

# Colart x TMW

Lunch & Learn follow-up

April 2021

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**Hobbies and lockdown**

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# People have a new found appreciation for 'me' time during lockdown

## Insight

Many feel pressing pause on their go-go-go life has made them a better person, learning to say no to things, prioritise 'me time' and take up new hobbies.

The relief of pressing pause on modern life

**Two thirds** of respondents think self-isolation has made them a better person, having had time to pause, reflect and reprioritise

Source: One Poll

**22%** took up a new past time during lockdown while **35%** rediscovered an old one

Source: The Healthy Work Company

# Arts and crafts became particularly popular during lockdown

- Not only do arts and crafts provide personal satisfaction from creating items yourself but they also offer therapeutic and wellbeing properties which people have found beneficial during the last year.
- According to multiple surveys, the vast majority of the adult population have been spending their time at home crafting.
- Hobbycraft saw a huge 200% boom in online sales in March and April 2020.

**How arts and crafts can help to keep the mind active during the coronavirus lockdown**

**A good yarn: UK coronavirus lockdown spawns arts and craft renaissance**



# Research shows people have reaped the mental and physical rewards of new hobbies



**'I don't know what I'd have done without it': the hobbies helping people through lockdown**

“  
I would be in a much darker place right now, if I hadn't started doing this  
”

*“Many adults in the UK have taken up a new hobby during lockdown to boost their mental or physical health”*

*Source: The Independent*

## The science behind why hobbies can improve our mental health

February 11, 2021 7:55pm GMT



**How hobbies helped people stay positive during lockdown**

During lockdown many people took up new hobbies to fill their time. We discover the benefits of having a creative focus

So they are going to want to continue these going forwards

**ALWAYS ONLINE** Half of Brits 'plan to continue new hobbies after lockdown' – including virtual fitness classes and creating podcasts

*'They say it takes 21 days to make a habit so I feel confident that its something I'll continue now that it's part of my routine. Without lockdown I don't think I would have started.'*

*Source: Metro*

**Where have people looked for inspiration and education?**

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# People have been turning to YouTube to learn at home during the pandemic

- While tutorials and how-to videos have always been popular on YouTube, lockdown saw people turning to these genres to learn in unprecedented numbers.
- Global watch time of how-to videos containing “for beginners” or “step by step” in the title increase more than **65%** year on year.
- Global YouTube watch time for lectures on spoken languages have grown more than **6X** year on year.

## The 15 Best YouTube Channels for Learning New Hobbies & Skills

Want to pick up a new hobby or develop a new talent? Check out these awesome YouTube channels for learning new skills!



