

A DJ is seen from the side, focused on a laptop at a nightclub. The laptop screen displays a music software interface with various tracks and waveforms. In the background, a large crowd of people is dancing and socializing under vibrant blue and purple lighting. Several large, reflective disco balls are suspended from the ceiling, adding to the festive atmosphere. The overall scene is dynamic and captures the energy of a night out.

DELTA NIGHT INDEX

Released: 30th September 2019

INTRODUCTION

Peter Marks - Chief Executive, The Deltic Group

This quarter's Deltic Night Index continues the trajectory set last quarter. Both spend and duration of a night out have remained broadly in line at £70.59 (previous quarter: £70.56) and 4 hours 38minutes (previous quarter: 4hours 34 minutes) respectively. Furthermore, consumers are going out marginally more often at 1.42 times per month, up from 1.37 last quarter.

As well as looking at spend, frequency and duration, this report, our 12th, explores the theme of budgeting for a night out.

We found that although the £70.56 total spend figure, which covers pre-drinks, transport, food, drink, entertainment, is a significant proportion of disposable income, this isn't an impulsive purchase. Over half (58.5%) of those we surveyed have at least a rough idea of what they plan to spend before heading on a night out, and nearly a quarter (21.3%) refuse to spend more once they've hit their limit.

Moreover, these aren't isolated purchases: 60.8% of consumers say they go on a night out at least once a week, with the average Brit going out more than five times a month.

Consumers are clearly also thinking about where and when they spend their money, as shown by the percentage of people that budget, and will seek out the best value whilst enjoying a fantastic night out. Ultimately, the data shows that people are willing to spend money – but only for the right experience”

HEADLINE FINDINGS

SEPTEMBER 2019

THE LATE NIGHT ECONOMY

- 60.8% of respondents went on a night out at least once a week, up from 55.2% last quarter and 56.2% last year
- People are spending an average of £70.69 on a night out – this includes every aspect, from pre-drinks to transport and entry fees.
- Seeing friends continues to be the main reason people go out, with 66.0% selecting this as a reason (up from 62.9% last quarter, and 65.6% last year)
- The pub continues to be where the majority (28.0%) of people say they spend more money on each month than any other form of late night leisure – this is in line with last year (28.3%).
- The number of people spending more money at clubs and bars combined has increased to 32.3%, up from 25.8% last quarter and 30.8% last year
 - 16.4% of respondents said they spend the most money at bars – this goes up to 19.6% among 18-30 year olds
 - 15.9% of respondents said they spend more money on clubs than any other form of late night leisure each month – this goes up to a quarter (25.9%) of 18-30 year olds, and is as high as 29.4% among 18-21 year olds
- Recommendations continue to be the most common way we choose where to go (51.6%, down slightly from 54.5% last year, little change quarter on quarter)

BUDGETING FOR AND ON A NIGHT OUT

- The vast majority (89.0%) of consumers will budget for a night out in some way:
 - 58.5% have at least a rough idea of what they plan to spend before heading on a night out
 - Nearly a quarter (21.3%) refuse to spend more once they've hit their limit
 - 13.1% even plan their spending for each part of the night, from dinner to getting home
 - 9.2% don't always budget for a night out but will sometimes
- Three in ten (30.4%) of respondents said they keep track of their spending on a night out by taking a limited amount of cash out with them and only spending that
- The next most popular methods for keeping track of spending are to look for good deals and discounts (23.9%), to choose venues with a lower or no entry fee (23.3%) and to choose venues with cheaper drinks (23.3%)
- The most likely reason respondents overspent on their budget is because drinks were more expensive than originally thought (35.0%)
- 26.7% of respondents say they tend to spend more than planned when they pay with their card or phone instead of using cash – this goes up to 30.8% among 18-21 year olds and 33.3% among 22-25 year olds

