

REKOM

REKOM UK NIGHT INDEX

OCTOBER 2022



FOREWORD

"I am pleased to share the latest REKOM Night Index, the bellwether quarterly report for the late-night leisure industry.

Given the recent political and economic upheavals, it is not surprising that a significant number of Brits have said they will change or have already changed their socialising habits around going on a late night out.

In particular, people are looking to reduce their spending in advance of a night out and the most popular response to how they would adjust their budget was to pre-drink at home more.

Despite this overall trend, the survey further highlights how going out to nightclubs remains a significant thread to the fabric of our culture and society. It was revealed that Brits currently go on a late-night out on average three times a week. Unsurprisingly, students are the highest demographic of society that go out 2-3 days a week (33.2%) compared to full-time workers (18.7%). The data further indicates an average night out for a Brit lasts just under 5 hours, with 18-24s staying out the longest.

I have confidence that while financial behaviours are changing, social habits are not with our young guests viewing a night out as an affordable treat. The recent increase in our spend per head reflects our focus on offering a great experience and great value for money."

**- PETER MARKS
CHAIRMAN, REKOM UK**

METHODOLOGY

- The research behind the REKOM Night Index is conducted by third party survey consultant Censuswide
- Through Censuswide REKOM UK surveyed 2,024 18+ year olds including 1,000 18-21 year olds and 500 students between 26/09/22 and 29/09/22
- Censuswide is a member of ESOMAR – a global association and voice of the data, research and insights industry, and complies with the Market Research Society code of conduct based on the ESOMAR principles.



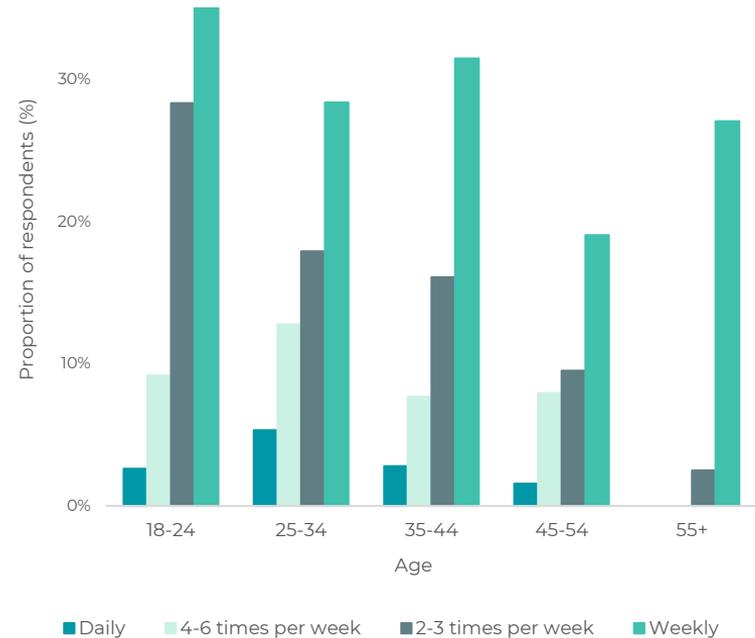
HOW OFTEN DO WE GO ON A LATE NIGHT OUT?

- We are going out considerably more often compared to March 2022 at 3.12 times per week. This is compared to 1.17 times per week six months ago
- On average, men go out slightly more than women at 3.3 times per week, compared to 3.0
- Those aged 45-54 now claim to go out the most out of all age groups, averaging at around 4 times a week, whilst those aged between 18 and 24 go out around 2.6 times per week
- 36.6% of respondents said they go out at least once a week, and just 8.15% claim to never go on a late night out

REGIONAL BREAKDOWN

- Respondents in the Southampton and Belfast go out the least often at 2.7 and 2.8 times per week respectively
- Those in Scotland go out on average 3.5 times a week, the highest out of all regions, whilst those based in Northern Ireland go out 2.8 times each week, the lowest recorded.

