**Make and mend, not spend: Britain is now a nation of creatives**

* Majority of Brits have learned to make, not buy products during lockdown, a trend that is here to stay
* Brits are using newfound creativity to save the summer, making their own fun and summer experiences from home
* Despite difficulties of lockdown, majority of Brits have become more inspired and learned a new skill

**31st July 2020:** Britain is traditionally a nation of shopaholics who rarely need an excuse to pop-out to the shops. However, the lockdown has forced us to re-evaluate our priorities, with new research from [Cricut](https://www.cricut.com/), showing we’re now a nation of creatives and crafters.

Cricut, the leading maker of smart cutting machines, carried out the research amongst 6150 participants across the UK\* to assess the nation’s attitude towards creativity during lockdown.

Lockdown has made us more practical, with Cricut’s research showing over three quarters (79%) of those surveyed reflected that they were making things more for their home over the lockdown period.

Yet this isn’t a fad - it appears this creativity and passion for craft is here to stay, with the overwhelming majority saying they’d continue to make products instead of buying them from a shop even once lockdown is over (97%). Cards (58%), Gifts (55%) & Home Decor (44%) topped the list of products people are now making for themselves instead of buying.

With this summer seeing a seismic shift in the ways we are able to spend our free time, Cricut’s research highlighted how people are using their newfound creativity to make the best of summer from home. Over three quarters (78%) of those surveyed said they were more open to making their own fun this year.

Nearly half (49%) said they would recreate a traditional summer experience from home, with Garden Parties (73%), socially distanced celebrations (39%) and home movie theatre experiences (31%) topping the ways Brits are making the most of summer this year.

The lockdown period has no doubt been a tough time for everyone - but Cricut’s research shows there are positives to reflect on and light at the end of the tunnel. Over three quarters (85%) said they had felt more inspired during lockdown, from social media, to tips and tricks content. Nearly three-quarters (72%) have learned a new skill during lockdown - with Crafting (84%), DIY (34%), Baking (34%), A New Language (6%) & A Musical Instrument (3%) the most popular skills Brits have learned.

Kathy Hodson, Cricut Craft Trends Expert and UK Marketing Manager said: “This research shines an interesting light on our attitudes to getting creative during lockdown. A positive legacy from the lockdown is that people have used their additional time at home to develop a new hobby or skill, something which they can hopefully continue to love and progress with once things return to the new normal. With more people developing craft as a hobby than ever before, those looking for inspiration for new ideas and projects can look to Cricut to find them in abundance. Our range of Cricut machines cater for every person whatever stage of the crafting journey they are at, whether this be beginners’ level - such as home organisation and personalisation - or crafting connoisseur dreaming up grand projects.”

- **Ends -**

**Cricut** make smart cutting craft machines, and help people lead creative lives by providing tools to make their do-it-yourself projects beautiful, fun, and easy.

For further information or Cricut review enquiries, please contact cricut@alfredlondon.com

**Notes To Editors:**

\*Cricut surveyed a total of 6150 participants across the UK between 25 June to 3 July 2020. 836 participants were non-Cricut users. For the purposes of the survey, results have been collected as a whole. When comparing Cricut & non-Cricut users, the trends and findings mirror each other as outlined in the story above. Data breakdown is available for each stat by users and non-users if of interest.

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