

DELTA NIGHT INDEX

Released: February 2018

Data: November 2017 – January 2018

INTRODUCTION

Peter Marks - Chief Executive, The Deltic Group

This is now our sixth Deltic Night Index and it has proved once again what we know to be true. People of all ages still love going out. This quarter, consumers spent an average of £59.49, an increase of 13.5% from the same period last year. This is made up of 26.6% more on pre-drinks, 25.0% more on transport, 30.5% more on entry fees, and 19.4% more on in-venue drinks, but 9.1% less on food.

It goes without saying that what we're not seeing is the picture that the media is painting – the idea that there is a step change in people's attitudes towards "going out", that millennials don't like going out, that socialising is all online, and that the rest of us have outgrown it. This simply isn't true. This quarter, (November 17 – January 18) 58% of Brits said that they go on a night out at least once a week, which goes up to a massive 73% among 18 – 21 year olds.

In this report we've looked at some of the drivers behind this – in particular social media and the emergence of apps such as Uber and Apple Pay as well as at-home apps like Deliveroo. We found that actually, technology is working with us rather than against us: 15% of respondents said social media encourages them to buy more premium drinks, and 40.2% of us want to go out ourselves after (or 57% of 18 – 30 year olds) seeing a friend post about their night out on social media. Almost a third of respondents (31.2%) said that apps like Uber, Apple Pay and Yoti make it easier to go on a night out, and a quarter (23.7%) said it made them more willing to go out.

The night time economy is estimated to be worth £66bn a year to the UK economy and employs 1.3m people*. Numerous studies have shown that a town or city with a vibrant night life help make it a more attractive place to live and work, helping draw talent into the area. It's vital to the vivacity of our high streets and long may it continue.

* [*Manifesto for the Night Time Economy, Philip Kolvin QC*](#)



HEADLINE FINDINGS

FEBRUARY 2018

THE LATE NIGHT ECONOMY

- 58.0% of Brits go on a night out at least once a week – this goes up to 73.3% among 18-21 year olds and 63.8% among 26 – 30 year olds
- This quarter, people spent an average of £59.49 on a night out. This is a 3.4% decrease on the last quarter (£61.58), but a 13.8% increase year on year (£52.26)
- Bars and clubs continue to be the late night activity that people spend the most money on each month, with 42.1% of respondents selecting this as the type of late night leisure they spend the most money on each month. They were followed by pubs, in which 33.9% of respondents spent the most money on each month
- Seeing friends continues to be the most popular reason for going out, with 63.8% citing this. This is followed by escaping the stress of day to day life (43.9%), and to celebrate an occasion (33.6%)
- Recommendations continue to be the most important driver when deciding where to go out, with 56.0% using them. This is in line with last quarter and last year's figures of 56.4% and 53.0% respectively. The next most popular factor in helping consumers choose where to go out is where friends are tagged on Facebook (26.4%)

THE IMPACT OF DIGITAL

- Women are much more likely to use apps to help them plan a night out than men
- Overall, 41.7% of respondents said they used Facebook when planning a night out, and 37.1% said they use it during a night out. This goes up to 50.4% and 44.2% respectively among 18 – 30 year olds
- Snapchat proved more popular than Instagram for both people planning a night out and during a night out – with 21.0% saying they use Snapchat, and only 17.1% using Instagram
- 18 – 21 year olds seem to be the early adopters of some of the more technical apps – 14.4% use payment apps when planning a night out, and 14.2% use food delivery apps, compared to just 8.2% and 8.0% overall. The figures are similar for during a night out
- As many as 49.2% of 18 – 21 year olds agreed or strongly agreed that apps like Uber and Apple Pay make it easier to go on a night out, and 29.5% said it encouraged them to go on a night out more often
- 42.0% of respondents said that seeing other people post about their night out on social media makes them to go on a night out. Among 18 – 30 year olds this went up to 57.0%
- Interestingly, 43.1% of respondents agreed or strongly agreed that they make an effort to not use their phone on a night out, the figure was as high as 38.0% amongst 18-21 year olds. 50.8% agreed or strongly agreed that they hate it when friends use their phone a lot on a night out

FREQUENCY OF NIGHTS OUT

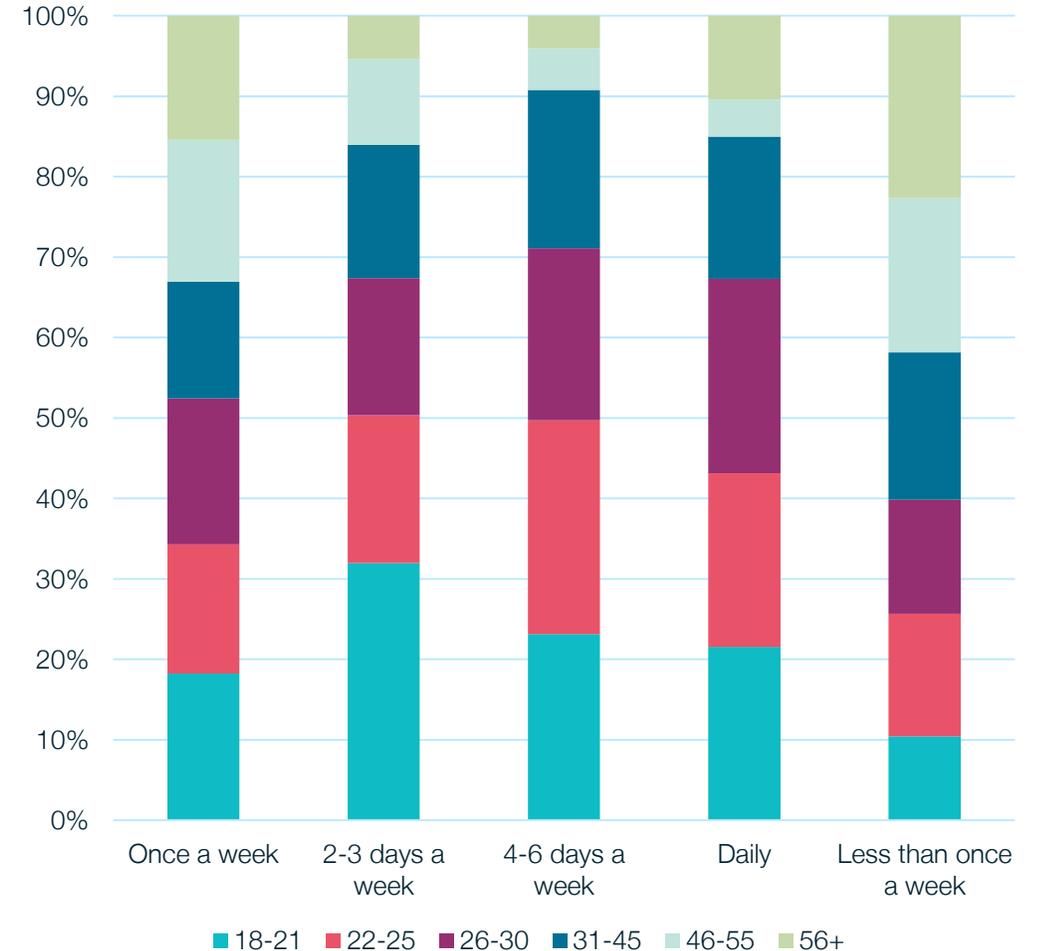
People are still going out regularly. 58% of Brits say they go on a late night out at least once a week. This is down slightly on the previous quarter (from 60.1%) and year on year (from 59.7%) – but the variance is small.