**Global watch time of how-to videos** that include “at home” in the title has increased more than 50% year over year.



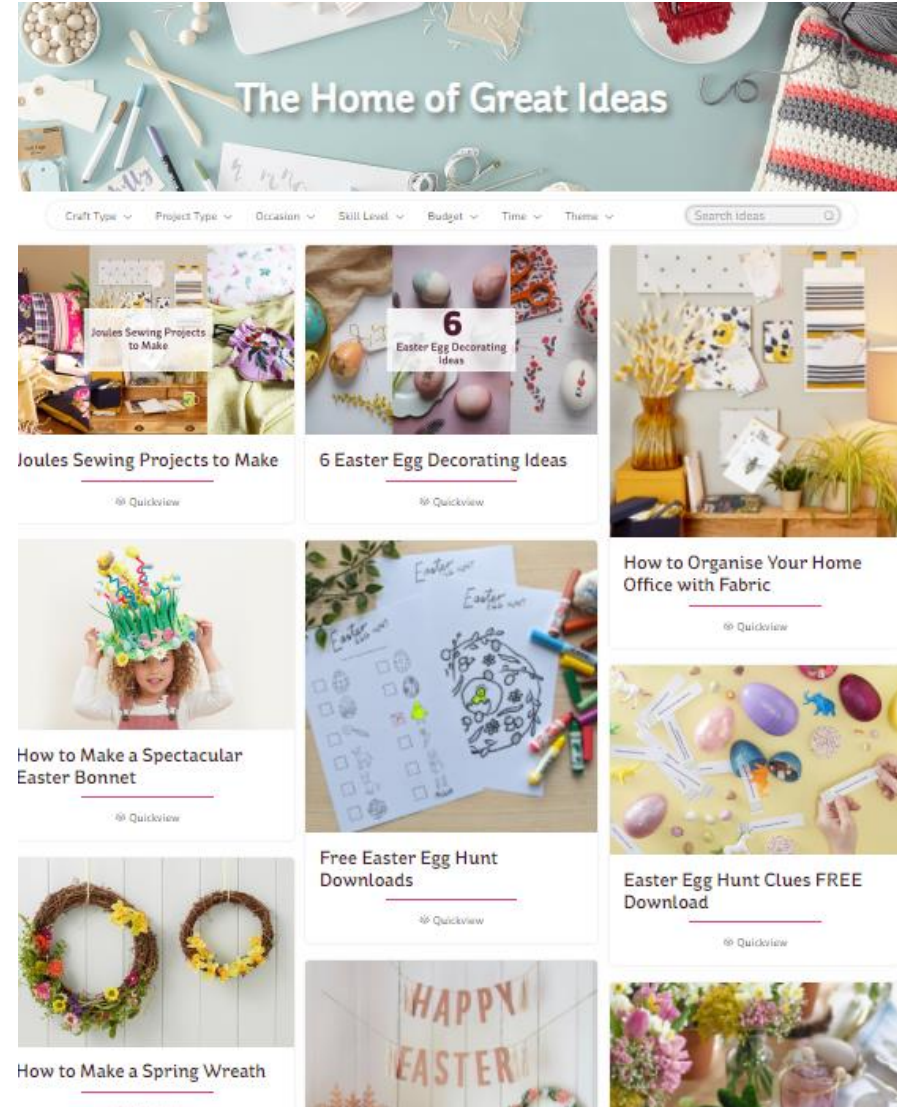
**260%**

increase in average daily views of content about making sourdough since March 15.



# Brands have seen people looking for inspiration on their websites

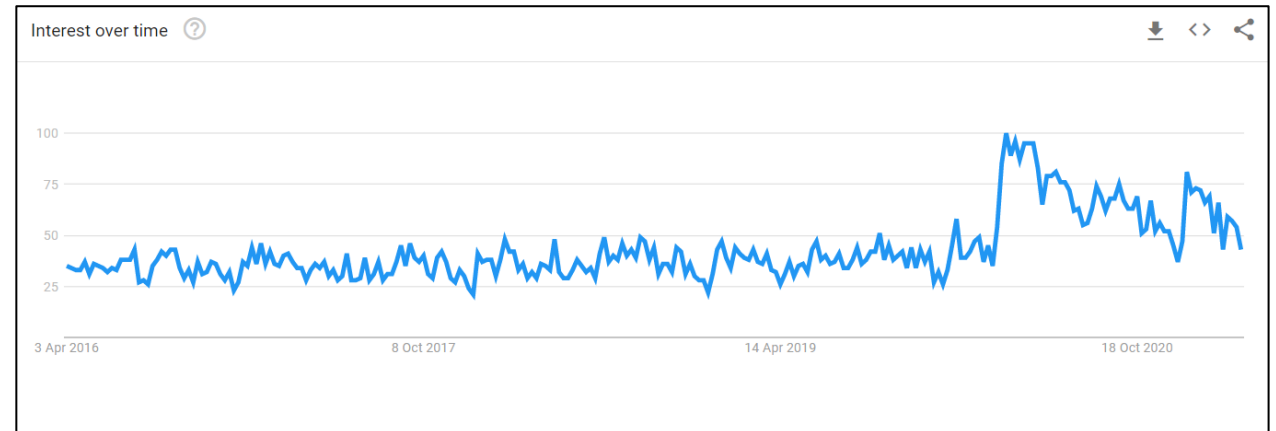
- Hobbycraft said the number of people visiting the ideas page of its website had tripled since the lockdown began.
- Its “50 sewing projects for beginners” blog post had been its most popular post with searches for sewing machines, fabric and thread up 155%, 60% and 310%, respectively on the previous six weeks on the back of it.





