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Hornby Unplugged



OUR RESEARCH OBJECTIVES

We set out to explore hobbies and digital fatigue

- n=2,000 adults aged 16+ across UK
- 15-minute online survey
- Weighted to be nationally representative of the population based on age, gender and key demographics



Digital Screen Fatigue

How prevalent is it? Who suffers from it? What are they doing to combat it?

Hobbies

What emotional & cognitive benefits do hobbies provide? How does time spent on hobbies differ to time spent on screens?

Engagement

How do we swap screen time for active hobbies?

Key findings

1



People are suffering from digital fatigue

People are increasingly using digital devices despite a sentiment that they want to use screens less

2



People with hobbies are happier

People who have hobbies are happier, experience better health and feel their hobbies are a good avenue for reducing screentime

3



No time? Or time wasted?

People think time is a major blocker to having a hobby but decreasing their screen time would mean they can prioritise hobbies

4



Digital can be a good thing in moderation

Digital devices can help foster the social connection and boost engagement with hobbies



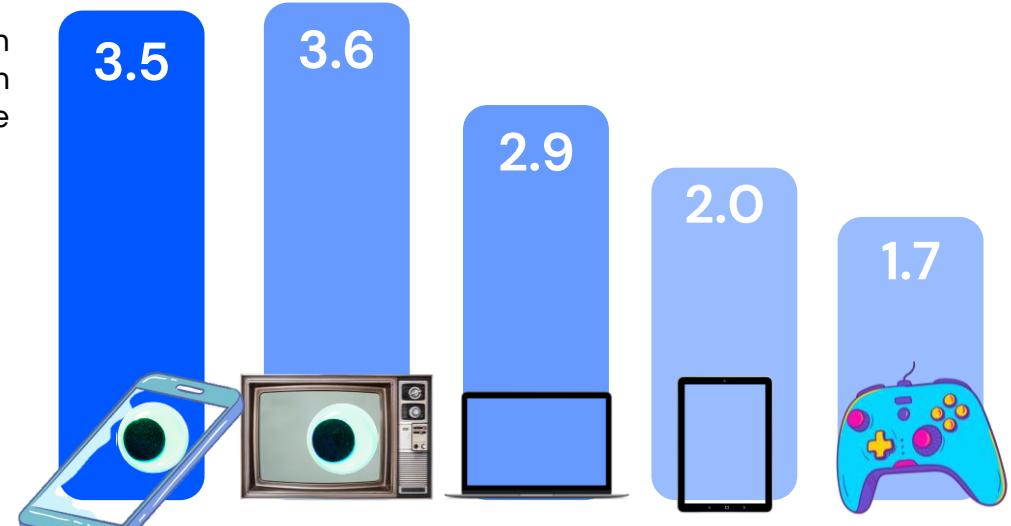
Digital fatigue is a clear and
present danger...