- 58% of Brits go on a night out at least once a week – this goes up to 73.3% among 18-21 year olds and 63.8% of 26 – 30 year olds
- Almost a fifth (19.5%) of 18 – 21 year olds say they go on a night out 2 - 3 times a week, whilst 8.0% say they go on a night out 4 – 6 times a week
- On average, men are more likely to go out at least once a week than women, with 62.7% compared to 54.0%

REGIONAL BREAKDOWN

- Residents in Cardiff, London and Birmingham are most likely to go out at least once a week, with 63.9%, 63.8% and 61.9% respectively saying they go out at least once a week
- Almost one in ten (9.7%) of those in Cardiff say they go on a night out 4 -6 days a week, more than any other city
- In contrast, only 47.6% of Glaswegians, 48.3% of those from Sheffield and 49.4% of people from Southampton and Liverpool say they go out at least once a week.

Night out frequency, broken down by age



LATE NIGHT ECONOMY SPENDING BY NIGHT OUT ACTIVITY

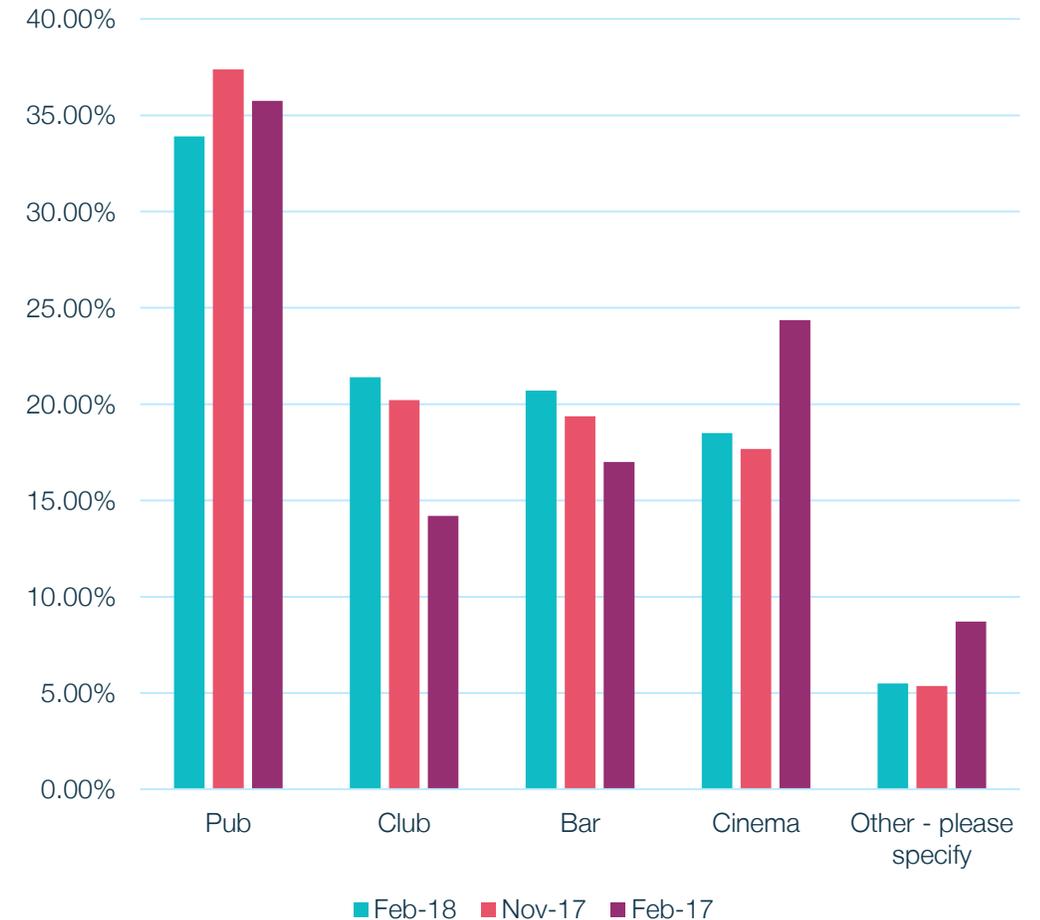
The following data excludes respondents that said “there are no types of late night leisure that they spend the most money on each month”.

- Combined, bars and clubs continue to be the late night activity that people spend the most money on each month, with 42.1% of respondents selecting this as the type of late night leisure they spend the most money on each month.
- The pub follows closely behind, with 33.9%. However, this was down from 37.4% last quarter, and 35.8% last year
- Bars have also increased in popularity. A fifth (20.7%) said they spent the most money on clubs, compared to 19.4% last quarter and 17.0% last year
- For both 18 – 21 year olds and 22 – 25 year olds, the majority (32.7% and 34.5%) spend more money on clubbing each month than other late night activities

REGIONAL BREAKDOWN

- Leeds is the only city where more respondents said they spent more money in clubs each month than pubs (29.3% vs 25.9%).
- The proportion of respondents in Leeds that said they spent the most money in clubs each month was also higher than any other city (29.3%). It was followed by Manchester (27.7%) and Nottingham (26.2%)
- In Brighton, the majority of people said they spent more money in bars (33.9%) than other forms of late night leisure

