	At least once a day	At least once a week	At least once a month
Facebook	76%	19%	4%
WhatsApp	73%	22%	4%
Instagram	70%	22%	7%
TikTok	68%	23%	7%
Snapchat	67%	22%	8%
X / Twitter	62%	26%	8%
YouTube	56%	33%	8%
BlueSky	55%	31%	10%

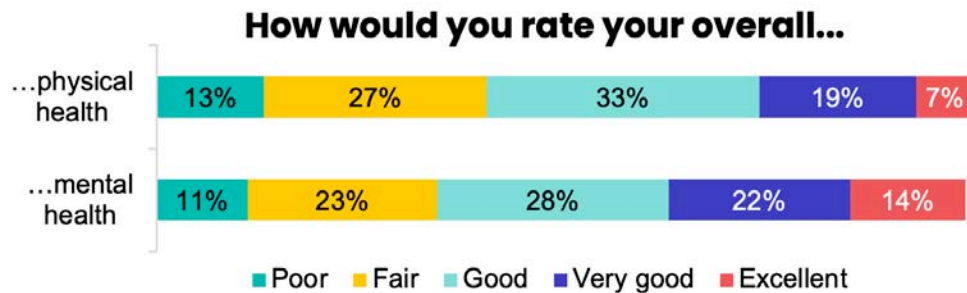
People most commonly connect with others they are also close to in-person – two-thirds (64%) of people say they connect with friends they have met in-person and immediate family members (58%). Women over the age of 55 are more likely to connect with these groups than men of the same age group. Only a quarter (25%) say they connect with friends they have not met in-person, this figure being higher among younger than older people.

Overall, people say their contact with groups through social media strengthens their connection with them. This connection is strongest for groups with whom people have limited in-person contact, such as online friends (76%) and extended family members (66%). Younger people report deeper connections to groups they connect with on social media compared to older people.



# Impact of poverty

Young men are more likely than young women to rate their physical health better



The general public mostly rate their physical and mental health as 'fair' or 'good', with slightly higher ratings for people's mental health as opposed to physical.

Younger people rate their physical health more positively than older people, however, notably just under a third (31%) of 18-24s say their physical health is either 'fair' or 'poor'.

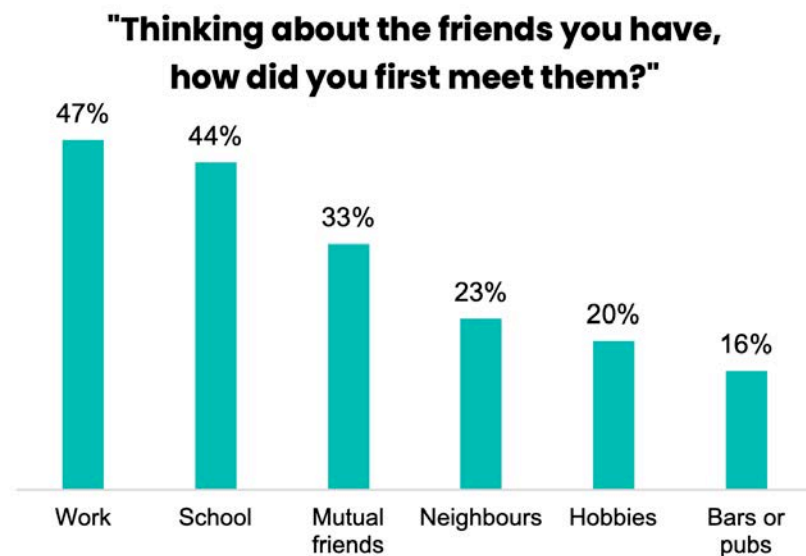
Social connections are strongly linked to good mental health – whereas only 16% of those who are frequently lonely say their mental health is excellent or very good, this rises to 54% of people who are hardly ever or never lonely. Men are also more likely to positively rate their mental health than women (39% vs 33%).

## Prejudicial behaviour is just as common in the workplace as outside of it

Many people have encountered prejudicial behaviour either once or multiple times, with it being more common in a non-work setting (41%) compared to a third (32%) saying it has happened at work. This is down to not everyone working. Once filtered to working adults, the proportion for the workplace is also 41%.

Those who said they had experienced a form of prejudice were asked why they felt they were treated in this way. Gender was most commonly chosen (30%), specifically by women as opposed to men (41% vs 16%). Assumptions of prejudice based on ethnicity were also common, with just under three-fifths from an Indian or Black background most likely to say their ethnicity was a reason they faced prejudice. Although only 9% of people who felt prejudiced against said it was due to their religion, this rises to 39% of Muslims and 23% of Hindus.

## Male Companionship



Friendships are most often formed at places of work (47%), as well as being common at educational institutions (school 44% and university 19%). Men are more likely than women to meet their friends at bars or pubs (21% vs 12%) and through sports/fitness (16% vs 9%).

Time spent with friends most often takes place at home, either at the respondent's own home (41%) or their friend's home (42%). Women are more

likely than men to socialise at home, while men favour bars and pubs more than women (47% vs. 37%). Conversely, cafes are significantly more popular among women for meeting friends (52% vs. 28%).

## Shyness and lack of confidence are the biggest thing holding back people from forming more friendships

Making friends is not something that the majority of people see as easy or desirable. A third (32%) say they find making new friends difficult or are uninterested (16%), while only 22% find it easy. This varies by age and gender, with 31% of men under 34 finding it easy compared to 22% of women under 34. Three-fifths (59%) report shyness and a lack of confidence as being the biggest obstacles for those who find it difficult making new friends, this being notably high among women 18-34 (67%). This is followed by half (51%) who say they have a lack of opportunities to meet new people, alongside lack of time (29%) and financial obstacles (21%).

People were asked about whether various groups find making friends easier or more difficult currently compared to previous generations. Older people are perceived as having a more difficult time making friends (42%, more difficult) compared to prior generations, whereas LGBT+ people are perceived as finding it easier to make friends (48, easier). Women are perceived to have a slightly easier time building connections (29% vs 25%) compared to men who have more difficulty (22% vs 28%).

# Place

**Where people live plays a crucial role in shaping their sense of belonging. Homeownership strongly correlates with a deeper connection to local communities, with people in private rented accommodation feeling more disconnected from their local area.**

**While most people feel a strong bond with their country, the UK exhibits regional variations, with Scots reporting the highest national attachment. Londoners report the highest sense of belonging in the UK or all the major regions.**

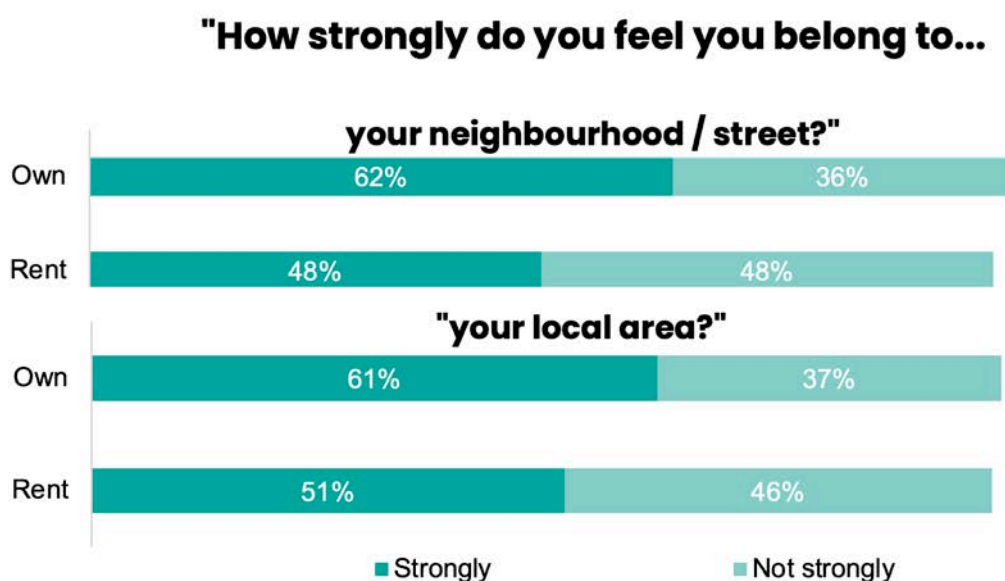
**Despite widespread familiarity with neighbours, meaningful interactions, such as helping with tasks, remain limited. Perceptions of safety vary, with more safety concerns at nighttime and particularly amongst women.**

**Additionally, the rise of automated services was appreciated less in some settings than others, with people appreciating human interaction in restaurants and retail settings, but less so at railway stations.**

## Home ownership strongly correlates with a positive sense of belonging to the local area

Opinions vary on how strongly people feel they belong to their neighbourhood and local area, with around three in five people feeling a strong connection, while the remaining two do not. Feelings of belonging change depending on household status.