## Others have looked for more formal, time-intensive skill building

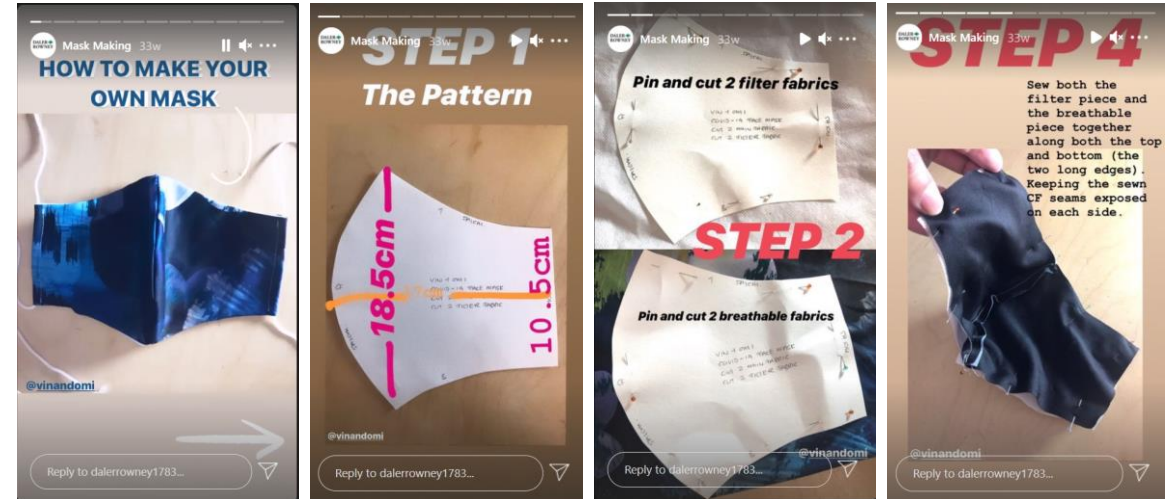
- Searches for 'online courses' saw a 192% increase on Google between February and March 2020, showing Brits are eager to use this time productively to continue learning and find new skills.





# Instagram has been used as a source of inspiration and education

- Over a third (37%) of women said that social media was their greatest source of inspiration during this time.
- There are several different formats within the platform which are good for inspiration and education:
  - Instagram carousels
  - Instagram live
  - IGTV
- For example Daler Rowney saved IG 'how to' stories showing people how to make face masks in a few simple steps.





# TikTok has also become a popular way of sharing arts and crafts tips and tricks

- Content on the short-form video platform provides something for everyone and has introduced millions of users to new ways to pass their time during the pandemic.
- TikTok has quickly become the most popular social media platform for sharing art. Whether an aspiring artist attempting to gain that all-important, career-starting exposure, or simply someone trying to fill their time creatively during lockdown, DIY painting, sewing, and drawing tutorials are finding big audiences.
- These are often short tutorials, 15-60 seconds rather than clear, detailed, informative easy-to-follow tutorials which are better suited to YouTube.

Arts  
TIKTOK: A NEW PLATFORM FOR ASPIRING ARTS-AND-CRAFTERS?



Why Gen Z is turning to TikTok and traditional crafts to soothe their lockdown anxiety

Comment

Gina Tonic  
Sunday 11 Oct 2020 8:00 am

f t i < 41 SHARES



*“TikTok is completely different, focusing on very short and fast videos that have an element of being more direct and candid. This has helped me to stretch creatively and forced me to distill tutorials down to their essence, and use tools like speeding up the video, cutting unnecessary parts out.”*

Source: Craft Industry Alliance

The TikTok Effect: How A Generation Of Social Media Users Find New Hobbies

BY OLIVIA SMITH ON JANUARY 21, 2021

**New social platforms and who's using them**

**TMW<sup>®</sup>**

# New platforms are gaining popularity with influencers, with unlimited algorithms generating a lot of appeal

**24%**

Of influencers joined TikTok during the coronavirus pandemic

(Obviously, 2020)

**Meet the new influencers. The era of audio creators has arrived, thanks to Clubhouse**

*Talent scouts, agents and marketing executives are looking to Clubhouse to find undiscovered creators and opportunities.*

**67%**

of those surveyed reported creating or consuming TikTok content.