Late night leisure activity people spend the most money on each month

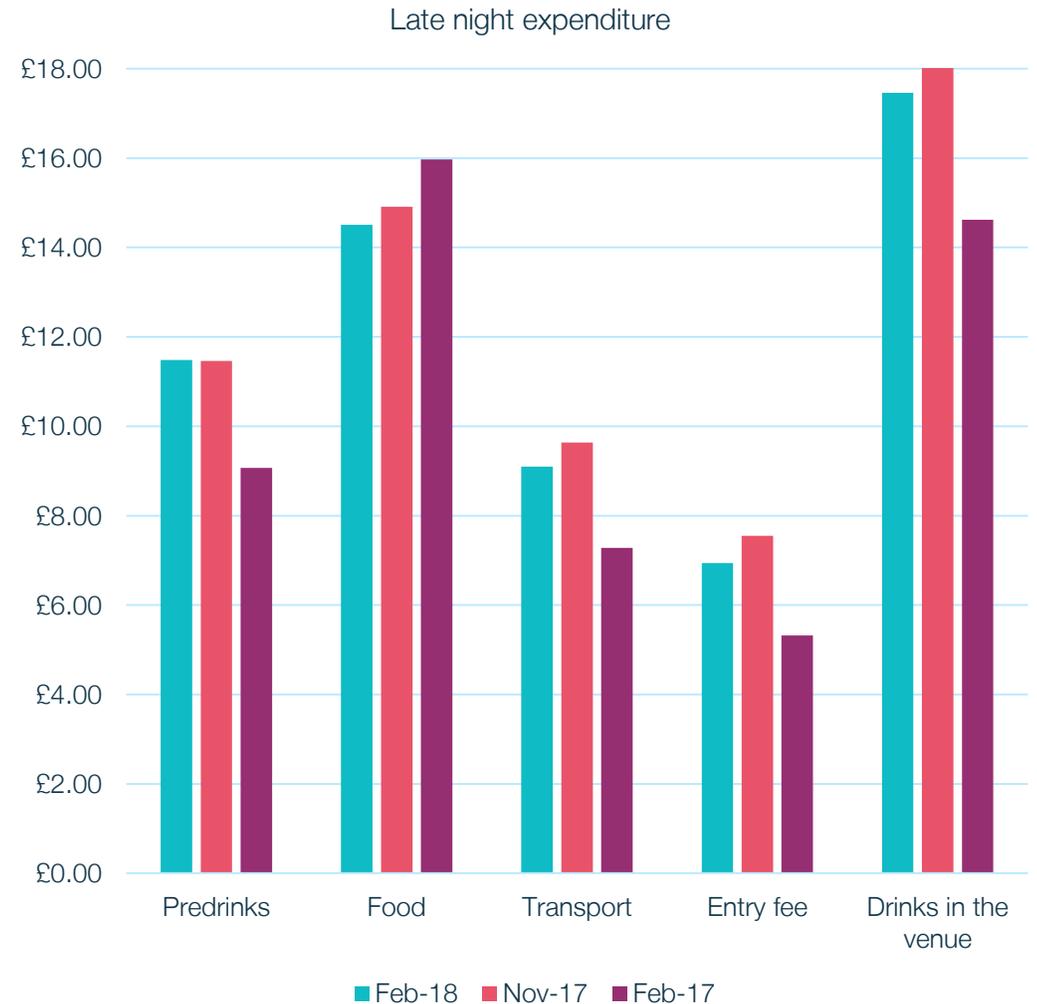


LATE NIGHT SPEND MIX

- This quarter, people spent an average of £59.49 on a night out. This is a 3.5% decrease on the last quarter (£61.58), but a 13.8% increase year on year (£52.26)
- Compared to the same period last year, during a night out Brits are spending 26.6% more on predrinks, 25.0% more on transport, 30.5% more on entry fee, and 19.4% more on drinks in the venue, but 9.1% less on food
- 31 – 45 year olds are spending the most on a night out, at an average of £67.18, whilst 18 - 21 year olds spend the least at £52.31
- There is very little difference between men and women’s average spend, at £59.73 and £59.26 respectively.

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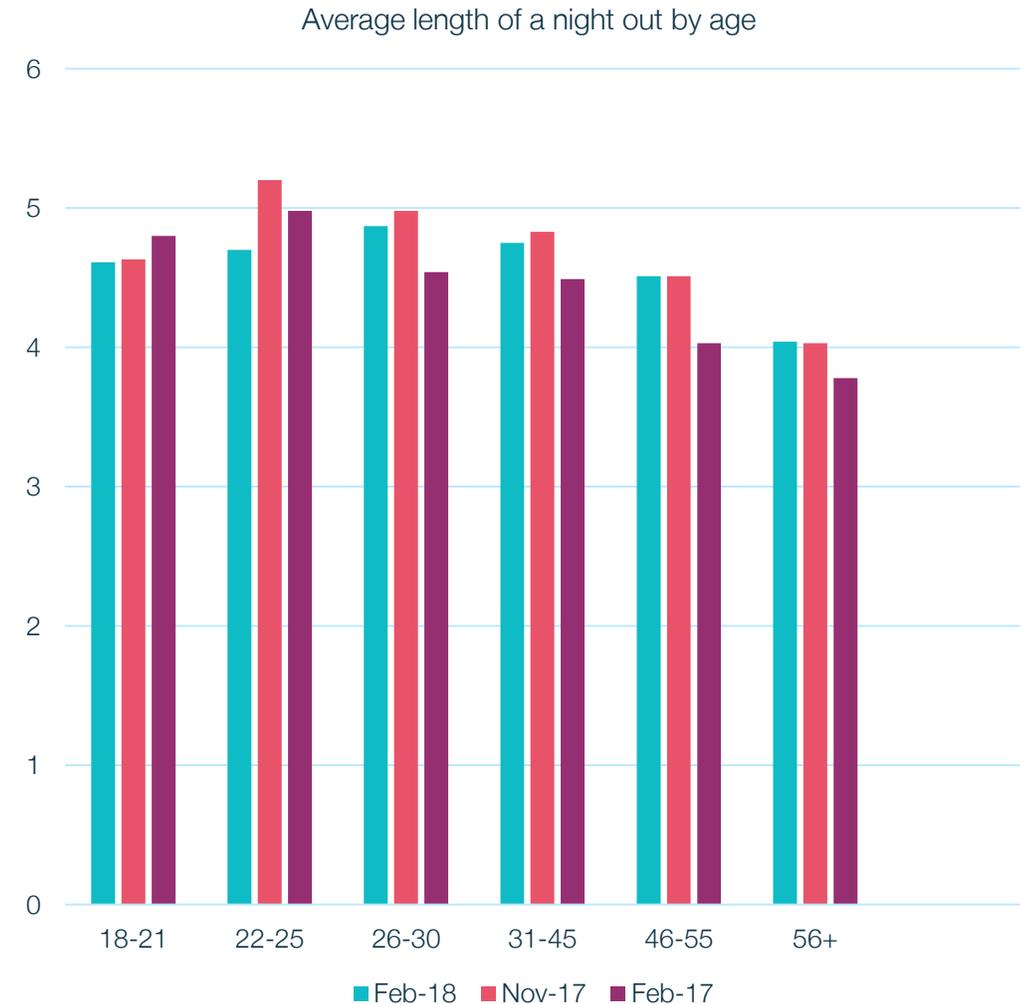