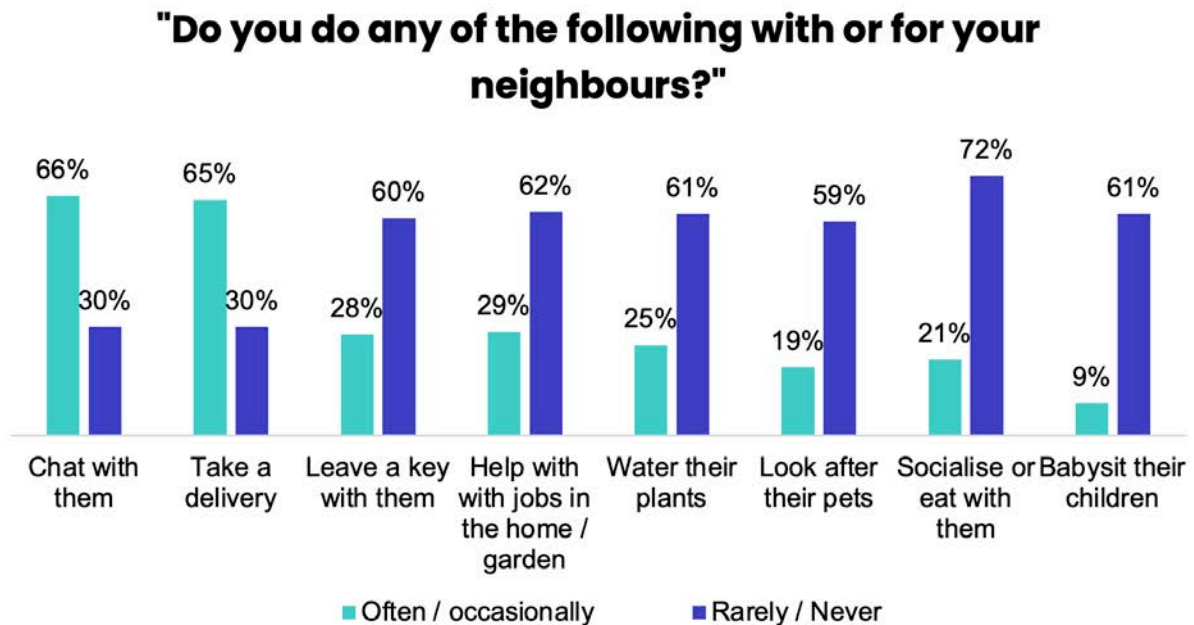
Those who own their homes feel a considerably stronger sense of connection to their neighbourhood and local area compared to those who rent.





## Most people know and chat with their neighbours, but rarely help them

Familiarity with one's neighbours varies, with three-fifths (57%, N/C) saying they know their neighbours well compared to 41% (N/C) who don't know them well. Familiarity with neighbours increases with age, as 71% (+2) of those 65+ say they know their neighbours well compared to 49% (N/C) of those under 45.



Although 7 in 10 (66%, -3) people say they chat with their neighbours often or occasionally, most people rarely or never help them with jobs or tasks – the only thing commonly done is taking deliveries for their neighbours, with (65%, -5) saying they do this often or occasionally.

## Most people feel safe walking around where they live, but this drops at night

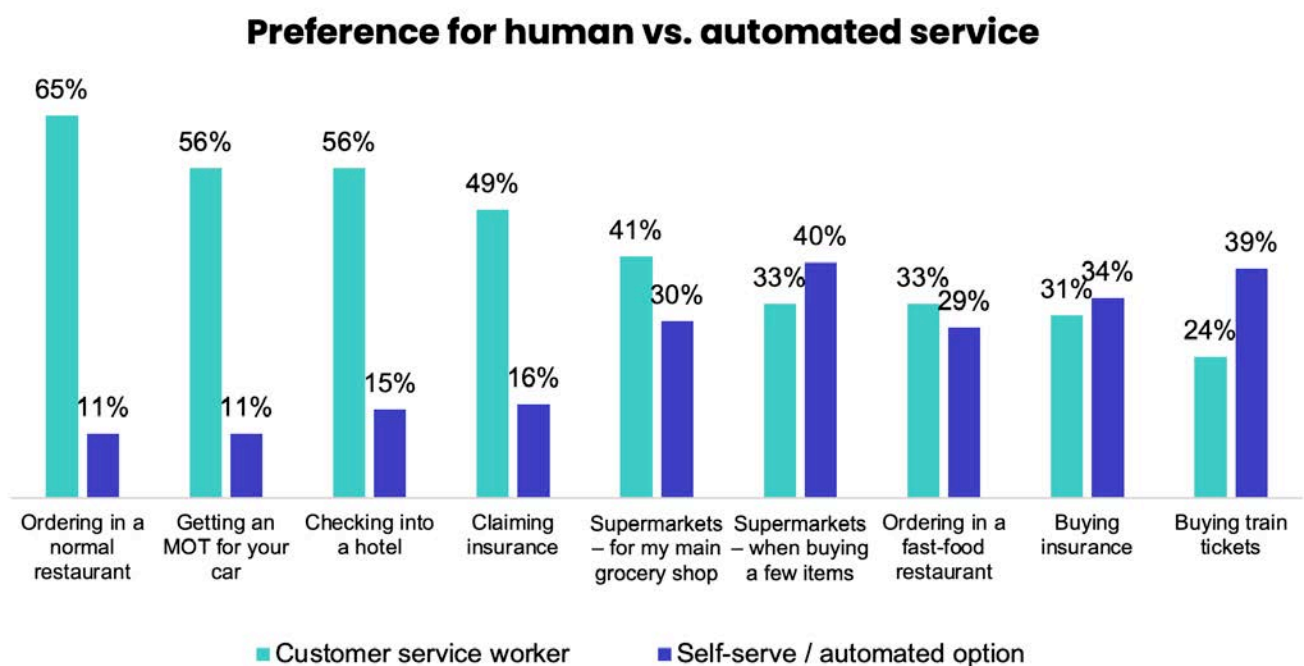
On the whole people feel very safe within their own homes, with over 9 in 10 saying they feel safe in their home with or without other people. The vast majority of people also feel safe walking around where they live during the day (84%, N/C), although this varies depending on age, with younger people feeling less safe than older people (71% -7 of 18-24's vs 92% -1 of 65+). When it comes to walking near where they live at night, the number of people who feel safe lessens to 68% (-4), with there being an unsurprising gender divide present (men 79%, -3 vs women 59%, -5).

The amount of time people spend in nature or visit green spaces (e.g. forests, parks, the coast, etc.) varies. Two-fifths (39%, -1) say they visit green spaces at least once a week, 27% (N/C) say once a month and 20% (N/C) up to once a year. Few people visit less than once a year or never (both 4%, -5).

# Shopping preferences

## People's preference for automated services when shopping heavily depends on the task

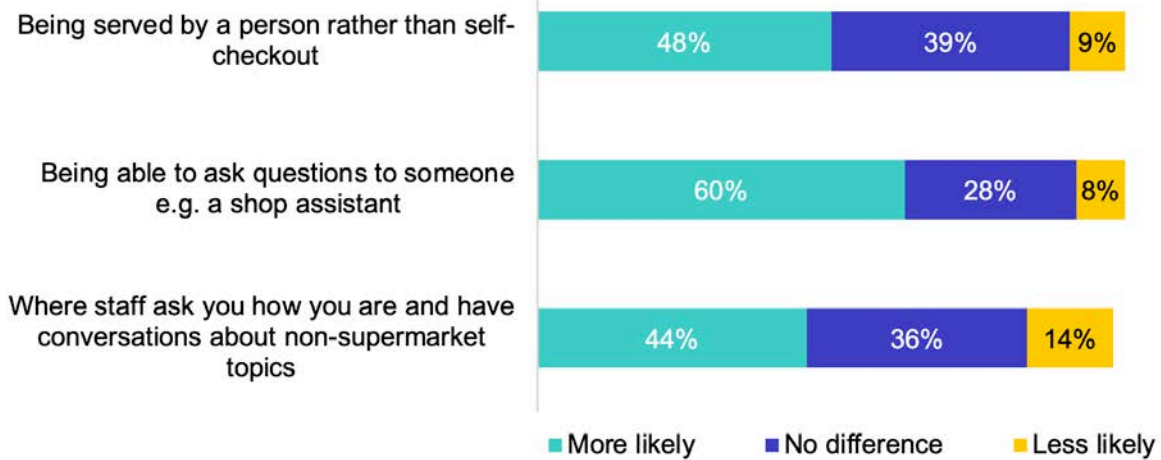
Desire to use automated systems (e.g. self-service checks or online banking) depends on what people are using them for. People are more likely to want to use the automated/self-service option for using basic banking services (53%), buying a few things from a supermarket (40%) or purchasing train tickets (39%). Conversely, people are more likely to want a customer service worker servicing them when ordering in a normal restaurant (65%), getting an MOT for their car (56%) or claiming insurance (49%). Overall, younger people tend to be much more comfortable with the automated or self-service option for the various things asked about, whereas older people are more likely to prefer a real person servicing them.