HOW OFTEN WE GO ON A NIGHT OUT PER WEEK



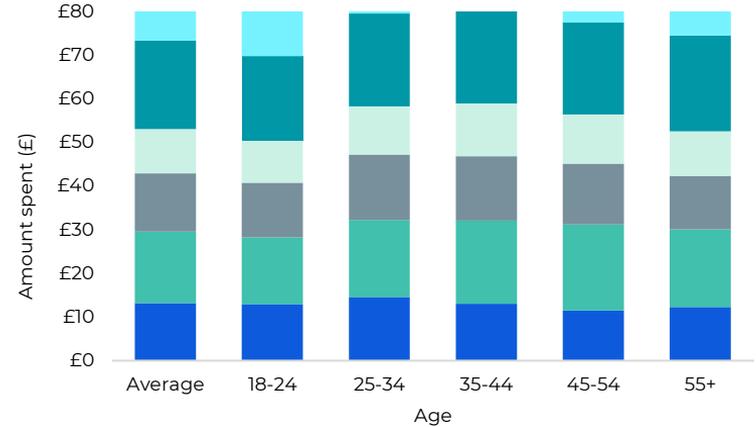
HOW MUCH ARE WE SPENDING ON A NIGHT OUT?

- Average spend across several different areas on a night out remained largely consistent with figures reported earlier this year, with the most change seen on the amount spent on pre-drink:
 - Total spend on a night out was up by 6.8% at £73.36 (March 2022: £68.03)
 - Amount spent on pre-drinks increased the most, by 16.8% to £13.21 (from £11.42)
 - Spend on in-venue drinks increased to £20.29 (March 2022: £19.56)
 - Spend on transport to and from venues also increased to £13.39, up 11.4%
- Male respondents claimed to spend an average of £11.81 on entry fees to venues, whilst females claimed to spend just £9.54 on this
- Respondents spent an average of £16.24 on daytime preparation for a night out, the second most expensive aspect of a night out behind spending on drinks in the venue. Those aged 18-24 spent the most preparing for a night out, averaging at £18.58

REGIONAL BREAKDOWN

- Respondents in Plymouth spend the most on pre-drinks ahead of a night out, averaging at £15.46, whilst those in Southampton said they usually spent £11.56, the lowest of all cities
- Those in Glasgow claimed to spend £23.38 on drinks once inside a venue, the most expensive out of all cities in the UK and respondents in Plymouth spent the least on venue drinks (£18.47)
- In Wales, respondents spent the least amount of money preparing for a night out at just £12.80, whilst those in Scotland spend considerably more, totalling £18.28

AVERAGE SPEND ON A NIGHT OUT



- Daytime spending in preparation for night out
- Drinks in the venue
- Entry fee
- Transport
- Food
- Predrinks

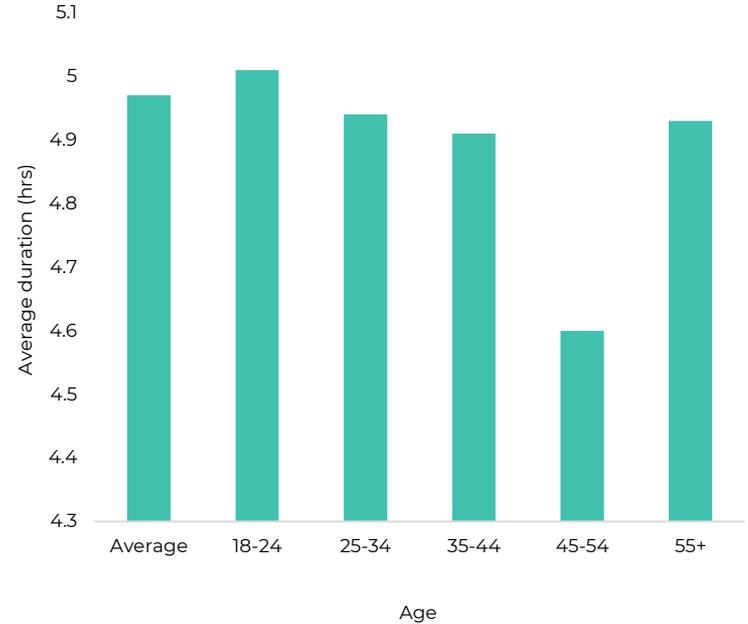
HOW LONG DO WE SPEND ON A NIGHT OUT?

