

# UK MEN'S SHEDS ASSOCIATION

National online survey of 4,763 UK  
adults aged 18-75

October 2024



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# Introduction to the survey

# A national survey of 4,763 UK adults aged 18-75, conducted by Ipsos on behalf of the UK Men's Sheds Association (UKMSA)

- **4,763 surveys conducted in total**
- **1,205 surveys with UK men aged 50-75**
- **Nationally representative, covering all four UK nations**
- **Self-completion method (online, device agnostic) to minimise social acceptability bias**

The UKMSA commissioned Ipsos to design and conduct research among men aged 50 to 75 and the wider population.

In order to do this, Ipsos used its online omnibus service to reach over 4,000 UK adults aged 18-75. It also conducted surveys with an additional boost sample of around 300 men aged 50-75 to ensure a robust number of men aged 50-75 within the overall sample (n=1205).

Further details of the method can be found at the end of this report, in the section entitled "Survey method summary".

The survey posed questions to respondents which covered areas such as:

- Words that people would choose to describe how they feel when they think about their personal life
- How much free time the people feel they have
- Which life events people have experienced
- Frequency of thinking about mental health and physical health
- Where people would go to speak to someone about their mental health
- Perceptions of time spent with (and size of) social circles
- Negative feelings and struggles experienced over the past 12 months
- Views on community organisations
- Self-reported frequency of occasions of drinking alcoholic drinks



# Feelings

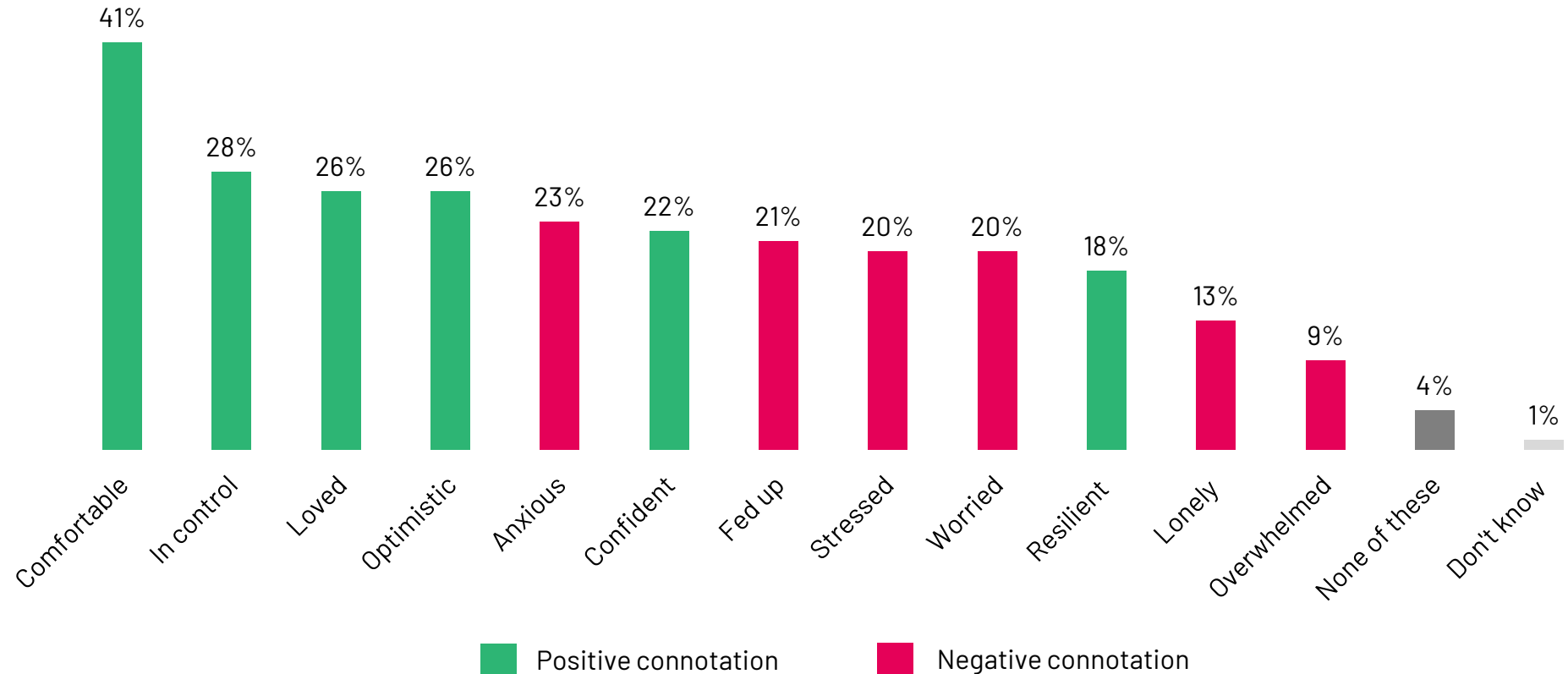
Words describing feelings about  
personal life

# Feelings on personal life

Q1. When you think about your personal life currently, which, if any, of the following words describe how you feel?

Base: n=1,205 UK men aged 50-75, online fieldwork conducted 4th - 9th September 2024

Over one-third of UK men aged 50-75 selected “comfortable” from the list of words shown at this question



# Feelings on personal life (UK men aged 50–75)

**Whilst the four most-selected answers were words with positive connotations, a significant minority selected words with less positive connotations – such as “anxious,” “stressed”, “worried” and “fed up”.**

- Nearly a quarter (23%) of men aged 50–75 (n=1,205) selected “anxious”.
- 1-in-5 selected “fed up” (21%), “stressed” (20%), or “worried” (20%).
- Almost 1-in-7 (13%) selected “lonely”, with 1-in-10 (9%) selecting “overwhelmed”.
- In terms of words selected which have positive connotations, over 4-in-10 (41%) selected “comfortable”.
- Over a quarter (28%) selected “in control”, with 26% selecting “loved”, and 26% selecting “optimistic”.
- It should be noted that there were differences in the likelihood to select various

responses across age and gender.

- The results for the four answers that were most - selected by the wider sample (i.e., adults aged 18–75, n=4,762) are shown on the next slide, with comparisons to the four gender/ age sub-groups.

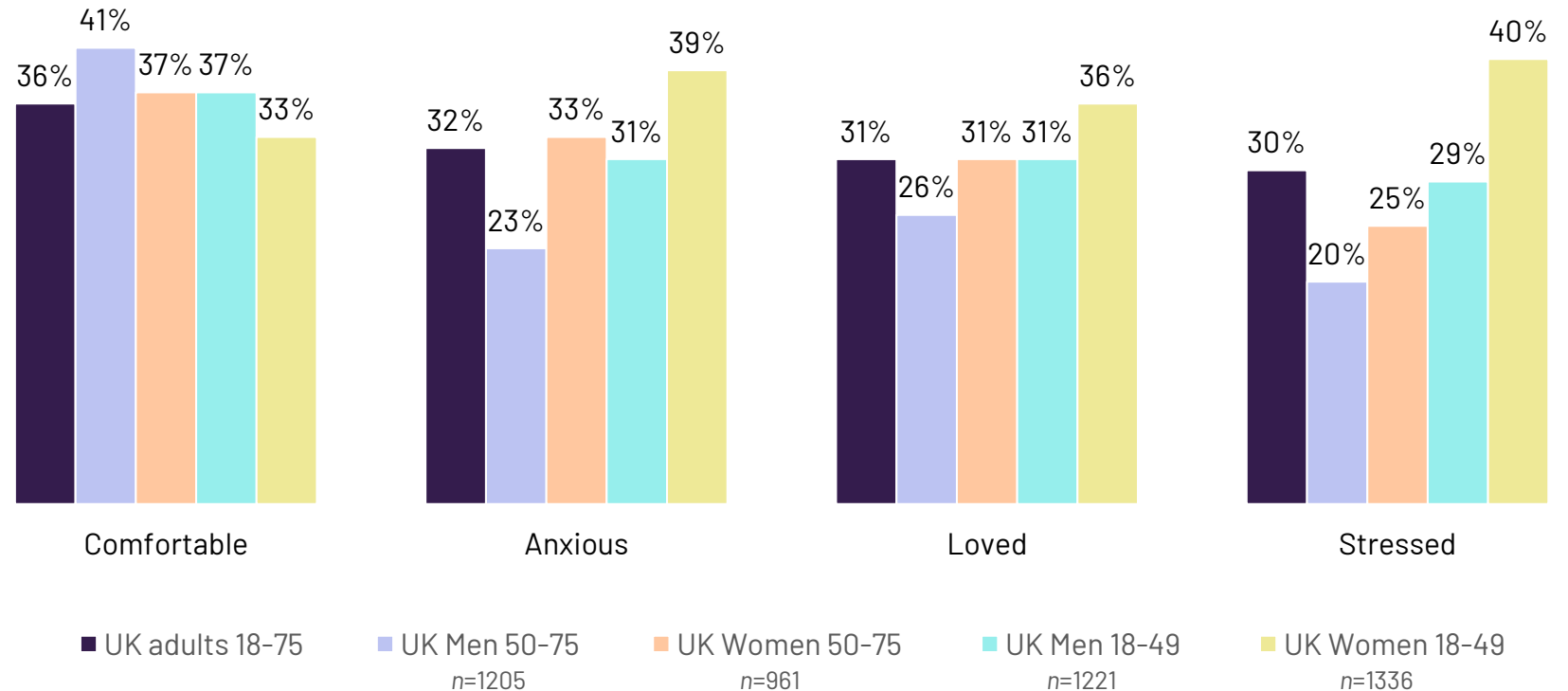
Base: n=1,205 UK men aged 50–75, online fieldwork conducted 4th – 9th September 2024

# Feelings on personal life – four most-selected

Q1. When you think about your personal life currently, which, if any, of the following words describe how you feel?

Base: n=4763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

**Whilst men aged 50-75 were less likely to select either “anxious” or “stressed” than women aged 50-75, they were also less likely to select “loved”**





# Free time

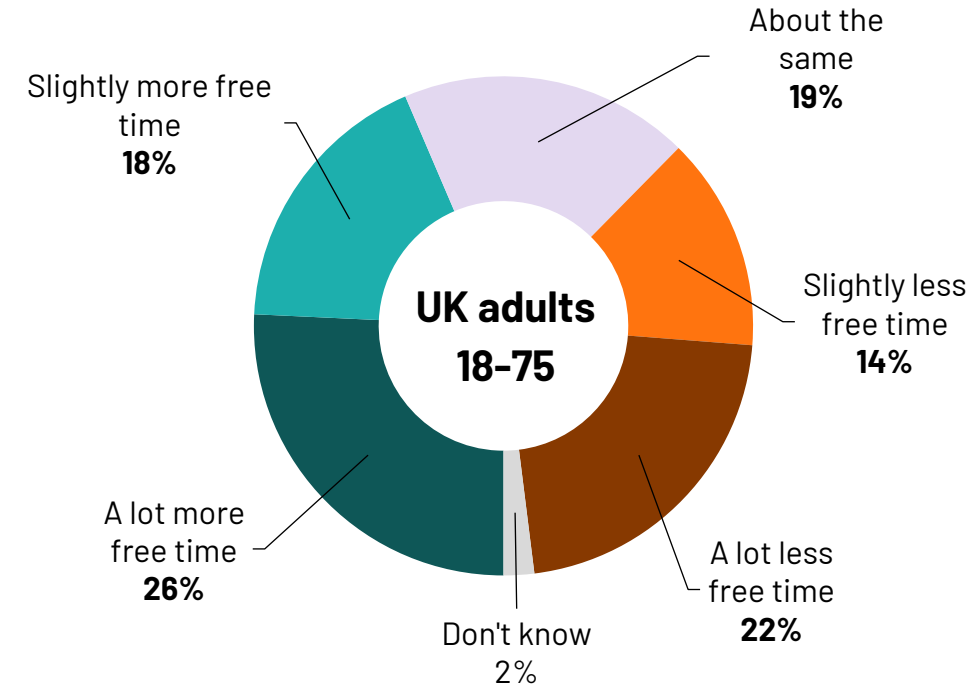
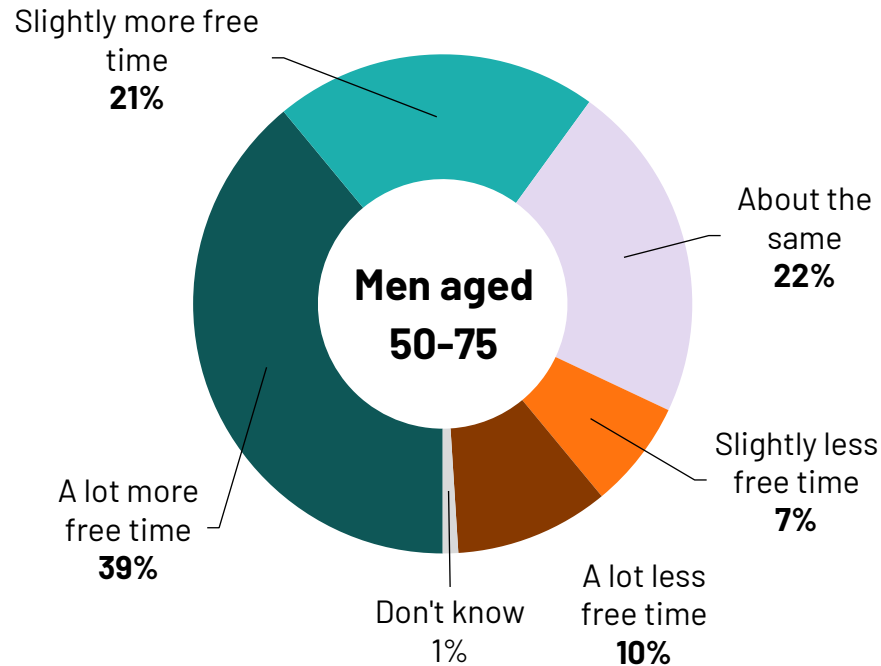
Free time spent alone now,  
compared with 10 years ago

# Free time compared with 10 years ago

Q2. Thinking about the amount of free time that you have by yourself nowadays compared to 10 years ago, would you say you have more, less, or about the same amount?