NIGHT OUT TIMINGS

- The majority of nights out (40.4%) last 3 – 4 hours, while over a third (36.6%) last 5 – 6 hours
- This is a marked change from this time last year. In February 2017, over half of respondents (50.6%) said their average night out lasted for 3 – 4 hours. There is little change on the last quarter
- There's little difference between age groups – the majority of 18 to 30 year olds say their night out lasts between 3 – 4 hours, followed by 5 – 6 hours
- 31 to 45 year olds are more likely than any other age group to go on a night out for 7 – 8 hours, at 12.3%, followed by 26 – 30 year olds (11.7%) and 22 – 25 year olds (11.2%). This falls to 8.6% among 18 – 21 year olds

REGIONAL BREAKDOWN

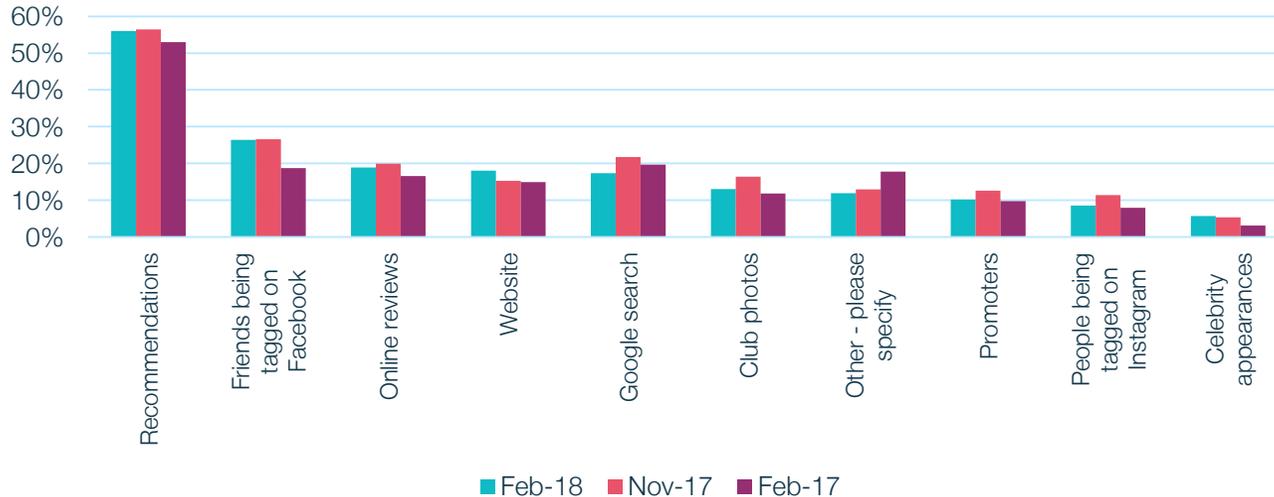
- In Edinburgh, half (50.6%) of respondents said that their average night out lasted 5 – 6 hours, as did 48.3% of respondents in Sheffield, 44.4% of respondents in Cardiff, and 42.3% of respondents in Plymouth.
- In all other cities, the majority of nights out lasted an average of 3 – 4 hours



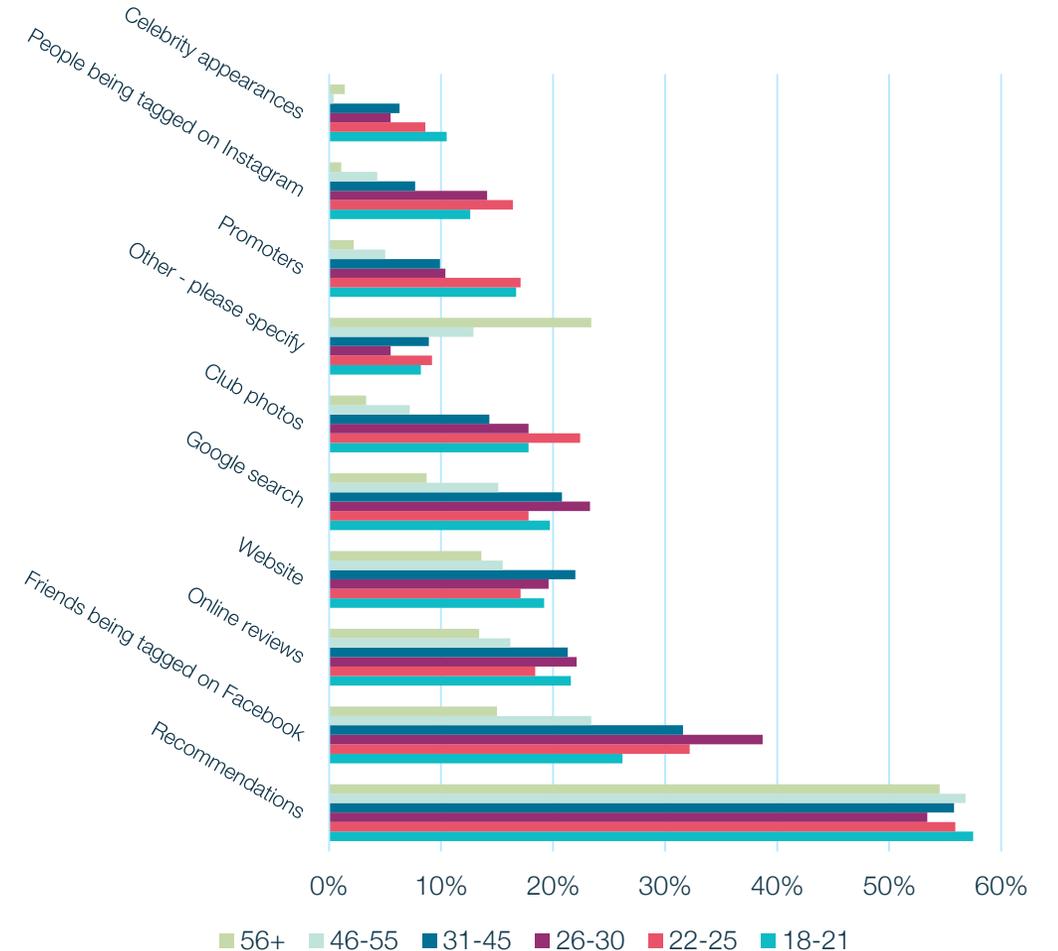
PLANNING A NIGHT OUT

- Recommendations continue to be the most relied upon source for respondents planning a night out – this has been the case since the survey began in November 2016
- Year on year data has shown a notable increase in the impact that social media platforms such as Facebook and Instagram, as well as online reviews and website, has on people when they are planning a night out
- People being tagged on Instagram and Facebook are a bigger driver for women than men – 30.7% of women say that friends being tagged on Facebook, and 10.6% say that friends being tagged on Instagram, influence their choices – compared to 21.1% and 6.1% of men respectively
- There is little regional difference in the data