- On average, Brits spend 4 hours and 58 minutes on a night out
- This is a significant increase from six months ago, when the average night out lasted 4 hours and 17 minutes, and ahead of pre-pandemic figures which showed an average night out lasted 4 hours and 35 minutes (March 2019)
- Those aged 18-24 spend the most time on a night out, at 5 hours 6 minutes
- Those aged 45-54 spend the least time out, at 4 hours 36 minutes
- Women spend longer on a night out than men, averaging at 5 hours and 6 minutes compared to 4 hours and 37 minutes

REGIONAL BREAKDOWN

- Those based in Yorkshire and Humber spend the most amount of time on a night out at 5 hours and 14 minutes, closely followed by the North East and in South East, both at 5 hours 8 minutes
- Respondents from Greater London spend the least amount of time out, at 4 hours 32 minutes
- On average, those in Glasgow claimed to stay on a night out the longest at 5 hours and 23 minutes

AVERAGE AMOUNT OF TIME SPENT ON A NIGHT OUT



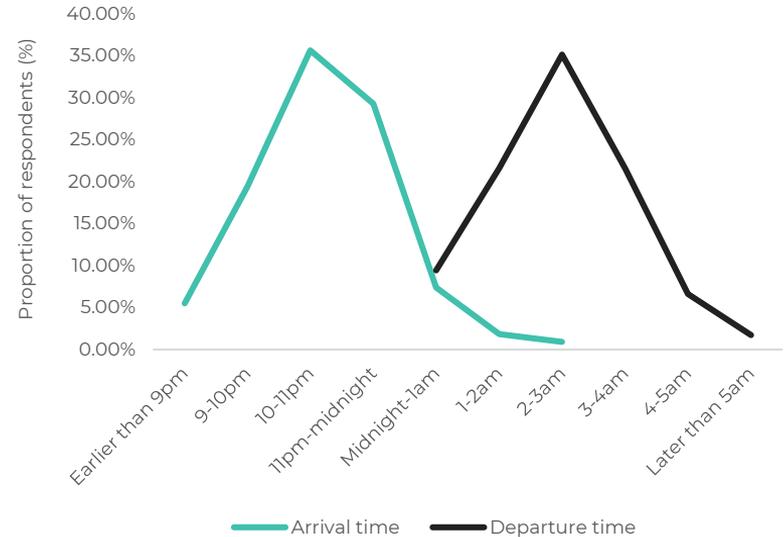
WHAT TIME DO WE USUALLY ARRIVE AND LEAVE A NIGHTCLUB?

- On the whole, people tend to arrive at a nightclub between 10 and 11pm (35.66%), and leave between 2 and 3am (35.2%)
- In general, most people across all age groups arrive between 10 and 11pm
- 35.6% of 18-24 year olds, and 34.2% of those aged 25-24 leave a nightclub between 2 and 3am, whilst the majority of those over 55 tend to leave slightly earlier, with 42.9%
- leaving between 1 and 2am
- Very few respondents said they arrived at a venue after midnight, with 84.4% turning up between 9pm and midnight
- Only a small number of people claimed to leave a nightclub before midnight or later than 4am, as 78.4% leave a late night out between 1 and 4am

REGIONAL BREAKDOWN

- Those in the North East of England tend to arrive earliest on a night out, with 8.9% arriving before 9am, compared with only 1.5% of those in Wales
- Respondents in Leeds and Plymouth arrived the latest to a venue, 3.7% of people in both cities said they arrived after 2am, whilst no respondents from Belfast, Bristol, Cardiff, Edinburgh, Liverpool, Newcastle or Norwich said they turned up this late
- In general, those in Southampton stay out the latest as 7.4% of people in said they ended at night out after 2am, whereas no respondents from Belfast, Cardiff, Edinburgh, Glasgow or Southampton claimed to stay out this late
- Few people in Wales (1.5%) claimed to leave a nightclub before midnight, compared with those in Greater London (8.0%)