HOW SCREEN TIME IS SPENT

We are creatures of habit with well established digital device time

Av. Daily time in hours spent on each device



% with access to device type



Unsurprisingly, younger generations are the most glued to their phones

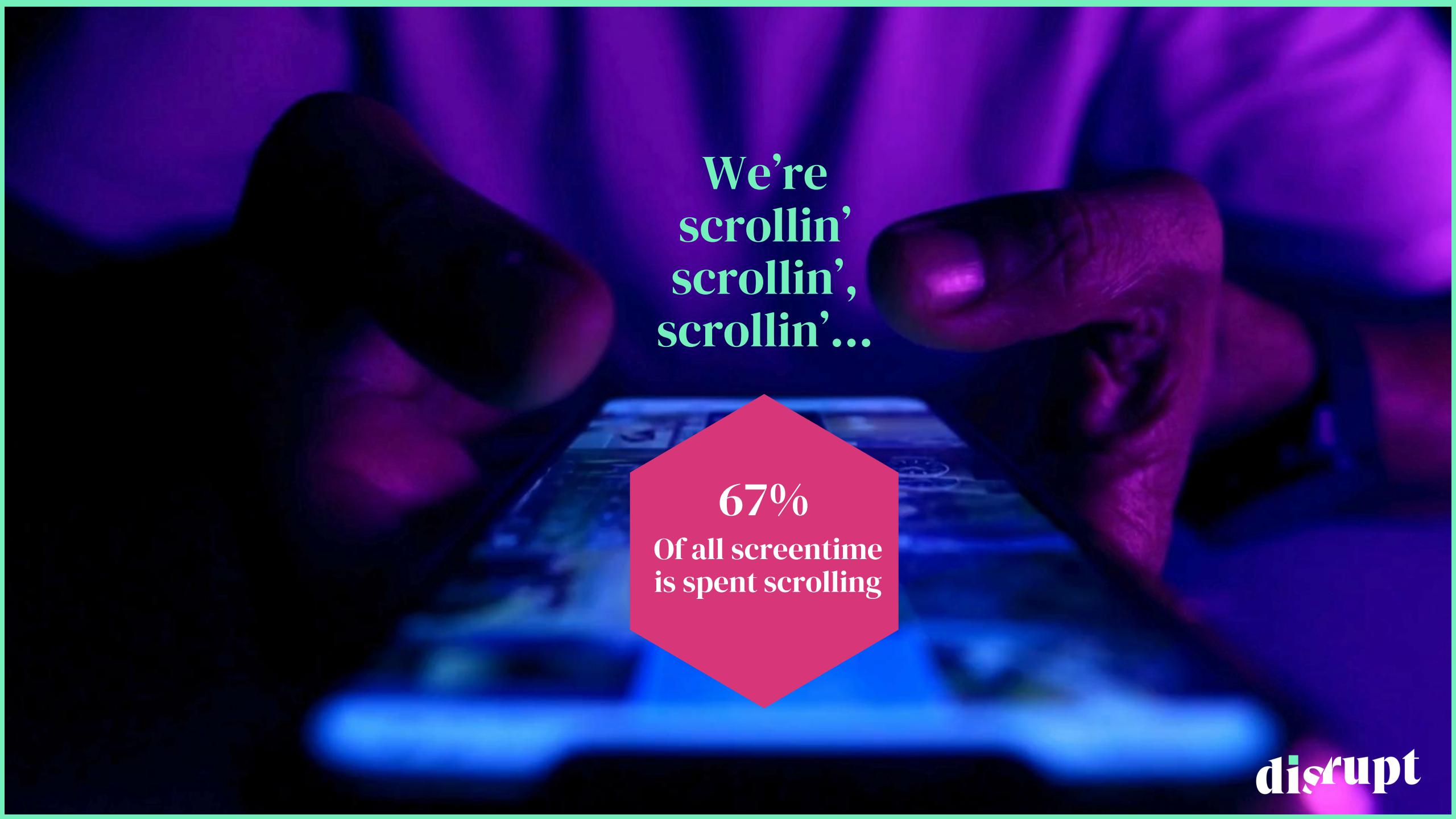
18-34



Base – A1. Which of the following devices do you have / have access to? / A2. On a typical day, how long are you spending on each device per day? Total: n=1997