(Obviously, 2020)

**How an App for Gamers Went Mainstream**

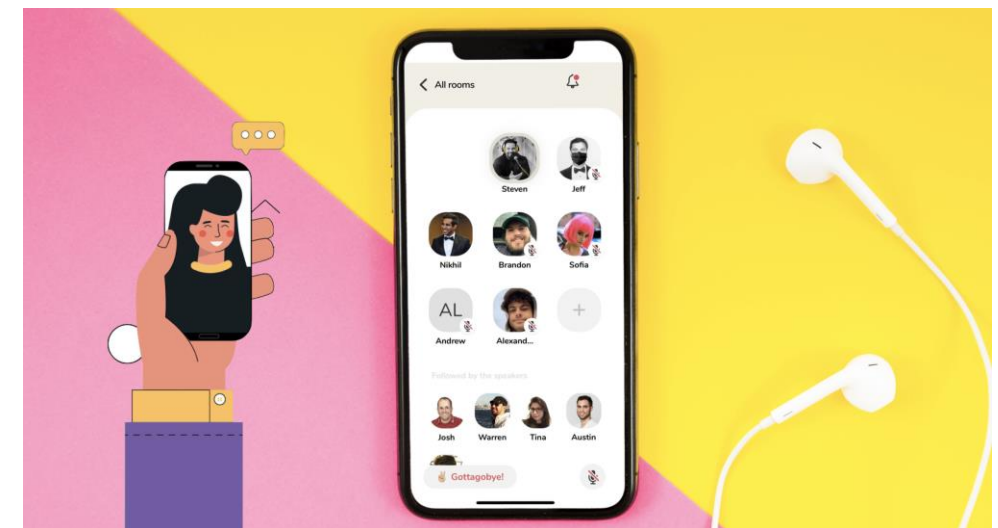
Discord has become an indispensable tool for internet creators to connect with their fans.

**Amid swell of support, Patreon explains why it is now 'a lifeline for creators'**

# Clubhouse

Audio social originator Clubhouse burst onto the scene in early 2021 as an exclusive invite only app born from Silicon Valley via celebrity culture.

Valued at 100 million just before Christmas and operating on a skeleton staff of just 9 employees, its buzz about town is justified, with many apps rushing to dupe it from Twitter to LinkedIn.



# Clubhouse usage

As Clubhouse is a relatively new platform, market by market data is not currently publicly available. They have been trading since November 2020, but the Beta version only rolled out in January this year.