Importance of factors over time



Importance of factors by age



WHY DO WE GO OUT

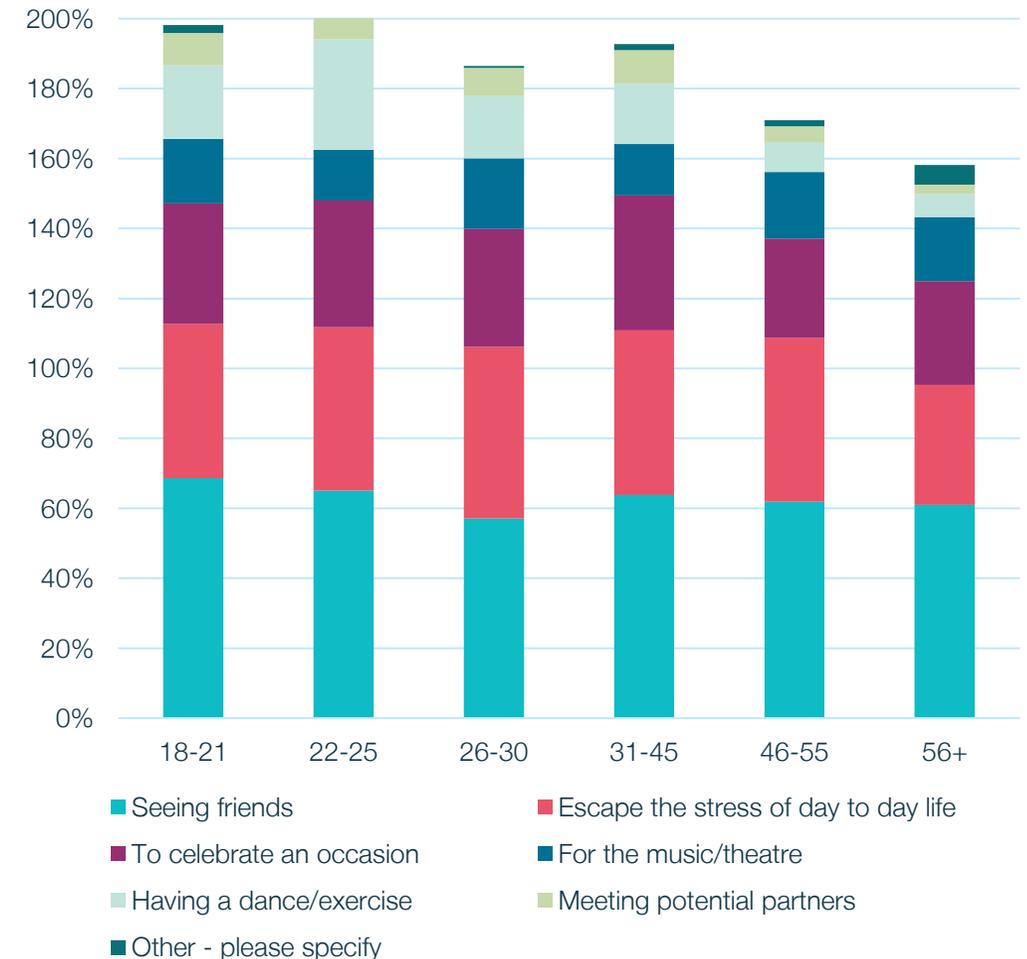
- Seeing friends continues to be the most popular reason for going out, with 63.8% citing this. This is followed by escaping the stress of day to day life (43.9%), and to celebrate an occasion, 33.6%
- Almost half (49.1%) of 26 – 30 year olds cited escaping the stress of everyday life as one of the main reasons they go out, more than any other age group
- Women are much more likely to go out to celebrate an occasion (40.7%), than men (25.1%)
- Women are also more likely to go out to have a dance / exercise (20.0%) than men (11.3%)
- Men are more likely to go out to meet potential partners (9.3%) than women (5.3%)

REGIONAL BREAKDOWN

- Whilst seeing friends was one that residents of every city cited as one of the main reasons they go out, it was a particularly popular response in Norwich (78.0%), Newcastle (70.4%) and Brighton (70.1%)
- Those in Belfast are most likely to go out to celebrate an occasion, at 54.8%, followed by Leeds at 40.7%
- A quarter (25.0%) of Glaswegians said that one of the main reasons they go out is for the music / theatre – compared to just 7.5% of those in Bristol
- Those in Brighton are more driven by meeting a potential partner (13.4%) than those who go out in other cities. Just 2.4% of those in Liverpool and Norwich cite it as a reason