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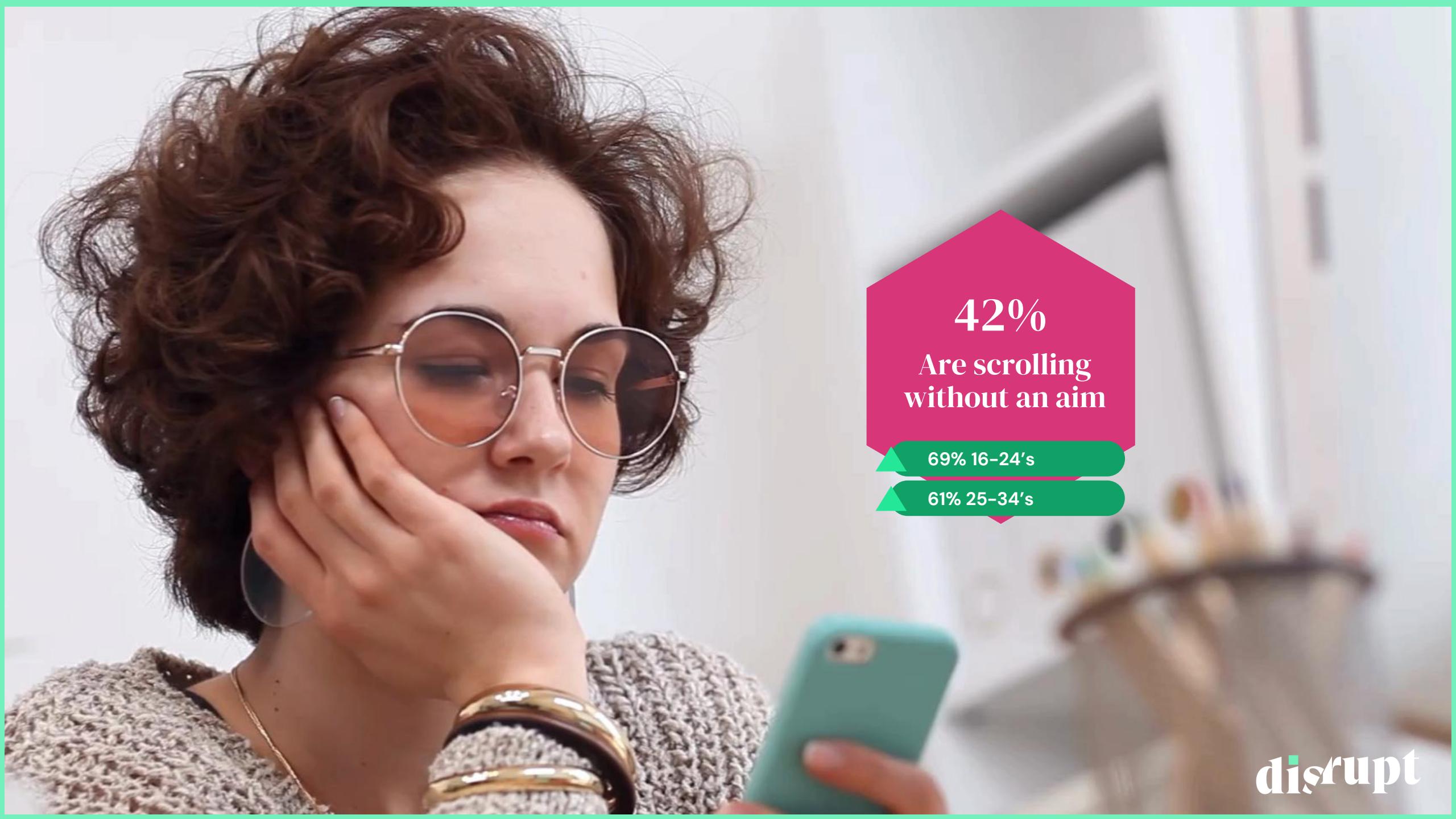
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We're
scrollin'
scrollin',
scrollin'...

67%
Of all screentime
is spent scrolling

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42%

**Are scrolling
without an aim**

69% 16-24's

61% 25-34's

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DIGITAL DANGERS

People recognise the need to cut down their screen time



agree people need to cut down their screen time

agree screen time is harmful for adults

agree their time could be better spent

Base – A4. Which of the following best describes how you feel about how much time you spend on your digital devices? Total: n=1997
A6a. And how much do you agree or disagree with the following statements about screen time? Total: n=1997 T2B agreement

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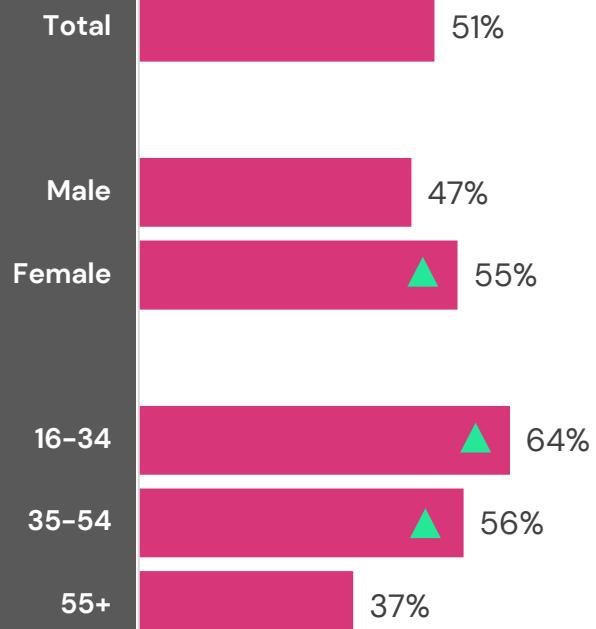
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DIGITAL DANGERS

Too much screen time is an inter-generational challenge but afflicts the young and females more



Agreement by demographics



Base – A4. Which of the following best describes how you feel about how much time you spend on your digital devices? Total: n=1997

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 Sig diff vs total

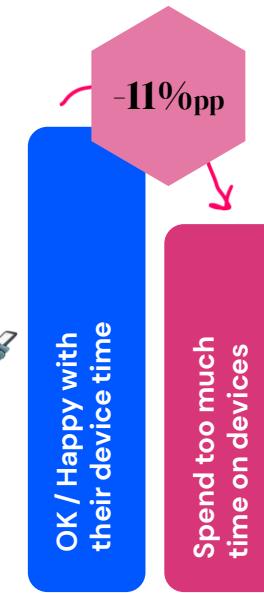
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DIGITAL DANGERS

Screentime overload is damaging people's mental health!