## Human interaction from staff is generally popular among shoppers

Respondents were asked to think about when they go shopping and if the following things would or would not make people more or less likely to visit that shop. The findings below suggest that human interaction in supermarkets is generally liked and increases the likelihood that someone would return to shop there. All three of the proposed features in supermarkets are very popular among 55+, whereas they are much less popular among those aged 44 and under.

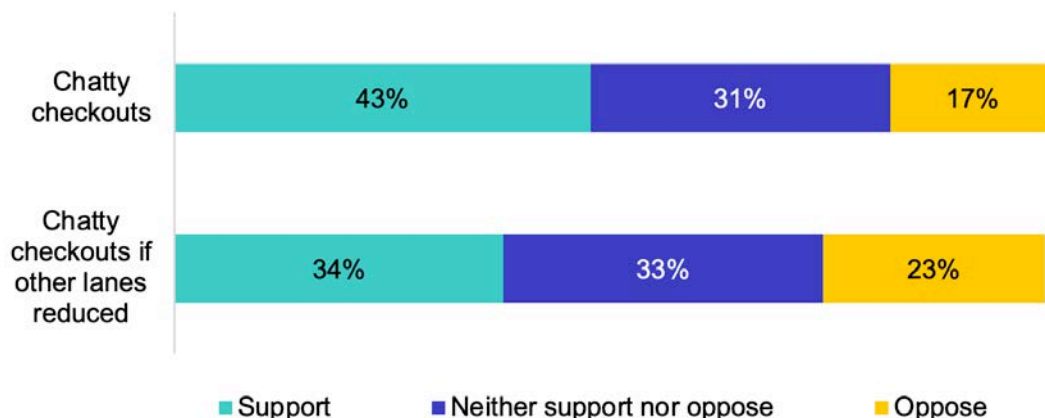
## "Would the following make you more or less likely to return to this shop again?"



## Support for 'Chatty checkouts' is strongest among older women

Respondents were shown a description of what a 'Chatty checkout' in a supermarket entails and then asked their opinions of it. Comparing the net figures (support minus oppose) it had a net score of 26%. Respondents were shown the same policy idea again but with the additional information that as a result there would be fewer 'non-chatty' lanes to make way for this, and net support dropped 15 points to 11%, as shown below.

### Support - Oppose for 'Chatty checkouts'



# Power

**Trust in political representation remains low, with voters feeling more represented by local government representatives than by national government.**

**Despite a General Election taking place in the UK in July 2024, as well as a number of regional and local elections, public perceptions of how well different governments / elected policymakers represent individuals have seen only marginal shifts.**

**Londoners feel better represented by their Mayor than by any other elected policymakers, particularly amongst young Londoners. The Scottish Government's net approval has dropped, while trust in individual MPs has seen slight improvement.**

**When asked whom governments considers most when making decisions, people continue to feel that the wealthy and business leaders hold the most influence, while "people like me" rank among the least considered.**

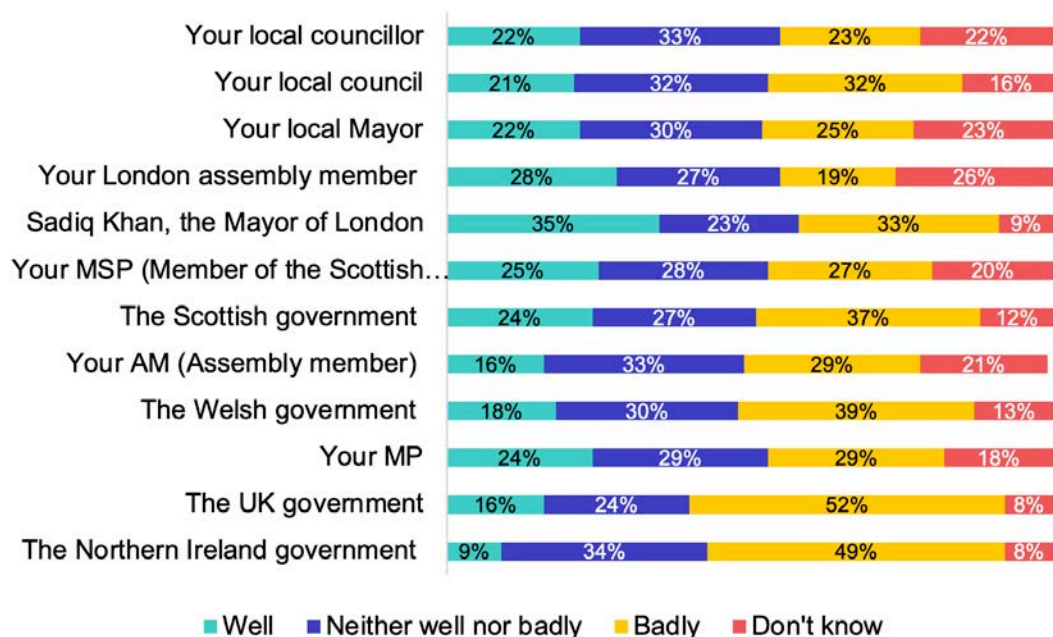
**However, local initiatives continue to receive strong public support, reinforcing the importance of community-driven policies in strengthening civic engagement and a sense of belonging.**

## Voter representation

Voters remain more likely to feel more represented by local or more individual elements of government. The highest "well" figures are for Sadiq Khan among London residents or "your London Assembly member".

### How do each of these represent you as a voter?

(base for each answer is those living in each relevant area)

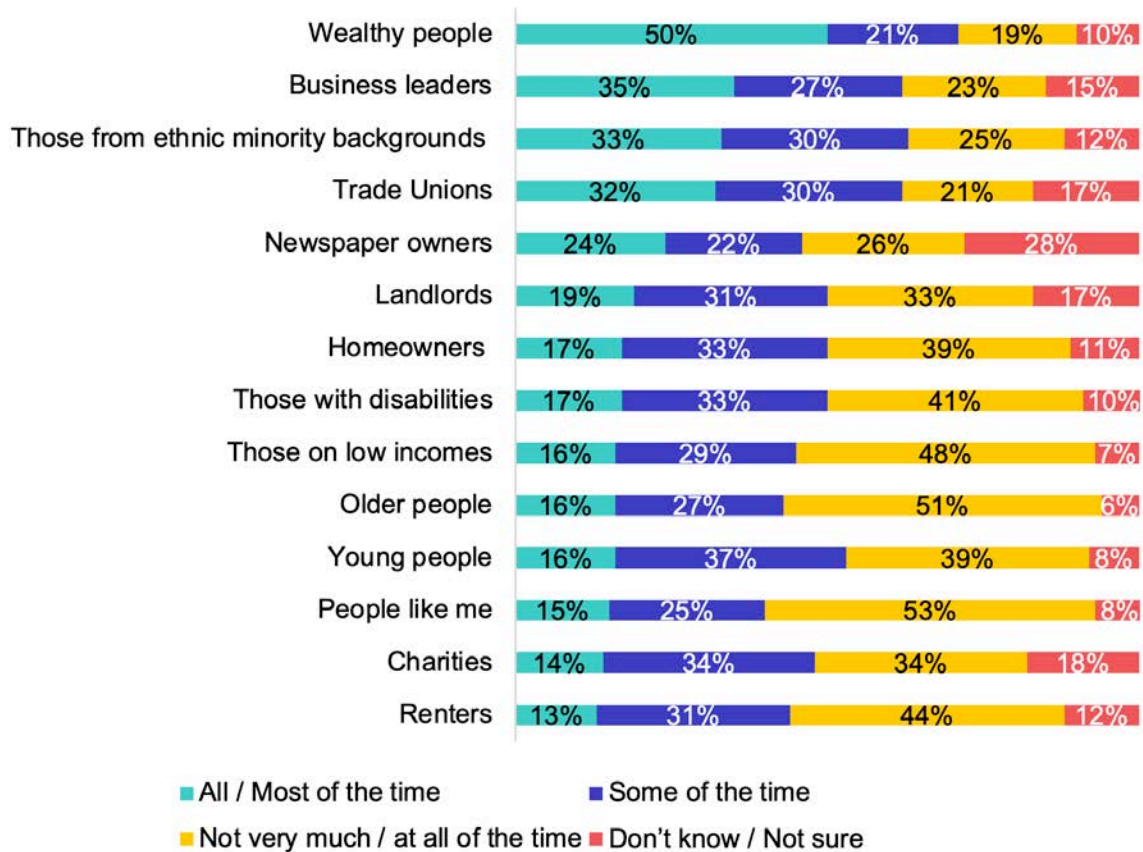


When we compare the net “well” figures (i.e. the percentage saying “well” minus the percentage saying “badly”) with last year, there are remarkably few changes despite a general election with the first change in government for 14 years. There is a slight decline for “the Scottish government” (from -6% to -13%) and a slight improvement for “your MP” (up from -12% to -5%) while “the UK government” is remarkably unchanged (up from -39% to -36%).