* Respondents were asked to select up to three

Top reasons we go out, broken down by age*



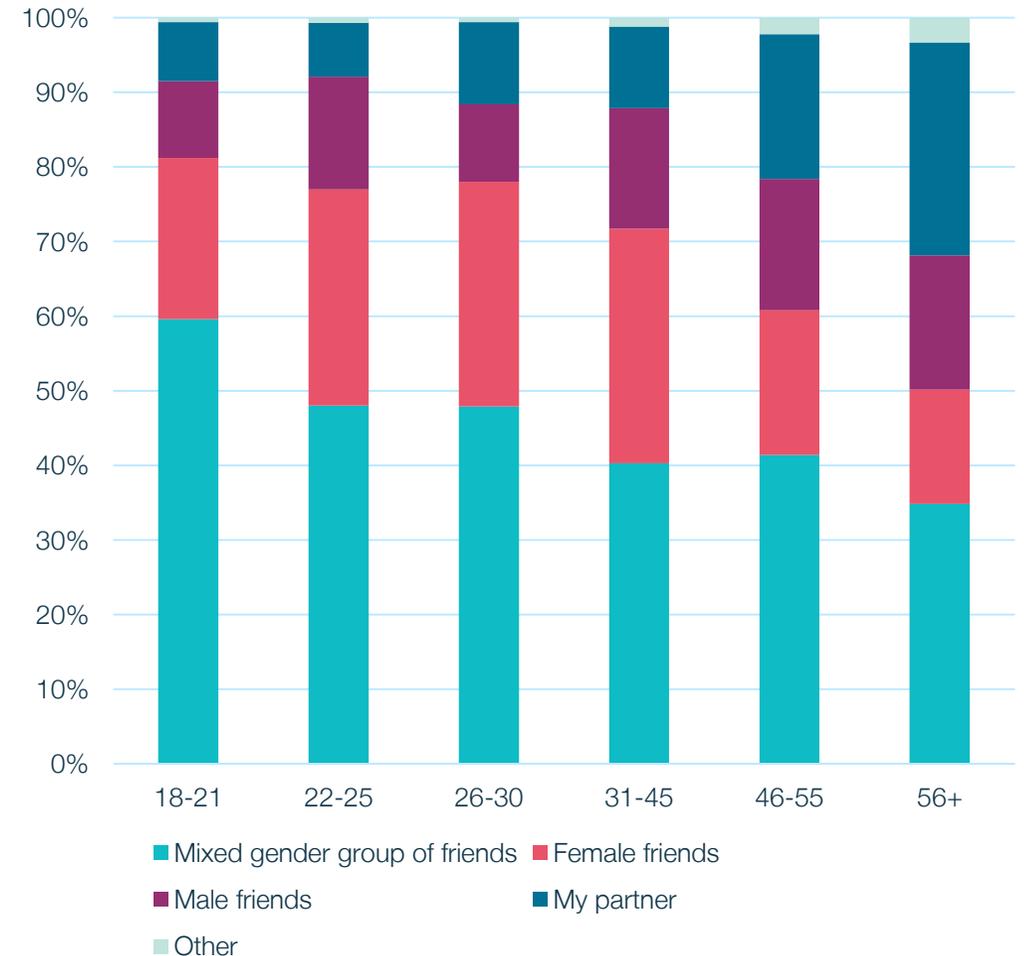
WHO DO WE GO OUT WITH

- Most people (41.3%) tend to go on a night out in groups of 3 - 4, followed by 5 – 6 (24.2%)
- Men are much more likely to go out on their own (7.1%) than women (2.3%)
- Almost half (46.0%) of respondents said they usually go on a night out with a mixed group of friends. This is up slightly from 39.4% last year, and down from 47.8% last quarter
- 28.9% of men usually go on a night out with male friends, while 36.3% of women will usually go out with their female friends
- 14.5% of Brits usually go on a night out with their partner, down from 23.5% this time last year
- This percentage gets higher with age – 19.4% of 46 – 55 year olds and 28.6% of those aged 56+ usually go on a night out with their partner

REGIONAL BREAKDOWN

- Respondents in Nottingham, Belfast and Birmingham are more likely to go out in a mixed group of people (53.5%, 51.6% and 50.5% respectively).
- Those in Glasgow are most likely to go out with their partner (21.3%) followed by Sheffield (20.7%) and Edinburgh (18.8%)
- Those in London (7.0%), Brighton (6.0%) and Liverpool (6.0%) are more likely to go on a night out on their own than people in other cities, whilst those in Newcastle (1.2%), Nottingham (1.4%) and Cardiff (0%) are least likely to

Who we go out with by age group



A vibrant nightclub scene with a large crowd of people dancing and celebrating. The air is filled with falling confetti, and the lighting is a mix of warm orange and cool blue/purple hues. A semi-transparent dark blue rectangle is overlaid in the center, containing the text.

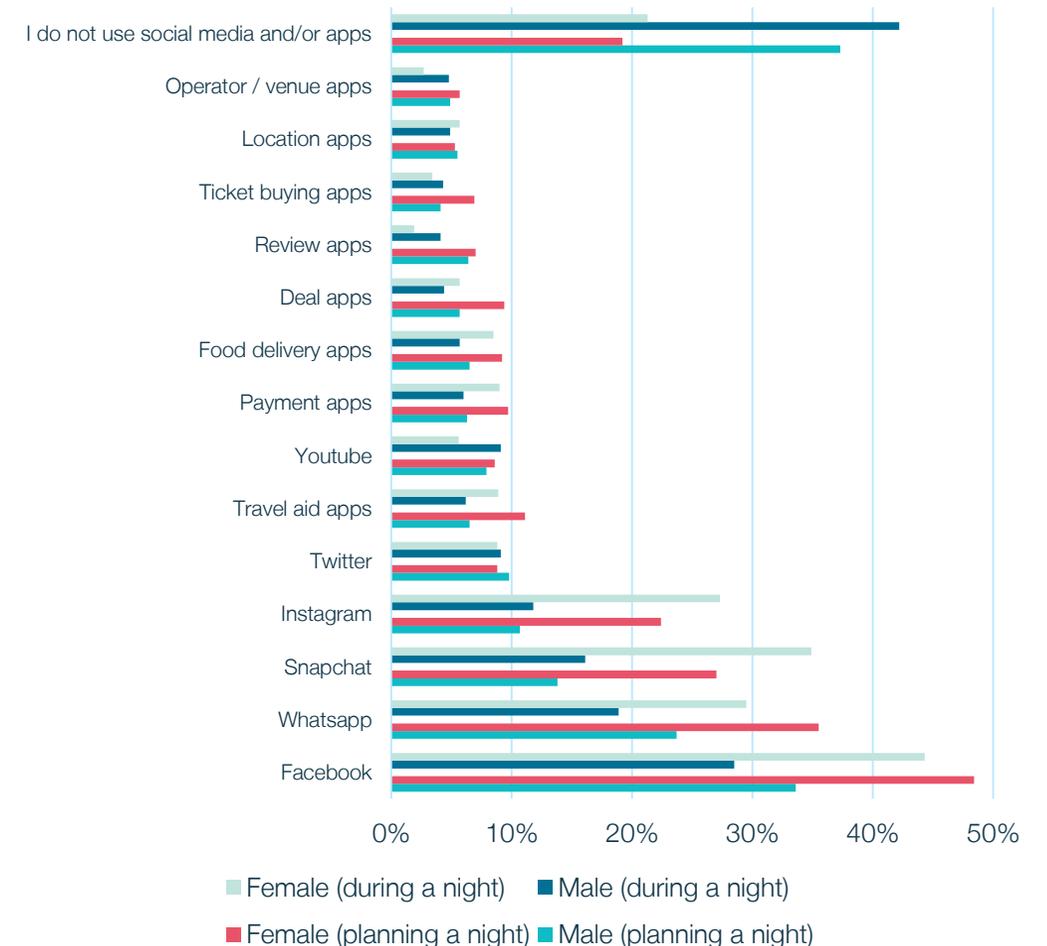
SPECIAL FOCUS: IMPACT OF DIGITAL

HOW APPS ARE USED FOR A NIGHT OUT

We asked respondents to think about how they use social media and apps when planning, and during, a night out.

- As the chart opposite shows, overall women are much more likely to use apps to help them plan a night out than men
- Moreover, 37.3% of men said that they actively try not to use social media or apps when planning a night out, and 42.2% said they actively try not to use it during a night out, compared to only 19.2% and 21.3% of women respectively
- Overall, 41.7% of respondents said they used Facebook when planning a night out, and 37.1% said they use it during a night out. This rises to 50.4% and 44.2% respectively among 18 – 30 year olds
- Snapchat proved more popular than Instagram for both people planning a night out and during a night out – with 21.0% saying they use Snapchat, and only 17.1% using Instagram
- Among 18 – 21 year olds, more use Snapchat (59.4%) on a night out than Facebook (41.2%). 35.8% use Instagram. For planning a night out, half (50.0%) of 18 – 21 year olds use Facebook, 49.0% use Snapchat and 28.9% use Instagram
- 18 – 21 year olds seem to be the early adopters of some of the more technical apps – 14.4% use payment apps when planning a night out, and 14.2% use food delivery apps, compared to just 8.2% and 8.0% respectively overall. The figures are similar for during a night out
- Only 2.9% of respondents, and 5.4% of 18 – 21 year olds, said they use dating apps such as Tinder and Bumble while planning a night out. The figures are similar for during a night out