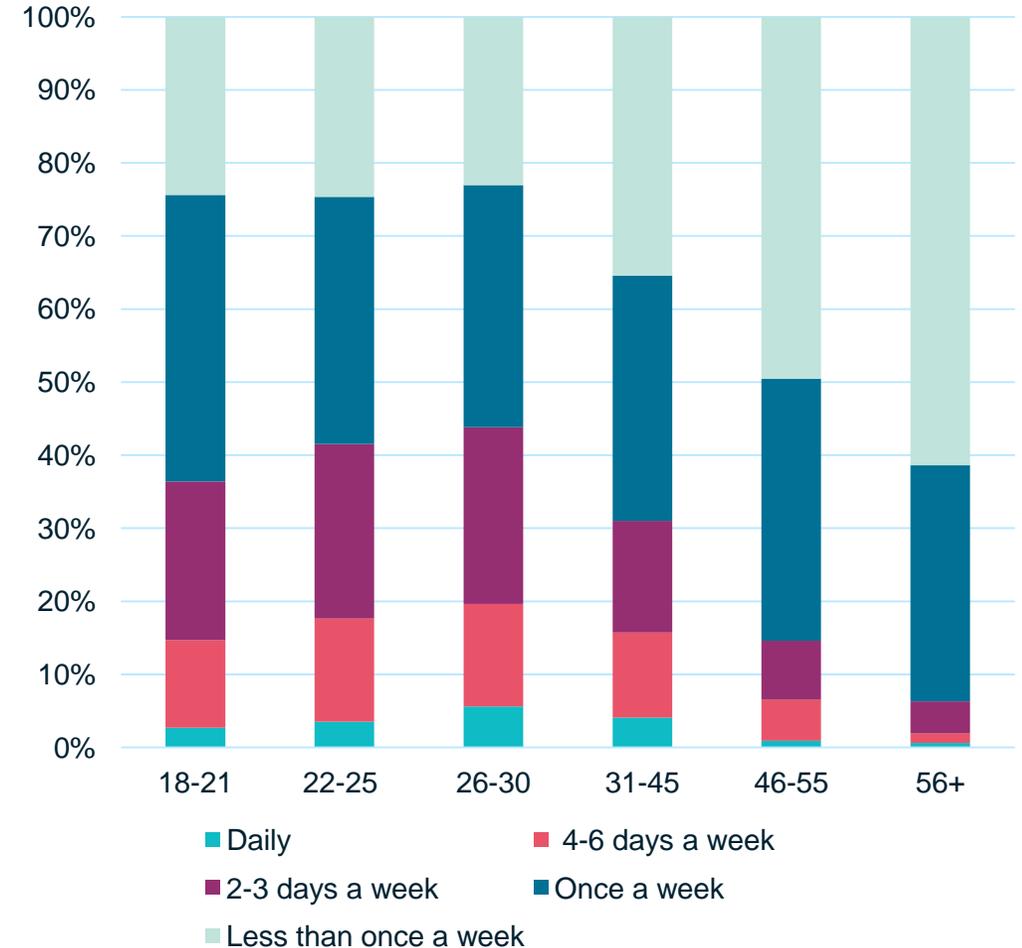
HOW OFTEN DO WE GO OUT?

- Frequency of nights out increased to 1.42 times per week, up from 1.27 times last year and 1.37 times last quarter
- 60.8% of respondents went on a night out at least once a week, up from 55.2% last quarter and 56.2% last year
- The number of men going out at least once per week is significantly higher than women, at 70.1% compared to 51.7%
- 18-30 year olds are significantly more likely to go out at least once a week; 75.6% of 18-21 year olds said they go out at least once a week, as did 75.3% of 22-25 and 76.9% of 26-30 year olds
- Just over a third (34.9%) of respondents said they go out once a week, in line with last year. However the number of people enjoying 2-3 days out per week has increased to 14.5% from 11.6% last year

REGIONAL BREAKDOWN

- Those living in Cardiff go out the most, with 73.5% having a night out at least once a week, compared to just 49.4% of those in Norwich
- The highest number of people going out on a daily basis are in Leeds (5.9%)
- Liverpool has the highest proportion of people that say they go out once a week (44.8%)