	<b>2023 NET “Well”</b>	<b>2024 NET “Well”</b>
Your local councillor	1%	-1%
Your local council	-9%	-11%
Your local mayor (in regions with metro mayors)	5%	-3%
Your London assembly member (London only)	5%	9%
The Mayor of London (London only)	4%	2%
Your MSP (Member of the Scottish Parliament) (Scotland only)	-3%	-2%
The Scottish government (Scotland only)	-6%	-13%
The Welsh government (Wales only)	-22%	-21%
Your MP	-12%	-5%
The UK government	-39%	-36%

## Who people think the government considers has changed slightly, but “people like me” remains low

### When taking decisions, how much does the UK government consider the wants and needs of...



The change in government is visible here in some places but interestingly not in others. For example, various groups whose interests were seen to have been served by Conservative governments (wealthy people, business leaders, landlords, newspaper owners) have fallen while more Labour-leaning groups have increased (e.g. trade unions, ethnic minorities).



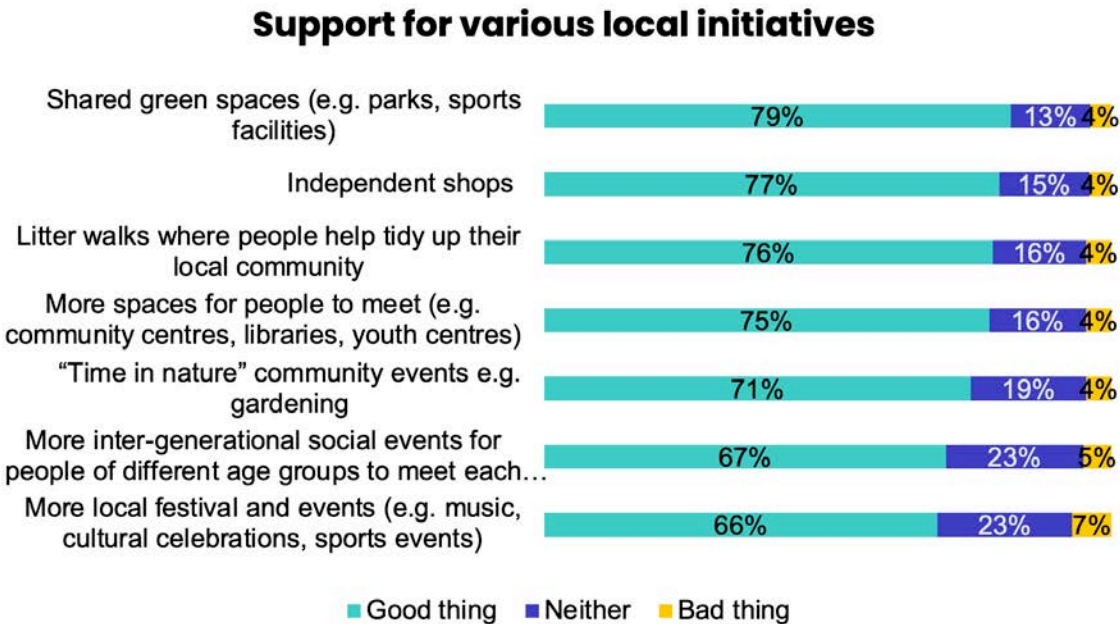
	2023	2024	Change
Wealthy people	65%	50%	-15%
Business leaders	48%	35%	-13%
Trade Unions	16%	32%	15%
Those from ethnic minority backgrounds	27%	33%	6%
Newspaper owners	33%	24%	-9%
Landlords	25%	19%	-6%
Homeowners	18%	17%	-2%
Those on low incomes	14%	16%	2%
Those with disabilities	16%	17%	1%
Young people	14%	16%	2%
Older people	18%	15%	-2%
People like me	12%	15%	3%
Charities	14%	14%	0%
Renters	11%	13%	2%

“People like me” remains largely unchanged at an overall level and there are remarkably few changes among demographic groups within that:

- 65+ year olds said government did not take account of them by 6% to 66% in 2023. In 2024 those figures are 7% and 68%
- Scotland, which now has 37 Labour MPs and voted for the same party as the rest of the UK for the first time in decades, has no change at all with 13% feeling taken account of and 56% not. Figures in 2023 were 13% and 54%

# Support for local initiatives remains strong

As with 2023, there remains strong support for all of the local initiatives tested and in most cases the figures are within 1-2% of their result in 2023.



# Purpose

A shared sense of purpose and working towards common goals significantly contribute to belonging, yet a large portion of the population rarely feels they are part of collective problem-solving efforts.

This is particularly divided along the lines of work status and religious affiliation, with religious individuals and those engaged in volunteering reporting stronger community ties.

For many, work remains primarily a means to pay the bills rather than a source of meaning; a sentiment most pronounced among middle-aged workers.

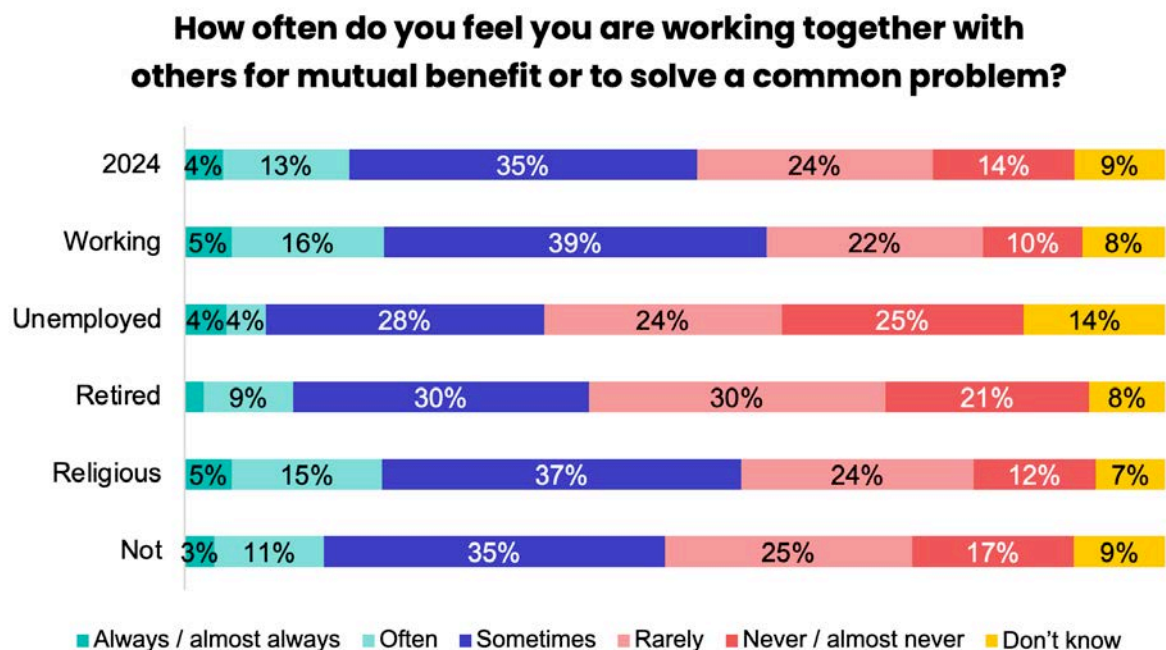
Parenthood, however, emerged in this year's survey as a key driver of deeper community connections.