AVERAGE ARRIVAL AND DEPARTURE TIME ON A NIGHT OUT



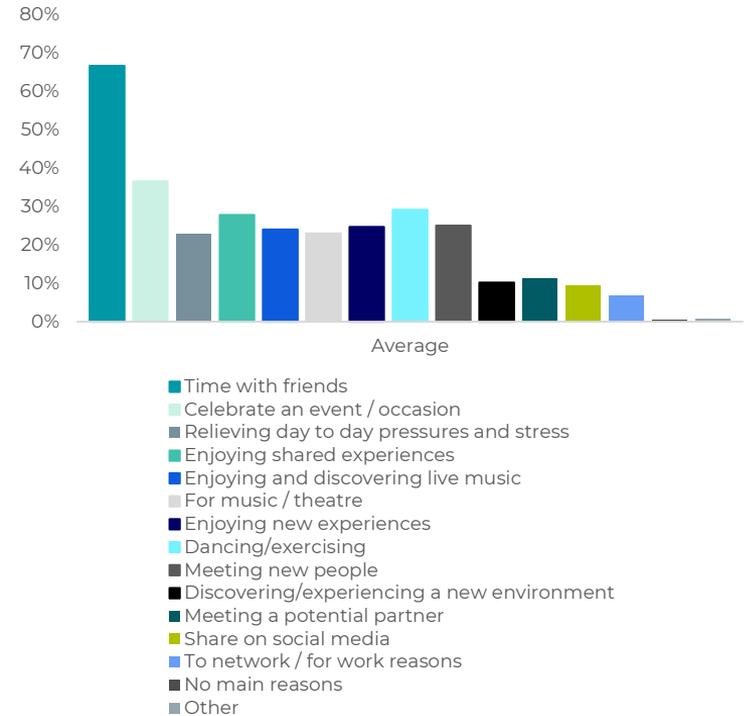
WHAT ARE OUR REASONS FOR GOING ON A LATE NIGHT OUT?

- Spending time with friends remains the most popular reason for going on a night out is to spend time with friends, with 66.8% of respondents giving this as their main reason (March 2022: 64.9%)
- The second most popular reason for going on a night out was to celebrate an occasion, with 36.6% saying this was a key factor in going out, closely followed by dancing / exercising (29.3%), sharing new experiences (27.9%) and meeting new people (25.1%)
- More women than men (73.7% compared with 47.1%) claimed to go on a late night out to spend time with friends, whilst significantly higher number of men go on a night out to meet a potential partner compared to women (16.9% compared to 9.1% respectively)
- Almost 1 in 10 (9.5%) of respondents deemed sharing posts on social media as a key reason for going on a night out

REGIONAL BREAKDOWN

- Those based in Glasgow are most likely to go out to spend time with friends (80.3%), compared to those in Brighton (59.2%)
- Dancing and exercising was of high importance to those in the East of England (37.4%), and of least importance to people in Greater London (24.3%) and Scotland (24.2%)
- 18.5% of respondents in Norwich claimed to go on a late night out to meet a potential new partner, compared to only 1.6% of those in Edinburgh

REASONS FOR A NIGHT OUT



WHAT IS THE MOST IMPORTANT FACTOR IN DECIDING WHERE TO GO?