Frequency of nights out by age



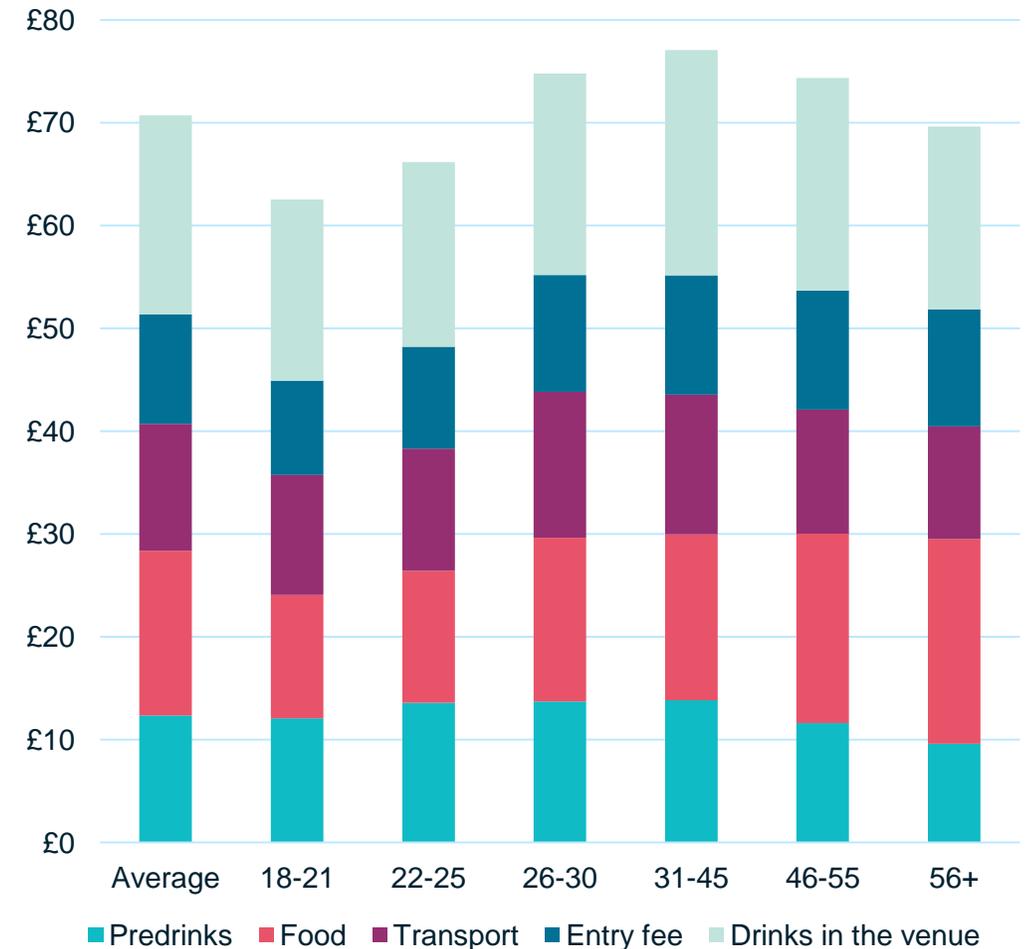
HOW MUCH DO WE SPEND?

- People are spending an average of £70.69 on a night out – this includes every aspect, from pre-drinks to transport and entry fees.
- Though this is up 25.7% year on year, it is in line with last quarter (£70.56) and the previous quarter (average spend for March 2019 was £68.68)
- Year on year spend, is up across all categories:
 - Pre-drinks - £12.35, 37.8% increase (last quarter: £12.29)
 - Food - £16.03, 17.7% increase (last quarter: £16.50)
 - Transport – £12.32, 30.4% increase (last quarter: £12.34)
 - Entry fee - £10.65, 59.9% increase (last quarter: £10.73)
 - Drinks in venue - £19.34, 10.1% increase (last quarter: £18.70)

REGIONAL BREAKDOWN

- Glaswegians are spending the most on average, at £76.90, while those in Nottingham are spending the least (£65.26)
- Glaswegians are also spending more on average on food than any other city, at £17.77, followed by those in Edinburgh, at £17.23. This compares to people in Sheffield and Cardiff, who spend just £14.14 and £14.64 respectively on food.
- Geordies will splash most cash on the drinks in venue, averaging £21.63, while those living in Leeds are spending the most beforehand on pre-drinks, at £13.72