This year's report also explores the importance of third spaces—cafés, parks, and social hubs—where people spend their free time, revealing key disparities by age, gender, and socioeconomic status.

It also looked at new working habits; remote workers felt the least connected and hybrid workers were more likely to say they “mostly or completely” belong.

## Solving common problems

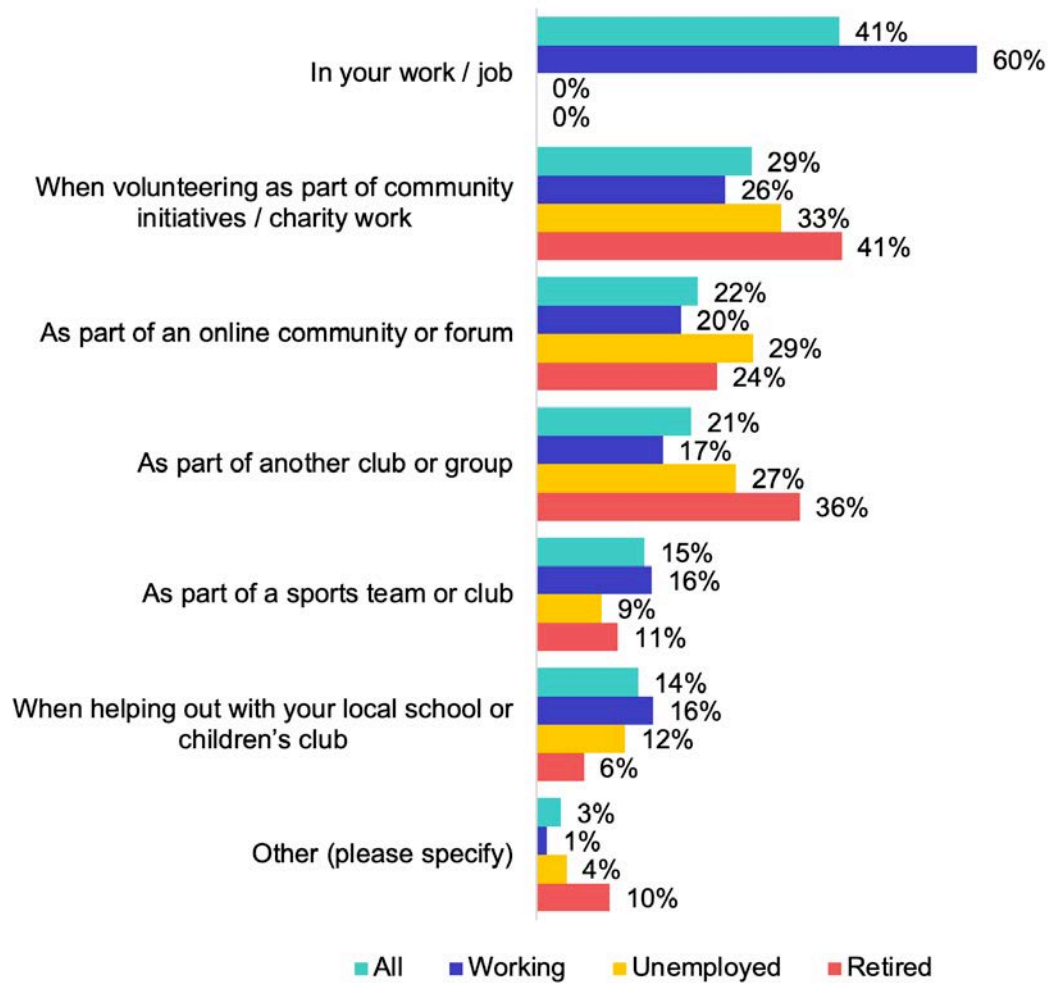
When asked how often people feel like they are working together to solve common problems, the results are near-identical to 2023. 17% always or often feel like this, 35% do so sometimes, and 39% rarely or never feel like this.



Again, divisions are most stark when split by working status, but there are also interesting gaps by religious affiliation vs. none. 20% of those with any religion always or often feel like this vs. 14% of those without.

As with last year, the most common places to feel like this are at work or in your job, but retirees and others not working find this feeling through volunteering, through clubs and hobbies, and online options. Helping with your child's school is more common among working adults, and this is most likely a function of age as those with young children are simply more likely to be working.

### When do you feel like you are working together? -Among those that ever feel this



## Is your work meaningful or just to pay the bills?

As in 2023, participants were asked to place themselves on a scale between two statements about their work:

**Is your job something you mainly do because it's interesting and meaningful or mainly to let you pay the bills? – Among those working**



47% of working adults said their job was mainly to pay the bills vs. 28% who said it was interesting and meaningful.

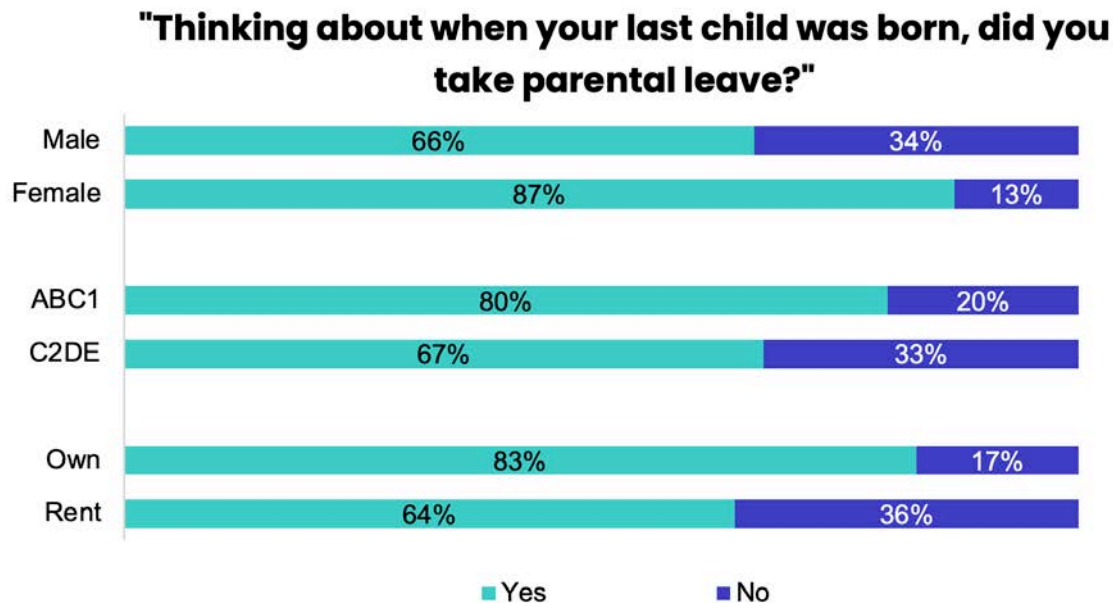
Differences vs. 2023 were minimal but, again, we see a dip from ages 35–64 in the proportion finding their job meaningful and a spike after 65 where a proportion are no doubt people who could retire but choose to continue working for reasons other than income.

Again, there was a class split with ABC1 workers more likely to say their job was meaningful than C2DE workers.

## Two-fifths of new parents feel more connected to their community as a result of their child

For many, becoming a parent strengthens a sense of connection to where one lives. Two-fifths (41%) of those who have had a child in the past 3 years said they feel more connected to their local community. But home ownership can influence the level of connection felt by new parents, with half (50%) of those who own their property feeling more connected to their community after becoming a parent, compared to 33% who rent. A third (32%) said they felt just as connected as they did before, with 21% feeling less connected.

Most people are comfortable with the current amount of paid parental and maternal leave provided to new parents, with just over two-fifths (45%) saying they think current provisions are about right. Around a quarter believe the provisions to be too little, with only one in ten believing they are too much. When asked how much parental leave new fathers should receive, half (51%) of people believe they should have at least 10 weeks of leave.