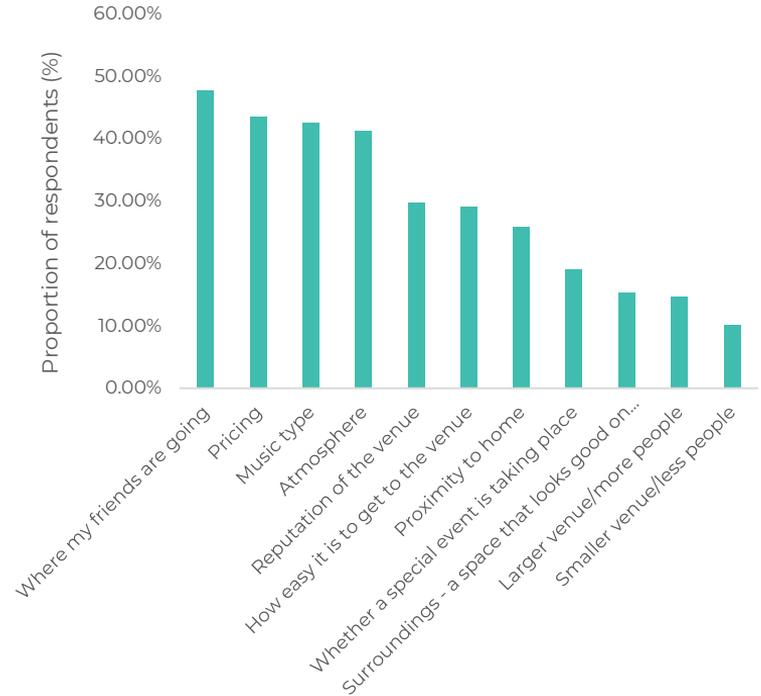
The top 5 most important factors in deciding where to go on a late night out are:

1. Where my friends are going (47.7%)
 2. Pricing (43.5%)
 3. Music type (42.6%)
 4. Atmosphere (41.3%)
 5. Reputation of the venue (29.6%)
- Over half (52.9%) of respondents aged 18-24 anticipate where their friends are going being the most important factor in deciding where to go on a late night out, compared with under a third (34.1%) of respondents aged 35-44 who said the same
 - Almost half (47.0%) of respondents aged 18-24 anticipate pricing being the most important factor in deciding where to go on a late night out, compared with just over a third (36.4%) of respondents aged 35-44 who said the same
 - Nearly half (48.0%) of females were concerned about pricing compared to a third (30.8%) of males
 - Students (57.1%) were most concerned about where their friends are going

REGIONAL BREAKDOWN

- Pricing was the top concern for those in Norwich (52.3%), Nottingham (50.0%), Manchester (46.3%) and London (43.3%)
- Those in the North East (47.8%) and Scotland (46.9%) were most concerned about type of music, compared to those in the West Midlands (35.7%) and Greater London (35.1%)

TOP FACTOR IN DECIDING WHERE TO GO ON A NIGHT OUT



HOW DO WE BUDGET FOR A NIGHT OUT?

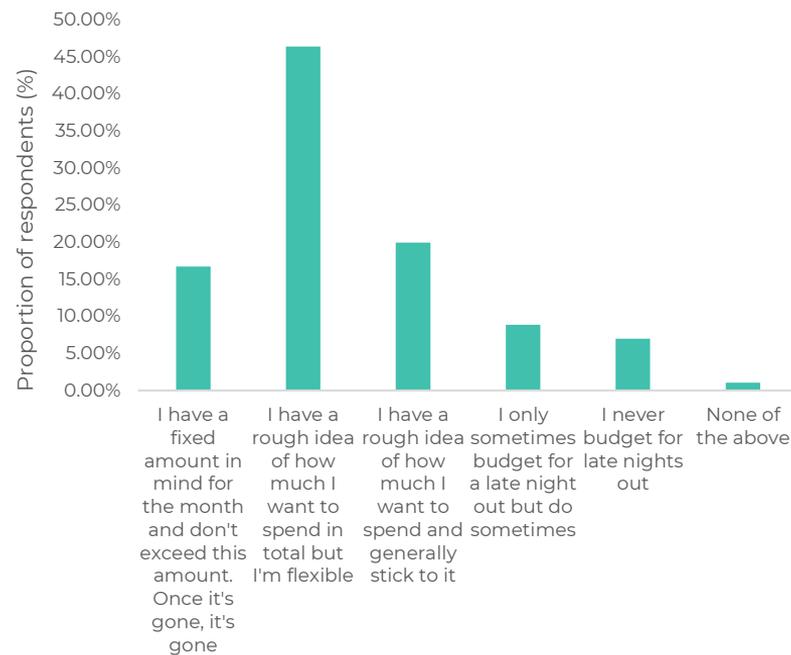
The top 3 ways respondents described their approach to budgeting for going on a late night out are:

