UK's Top 10 Subcultures Revealed: new research

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NATURISTS, PUNKS, GAMERS & MODERN-DAY WITCHES - the UK's subculture scene is thriving with 56% of the population involved in a subculture according to new research by leading research and planning agency The Nursery

Conducted online during **lockdown**, the research asked **1800 UK adults** a series of questions designed to reveal the depth, variety and motivations of subcultures in the UK. Going beyond the mainstream, the study is a rare glimpse into an often secret and misunderstood world.

Gaming is the UK's biggest and most popular subculture that has seen a massive surge during lockdown with women accounting for 50% of the new adopters. Already a £5.7bn market in the UK – one-in-eight identify as being part of a gaming subculture – and they're in good company. **Snoop Dogg, Lady Ga Ga, Jack Black** and **Daniel Craig** are just a handful of A-lister's who have revealed a penchant for gaming and its popularity shows no signs of slowing down. 18% of those surveyed saying that they have taken up gaming since lockdown began with two-thirds stating that they will keep it up.

Role-play gaming is also gaining momentum (10th most popular subculture in the UK) as is Cosplay – which attracts a younger female following.

Modern-day witchcraft (Wicca) is gaining momentum in the UK with 3% of those surveyed identifying as being part of the pagan subculture. Attracted to its embracing of feminism, spirituality, mindfulness and environmentalism - modern-day witchcraft is attracting a growing following of mainly younger women. As a sector, religion and spirituality (not including mainstream religions) account for almost one-fifth (18%) of all subcultures in the UK.

Straight Edge, Satanism and Non-monogamy are on the subculture fringes but are growing in numbers.

Born out of hardcore Punk in the early 80's (7th on our list of top 10 UK subcultures) - Straight Edge was a radical response to the drug and alcohol use associated with Punk – with Straight Edge Punks choosing to abstain from booze, drugs and tobacco. Over the past four decades it's morphed into different forms with today's substance-free younger generation keeping it alive by 'claiming edge'.

Satanism is a religious subculture that, contrary to popular belief, doesn't believe in hell *or* heaven – but is rather a 'church' of atheists who are gaining numbers globally due to its non-judgemental, liberal stance. Non-monogamy is also a growing subculture (and part of the non-formative sexual practices umbrella group) that includes swingers, people in open relationships and those that are polyamorous.

As a sector, **non-normative sexual practices account for 8% of all subcultures in the UK.**

And the motivation for being part of a subculture? 'Belonging' is the main driver (44%) followed by 'the opportunity to be creative' (41%) and 'meeting new people' (40%).

Top 10 subcultures in the UK:

- Gaming
- Religious groups (not mainstream religions)
- Hippy
- Spirituality
- Political movements
- Restrictive diets (e.g. paleo, vegan etc)
- Punk
- Bikers

Related Sectors:

Consumer Technology :: Coronavirus (COVID-19) :: Entertainment & Arts :: Environment & Nature :: Health :: Leisure & Hobbies :: Lifestyle & Relationships :: Media & Marketing :: Men's Interest :: Women & Beauty ::

Related Keywords:

Subcultures :: Gaming :: Wicca :: Naturism :: Punk :: Culture :: Feminism :: Goth :: Punk :: Naturism :: Hippy :: Witches :: Cosplay :: Spirituality :: Politics :: Lockdown :: Gamers ::

Scan Me:

- Goth
- Role-play gaming

Top 5 ‘fringe’ UK subcultures:

- Steampunk
- Off-grid living
- Straight Edge
- Incel
- Non-monogamy

Key findings:

- 56% of the UK public describe themselves as involved in a subculture
- 43% only connect with their subcultures online
- 75% consider their subculture to be a key part of their identity
- 44% identify ‘belonging’ as the primary motivator for joining a subculture
- 20% spend at least £500 on their involvement with their subculture
- 18% have taken up gaming since lockdown began
- 11% are part of an alternative lifestyles subculture that includes: home-schooling; living off-grid and naturism
- 12% belong to fantasy world subcultures
- 3% of the UK public are part of body modification subcultures

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