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

**Around 6 in 10 men aged 50-75 report having more free time (i.e., time spent alone, without specific tasks to carry out) compared to 10 years ago**

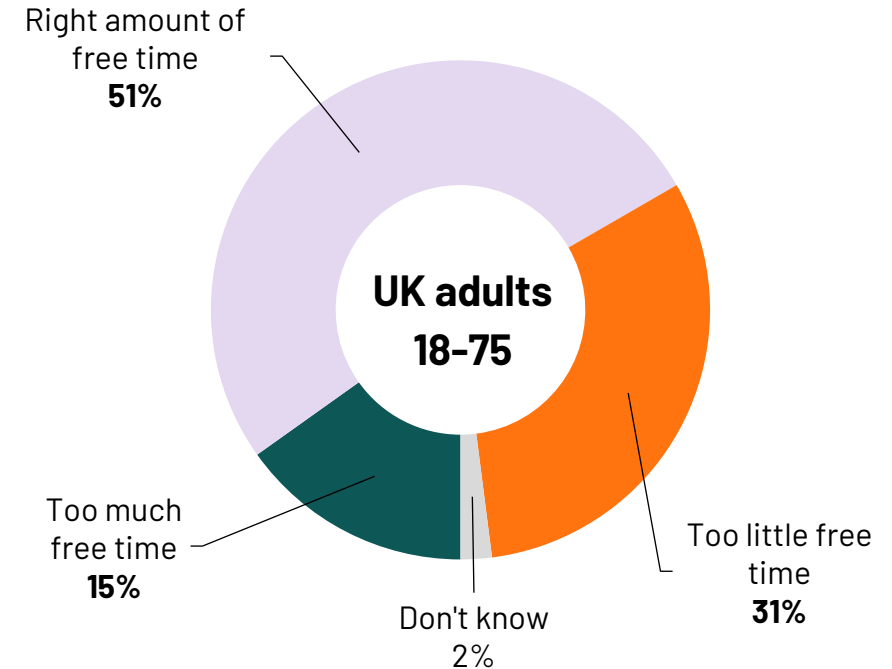
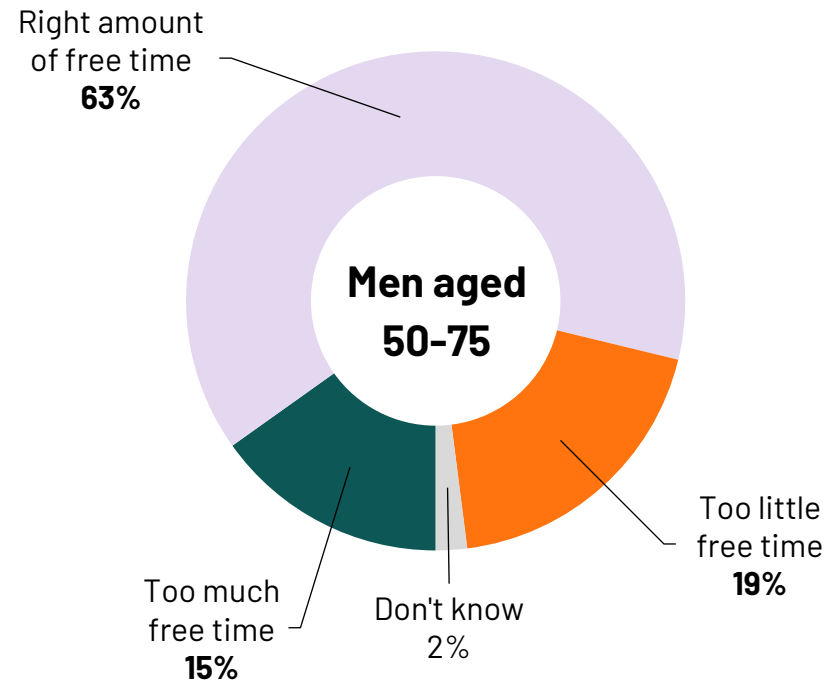


# Free time nowadays

Q3. In general, would you say that nowadays you have too much, too little or about the right amount of free time by yourself?

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

**Just under two-thirds (63%) of men aged 50-75 report having about the right amount of free time by themselves nowadays**



# Free time

**Across the whole sample\* of adults, under half (44%) said that they have “slightly more” (18%) or a lot more” (26%) free time (i.e., time spent alone, without specific tasks to carry out) than they did 10 years ago. However, for men aged 50-75 (n=1,205), this proportion is significantly higher at 60% (21% saying they have “slightly more” free time, and 39% saying they have “a lot more” free time).**

- Among retired men aged 50-75 (n=454), 72% said they have more free time than 10 years ago, compared with 51% of those who are working (i.e., full-time, part-time, or self-employed, n=598).
- Whilst men aged 50-75 were more likely to say they have more free time than they did 10 years ago compared to the main sample of all adults 18-75, they were no more likely to say they have “too much” free time nowadays (15% of men aged 50-75 said this, compared to 15% of adults aged 18-75).
- Within the sample of UK men aged 50-75, those who are retired (n=454) were more likely to say they have too much free time nowadays (19%) compared to the n=598 men aged 50-75 who are working (10%).

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

# Life events

Which of 10 possible life events have people experienced, and, if so, how recently



# Experience of life events

- Respondents were presented with a list of **10 life events** and asked to state whether they have experienced each life event...
  - ...in the past 12 months
  - ...in the past 10 years, but more than 1 year ago
  - ...more than 10 years ago
  - ...never
- Results are split across the next three slides, showing a comparison between UK men aged 50-75 and the total sample (UK adults aged 18-75).
- The results are presented in order of most experienced to least, in terms of the proportion of UK men aged 50-75's likelihood to say whether or not they've experienced it in the past 10 years.

## Life events:

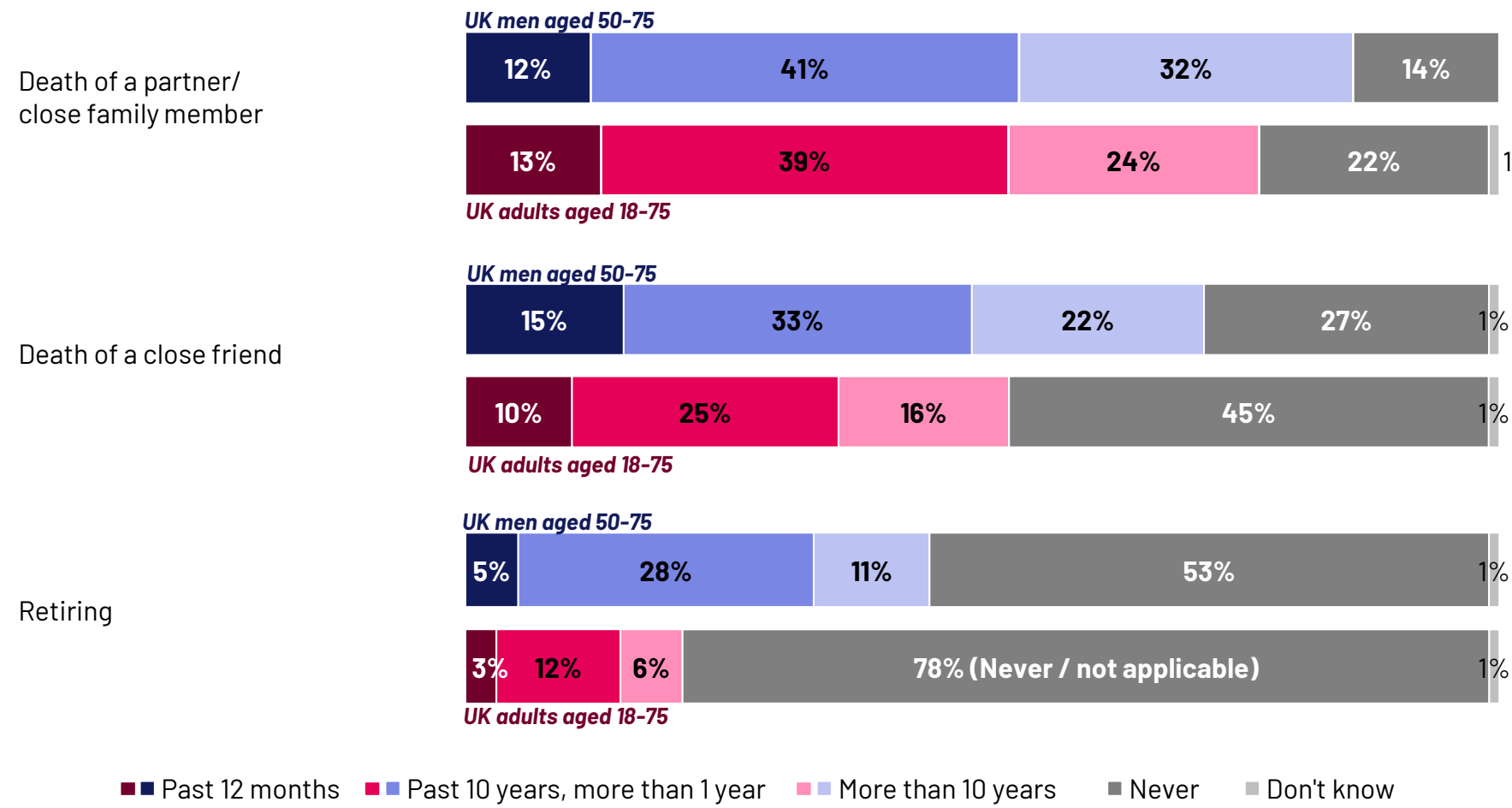
- The death of a partner or close family member
- The death of a close friend
- Retiring from work
- Receiving a promotion in a job
- Losing your job (e.g., being made redundant, being sacked, laid-off, etc.)
- Becoming an "empty nester" – i.e., your child(ren) having left home
- Buying a home
- Getting married/ civil partnership
- Going through a divorce
- Starting a family

# Experience of life events

Q4. For each of the following possible life events, please state whether you have personally experienced this in the past 12 months, the past 10 years, longer ago, or have never experienced this.

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

## Men aged 50-75 are more likely than the wider sample\* to have experienced the death of a close friend, with around half (49%) reporting having done so in the past 10 years

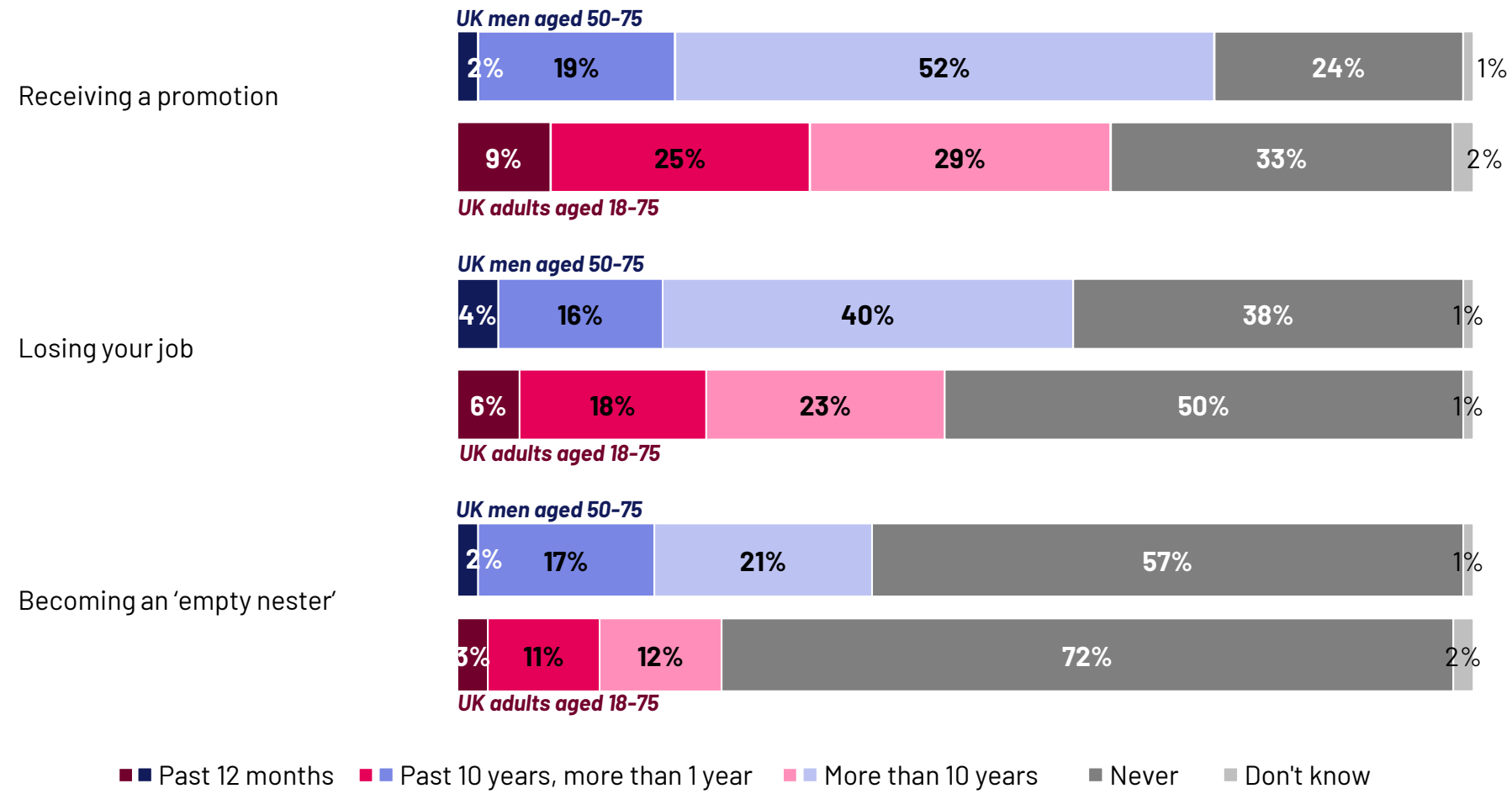


# Experience of life events

Q4. For each of the following possible life events, please state whether you have personally experienced this in the past 12 months, the past 10 years, longer ago, or have never experienced this.