Average spend on a night out by age



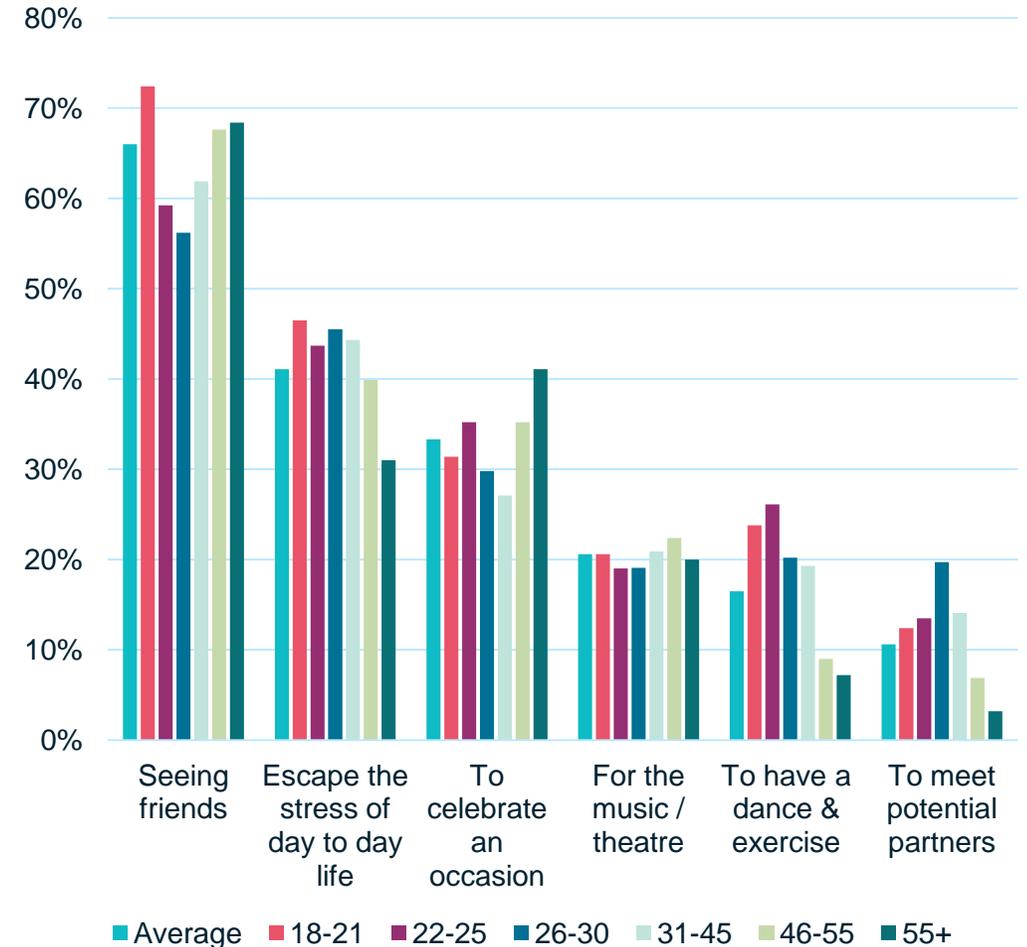
WHY DO WE GO OUT?

- Seeing friends continues to be the main reason people go out, with 66.0% selecting this as a reason (up from 62.9% last quarter, and 65.6% last year)
- The number of those going out to meet potential partners, at 10.6%, has continued to increase (from 9.3% last quarter and 8.2% last year)
 - This is most common amongst those aged 22-25 (19.7%)
 - There is also a significant difference between the percentage of men (14.6%) and women (6.7%) that go on a night out to meet potential partners
- The number of people that go on a night out to escape the stress of day to day life has also increased, up from 35.7% last quarter to 41.1%

REGIONAL BREAKDOWN

- Seeing friends was cited as the top reason for going out in every city, but it was particularly popular in Brighton (70.8%), Sheffield (70.8%) and Southampton (70.4%)
- Plymouth and Norwich are the only cities where residents are more likely to go out to celebrate an occasion (44.2% and 41.3% respectively) than to escape the stress of day to day life (40.4% and 33.3% respectively)
- The number of people using a night out as a chance to escape the stress of day to day life is noticeably higher amongst those in Leeds, at 49.2%, compared to the national average of 41.1%