Life satisfaction*
(%8-10)



Feeling
anxious*
(%agree)



*impact determined based on matched profiles to take account of demographic differences between those agree vs disagree

Base – A4. Which of the following best describes how you feel about how much time you spend on your digital devices? E1. Next we would like to ask you four questions about your feelings on aspects of your life. Total: n=1997

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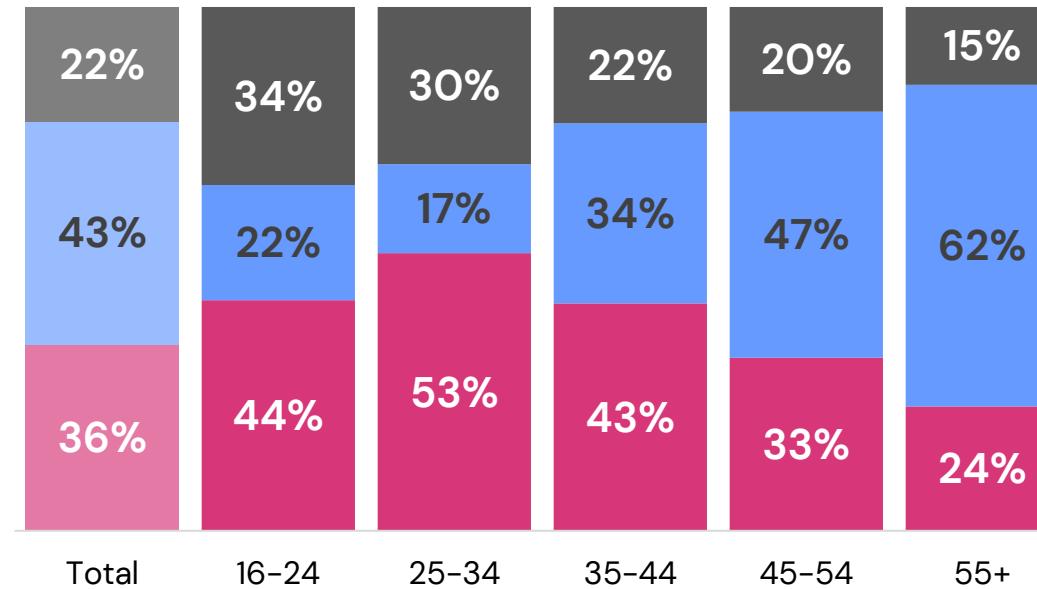
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THE GENERATIONAL PHENOMENON

Younger people are losing the battle and are spending more time online...

Perceived change in device time

- Spending less
- Spending the same
- Spending more time



Older people are broadly much happier with how much screen time they have – in control of their usage



Younger people are spending more time on devices but are the group most aware they are spending too much time online

Base – A3. Which of the following best describes how you feel about how much time you spend on your digital devices? Total: n=1997

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SCREEN TIME REDUCTION

People are trying to limit their screen time to combat digital fatigue



48%

of people have made a conscious effort to reduce time spent on devices

68% 16-34's

64% kids in hh

53% Females



45%

of people actively monitor their screen time

79% 25-34's

72% kids in hh

53% Females

But, the success of these tools are limited...

46%

of those who monitor their screentime have actually seen an increase in digital usage over the last year
Vs 31% saw a decrease in usage

Base - A4a. Have you ever made a conscious effort to try to reduce the amount of time you spend on your digital devices? Total: n=1997