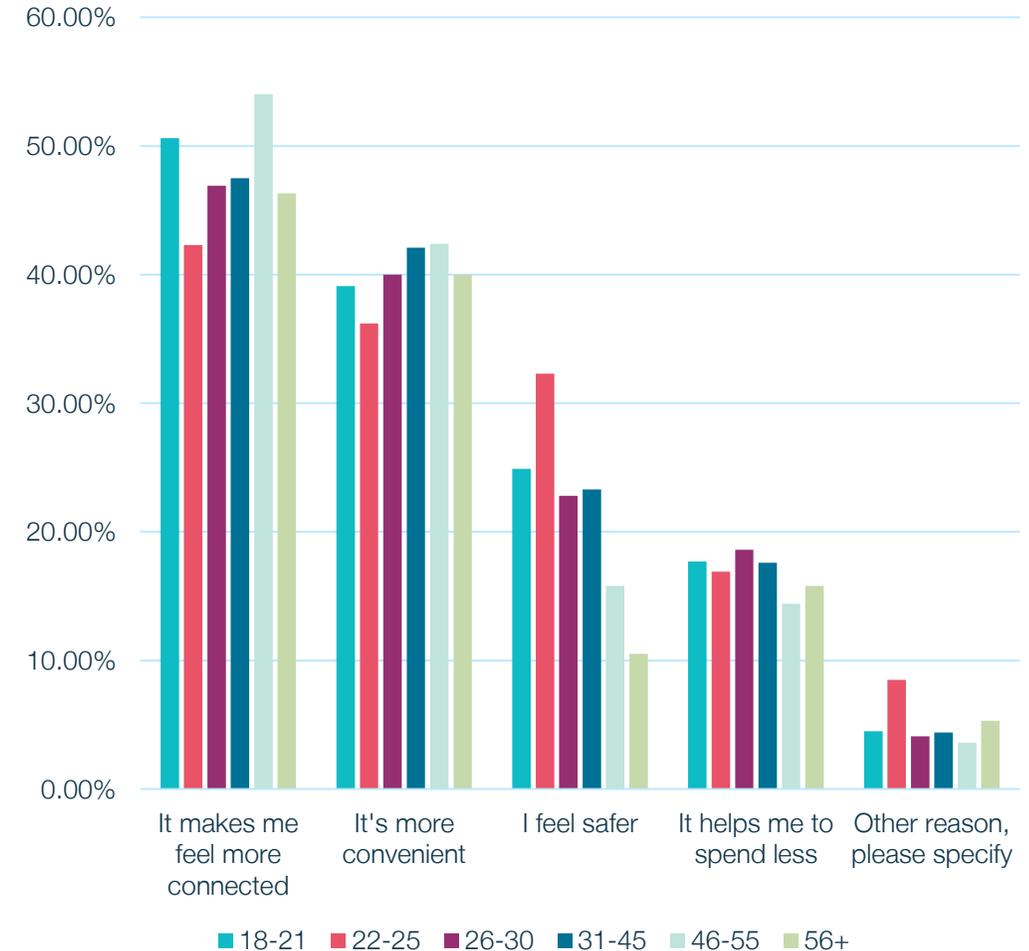
How men and women use apps to plan and during a night out



WHY WE USE THEM

- 48.7% of respondents said that they use social media and apps on a night out because it makes them feel more connected. This goes up to 54.0% among 46 – 55 year olds, the highest of any age group
- 40.1% of respondents said it was because they were more convenient
- Almost a quarter, 23.0%, said they felt safer using social media and apps on a night out – there was little difference between men and women
- 17.2% said that using social media and apps on a night out helped them to spend less
- For women, feeling connected was the most popular reason for using social media and apps on a night out, with half (51.6%) citing this as a reason. For men, it was a more even split between feeling connected (43.8%) and convenience (43.6%)
- Almost a third of respondents (31.2%) agreed or strongly agreed that apps such as Uber, Apple Pay and Yoti make it easier to go on a night out
- A fifth (20.4%) said that apps like these encourage them to go on a night out more often, and;
- A quarter (23.7%) said it made them more willing to go on a night out
- As many as 49.2% of 18 – 21 year olds agreed or strongly agreed that apps like Uber and Apple Pay make it easier to go on a night out, and 29.5% said it encouraged them to go on a night out more often

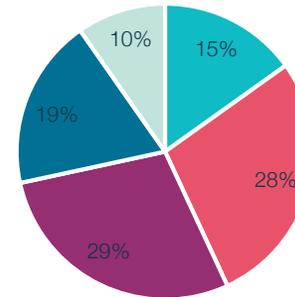
Why we use social media and apps on a night out, by age



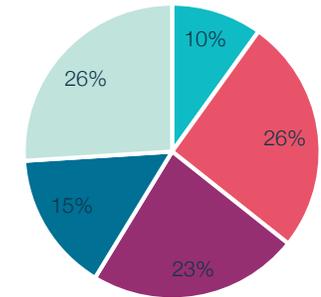
HOW SOCIAL MEDIA AND APPS INFLUENCE ATTITUDES TOWARDS A NIGHT OUT

- Around a third of respondents agreed or strongly agreed with the following statements:
 - I always post about my night out on social media - 35.7%, goes up to 46.6% among 18 – 30 year olds
 - I look for instagrammable moments during my night out - 29.9%, goes up to 43.6% among 18 – 30 year olds
 - I want my friends to see where I am on a night out - 33.7%, goes up to 43.6% among 18 – 30 year olds
- A quarter (25.4%) agreed or strongly agreed that being on social media on a night out is good for their online image, while 23.2% agreed or strongly agreed that social media enhances their night out – this goes up to 32.3% among 18 – 30 year olds
- 42.0% of respondents said that seeing other people post about their night out on social media makes them want to go on a night out. Among 18 – 30 year olds this went up to 57.0%
- However, as many as 43.1% of respondents agreed or strongly agreed that they make an effort to not use their phone on a night out, and 50.8% agreed or strongly agreed that they hate it when friends use their phone a lot on a night out
- Perhaps unsurprisingly, this number gets higher amongst older age groups. 53.7% of those aged 56+ say they make an effort not to use their phone on a night out, and 59.9% say they hate it when their friends use their phone a lot on a night out, compared to just 38.0% and 44.6% of 18-21 year olds respectively

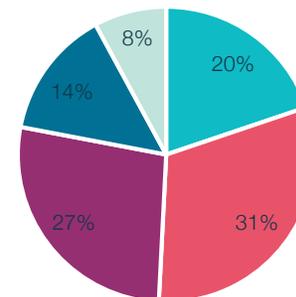
I make an effort not to use my phone on a night out