Reasons we go on a night out, by age



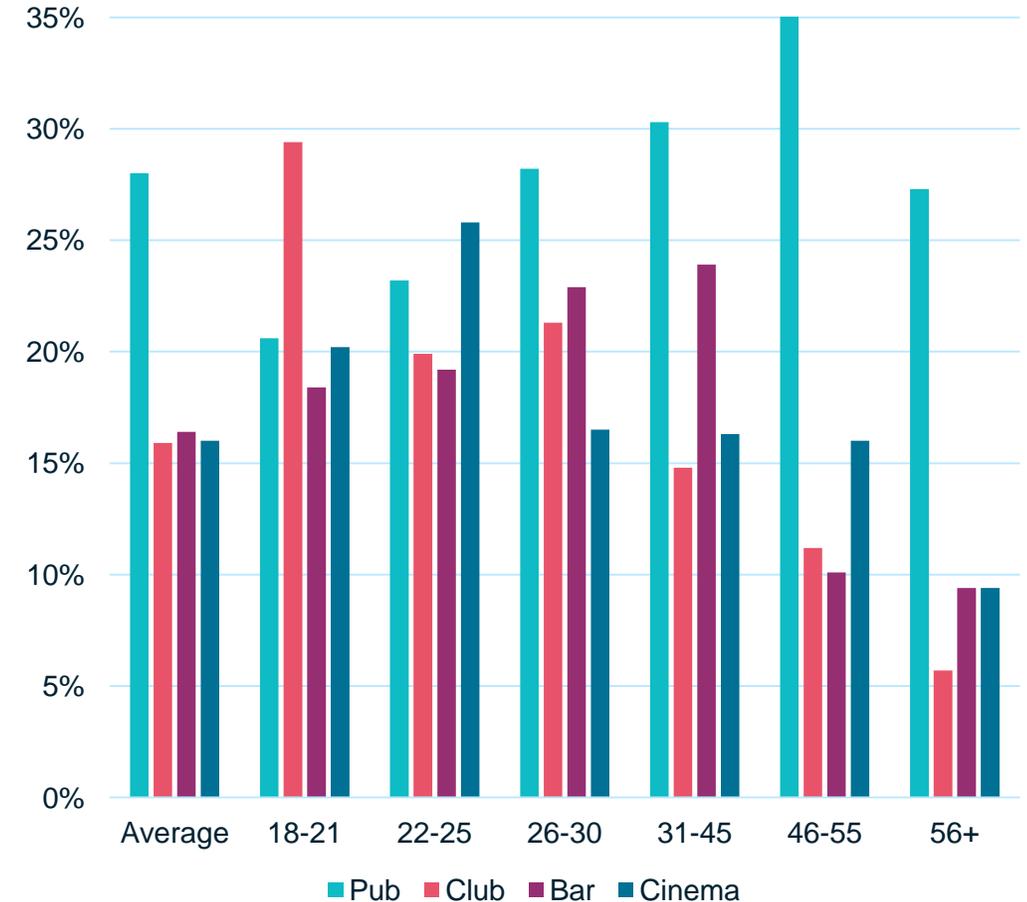
WHERE ARE WE GOING?

- The pub continues to be where the majority (28.0%) of people say they spend more money on each month than any other form of late night leisure – this is in line with last year (28.3%).
 - This goes up to 38.5% among 46-5 year olds
- The number of people spending more money at clubs and bars combined has increased to 32.3%, up from 25.8% last quarter and 30.8% last year
 - 16.4% of respondents said they spend the most money at bars – this goes up to 19.6% among 18-30 year olds
 - 15.9% of respondents said they spend more money on clubs than any other form of late night leisure each month – this goes up to a quarter (25.9%) of 18-30 year olds, and is as high as 29.4% among 18-21 year olds
- The number of those spending most of their money at cinemas has remained flat (16.0%) on the last quarter (16.4%). This goes up to a quarter (25.8%) of 22-25 year olds

REGIONAL BREAKDOWN

- The majority of respondents in the following cities said they spent more money on clubs & bars than on any other late night leisure activity:
 - Belfast (35.5%)
 - Cardiff (41.0%)
 - Glasgow (47.7%)
 - London (37.4%)
 - Manchester (34.3%)
 - Newcastle (38.4%)
 - Plymouth (29.2%)
 - Sheffield (33.8%)
 - Southampton (26.0%)
- In comparison, pubs are the most popular venue in the following cities:
 - Birmingham (31.0%)
 - Brighton (31.9%)
 - Bristol (31.5%)
 - Edinburgh (32.1%)
 - Leeds (33.1%)
 - Norwich (25.0%)
 - Nottingham (31.9%)

Late night leisure activity respondents spend the most money on each month, by age