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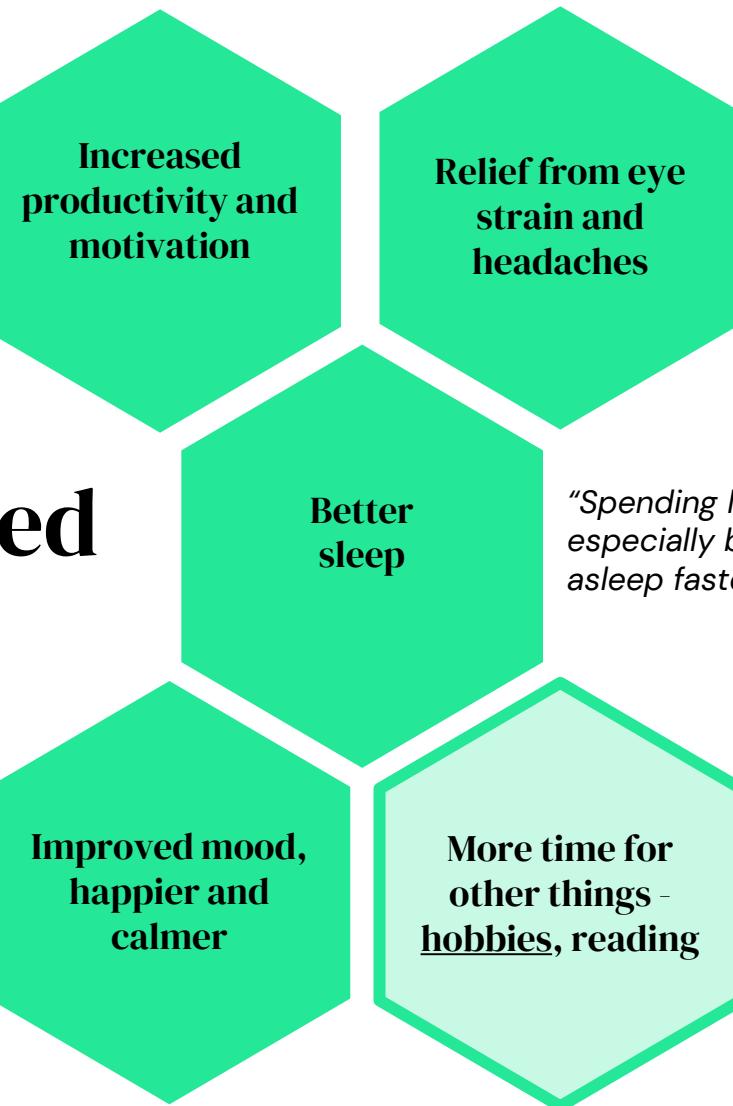
 Sig diff vs total

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BENEFITS OF REDUCED SCREENTIME

Those who have reduced screentime have seen tangible benefits

"I have got to do activities/have experiences. I have spent more time in nature, and I think it's making me happier"



Base – A4ai. Did you notice any benefits to your health / lifestyle as a result of reducing your screentime? Total: n=649 *self reported

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In an attention economy, we need to
rethink our device relationships and
how we spend our time...

E N T E R

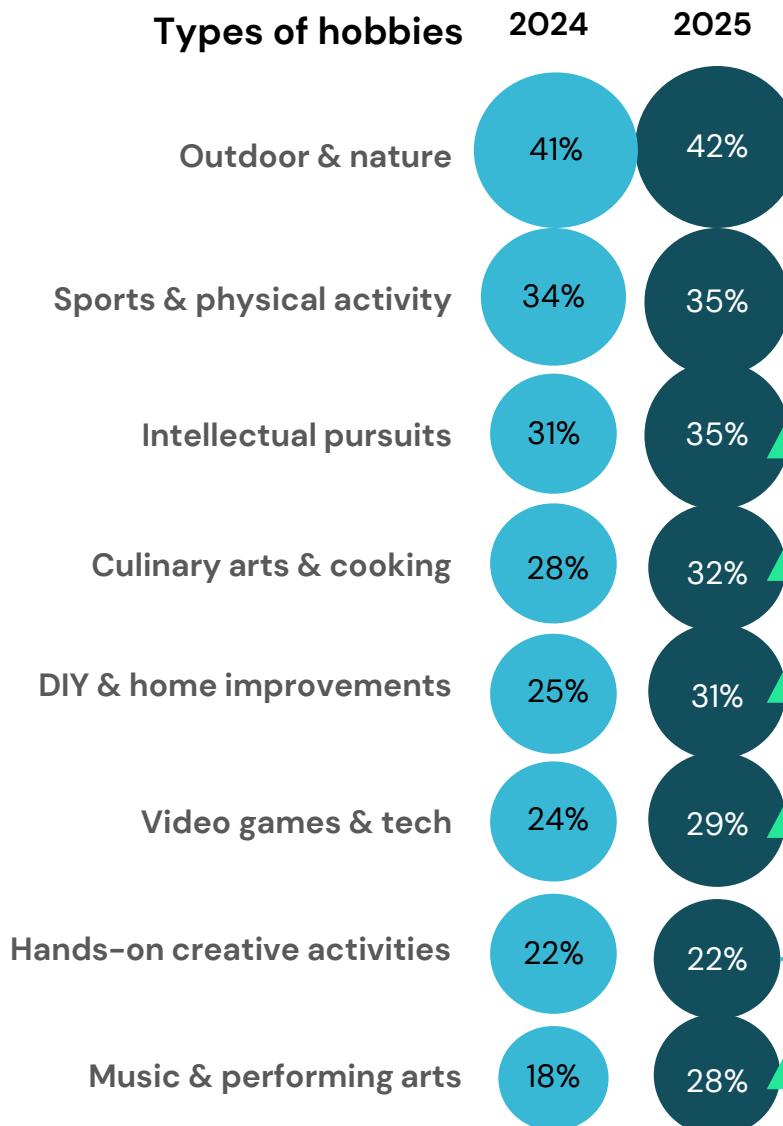
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HOBBY LANDSCAPE