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

## Men aged 50-75 are less likely to have received a promotion at work in the past 10 years compared to UK adults 18-75 (22% vs. 34%)

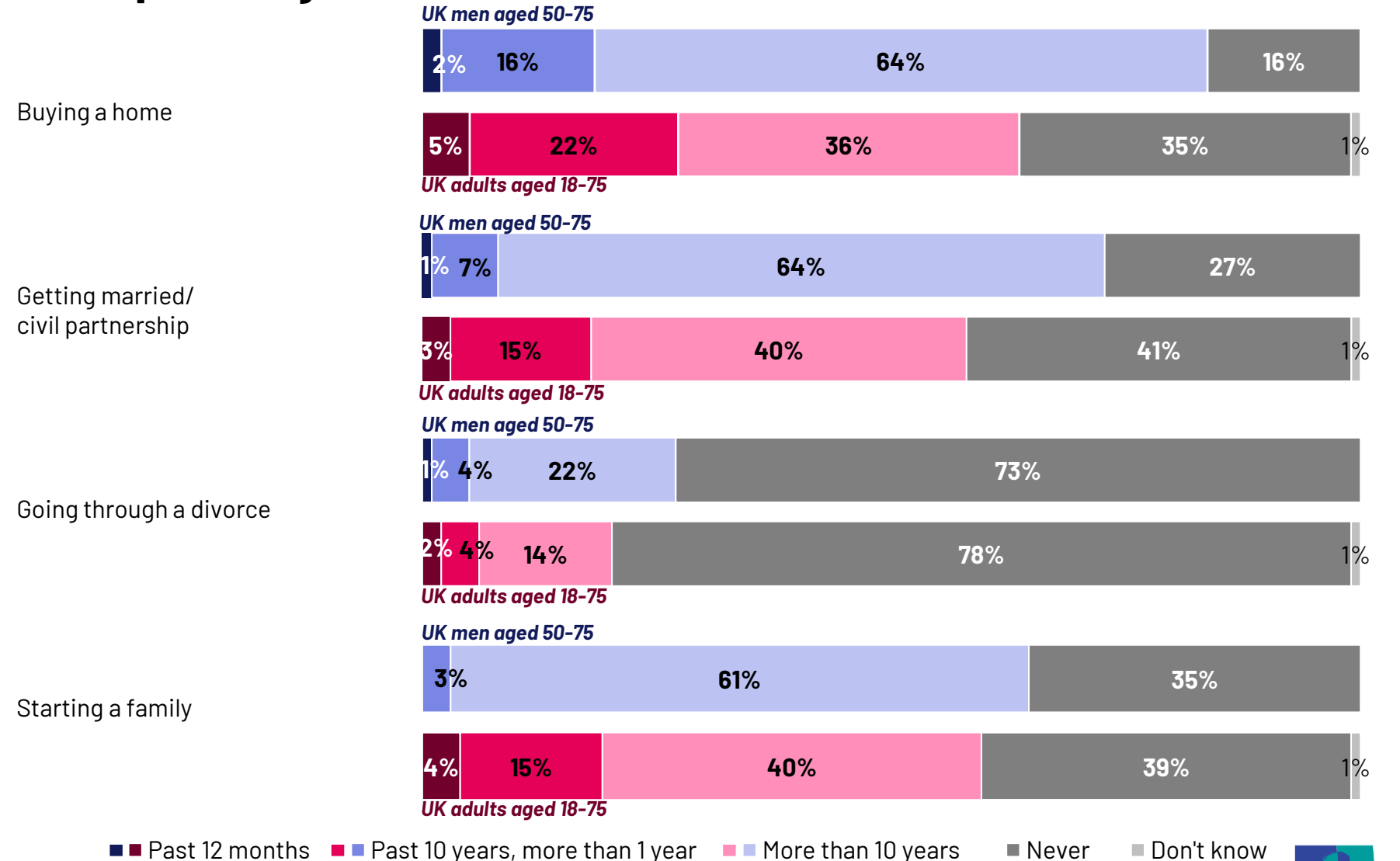


# Experience of life events

Q4. For each of the following possible life events, please state whether you have personally experienced this in the past 12 months, the past 10 years, longer ago, or have never experienced this.

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

Men aged 50-75 are less likely than UK adults 18-75 to have experienced buying a home, getting married or starting a family in the past 10 years.



■ Past 12 months ■ Past 10 years, more than 1 year ■ More than 10 years ■ Never ■ Don't know



# Experience of life events

**Men aged 50-75 (n=1,205) are less likely to have experienced events regarded by some as life's milestones in the past 10 years, including receiving a promotion, buying a home, getting married, or starting a family. Perhaps unsurprisingly, older adults are more likely to have experienced the death of a close friend in the past 10 years. However, there are gender differences here.**

- Men aged 50-75 (n=1,205) are more likely than UK women aged 50-75 (n=961) to have experienced the death of a close friend, both in terms of whether they have experienced this in the past 10 years (49% vs. 42%), or indeed have ever experienced this (71% vs. 62%).
- Men aged 50-75 are more likely than the total sample to have ever experienced becoming an "empty nester", with over 4-in-10 (41%) of this group having done so (vs. a proportion of 25% for the wider sample\*).
- They are also more likely than the total sample\* to have ever experienced a divorce (26% vs. 20%).
- 60% of men aged 50-75 report having experienced losing their job, compared with 47% of the total sample\*.

Base: n=1,205 UK men aged 50-75, n=961 UK women aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024



# Thinking about wellbeing

How often people think about their mental wellbeing, and how often they think about their physical wellbeing

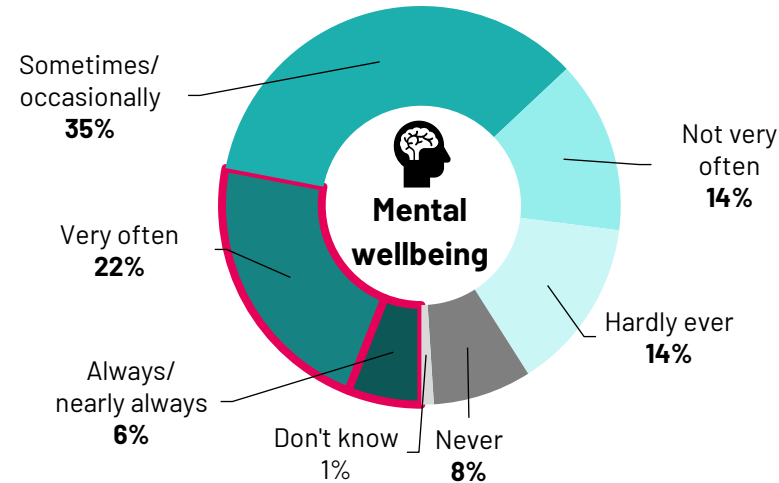
# Awareness of physical and mental well-being

Q5. Thinking more generally now, how often, if at all, would you say you think about the following?

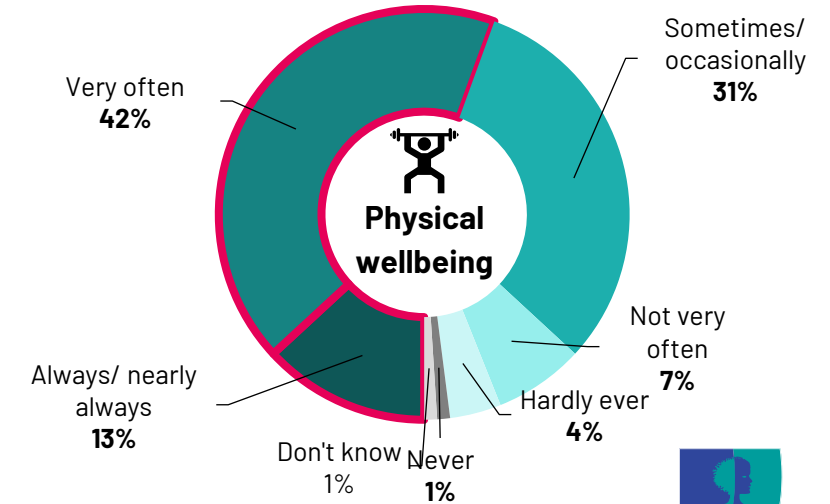
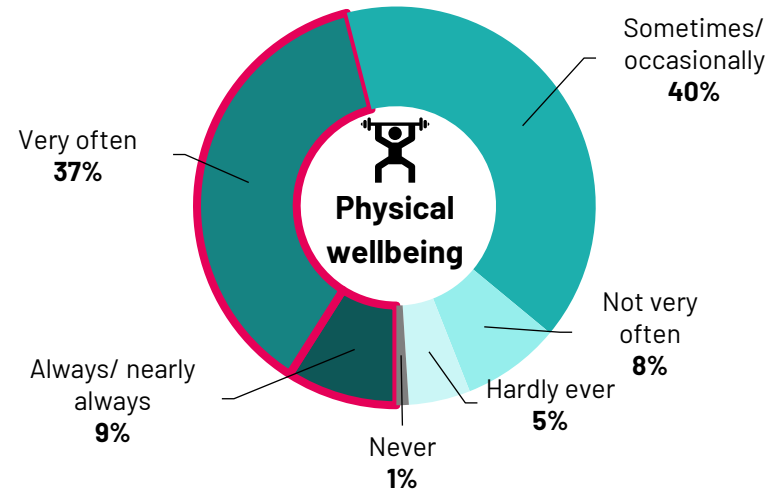
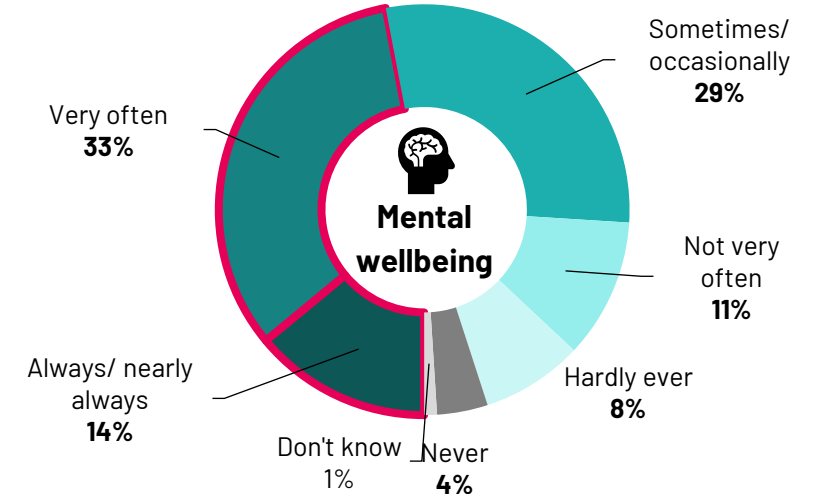
Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

## UK men aged 50-75 report thinking about their physical health more often than their mental health

Men aged 50-75



UK adults aged 18-75



# Thinking about wellbeing

**When looking at the proportions of UK men aged 50-75 ( $n=1,205$ ) who think about their mental wellbeing and their physical health at least “very often”, these are both lower than those for the wider sample\*.**

**They appear to think about their mental health less often than their physical health.**

- 28% of men aged 50-75 think about their mental wellbeing at least “very often”. For physical wellbeing, this proportion is 45% – significantly higher.
- Conversely, 22% of men aged 50-75 reported thinking about their mental wellbeing “hardly ever” or “never”. For physical wellbeing, this proportion is significantly lower, at 6%.
- Whilst there is no significant difference between the men aged 18-49 ( $n=1,221$ ) and women aged 18-49 ( $n=1,336$ ) in terms of the proportion reporting thinking about their mental wellbeing at least “very often”, there appears to be a gender difference among the 50-75’s, with 28% of men in this age band reporting doing this, vs. 40% of the women in the same age group.