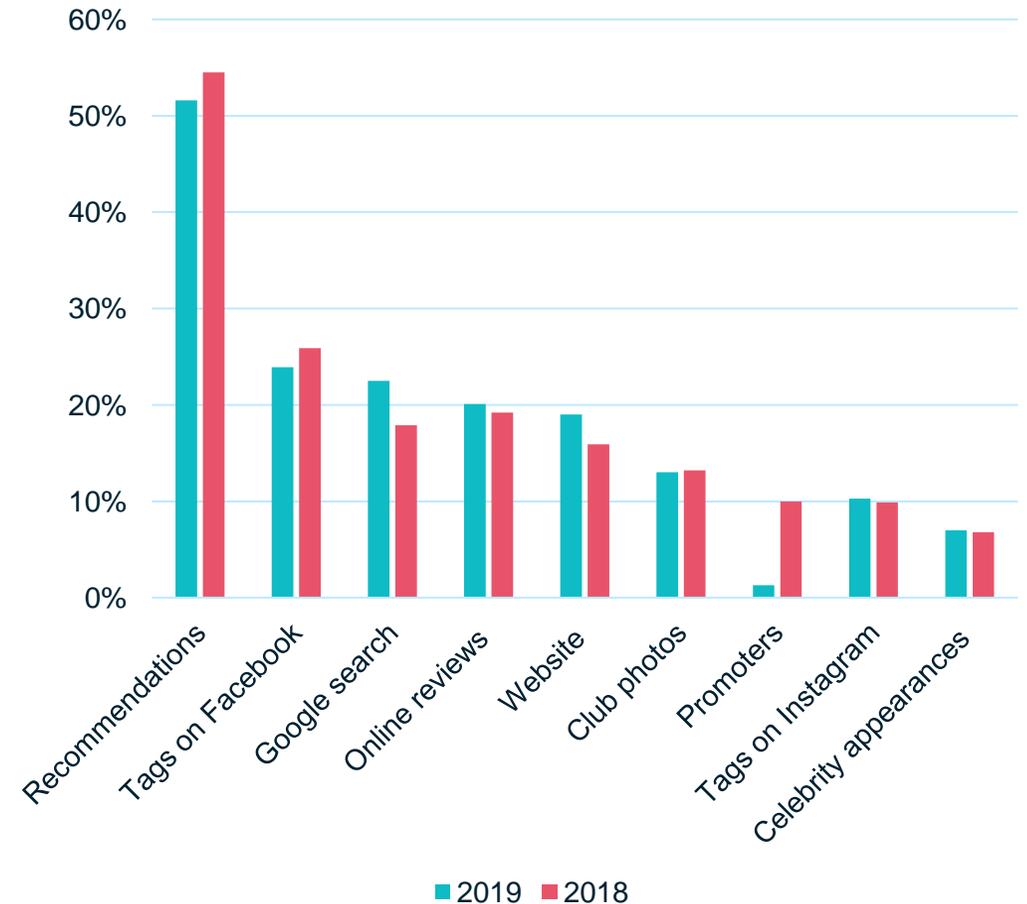
HOW DO WE PLAN A NIGHT OUT?

- Recommendations continue to be the most common way we choose where to go (51.6%, down slightly from 54.5% last year, little change quarter on quarter)
- Friends being tagged on Facebook was the next most popular factor (23.9%) followed by Google searches (22.5%) and online reviews (20.1%)
- 31-45 year olds are most likely to be influenced by Facebook (31.5%), while 26-30 year olds are more likely than any other age group to be influenced by people being tagged on Instagram (18.0%)
- 18-21 year olds are more likely to be influenced by promoters than any other age group, with 21.3% selecting this

REGIONAL BREAKDOWN

- Promoters are most influential in Newcastle (20.0%), Plymouth (19.2%) and Belfast (19.0%)
- Celebrity appearances hold greatest sway in London, with 9.7% selecting this as a factor, and least in Brighton, where only 1.5% said it impacted their decision
- Friends being tagged on Facebook is most influential in Sheffield (33.8%) and Bristol (33.3%), and least in Glasgow (16.1%) and Birmingham (17.2%)
- Recommendations effect people’s choices more in Bristol (57.7%) than any other city, and least in Plymouth (46.2%)

Top factors that influence where we spend a night out





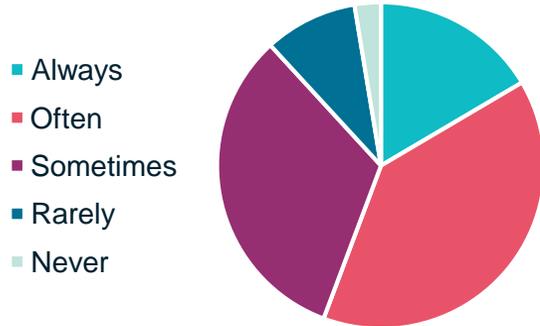
SPECIAL FOCUS

BUDGETING ON A NIGHT OUT

HOW DO WE BUDGET?