10

Million Downloads

2

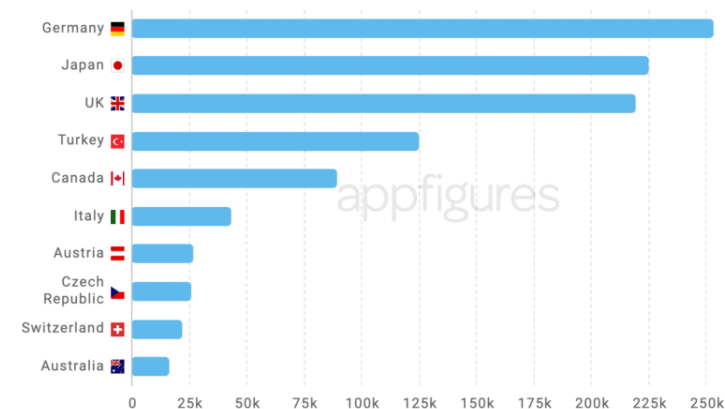
Million Weekly Users

11-22

Avg User Hours Weekly

## Clubhouse Grows Internationally

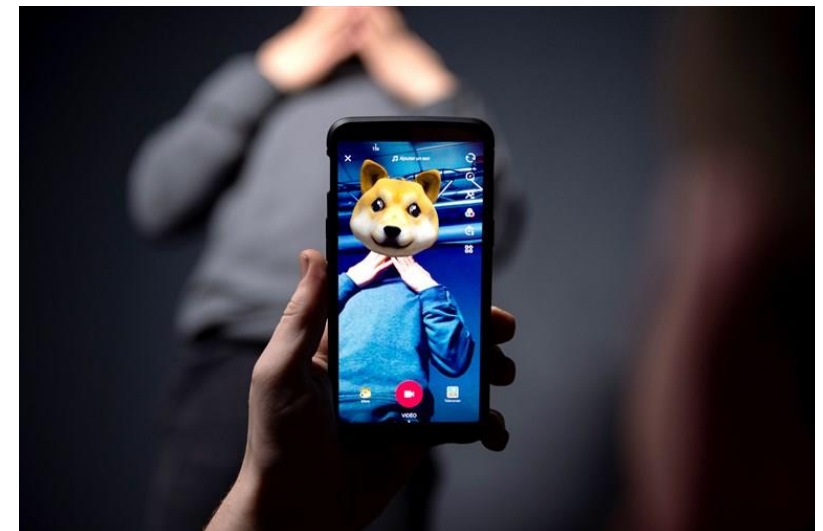
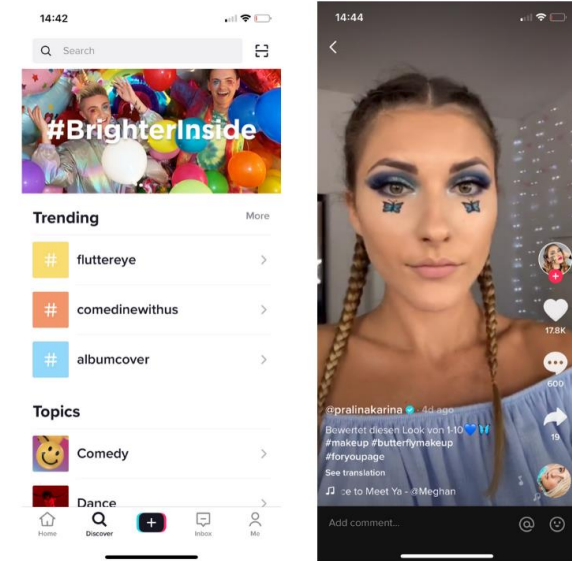
Top 10 Non-U.S. Markets by Downloads - App Store



# TikTok

18 months ago, sceptics were still trying to denounce the popularity of TikTok and claiming its influence on western social media consumption was going to be limited.

However, a cultural boom on the platform in part powered by a global pandemic has seen sustained success of the video led social app, garnering 689 million Monthly Active Users and a 75.2% growth in the UK in the last 12 months.



# TikTok in the UK

TikTok has gone from a relatively niche platform in the UK to an essential part of its social media portfolio. The last year has seen a huge boom, with Brits spend 85 minutes a day with TikTok and open the app an average of 19 times.

**19.4**

Million MAUs

**3X**

YoY

**38%**

Male



**62%**

Female

**16%**

13-17

**40%**

18-24

**24%**

25-34

**12%**

35-44














**6%**

45-54

**3%**

55+

# TikTok Globally

	 Monthly Active Users	 Female vs Male	 Mins spent on the app per day	 Times a user opens the app per day	 Average monthly video views
	19.4M	F63 M37	76	16	83.2b
	14.9M	F60 M40	66	12	49.8b
	12.4M	F60 M40	66	11	48.1b
	12.1M	F66 M34	68	11	41.6b
	14.9M	F55 M45	72	13	59.4b
	111M	F64 M36	85	17	442.1b
	9.4M	F62 M38	76	16	37.3b
	6.8M	F61 M39	71	15	25.9b

# Patreon

Creators are looking for more paid opportunities and often feel disillusioned by the algorithm's role on their social performance. Platforms like Patreon aim to correct that course by allowing gated membership to creator content that fans can pay to access to. They can also tip and praise creators for their work via this platform and be sure that the money is going into the creators back pocket, not into the Zuckerberg entity.