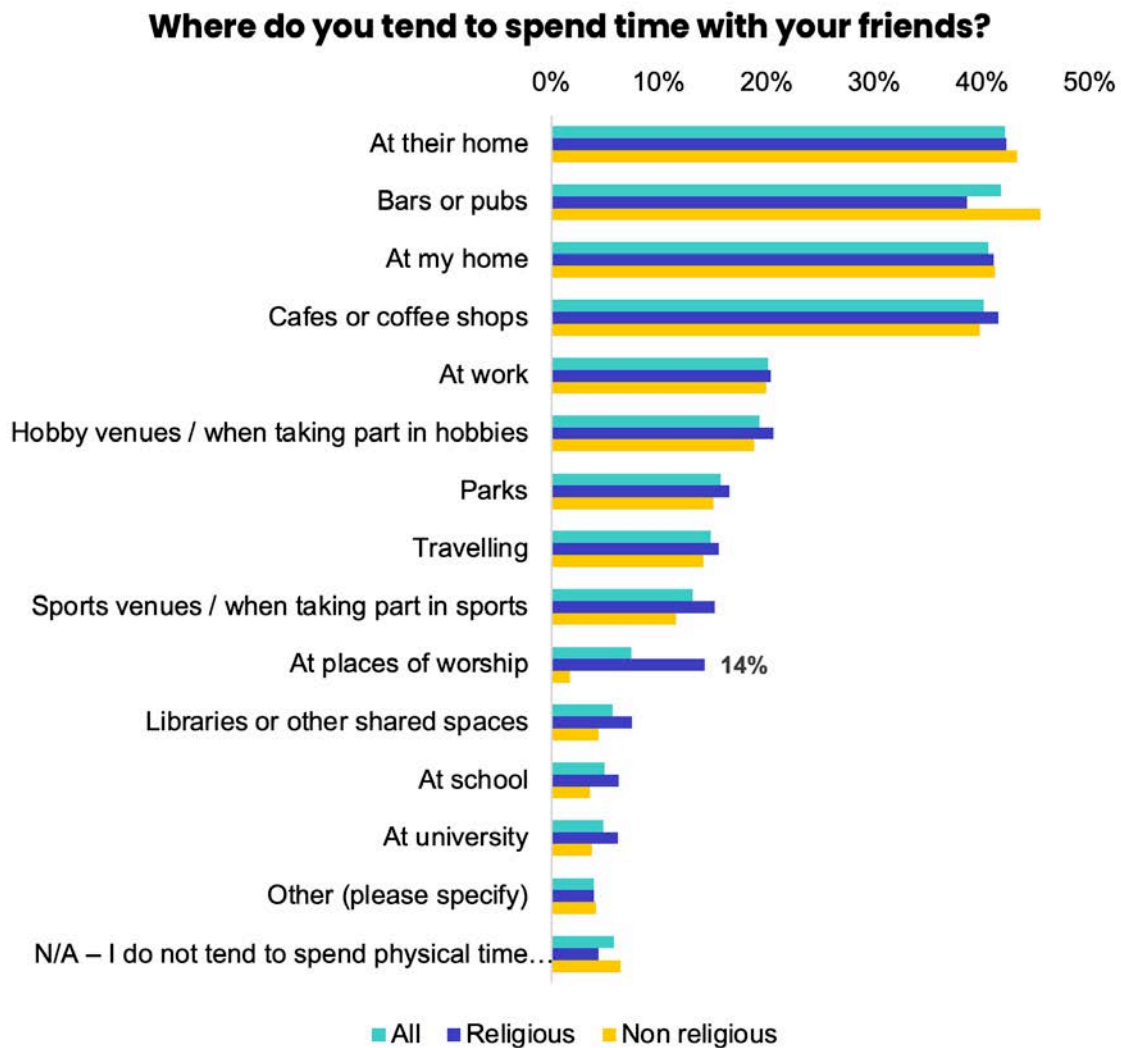
Taking parental leave is common among those who have had a child in the past 3 years, with 7 in 10 (68%) taking it, also being higher among women than men (71% vs 62%). The data also indicates those from a higher social class are better able to take parental leave, as 72% from ABC1 took parental leave compared to 56% from C2DE. Just under half (47%) say they returned to work earlier than they ideally would have liked to. Among those who returned to work earlier than they would have liked to, two-thirds (66%) said this was due to financial pressure / needing the money – this was much more prominent among women than men (79% vs 52%).



## Religion and Faith Groups

To understand the importance of places of worship, we asked people where they tended to spend time with their friends. As expected, the most common locations were at your home or theirs, bars or pubs, cafes and coffee shops, and places of shared connection like work or hobbies.

For those with any religious affiliation though, places of worship were just in the top 10 with 14% vs, understandably, only 2% for those not affiliated.



Within the different religions and denominations in our sample, this option was most commonly selected by “other Christian” respondents (27%) and least likely to be selected by Church of England respondents (10%):

% who selected places of worship as a place they spend time with friends	
Other Christian	27%
Jewish	18%
Sikh	15%
Muslim	15%
Hindu	13%
Catholic	11%
Church of England	10%

Most religious people (60%) never attend faith-based events outside their own beliefs, with 26% having done so once or twice and 15% having done so several times or regularly.

Those most likely to have done so skew younger, with only 33% of 18-24 year old religious people saying “never” vs. 75% for those aged 65+. London also has the lowest figure here (41%).

Among religions and denominations, “never” is highest among Church of England (70%) but considerably lower among all others. Only 31% of Hindus and 36% of Muslim respondents said they had never attended an event outside their own beliefs, followed by 44% of Sikhs, 51% of Catholics, 54% of Jews and 57% of “Other Christian”.

## Moderate agreement on the value that faith communities offer

Participants were presented with the following statement:

***“Faith communities offer valuable moral frameworks and a sense of belonging, even to people who are not directly part of them”***

40% agreed with this statement and 16% disagreed with it.

Agreement was higher among all faith communities (55% vs. 29% of those who are not religious):

- 64% among Hindus
- 63% among Jews
- 62% among Other Christians
- 55% among Catholics
- 55% among Sikhs
- 55% among Muslims
- 51% among Church of England

## Working from Home

We asked two questions to identify people who work from home either some or all of the time. From this we have put together three broad groups (hybrid, WFH only, work on location only)

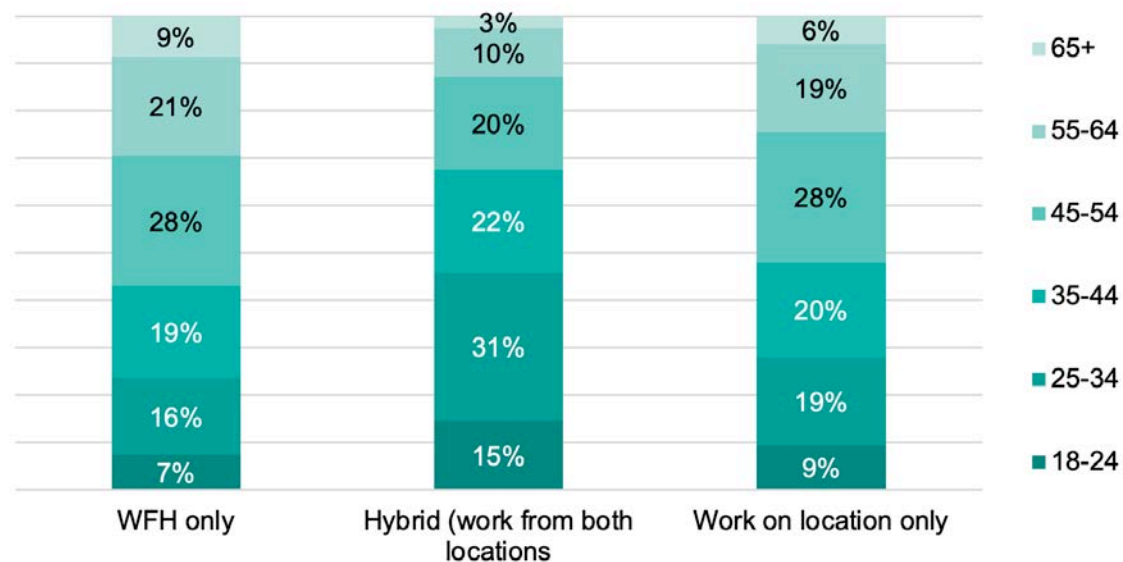
### Only 13% of workers are fully remote

41% are hybrid workers and 46% work only on location. Given that this was an online survey, even though controls were in place for things like job type, income and SEG, this likely exaggerates the number of fully remote workers given propensity to take part in surveys.

### Working from home skews younger and more female

54% of fully remote workers are female vs. 47% of hybrid workers and 49% of those who work on location every day. In terms of age, younger people are more likely to be hybrid workers while fully remote workers are most likely to be those above the age of 45.