Interest in hobbies is growing around intellectual pursuits, arts, DIY and gaming



Hands-on creative hobbies though are static

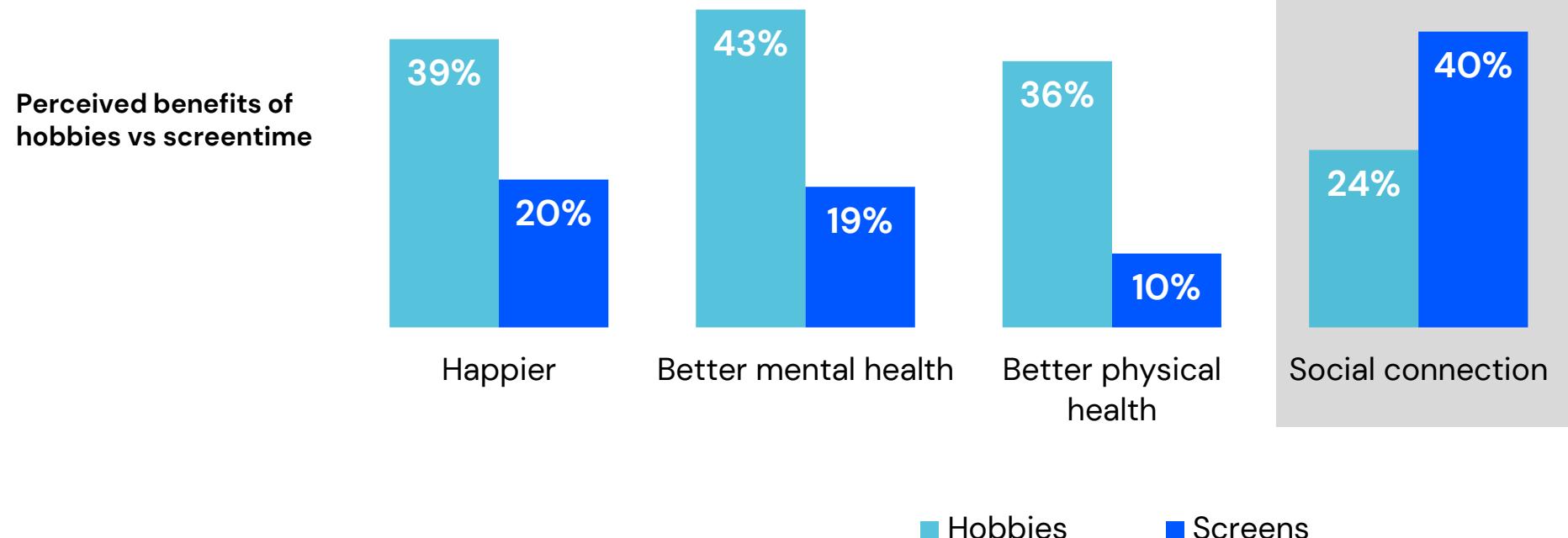
22% in miniature model making

▲ Significantly higher than 2024

Base. B2. Do you have any active hobbies in the following categories? Total: n =1997