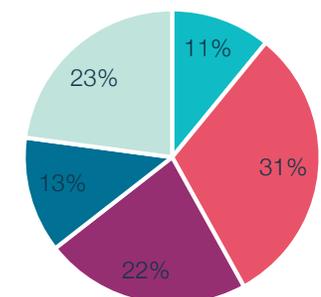
Seeing other people post about their night out makes me want to go on a night out



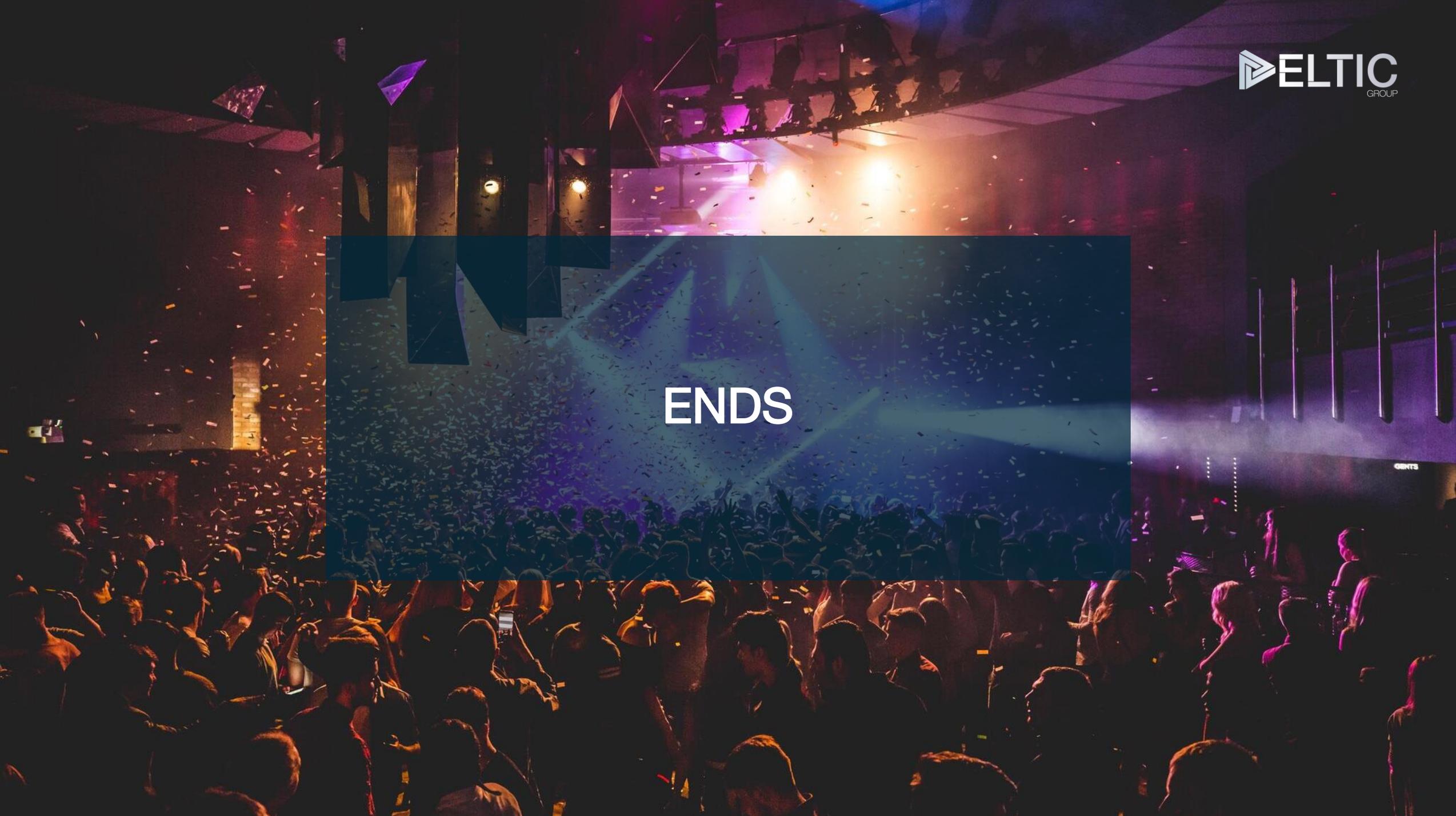
I hate it when friends use their phone a lot on a night out



Seeing other people post about their night out makes me want to go on a night out



■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

A large, vibrant party scene with a dense crowd of people dancing and celebrating. The atmosphere is filled with bright, colorful stage lights in shades of purple, blue, and orange, and a thick cloud of white confetti falling from the ceiling. The background shows a modern interior with geometric light fixtures and a stage area with bright spotlights.

ENDS

METHODOLOGY

Sampling theory: The Censuswide panel was originally recruited via sampling specialists and since has grown organically. Panellists can opt to answer all surveys – but will be filtered out if a survey is not relevant to them. Panellists are also invited to participate in surveys via a newsletter. All surveys are incentivised according to the specialism of the panel, rewards include; points for prizes, cash and air miles all of which vary in value depending on the survey length.

Registration: When joining the panel, each member is double opted in (an opt in and validation process) as well as completing a profiling questionnaire – which we then use to store their relevant information and are able to target specific sectors easily.

Accuracy of panel: Our panel is monitored to remove any ‘career respondents’. We pay special interest in any respondents who are seen to be completing surveys at speed or are entering contradictory data and they will be removed from the panel if they are found to be giving false data.

Question types: Text, pictures, video and audio can be included in the survey – the question types include single and multiple response, sliding scales, grids and open ended questions.

Reporting:

- We can provide the data in a variety of formats – Word, Excel, PowerPoint, SPSS.
- As standard, you will receive four demographic breakdowns as part of the survey package and providing they have been requested beforehand, we can also offer a wide range of splits, varying from household income to which supermarket the respondent shops in.
- Additional graphs and charts are also available on all surveys by request.

Accreditation:

Censuswide.com complies with the MRS Code of Conduct (2010) which is based upon the ESOMAR principles (for more information visit www.esomar.org) The main principles for the code are:

1. Market researchers will confirm to all relevant national and international laws.
2. Market researchers will behave ethically and will not do anything which might damage the reputation of market research.
3. Market researchers will take special care when carrying out research among children and other vulnerable groups of the population.
4. Respondents’ cooperation is voluntary and must be based on adequate, and not misleading, information about the general purpose and nature of the project when their agreement to participate is being obtained and all such statements must be honoured.
5. The rights of respondent as private individuals will be respected by market researchers and they will not be harmed or disadvantaged as the result of cooperating in a market research project.
6. Market researchers will never allow personal data they collect in a market research project to be used for any purpose other than market research.
7. Market researchers will ensure that projects and activities are designed, carried out, reported and documented accurately, transparently, objectively and to appropriate quality.
8. Market researchers will conform to the accepted principles of fair competition.