Base:  $n=1,205$  UK men aged 50-75,  $n=1,221$  UK men aged 18-49,  $n=1,336$  UK women aged 18-49,  $n=4,763$  UK adults aged 18-75, online fieldwork conducted 4th – 9th September 2024

# Support for mental wellbeing

Where people would go if they needed support with their mental health

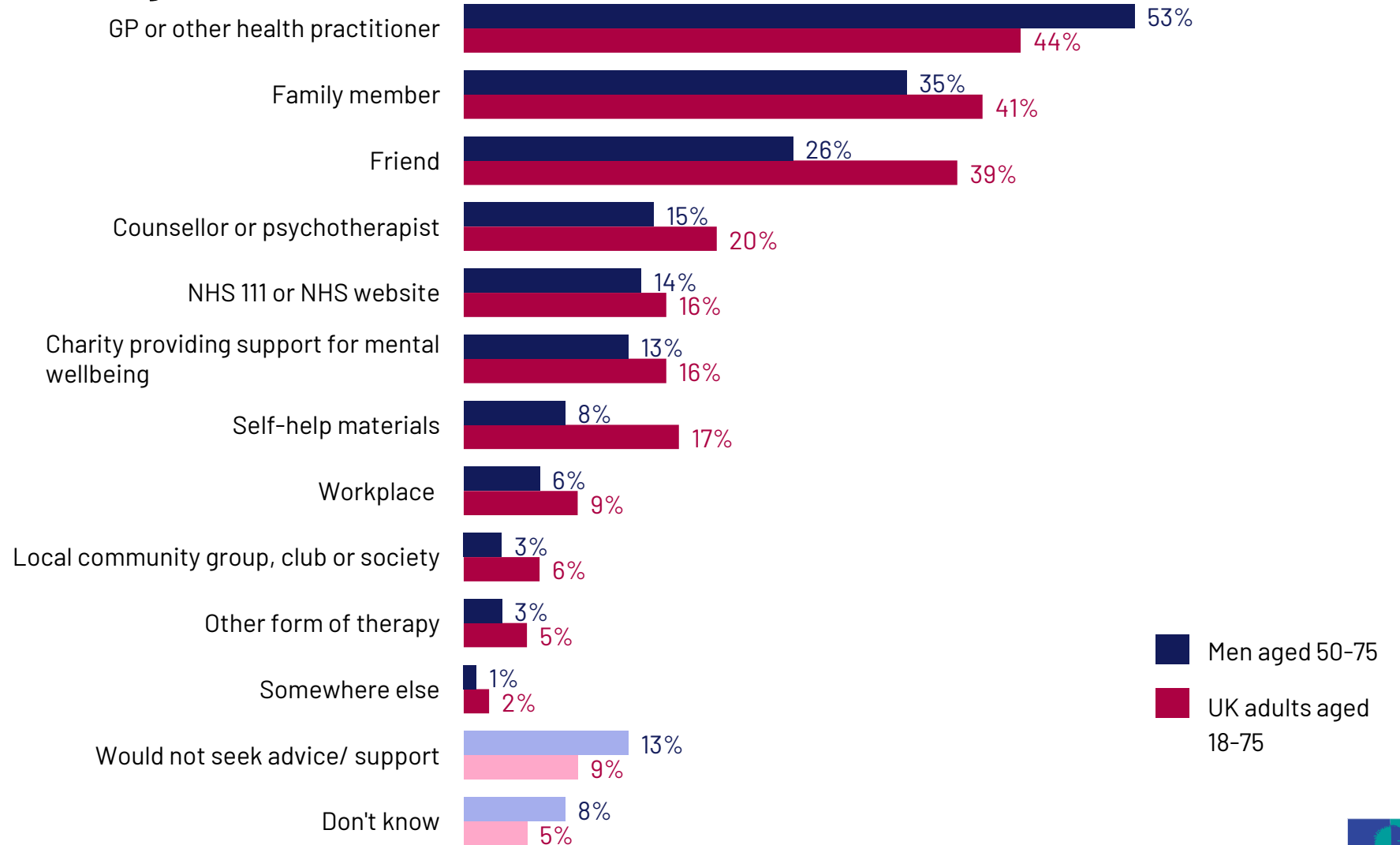


# Support for mental well-being

Q6. Where would you go, if anywhere, if you wanted to speak to someone or needed support for your mental wellbeing?

Base: n=1,205 men aged 50-75, n=4,763 total sample, online fieldwork conducted 4th - 9th September 2024

## Men aged 50-75 are more likely to say they would go to a health practitioner, but less likely to say they would go to a friend or family member\*





# Support for mental well-being

**Whilst “GP or other health practitioner” was the most-selected answer by both the wider sample\* and by men aged 50-75, this was the only listed source that men aged 50-75 were more likely to go to (i.e., more likely than the wider sample). For almost every other one of the sources shown, men aged 50-75 were significantly less likely to turn to it.**

- Men aged 50-75 were more likely than the wider sample\* to choose “I wouldn’t seek advice or support” at this question (13% vs. 9%). They were also more likely to select this than their younger male counterparts, of whom 9% selected this option (males aged 18-49, n=1,221).

Base: n=1,205 UK men aged 50-75, n=961 UK women aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

- Aside from “GP or other health practitioner”, the only other source that men aged 50-75 were not significantly less likely to say they’d go to is “NHS 111 or the NHS website”.
- Around a quarter (26%) of men aged 50-75 selected “A friend” when asked where they would go if they wanted to speak to someone or needed support for their mental health. The

proportion of women aged 50-75 selecting this is significantly higher, at over a third (36%).

- Women aged 50-75 were around twice as likely than their male counterparts to select “Self-help materials” at this question (15% and 8% of each group selected this option, respectively).

# Social circles

Perceptions around social circles  
now vs. 10 years ago

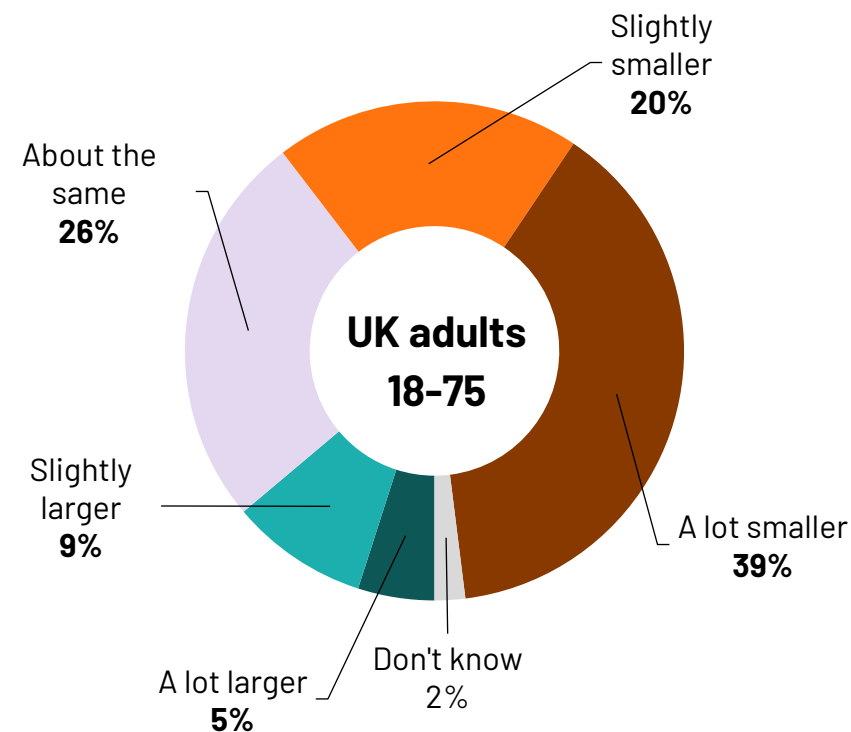
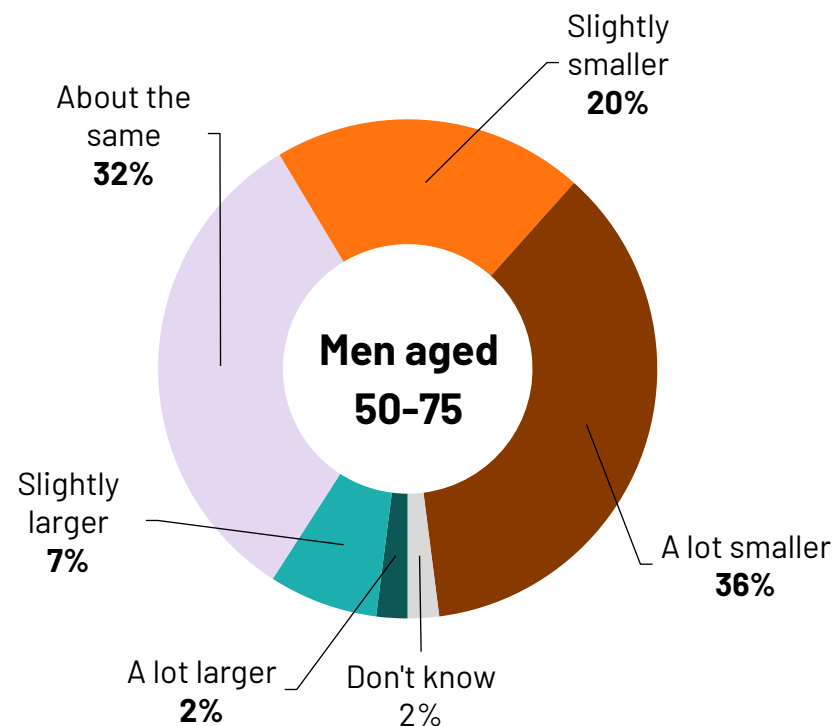


# Social circle compared to 10 years ago

Q7. Thinking about your social circle nowadays compared to whoever your social circle was 10 years ago, would you say it is larger, smaller, or about the same in size?

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

## Over half of men aged 50-75 report having a smaller social circle nowadays compared to 10 years ago

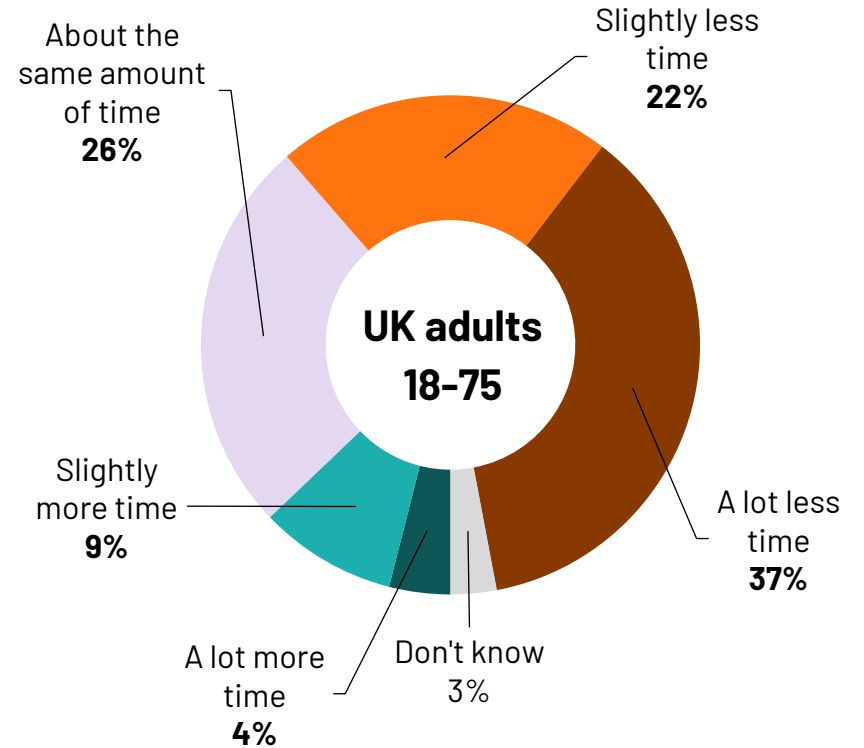
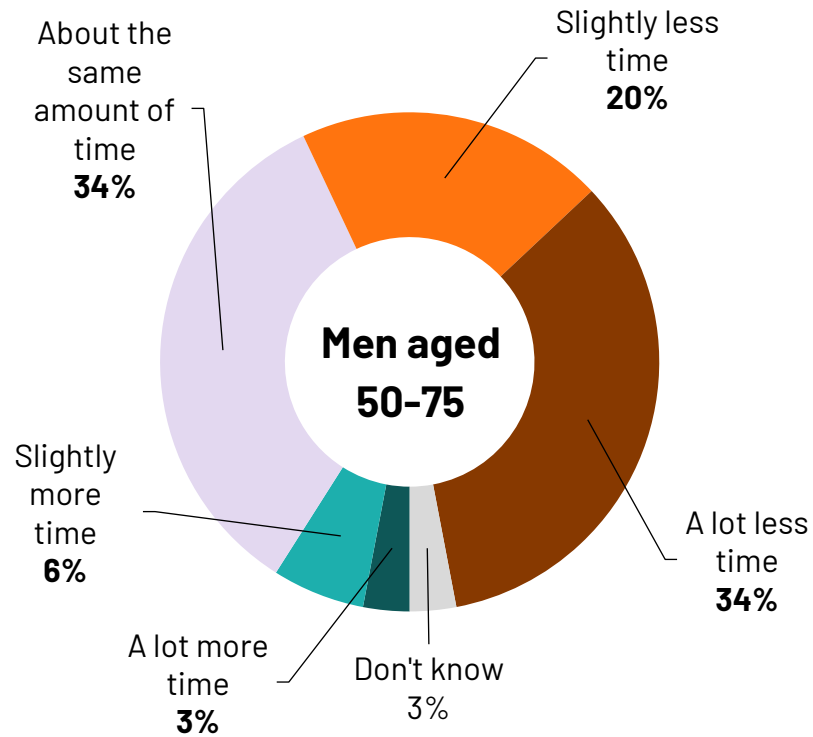


# Time spent with social circle compared to 10 years ago

Q8. Would you say that, nowadays, you spend more, less, or about the same amount of time in contact with your social circle, compared to your social circle 10 years ago?

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

## Over half of men aged 50-75 report spending less time with their social circle nowadays compared to 10 years ago



# Social circles

**The perceptions among over half of men aged 50-75 (n=1,205), and indeed over half of the wider sample\*, is that their social circle is smaller today than it was 10 years ago, and that they are spending less time with their social circle today compared with 10 years ago.**

- 56% of respondents who are men aged 50-75 said that their social circle is either slightly (20%) or a lot (36%) smaller than it was 10 years ago. This is not unique to this cohort, with 59% of all UK adults aged 18-75 reporting a smaller social circle.
- 54% of men aged 50-75 said that they either spend slightly less (20%) or a lot less (34%) time with their social circle than they did 10 years ago. For the wider sample of UK adults aged 18-75, the proportion reporting less time spent with their social circle is 59%.
- Just 9% of men aged 50-75 report spending more time with their social circle nowadays. This proportion is higher among women in the same age group (n=961), at 12%.

Base: n=1,205 UK men aged 50-75, n=961 UK women aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024



# The past 12 months

Whether respondents have experienced particular negative concerns or feelings



# Experience of negative concerns or feelings

- Respondents were presented with 15 different potentially negative concerns or feelings, and were asked, for each one, whether or not they had experienced it in the past 12 months.
- As with the answer lists to most questions posed in the research, the 15 items were presented in randomised order.
- Results for men aged 50-75 ( $n=1,205$ ) are shown on the next slide, with results for the wider sample (i.e., UK adults aged 18-75) shown at the end of this section.
- The results for men aged 50-75 are presented in order of most experienced to least. The results for the wider sample are presented in this same order (i.e., most to least for men aged 50-75) in order to enable easier comparison between the two charts.