1. I have a rough idea of how much I want to spend in total but I'm flexible (46.4%)
 2. I have a rough idea of how much I want to spend and generally stick to it (20.0%)
 3. I have a fixed amount in mind for the month and don't exceed this amount. Once it's gone, it's gone (16.7%)
- Older generations are more likely to be stricter with their budget. 39.3% of those aged 55+ don't exceed their set budget for the month, compared to 14.8% of 18-24s.
 - 47.1% of 18-24s are flexible with their budget compared to 30.1% of those aged 45-54 and 35.8% of those aged 55+

REGIONAL BREAKDOWN

- Those in Wales (54.4%) and Northern Ireland (52.0%) are the most flexible with their budget, compared to 40.1% of those in the East Midlands
- 14.3% of those in Brighton never budget for late nights out, compared to just 4.0% of those in Liverpool

HOW WE BUDGET FOR A NIGHT OUT



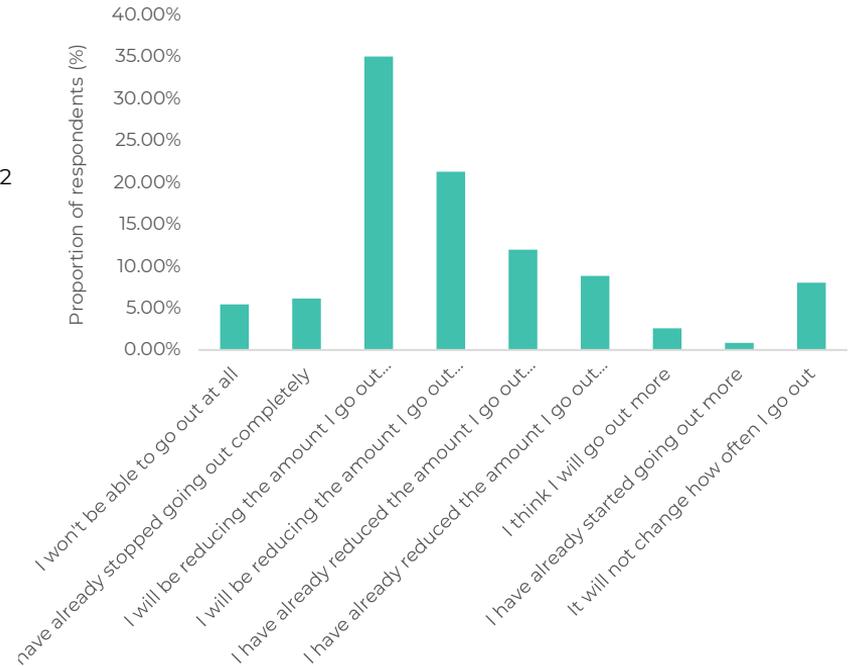
HOW WILL THE COST OF LIVING CRISIS AFFECT OUR SOCIALISING HABITS?

- Over a third (35.0%) of respondents will be reducing the amount they go out significantly in the coming months because of the cost-of-living crisis
- A fifth (21.3%) of respondents will be reducing the amount they go out marginally in the coming months because of the cost of living crisis
- 1 in 20 (5.4%) of respondents won't be able to go out at all because of the cost of living crisis in the coming months
- Just over a third (33.5%) of respondents aged 18-24 will be significantly reducing the amount they go out as a result of the cost of living crisis, compared with over 2 in 5 (40.9%) of respondents aged 35-44 who said the same
- 36.2% of females will be reducing the amount they go out significantly compared to 31.4% of males

REGIONAL BREAKDOWN

- 44.0% of Liverpoolians will be reducing the amount they go out significantly compared to 18.5% of those in Plymouth
- Plymouth (22.2%), Southampton (14.5%) and Glasgow (13.6%) were the top three cities that said the cost-of-living crisis will not change how often they go out, compared to Cardiff (4.84%), London (4.8%) and Sheffield (4.3%)

HOW COST-OF-LIVING WILL AFFECT OUR SOCIAL LIVES



HOW WILL WE MITIGATE COSTS FOR NIGHTS OUT IN LIGHT OF THE COST-OF-LIVING CRISIS?