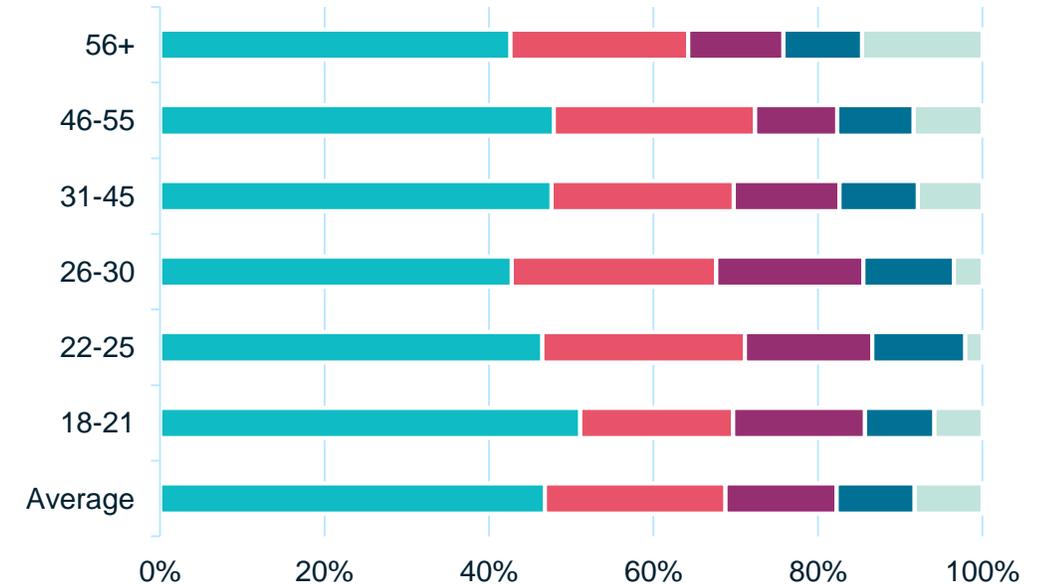
- The vast majority (89.0%) of consumers will budget for a night out in some way:
 - 58.5% have at least a rough idea of what they plan to spend before heading on a night out
 - Nearly a quarter (21.3%) refuse to spend more once they've hit their limit
 - 13.1% even plan their spending for each part of the night, from dinner to getting home
 - 9.2% don't always budget for a night out but will sometimes
- Those aged 56+ are the most care-free with their night out spend with 13.9% never planning to budget during a night out, compared to the national average of 8.0%
- 22-30 year olds are most likely to go out with a set spending budget in mind and not exceed it, with almost a quarter (24.4%) selecting this

HOW OFTEN DO WE STICK TO OUR BUDGET?



- 16.5% of people always stick to their budget on a night out, 39.2% of people often do and 32.5% sometimes do
- 7.6% of 26-30 year olds say they never stick to their budget, compared to a national average of 2.6%
- Those aged 55+ are most likely to always stick to their budget (21.8%) while 18-21 year olds are least likely (13.2%)

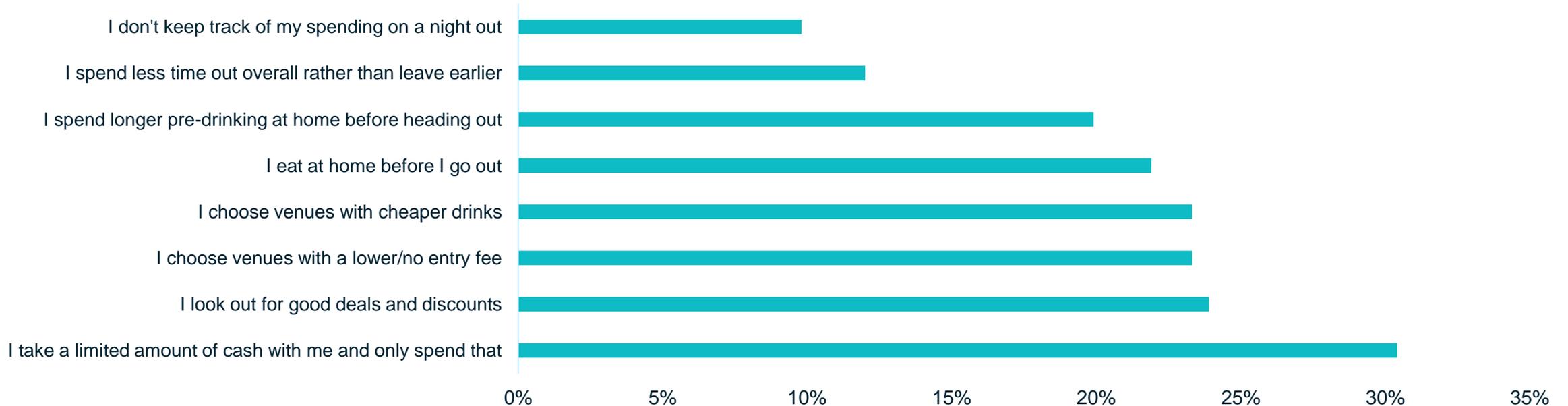
Our approach to budgeting, by age



- Rough idea of how much I want to spend, and try stick to it although am flexible
- I have a fixed amount in mind and don't exceed it
- I have a rough idea of how much I want to spend on each day part
- I don't usually budget but I do sometimes
- I never budget for a night out

HOW DO WE KEEP TRACK OF OUR SPENDING?