## Respondents were asked to state whether or not they had experienced each of the following in the past 12 months:

- Feeling fearful about the future
- Feeling burnt out, or exhausted
- Experiencing feelings of anxiety or depression
- Losing confidence in yourself
- Feeling as though you don't have enough time for yourself
- Feeling lonely or isolated
- Feeling that your life has less meaning than it used to
- Concerns for your own health
- Concerns for the health of a partner or close family member
- Feeling that you may be consuming too much alcohol
- Feeling that you are being less active than you used to be
- Losing connections with friends and family
- Feeling less physically mobile/ agile than you used to
- Struggling to find meaning in my current job\*
- Fears about becoming unemployed\*\*

\* Asked only to workers (inc. self-employed)

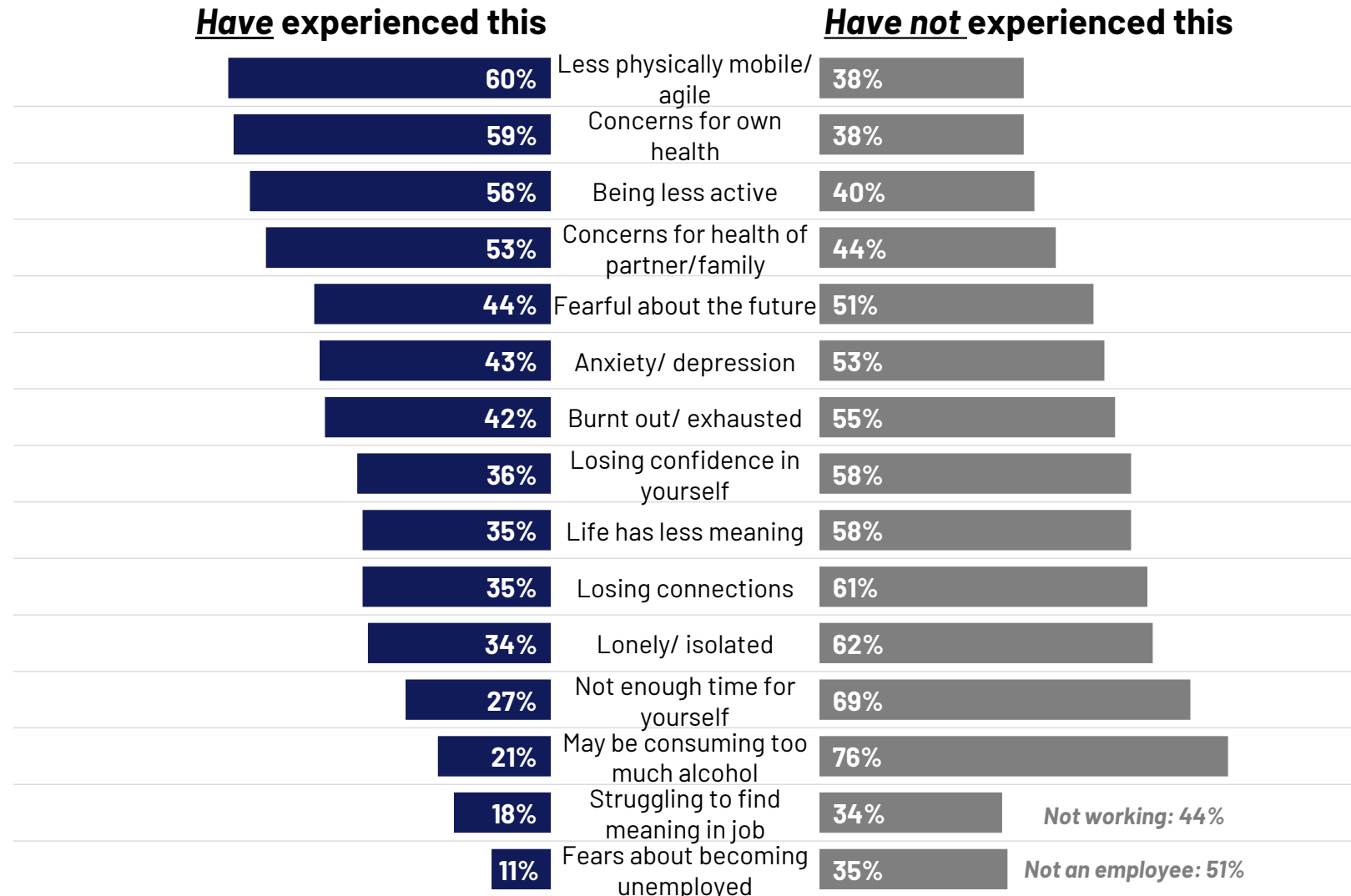
\*\* Asked only to those who are full or part-time employees

# Experience of negative concerns or feelings, men 50-75

Q9. Have you, or have you not, experienced the following in the past 12 months?

Base: n=1,205 men aged 50-75, online fieldwork conducted 4th - 9th September 2024

Concerns or feelings that over half of men aged 50-75 said they'd experienced all relate to health, agility and activeness



# Experience of negative concerns or feelings

**Of the 15 areas shown, men aged 50-75 were most likely to have experienced those relating to their own physical agility/ levels of activity, or their own or other's health. After these four areas, the next-most likely to have been experienced by this cohort are feeling fearful about the future (44%), feelings of anxiety or depression (43%), and feelings of burnout (42%).**

- In terms of those experiencing “feeling less physically mobile/ agile than you used to”, it is perhaps not surprising that those in the 50-75 bands are more likely to have done so, both for men and women when compared to their 18-49 year-old counterparts (60% vs. 41% for men, 63% vs. 48% for women).
- In terms of the proportions experiencing feeling they are

being less active than they used to, this change between 18-49s and 50-75s holds true for men (52% vs. 56% respectively), but not for women (62% vs. 63% respectively).

- When it comes to concern for their own health, and also concern for the health of a close family member or partner, perhaps surprisingly these do not appear to be

significantly higher in the older aged band for either gender. For example, in terms of “concerns for your own health”, for men the proportions experiencing this are 55% for 18-49s and 59% for 50-75s. For women these percentages are 65% and 65% respectively. Across both age bands, women are more likely than men to have experienced this concern.

Base: n=1,205 UK men aged 50-75, n=961 UK women aged 50-75, n=1,221 men aged 18-49, n=1,336 women aged 18-49, full sample n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

# Experience of negative concerns or feelings (...continued)

In terms of men aged 50-75, after the four areas of concern about their own or others' health, and concerns about agility and activity levels, the next-most experienced areas are arguably more directly relevant to mental health - i.e., feeling fearful about the future (44%), feelings of anxiety or depression (43%), and feelings of burnout (42%).

- For these three areas, when comparing men aged 18-49, men aged 50-75, women aged 18-49 and women aged 50-75, the men aged 50-75 are significantly less likely than any of these other groups to have reported experiencing these in the past 12 months.
- A chart showing how the full sample (i.e., UK adults aged 18-75) answered for the 15 areas is shown on the next slide.

Base: n=1,205 UK men aged 50-75, n=961 UK women aged 50-75, n=1,221 men aged 18-49, n1,336 women aged 18-49, full sample n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

Proportions reporting experiencing each in the past 12 months:

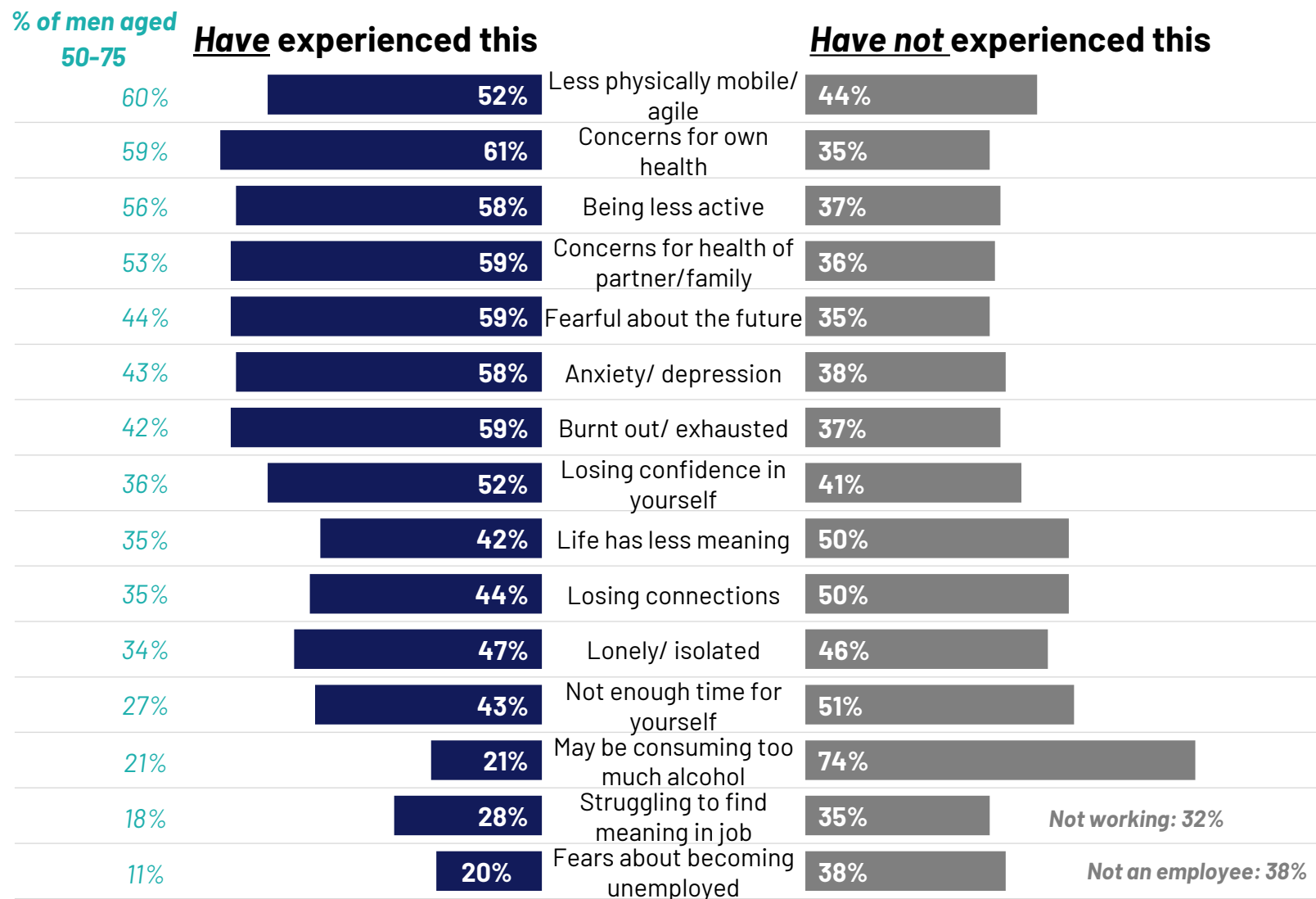
	Men 50-75	Women 50-75	Men 18-49	Women 18-49
<i>n</i>	1,205	961	1,221	1,336
<b>Fearful about future</b>	44%	57%	60%	70%
<b>Feelings of anxiety or depression</b>	43%	55%	57%	71%
<b>Feeling burnt out, or exhausted</b>	42%	48%	63%	75%

# Experience of negative concerns or feelings, UK adults 18-75

Q9. Have you, or have you not, experienced the following in the past 12 months?

Base: n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

**“Feeling less physically mobile/ agile than you used to” is the only area that men 50-75 were more likely than the wider sample\* to say they’ve experienced in the past 12 months**



# Access to in-person groups

Perceptions of any benefits of access to a group, club or society

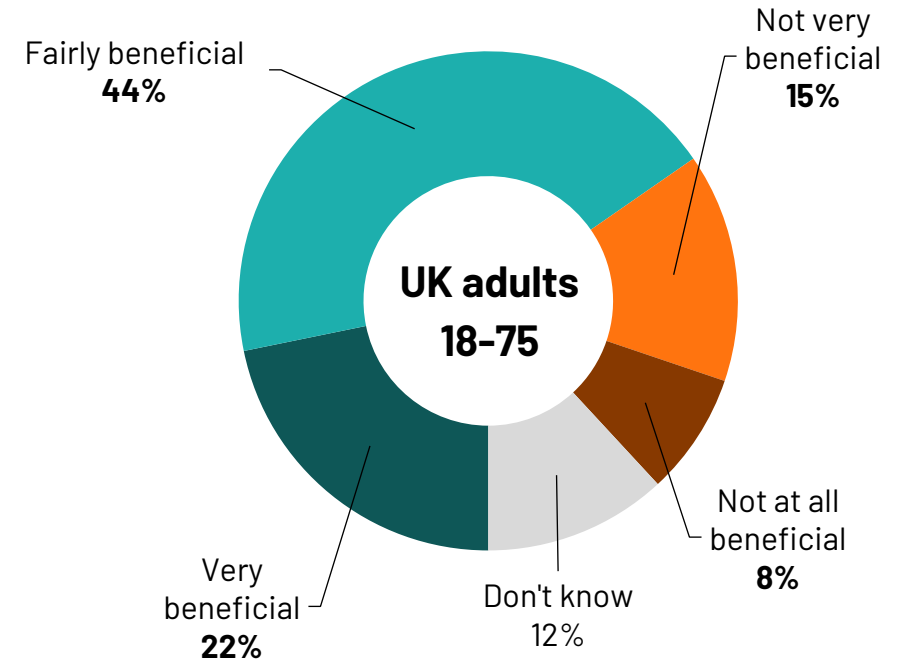
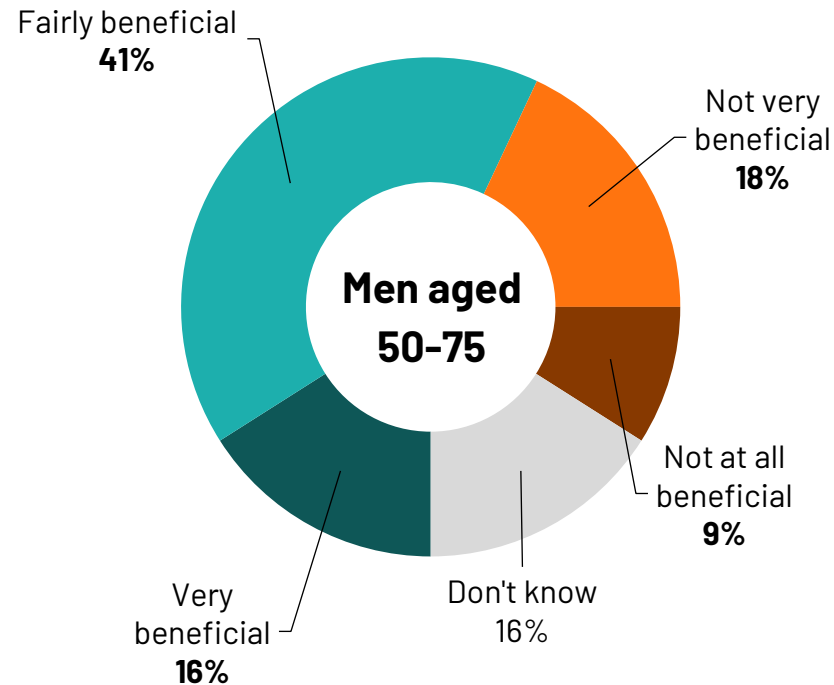


## Access to in-person groups

Q10. Alongside any current social circle that you have, imagine you had access to a group, club or society where you could spend time, in-person, with other people. How beneficial, or not, do you think personally attending something like this would be for your mental wellbeing?