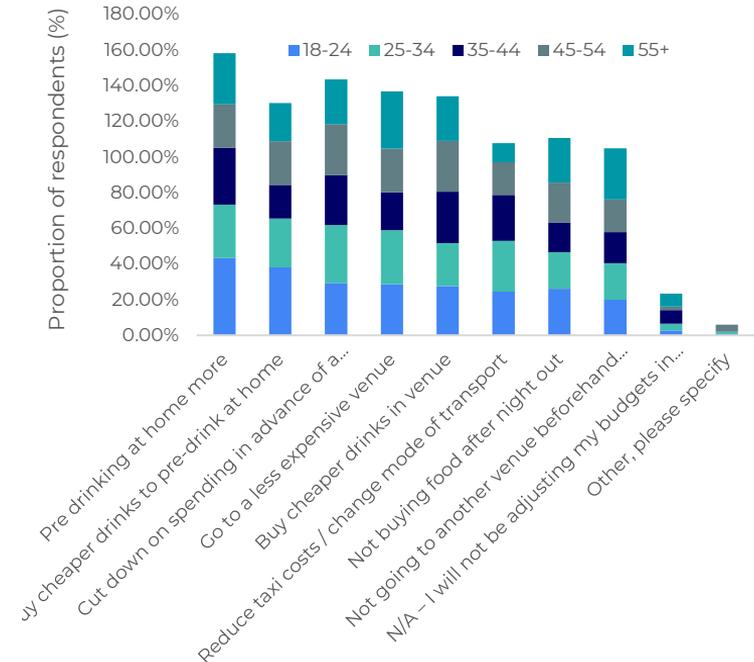
The top 5 ways respondents will mitigate costs / adjust their budget for going on late nights out in light of the cost of living crisis are:

1. Pre-drinking more at home (38.4%)
 2. Buy cheaper drinks to pre-drink at home (33.4%)
 3. Cut down on spending in advance of a night out e.g. clothes shopping, hair and beauty treatments etc (30.0%)
 4. Go to a less expensive venue (28.5%)
 5. Buy cheaper drinks in venue (26.8%)
 6. Reduce taxi costs or change modes of transport (25.3%)
 7. Stop buying food after a night out (23.9%)
- Over 2 in 5 (43.4%) respondents aged 18-24 will mitigate costs by pre-drinking at home more, compared with just under a third (31.8%) of respondents aged 35-44 and 28.6% of those aged 55+ who said the same
 - Students are also planning to mitigate their costs more with 45.7% saying they will pre-drink at home rather than buy drinks out, compared to 35.4% of those who work full time

GENDER BREAKDOWN

- Females will take more measures to mitigate their costs – 43.3% will drink at home more, compared to 24.4% of males
- Females are also more likely to cut down on spending in advance of a night out with 32.7% saying they would reduce clothes shopping and hair and beauty treatments compared to 22.3% of males
- 27.2% of females will reduce taxi costs or change their mode of transport compared to 19.8% of males, and 26.8% of females have said they will no longer buy food after a night out compared to 15.7% of males