IMPACT OF HOBBIES

Active hobbies have a more positive impact on people than screen time does

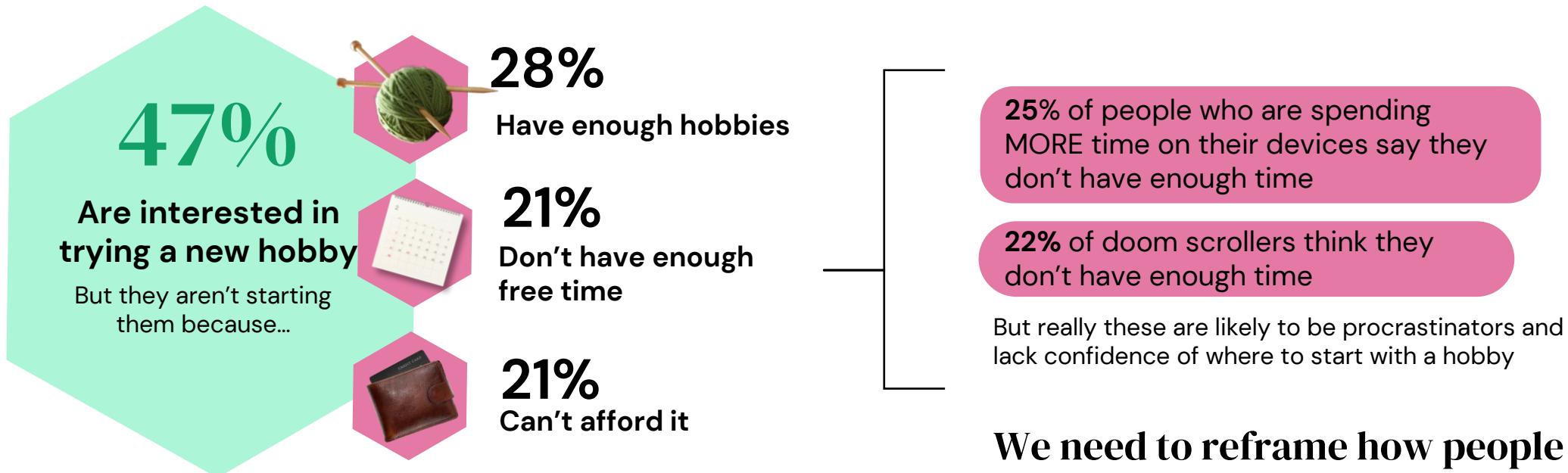


Given a lot of hobbies are solo activities, hobbies can't fully deliver the social connection that digital devices can

Base - C2. What benefits do you personally feel from having active hobbies? n=1803/ A8. What benefits, if any, do you personally feel from spending time on your digital devices? n=1997

LACK OF TIME OR WASTE OF TIME?

But some feel hobbies are inaccessible due to time and cost, but in reality, this is simply a mindset...



We need to reframe how people think about their time and give them the tools to get started with a hobby

Base – C1. What prevents you from starting a new hobby? Total: n =1997



Digital
screentime
isn't all bad...

It's a social glue for
connection and
hobby discovery

73%

Agree digital devices
help connect them
with others

62%

feel devices help
them discover new
things about their
hobby

55%

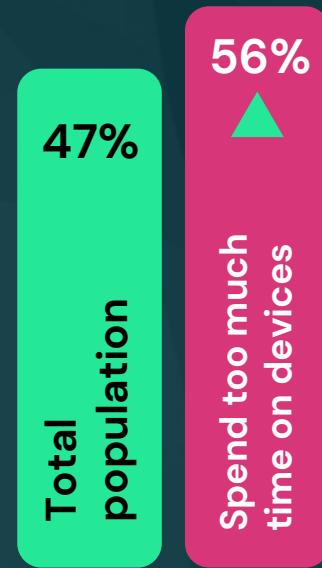
feel devices
connect them
with others with
similar hobbies

Base – A6. How much do you agree or disagree with the following statements about your screen time? Total: n=1997 / B7. And how much do you agree or disagree with the following statements about the role of digital screens/devices within hobbies? n=1803

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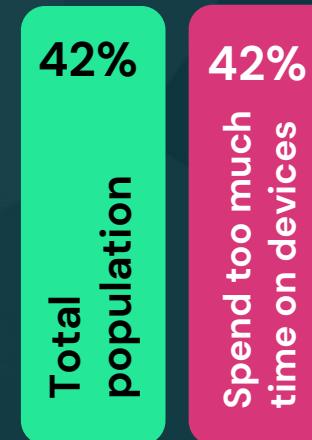
There is hope for the digital captives...