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

**56% of men aged 50-75 feel access to an in-person group would be beneficial for their mental wellbeing – a lower proportion than for all adults 18-75 (66%)**



# Access to in-person groups

**Two-thirds (66%) of all respondents\* selected “very” (22%) or “fairly” (44%) beneficial when asked how beneficial, or not, personally attending a group, club or society would be for their mental wellbeing.**

- Men aged 50-75 (n=1,205) were less likely to say “very” or “fairly” beneficial (56%) than their younger counterparts (74% among men aged 18-49).
- Within this same cohort (i.e., men aged 50-75), there are no significant differences between the proportions saying that this would be beneficial in terms of whether or not they were working, are retired, have children at home or have experienced becoming an “empty nester”.
- The proportion of women aged 50-75 who said that attending a group, club or society would be beneficial (60%) is not significantly different to their male 50-75 year-old counterparts (56%). However, like the men aged 50-75, women in this age band are significantly less likely to say it would be beneficial than their younger counterparts (69% among women aged 18-49).

Base: n=1,205 UK men aged 50-75, n=961 UK women aged 50-75, n=1,221 men aged 18-49, n=1,336 women aged 18-49, full sample, n=598 UK men aged 50-7 working, n=454 men aged 50-75 retired, n=307 men aged 50-75 with children in HH, n=446 men aged 50-75 who have become “empty nesters”, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

# Community organisations

Levels of agreement with statements about community organisations and perceived benefits for those joining one

# Statements about community organisations

- Respondents were presented with a list of **5 statements** related to community organisations and asked to state the extent to which they agree or disagree with each statement. As well as “don’t know”, the response options were as follows:
  - **Strongly agree**
  - **Tend to agree**
  - **Neither agree nor disagree**
  - **Tend to disagree**
  - **Strongly disagree**
- Results are split across the following two slides, showing a comparison between UK men aged 50-75 and total sample (UK adults aged 18-75).
- The results are presented in order of most agreement to least, in terms of the proportion of UK men aged 50-75’s likelihood to say that they agree (either strongly agree or tend to agree) with each statement.
- For concision, the statements on the charts have been shortened – the full statements are shown on the right-hand side of this slide.

## Statements:

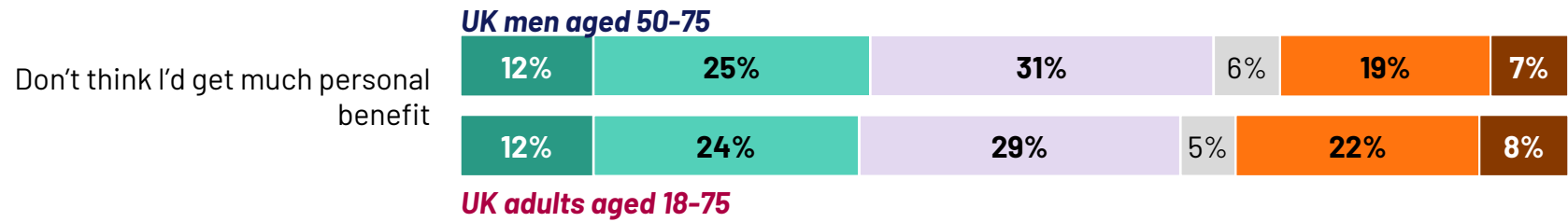
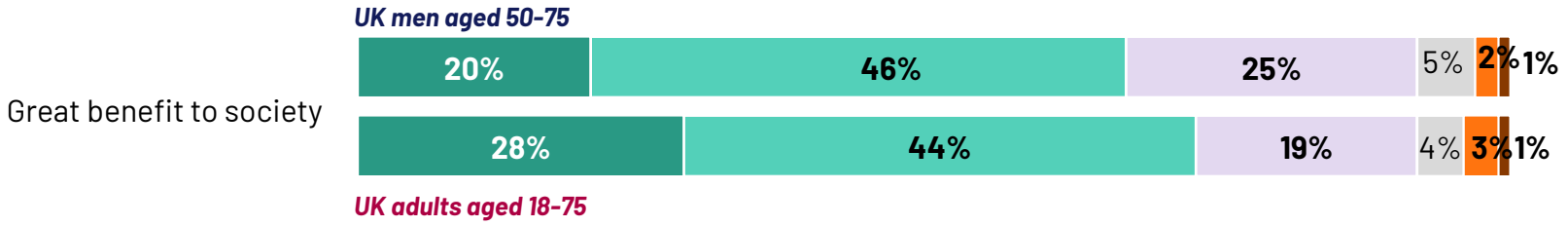
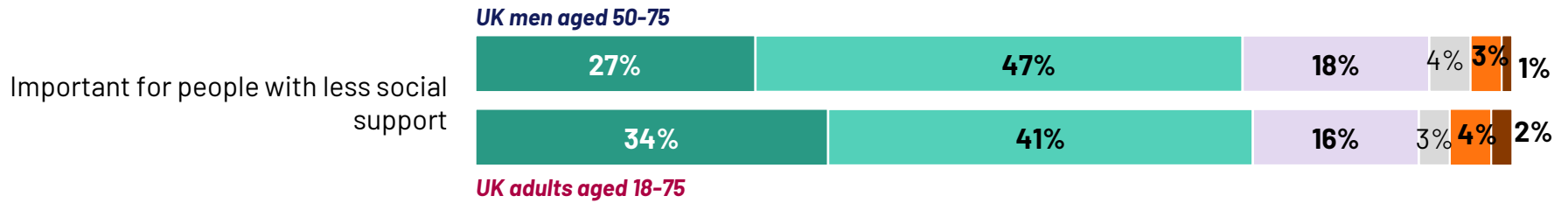
- Community organisations are important for people in society who have less social support than others
- Community organisations are of great benefit to society
- I don’t think I would get much benefit from attending a community organisation
- Community organisations are for people like me
- Time and resources would be better used elsewhere, rather than on community organisations

# Statements about community organisations

Q11. Community organisation(s) are typically run by local volunteers. They are spaces where people can come together to meet in-person, and take part in fun, practical and social activities in a friendly environment. Thinking about this, to what extent do you agree or disagree with each of the following statements?

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

## 74% of men aged 50-75 agree with the statement “Community organisations are important for people in society who have less social support than others”



Strongly agree   Tend to agree   Neither agree nor disagree   Don't know   Tend to disagree   Strongly disagree

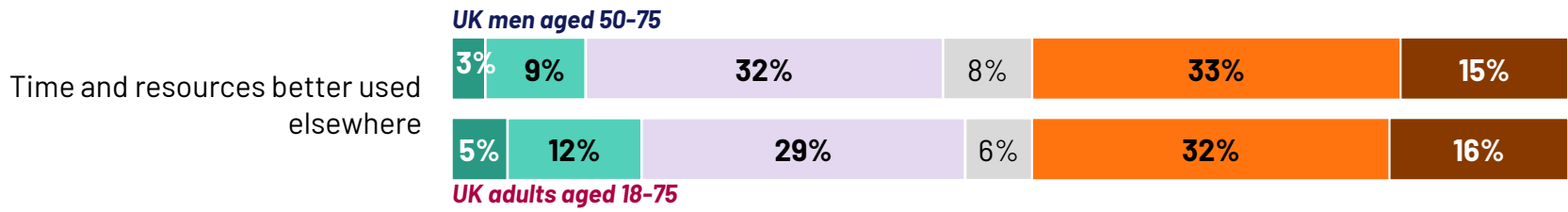
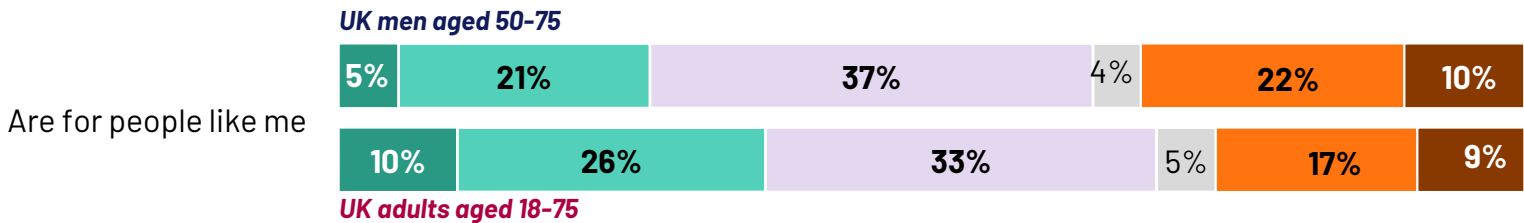


# Statements about community organisations

Q11. Community organisation(s) are typically run by local volunteers. They are spaces where people can come together to meet in-person, and take part in fun, practical and social activities in a friendly environment. Thinking about this, to what extent do you agree or disagree with each of the following statements?

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

Men aged 50-75 are less likely than the wider sample of adults 18-75 to agree with the statement “Community organisations are for people like me” (26% and 36% respectively)



Strongly agree   Tend to agree   Neither agree nor disagree   Don't know   Tend to disagree   Strongly disagree





# Statements about community organisations

**Of the five statements shown, the two most likely to be agreed with (i.e., either “strongly agree” or “tend to agree”) by those surveyed\* were “Community organisations are important for people in society who have less social support than others” (75% agreed) and “Community organisations are of great benefit to society” (72% agreed).**

- Men aged 50-75 (n=1,205) were less likely than the wider sample\* to agree with the statement “Community organisations are of great benefit to society” (the proportions selecting either strongly agree or tend to agree were 66% vs. 72% respectively).
- However, men aged 50-75 were less likely than the wider sample\* to disagree with the statement “I don't think I would get much benefit from attending a community organisation” (26% vs. 30% respectively).
- When presented with the statement “Community organisations are for people like me”, over a third (36%) of the wider sample\* agreed. Among men aged 50-75, this proportion is lower, at 26%. Within this cohort (i.e., men aged 50-75), those working (n=598) were more likely to agree than those (n=454) who are retired (28% vs. 21% respectively).