PRODUCT ▾ FOR CREATORS ▾ PRICING RESOURCES ▾ Find your favorite creator 🔍 LOGIN SIGN UP

## People Powered Creativity

Patreon lets creators earn a monthly income by giving their subscribers access to exclusive content and custom rewards.

[CREATE ON PATREON](#) [DISCOVER CREATORS](#)

Search more than 200,000 creators on Patreon

Find a creator you love 🔍

## Who's on Patreon

**VIDEO CREATOR**  
Issa Rae →

**MUSICIAN**  
Talib Kweli →

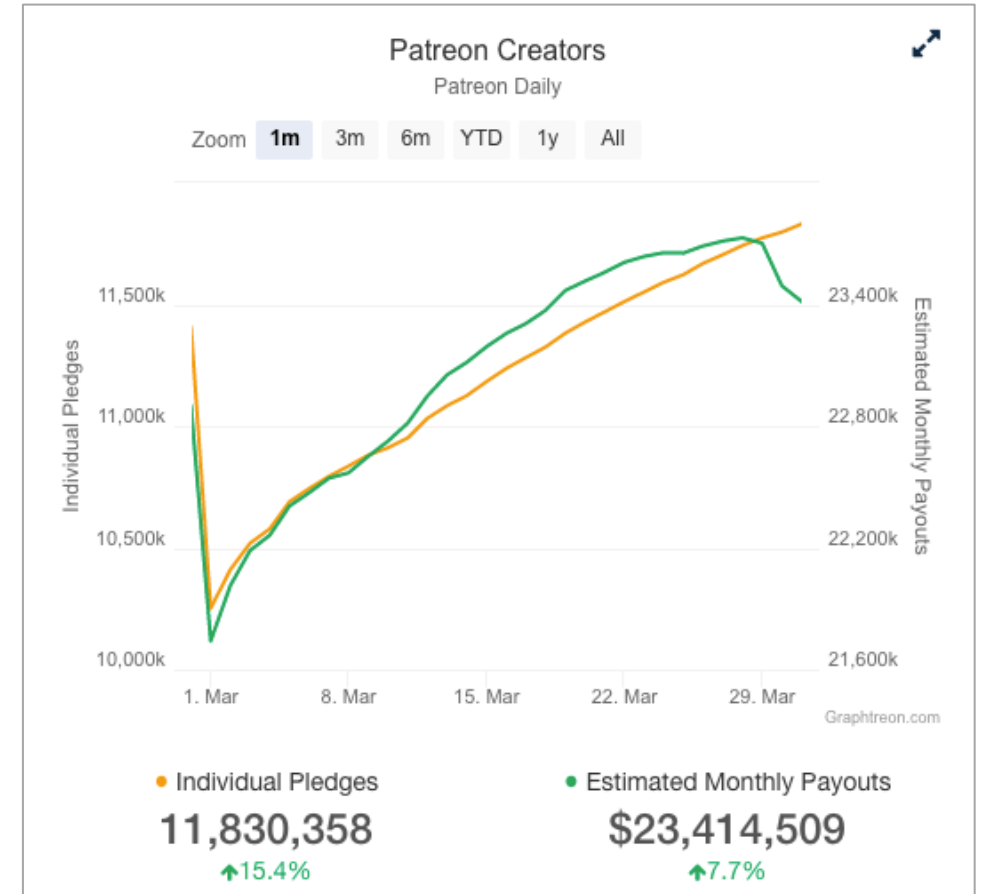
**PODCASTER**  
Heather McDonald →

**COMEDIAN - WRITER**  
Baratunde Thurston →

# Patreon usage

Patreon performance country by country is currently gated, but we do know they are making a huge active push into the UK and Ireland to break out of their very successful American base.

With this market centric push, we expect to see a lot more investment in this type of content distribution in the future.





# Thanks

For any additional questions or support please reach out to  
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