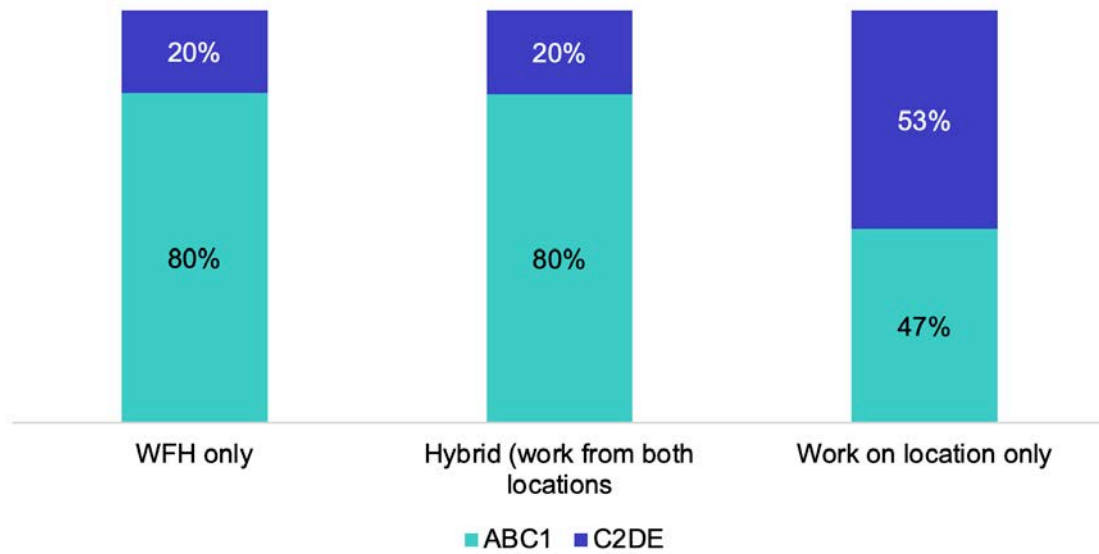
**Age profile of work locations**



### Working from home skews towards higher income and education

To nobody's surprise, working from home is far more common among higher socio-economic grades and higher education levels. The vast majority of home workers are ABC1 vs. a narrower majority of those working on location (overall around 53-55% of the country are classified as ABC1 including most workers).

### SEG by work locations



69% of those who work from home only are classified as having higher education (typically a university degree) vs. 77% of hybrid and 46% of on-location workers.

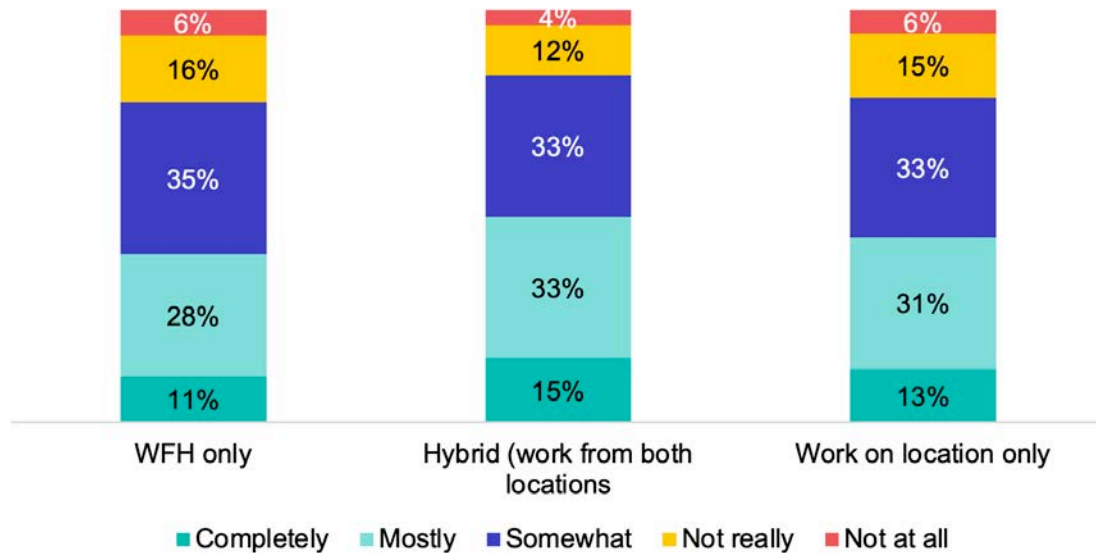
Given these combinations, a highly generalised way to think about these three groups would be:

- **WFH only:** older white collar workers
- **Hybrid:** younger people working in white-collar jobs
- **Work on location only:** more manual jobs and lower socio-economic status regardless of age

## How does WFH impact connections?

Those who only work from home are less likely to report that they feel they mostly or completely belong compared to other groups. Hybrid workers are the most likely to report that they feel they belong (at 48%), higher than those working on location only (43%).

**General sense of belonging by work locations**

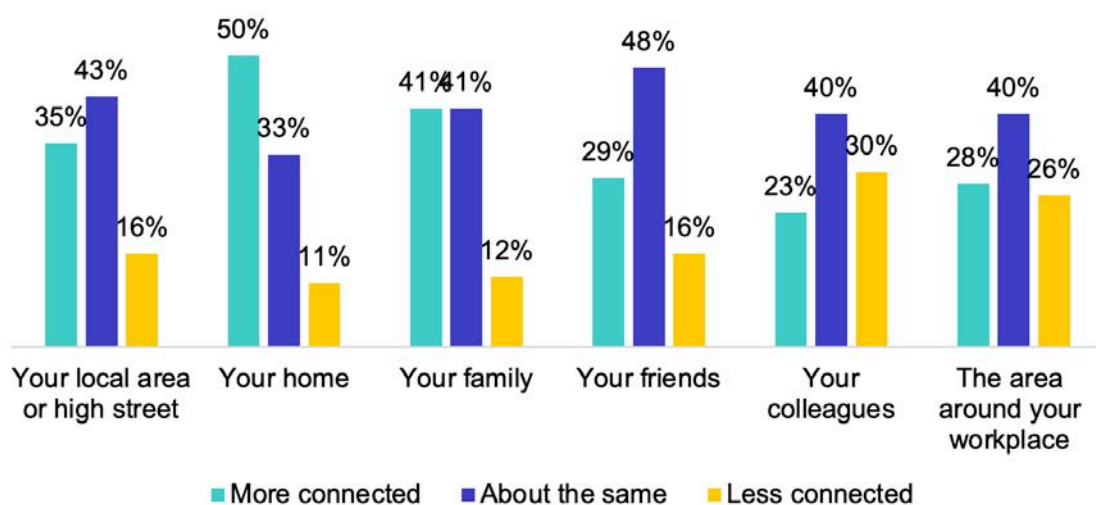


Hybrid workers again appear to have higher feelings of belonging when we ask about their neighbourhoods:

% feeling that they strongly belong to...	WFH only	Hybrid	Work on location only
...your neighbourhood/street	52%	60%	52%
...your local area	53%	61%	54%
...the city or county that you live in	57%	64%	57%

**Working from home makes people feel more connected to their home, family and local area, but can increase distance with colleagues.**

## Since you started working from home, have you felt... (area around workplace asked to hybrid workers only)



Interestingly, there does not seem to be a substantial drop-off for “the area around your workplace” for hybrid workers to offset the increase in connection for “your local area or high street”.

Those with children under 10 or under 18 are even more likely to say that working from home has made them more connected to family. 41% of those who work from home said this overall, but among those with children under 10 and children under 18 this is 52% and 50% respectively.