% interested in trying out a new hobby



But digital captives will need more convincing around the benefits of miniature model making hobbies

% interested in miniature model making as a new hobby

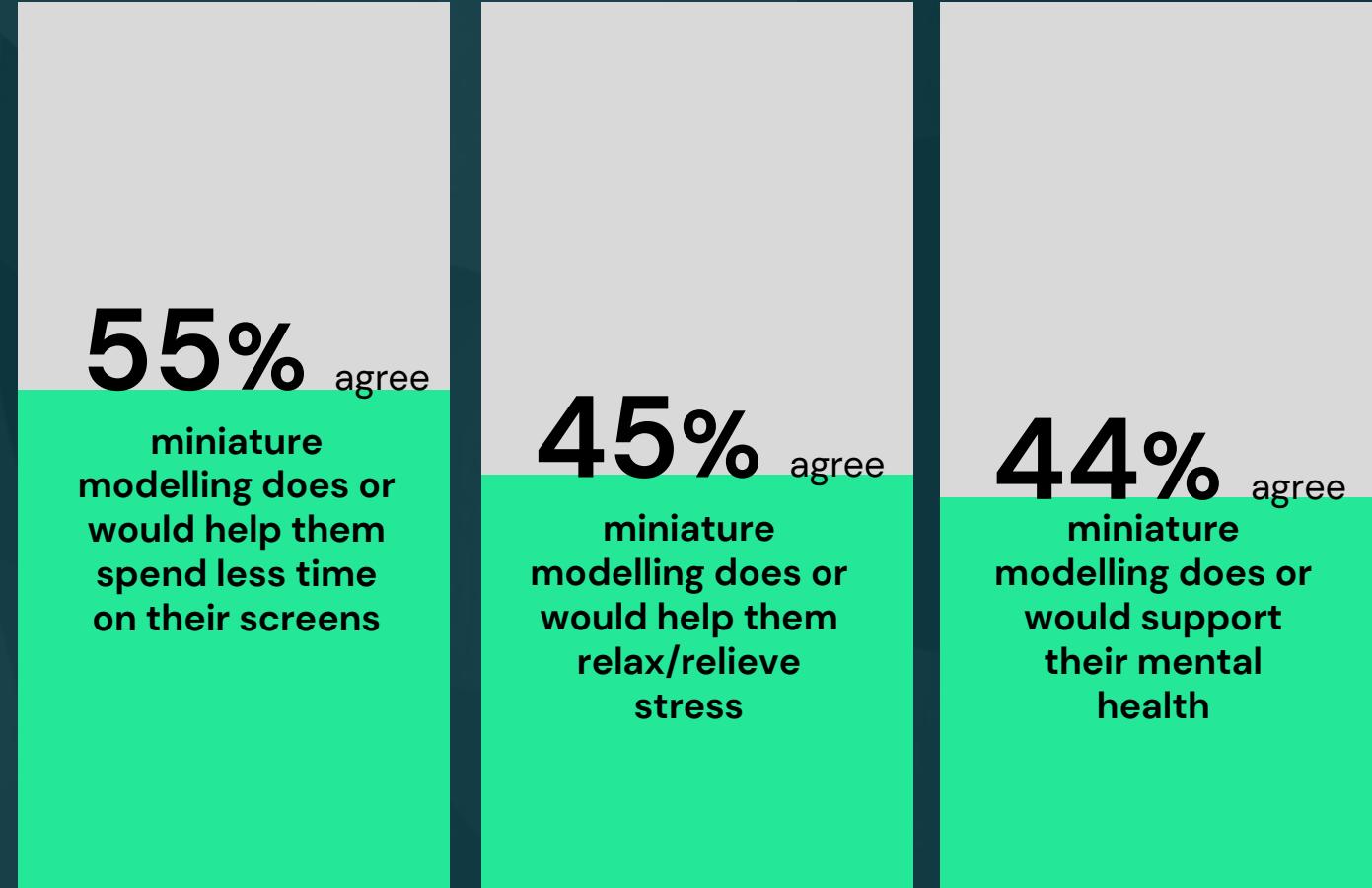


THE OPPORTUNITY

Miniature modelling could and does have profound impact on people's wellbeing

Hobbyist on the benefits of model making
"My horizons mentally is more wider and I can now brainstorm outside of my screen time, helps with creativity"

"It has made me more calm and relaxed. It's made learning more fun"



Base – D7. How much do you agree or disagree with the following statements about miniature model making as a hobby? Total: n=1997

HOBBIES UNPLUGGED

The benefits of model making...



“Good on my
health and
my heart”

25-34 year old male