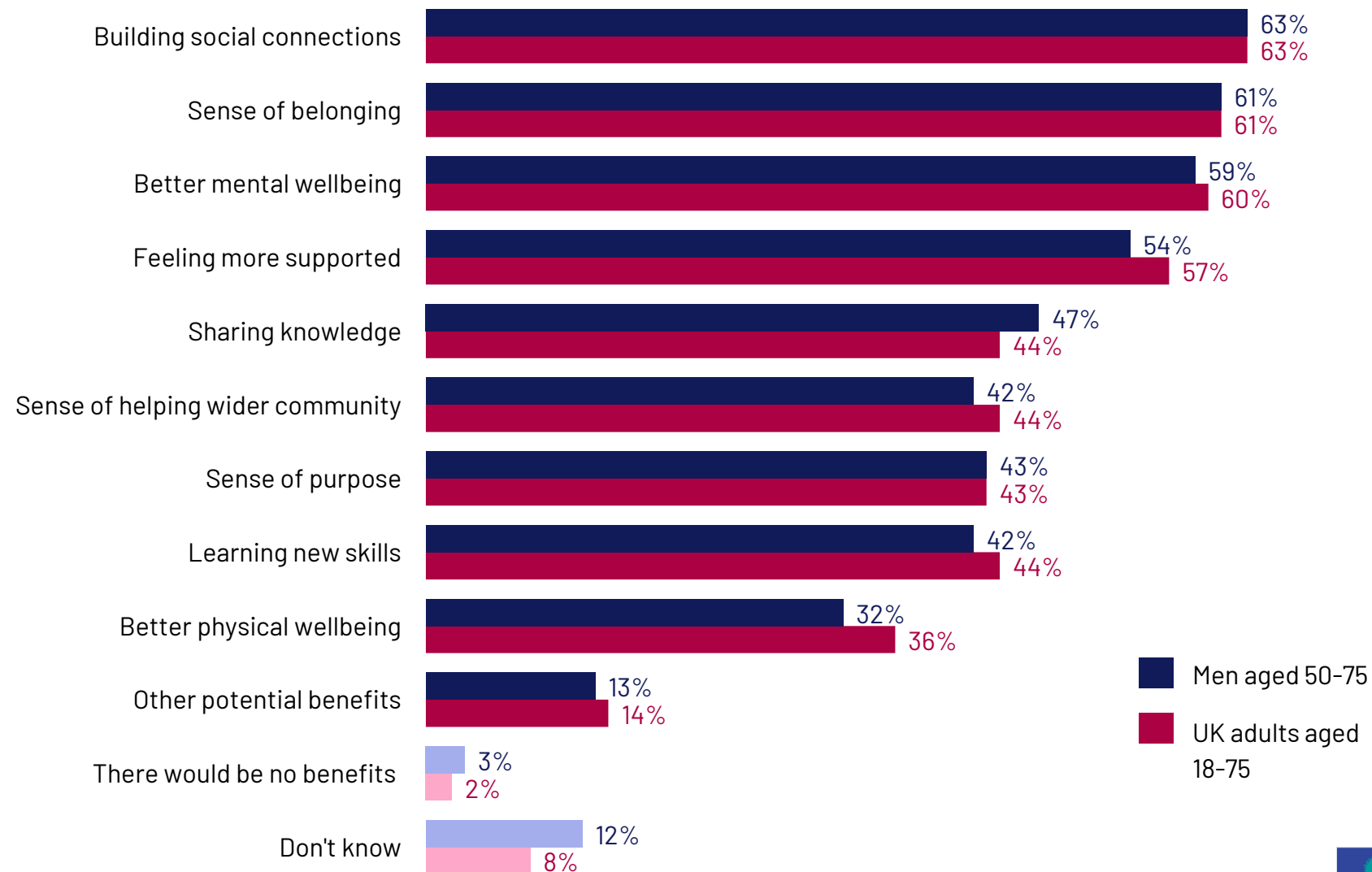
Base: n=1,205 UK men aged 50-75, n=598 UK men aged 50-7 working, n=454 men aged 50-75 retired, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

# Benefits for someone joining a community organisation

Q12. What, if anything, do you think are potential benefits for someone joining a community organisation?

Base: n=1,205 men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

**For both men aged 50-75 and the wider sample\*, the top three most-selected benefits were building social connections, feeling a sense of belonging, and better mental wellbeing**



# Alcohol consumption

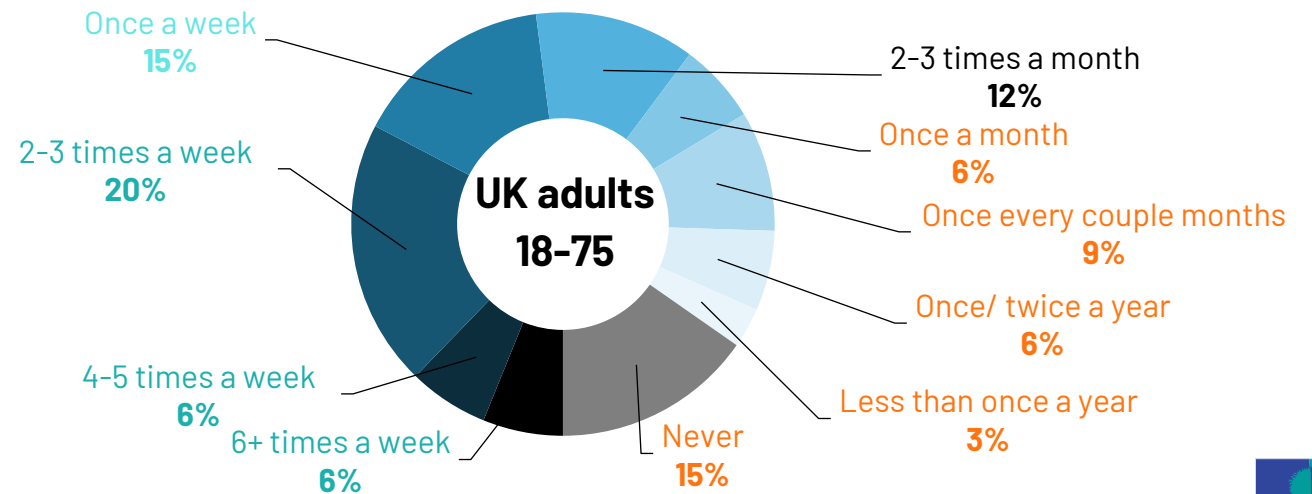
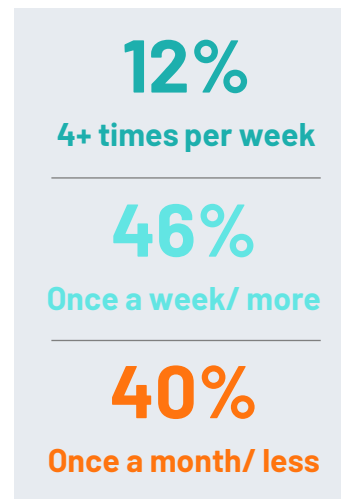
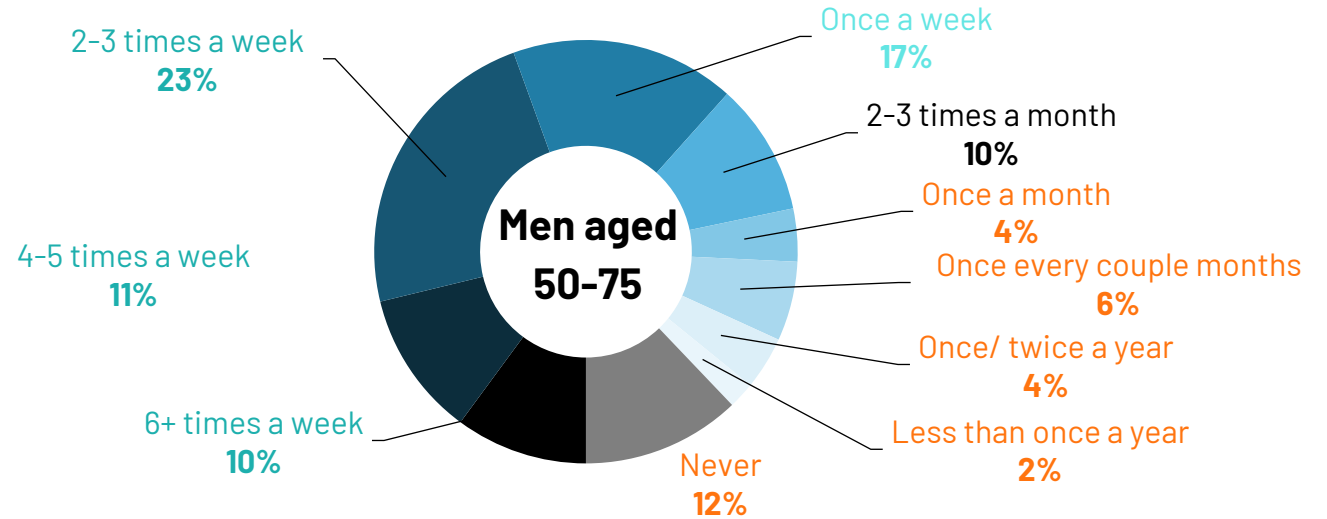
Frequency of drinking

# Alcohol consumption frequency

Q13. On average, how frequently, if ever, do you personally consume alcoholic drinks (e.g., beer, wine, spirits, etc.)?

Base: n=1,205 UK men aged 50-75, n=4,763 UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024

**1 in 5 UK men aged 50-75 reported consuming alcohol on 4 or more occasions per week – a significantly higher proportion than the wider sample\***

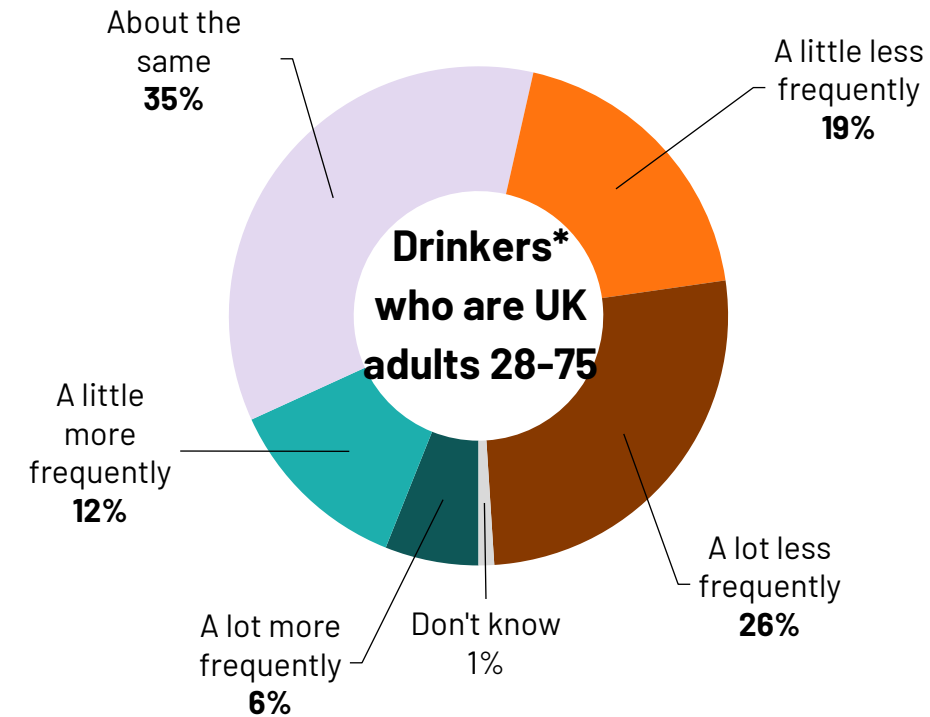
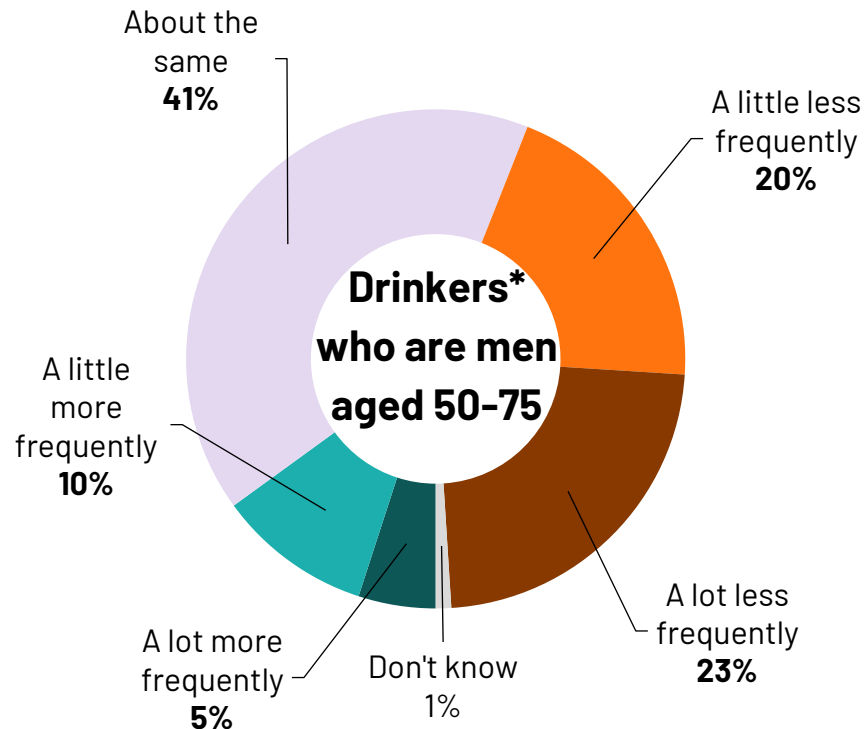


# Alcohol consumption frequency

Q14. Thinking about how frequently you personally consume alcoholic drinks (e.g., beer, wine, spirits, etc.), would you say that you do this more frequently or less frequently than you did 10 years ago, or is this about the same?

Base: n=1,204 men aged 50-75 who drink alcohol at least annually, n=3,241 UK adults aged 18-75 who drink alcohol at least annually, online fieldwork conducted 4th - 9th September 2024

## 44% of men aged 50-75 who drink at least annually report drinking less frequently than they did 10 years ago



# Alcohol consumption frequency

**When comparing 50-75s with 18-49s, both men and women report drinking more frequently than their younger counterparts. For both men and women, respondents from the 50-75 age cohorts were around twice as likely to report drinking four or times a week than those aged 18-49 (20% vs. 12% for men, and 12% vs. 6% for women in the respective age bands).**

- When it comes to retirees among men aged 50-75 ( $n=454$ ), they are significantly more likely to report drinking more frequently than their working counterparts ( $n=598$ ). The proportions reporting drinking at least four times a week in these two groups are 24% and 18% respectively. When looking at the answers from women, the proportions in the corresponding groups are not significantly different.
- Women aged 50-75 with no children in the household ( $n=691$ ) are more likely to report drinking four or more times a week (14%) compared to those with children ( $n=270$ ) in the household (6%). When looking at the equivalent groups among male respondents, this difference is not observed, with a proportion of 20% in both groups.