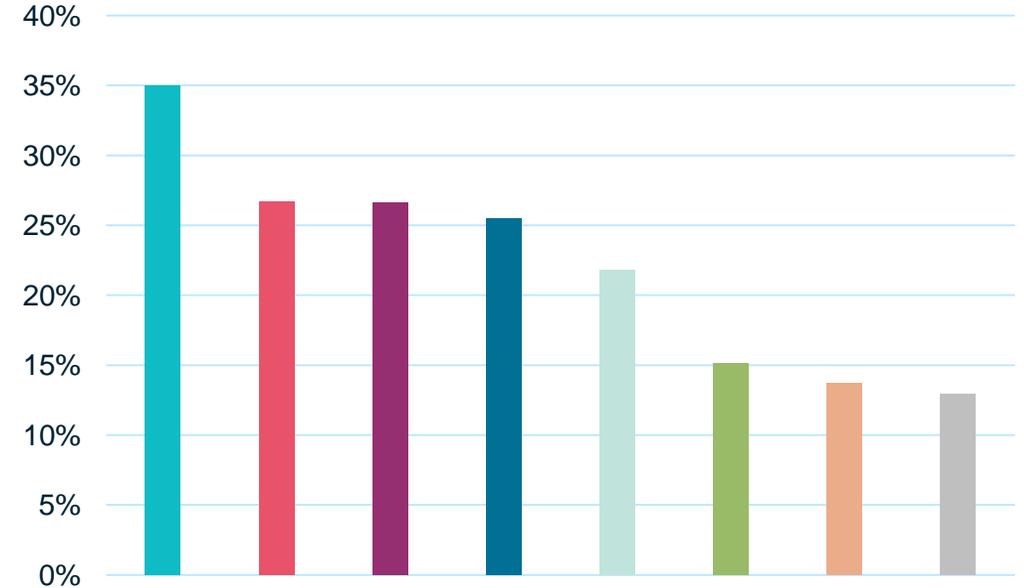
- Three in ten (30.4%) of respondents said they keep track of their spending on a night out by taking a limited amount of cash out with them and only spending that
- The next most popular methods for keeping track of spending are to look for good deals and discounts (23.9%), to choose venues with a lower or no entry fee (23.3%) and to choose venues with cheaper drinks (23.3%)
- 21.9% of respondents said that they eat at home before they go out to keep costs down, while 19.9% said that they spend longer pre-drinking at home
- A higher number men (14.6%) opt to spend less time out overall rather than leave earlier compared to women (9.4%), whereas women are more likely to only spend the cash they take out with them (32.5% vs. 28.2%) and look out for good deals and discounts (25.1% vs. 22.6%)
- Somewhat unsurprisingly more 18-21 year olds (31.2%) and 22-25 year olds (31.7%) spend more time pre-drinking than older age groups



WHY DO WE EXCEED OUR BUDGET?

- The most likely reason respondents overspent on their budget is because drinks were more expensive than originally thought (35.0%)
- 26.7% of respondents say they tend to spend more than planned when they pay with their card or phone instead of using cash – this goes up to 30.8% among 18-21 year olds and 33.3% among 22-25 year olds
- 26.6% said they overspend when they buy rounds of drinks with their friends. This goes up to 29.9% among men, and down to 23.3% among women
- A quarter (25.5%) of respondents go over their budget when they are out celebrating a special occasion – this rises to 27.9% among 26-30 year olds
- 15% of respondents said they spend more than they've budgeted when they've had a stressful day or week at work – as do 20.8% of 22-25 year olds and 19.0% of 26-30 year olds
- Only 13.7% of respondents said they spend more money than planned when they go on a night out on, or shortly after, pay day – though this rises to 21.7% among 22-25 year olds

Top reasons we exceed our budget on a night out



- Drinks being more expensive than originally thought
- When I pay with my card/phone instead of cash
- I buy rounds for my group of friends
- Special occasion - stag or hen do, birthday etc.
- Venue being more expensive than originally thought
- Stressful day/week at work
- Going out on or shortly after pay day
- Drinks being served in doubles as standard

A high-angle, low-perspective shot of a DJ performing at a nightclub. The DJ's hands are visible on a laptop keyboard in the foreground. The laptop screen displays a digital audio workstation (DAW) interface with various tracks and waveforms. The background is filled with a large, energetic crowd of people dancing. The scene is illuminated with vibrant, multi-colored lights, including a prominent green laser beam that cuts through the center of the image. Several large, reflective disco balls are suspended from the ceiling, adding to the festive atmosphere. The overall mood is one of intense energy and entertainment.

ENDS