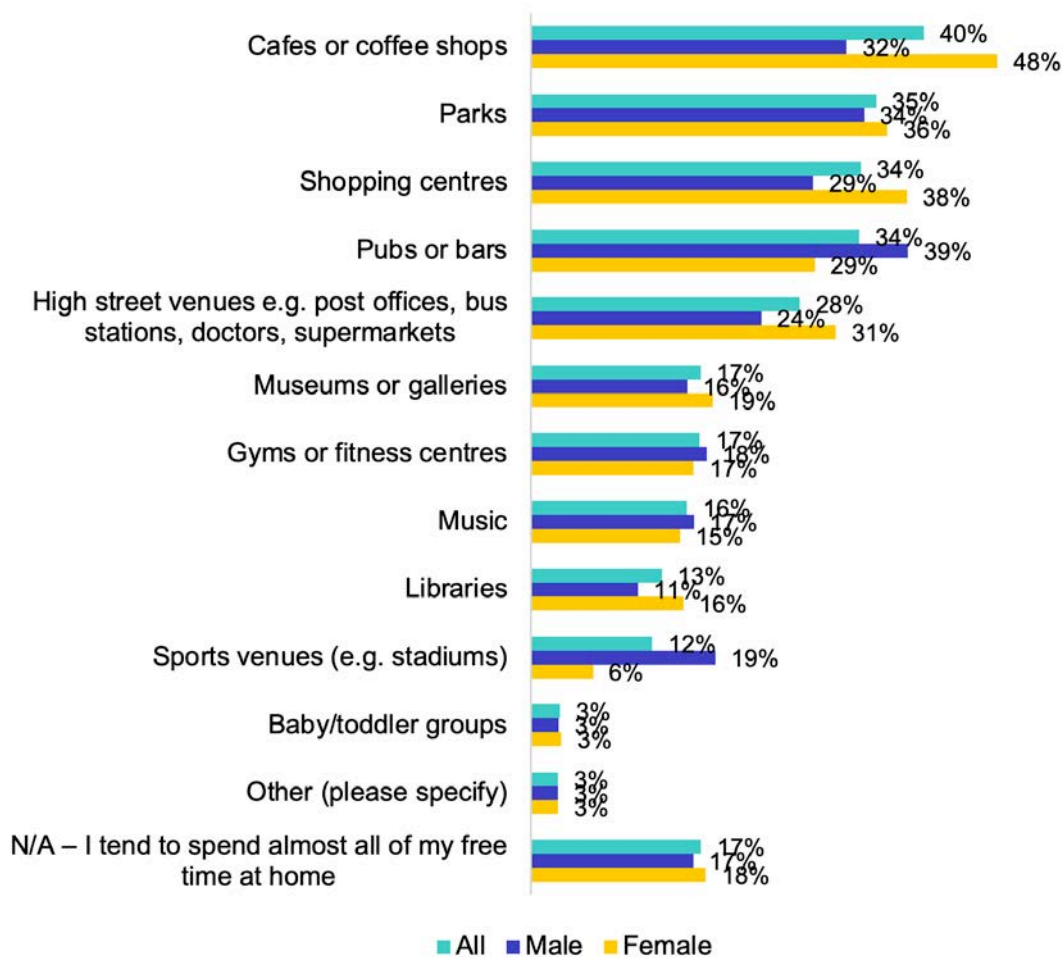
## Third Spaces and Free Time

The most popular Third Spaces are cafes or coffee shops, parks, pubs and bars, and shopping centres. There are some stark gender divides with women much more likely to select cafes while men select pubs.



## Where do you tend to spend your free time?

(All with >10% shown)



In terms of age differences, visiting pubs and bars is most popular for those between the ages of 35 and 64, while cafes and coffee shops continue to increase in popularity with age. The popularity of visiting gyms and fitness centres, music, sports venues, and clubs or night clubs declines with each age group.

Libraries are relatively consistently selected by around 15% but dip among those aged 45-64 (to between 10 and 11%) before returning to 15% for those aged 65+.

While men and women were equally likely to say "N/A – I spend all of my free time at home", this does increase with age, from 12% of 18-24s to 14% of 35-44s before settling at 20-21% among those in older age categories.

C2DE respondents were nearly twice as likely to say "N/A" that they spend almost all of their free time at home (23% vs. 13% of ABCIs). Similarly, social renters were much more likely to tick this (23%) than private renters (17%) or homeowners (15%). Those who live alone were more likely to tick this (23%) than those who live with others (16%).

Those who often or always feel lonely were more likely to tick this (28%) than any other loneliness answer apart from Prefer not to say (58%), as were those with no close friends (43%).

## What keeps people away from Third Spaces?

While 33% say that they spend about as much time as they want to in third spaces, the single most commonly cited reason for not spending more is cost (23%). This, understandably, is higher among those who are unemployed (29%), students (30%) or other not working (27%).

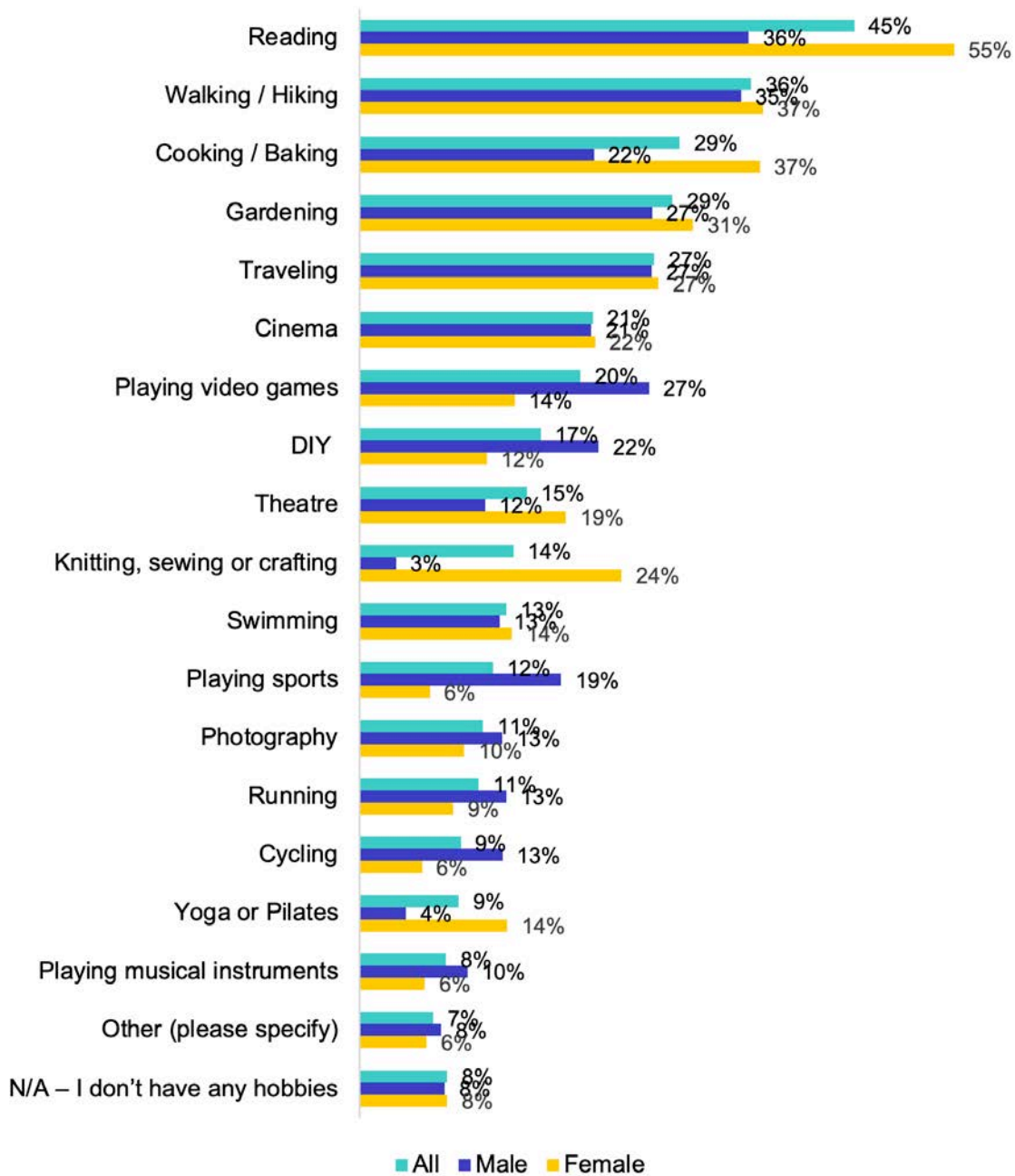
- 15% mention bad weather, which is perhaps to be expected given how many chose parks or sports clubs
- 13% mentioned having nobody to go with, a figure that is higher among younger people (19% of 18-24s and decreases with age). In particular, younger women mention this (22% and 17% of 18-24 and 25-34 year old women vs. 17% and 11% of male 18-24 and 25-34 year olds)
- Having nobody to go with is one of the most common complaints among those who are lonely, with 31% of those who often or always feel lonely saying they have nobody to go with vs. 6% of those who are hardly or never lonely

### **Reading is the most popular individual hobby asked about**

45% selected this vs. 36% for walking and hiking, 29% for gardening and 29% for cooking and baking.

## Do you have any of these hobbies?

(All with >10% shown)



There are some stark gender divides in terms of the hobbies reported by respondents. Reading is very female-skewed with 55% vs. 36% of men, as is knitting, sewing and crafting, and yoga/pilates (24% of women vs. 3% of men).

Male-skewed hobbies are DIY (22% vs. 12% of women), musical instruments, and video games (27% vs. 14%), cycling (13% vs. 6%), running (13% vs. 9%) and playing sports (19% vs. 6%).

Older people predominantly tick less-active hobbies while younger ones are more likely to tick sports activities.



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