Bases:  $n=1,205$  UK men aged 50-75,  $n=961$  UK women aged 50-75,  $n=1,221$  men aged 18-49,  $n=1,336$  women aged 18-49,  $n=598$  men aged 50-75 working,  $n=454$  men aged 50-75 retired,  $n=430$  women aged 50-75 working,  $n=351$  women aged 50-75 retired,  $n=898$  men aged 50-75 with no children in HH,  $n=307$  men aged 50-75 with children in HH,  $n=691$  women aged 50-75 with no children in HH,  $n=270$  women with children in HH. Full sample base:  $n=4,763$  UK adults aged 18-75, online fieldwork conducted 4th - 9th September 2024



# Alcohol consumption frequency (...continued)

**Those who drink at least annually, and who were of drinking age 10 years ago were then asked to compare the frequency of their drinking nowadays to 10 years ago.**

- Despite male drinkers aged 50-75 ( $n=1,024$ ) appearing to drink more frequently than their younger counterparts (men aged 28-49  $n=752$ ), only 15% of them report drinking more frequently nowadays, perhaps suggesting these differences in frequency may be down to generational factors rather than something that increases with age.
- In fact, when comparing both drinkers who are men ( $n=1,024$ ) and women ( $n=733$ ) aged 50-75 with 18-49s, the men aged 18-49 ( $n=752$ ) were significantly more likely to report drinking more frequently (compared to 10 years ago) than any of the other groups (27% for this group vs. 15% of men 50-75, 18% of women aged 18-49, and 15% of women aged 50-75).

Bases of those who drink at least annually:  $n=1,024$  UK men aged 50-75,  $n=733$  UK women aged 50-75,  $n=752$  men aged 18-49,  $n=714$  women aged 18-49.  $n=3,241$  UK adults aged 18-75 who drink at least annually, online fieldwork conducted 4th - 9th September 2024

# Alcohol consumption

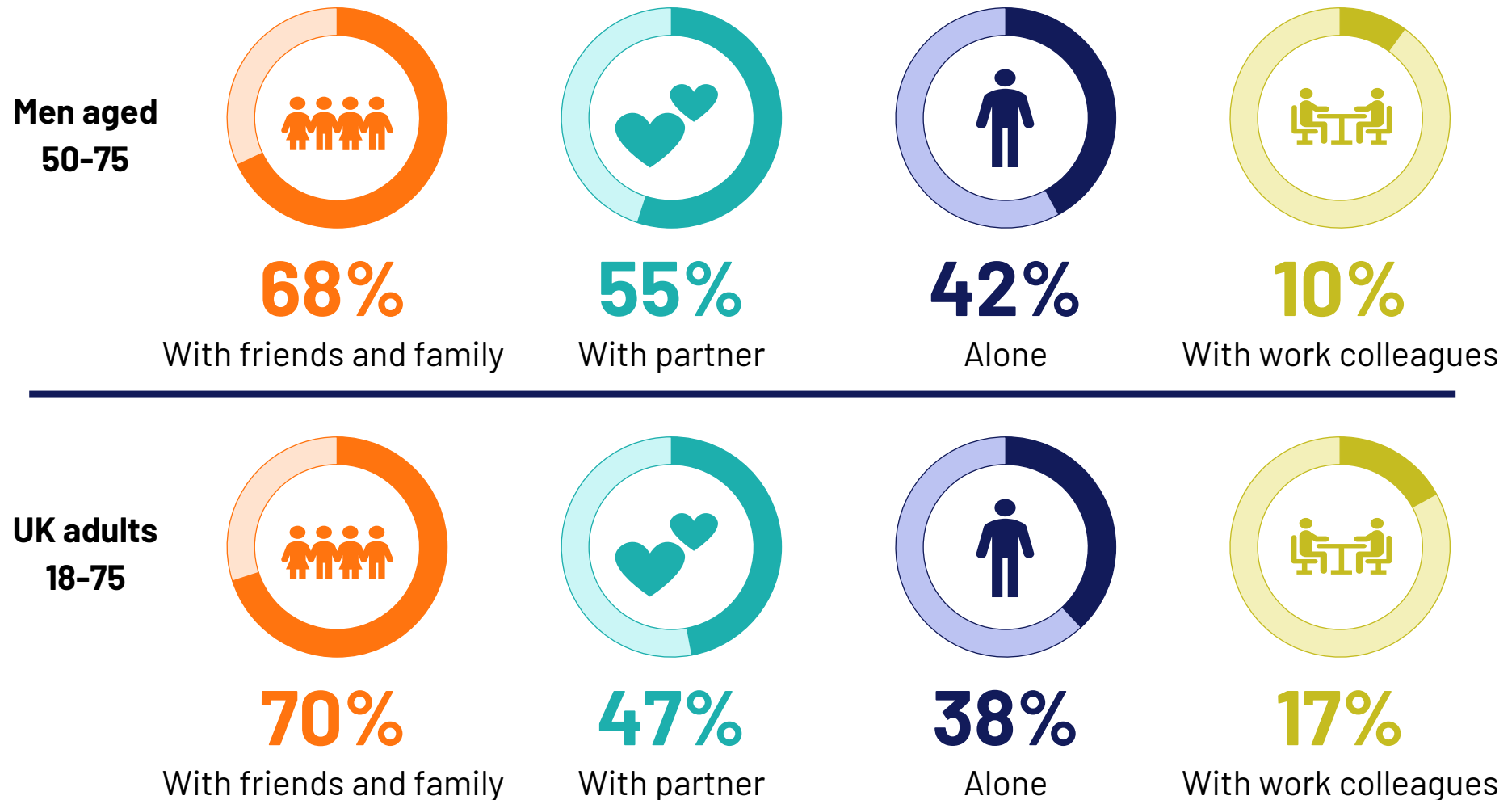
Who respondents drink with

# Alcohol consumption – setting

Q15. Please think about who, if anyone, you drink alcoholic drinks with. Which of the following describe when you ever drink alcoholic drinks nowadays?

Base: n=1,204 men aged 50-75 who drink alcohol at least annually, n=3,825 UK adults aged 18-75 who drink annually, online fieldwork conducted 4th - 9th September 2024

## Roughly four in ten men aged 50-75 who drink alcohol at least annually report drinking alcohol alone

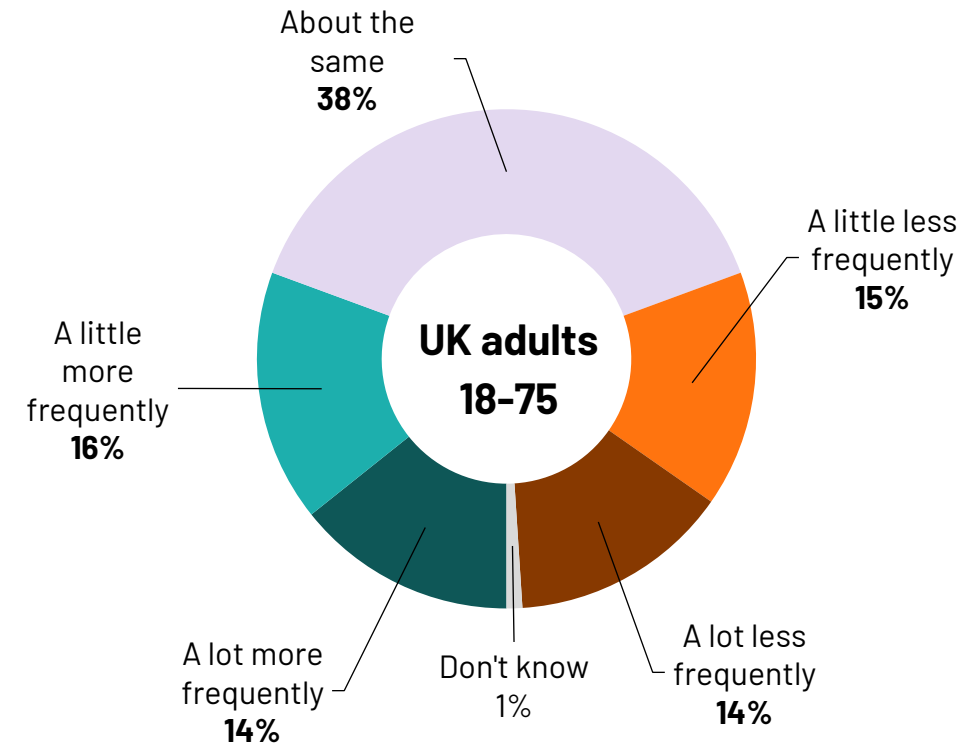
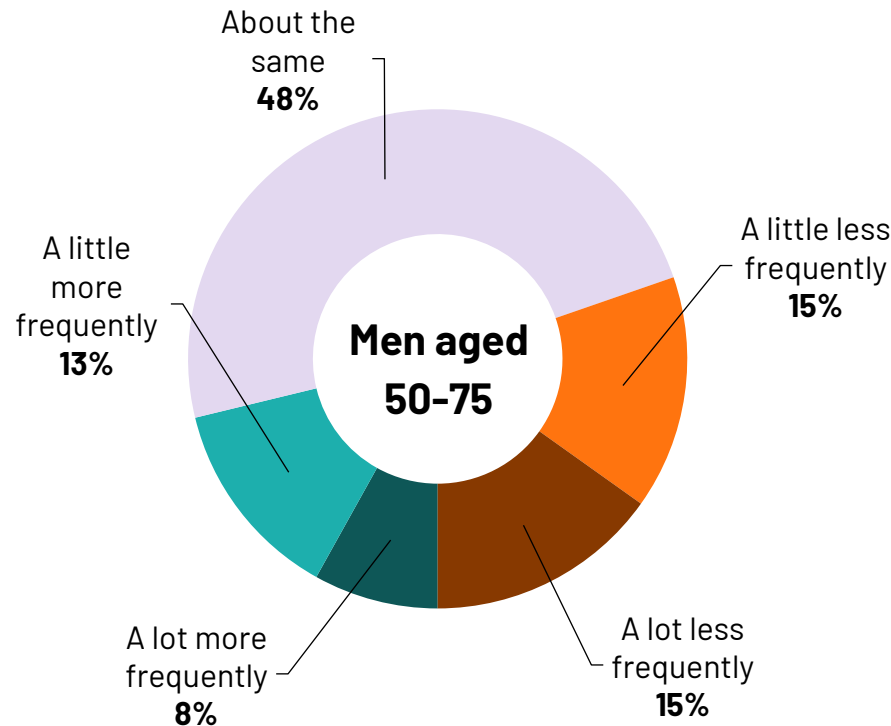


# Solo alcohol consumption compared to 10 years ago

Q16. Thinking about how frequently you consume alcoholic drinks when you are alone: Would you say you do this more frequently or less frequently than you did 10 years ago, or is this about the same?

Base: n=436 men aged 50-75 who drink alone, n=1272 UK adults aged 18-75 who drink alone, online fieldwork conducted 4th - 9th September 2024

Among those reporting drinking alone, 30% report doing this more frequently than they did 10 years ago. This proportion is 21% among men aged 50-75



# Alcohol consumption – who respondents drink with

**Those who drink at least annually were asked who they drink alcohol with. One of the options presented was “when I am alone (i.e., by myself)”. Those who selected this, and who were of drinking age 10 years ago, were then asked whether they drink alone more often or less often than 10 years ago.**

- Drinkers (i.e., those who drink at least annually) who are men aged 50-75 ( $n=1,024$ ) were more likely to report drinking alone than women drinkers in the same age group ( $n=733$ ), 42% and 30% respectively. This gender difference appears more pronounced among the 18-49s, with proportions at 48% for men and 30% for women.
- Among drinkers (i.e., those who drink at least annually), men aged 50-75 with no children in the household ( $n=760$ ) were more likely to report lone-drinking than men aged 50-75 with children in the household ( $n=264$ ), with proportions of 44% and 36% respectively.
- Among men aged 50-75 who drink at least annually, those who said they have too much free time nowadays ( $n=170$ ) were more likely than those with the “right amount” ( $n=645$ ) or “too little” ( $n=186$ ) to report drinking alone (60%, 36% and 44% respectively).
- 21% of men aged 50-75 who drink alone report doing this more frequently than 10 years ago. This proportion for women this age is 29%. The proportions for both men and women in the younger cohorts are higher, at 35% and 38% respectively.

Bases of those who drink at least annually:  $n=1,024$  UK men aged 50-75,  $n=733$  UK women aged 50-75,  $n=752$  men aged 18-49,  $n=714$  women aged 18-49.  $n=3,241$  UK adults aged 18-75 who drink at least annually, online fieldwork conducted 4th - 9th September 2024



# Summary

Men aged 50-75



## Summary – men aged 50-75

Men aged 50-75 appear less likely to choose words with negative connotations when selecting words that apply to their personal lives. They are more likely than some other groups to report having more free time to themselves, yet are no more likely to say they have too much free time than other groups.

However, they are less likely to select “loved” when asked what applies to their personal lives, and, like other groups, many report shrinking social circles and less time spent with these social circles. They are also more likely than younger respondents to have experienced many of the negative life-

events that naturally come with getting older, but in some cases (e.g., experiencing the death of a close friend) are more likely than women to have done so.

Yet they think about their mental health less often than some other groups, and they are less likely to turn to many possible sources of support for help with mental wellbeing (other than perhaps more “traditional” healthcare-based ones such as their GP or NHS resources) than other groups. For example – they are less likely to say they would reach out to friends or family. This could mean that they are more self-reliant, but another possible

hypothesis here is that they are less prepared for things going wrong when it comes to their mental health. This is something to be mindful of, given that they are more frequent drinkers than some other groups and are slightly more likely to drink by themselves than women drinkers of the same age too.

They are less likely to see community organisations as being for people like them (compared to some other groups), suggesting that there may be a need for better education around the potential benefits of such groups for all, including men in this age cohort.

# Survey method summary



## Survey method summary

For the UK Men's Sheds Association, Ipsos interviewed a representative quota sample of 4,763 adults aged 18-75 in the United Kingdom using its online i:omnibus between 4<sup>th</sup> to 9<sup>th</sup> September 2024. This included a boost sample of just over 300 men aged 50-75.

The sample obtained is representative of the population with quotas on age, gender, region and working status. The data has been weighted to the known offline population

proportions for age within gender and also education and social grade. In addition, data has been weighted on working status nested within age (18-49/50-75 split) within gender, and also for region nested within age (18-49/50-75 split) within gender, to reflect the adult population of the United Kingdom.

Fully tabulated survey results can be found [here](#).