CUT DOWN ON SPENDING HABITS IN LIGHT OF THE COST-OF-LIVING CRISIS



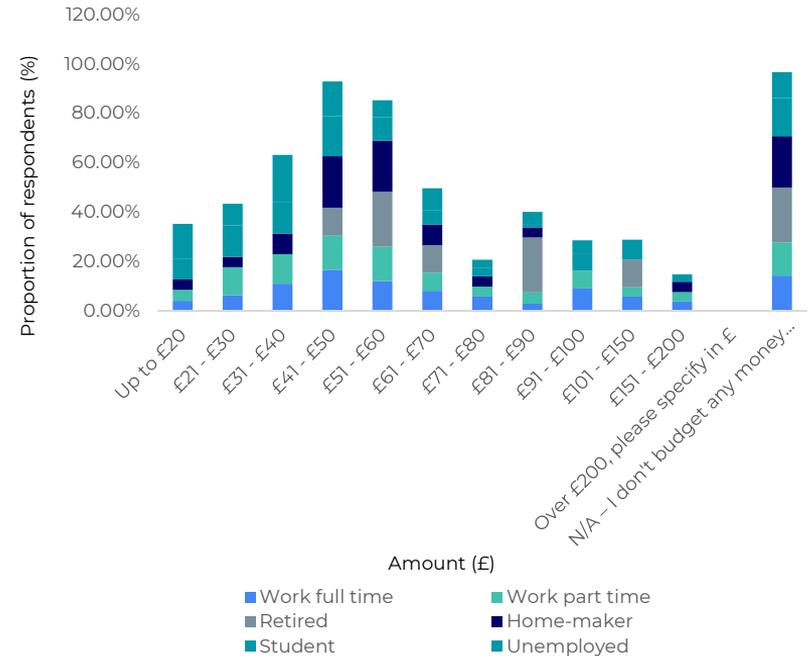
HOW MUCH DO WE PUT ASIDE FOR NIGHTS OUT AS PART OF OUR MONTHLY BUDGETING?

- On average, respondents put aside £60 for going on a late night out as part of their monthly budget
- 1 in 7 (14.4%) do not budget for nights out
- Male respondents put aside £64 for going on a late night out compared with female respondents who put aside £58
- Respondents aged 18-24 put aside £57 compared with respondents aged 35-44 who put aside £68
- The majority of students budget £41-50 compared to the majority of retired people who budget £81-90

REGIONAL BREAKDOWN

- 28.1% of respondents in Scotland do not budget any money for late nights out compared to 10.1% of respondents in Greater London and the North West
- 27.7% of respondents in Sheffield budget between £41 and £50 per month compared to 12% of those in Liverpool
- 9.4% of respondents in Edinburgh budget £71-£80 per month compared to 1.5% of respondents in Norwich

MONTHLY BUDGETING FOR A NIGHT OUT



HOW MUCH DO WE SPEND ON AVERAGE PER MONTH?

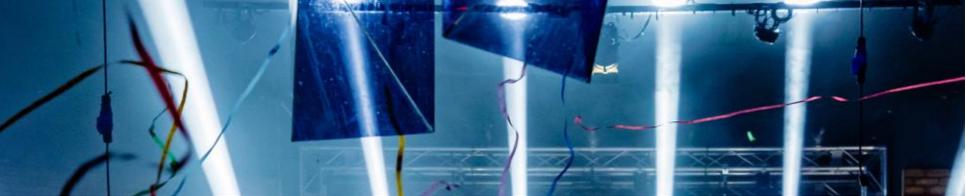
- On average, we spend £73 per month for late nights out, despite budgeting £59.70 per month
- Male respondents spend £78 per month compared with female respondents who spend £71
- Those aged 18-24 spend £73 per month compared with those aged 25-34 who spend £70 and those aged 35-44 who spend £79
- Respondents who work full time spend £78 per month compared to those who work part time at £73, unemployed at £71 and students at £66

REGIONAL BREAKDOWN

- Respondents based in the South East spend £75.90 on average compared to respondents in Northern Ireland who spend £64.70
- When it comes to cities, Newcastle spends the most at £85.40 per month, followed by Sheffield at £79.40. Cities that spend the least are Plymouth at £64 and Norwich at £60.70 per month

AVERAGE SPEND PER MONTH VERSUS MONTHLY BUDGET





ENDS

