Entertainment Spending Survey

ONLINE Fieldwork : 14th - 16th December 2011

Absolutes/col percents

Table 35

Q.3 If had to cut your entertainment budget, which of the following would you say were:
SUMMARY TABLE
Base: All respondents

	Using broadband internet (that enables you to watch videos TV use social networking play games listen to or download music online)	Use digital TV (that enables you to watch TV movies watch pay per view programmes)	Using the mobile phone (that enables you to contact friends social networks instant messaging download and play video and music content use apps)	DVDS or Blu-ray discs	Trips to the cinema	Going to the theatre	Going to a music concert	Eating out	Family excursions (to places like Alton Towers for example)	Other entertainment
Unweighted base	2005	2005	2005	2005	2005	2005	2005	2005	2005	2005
Weighted base	2005	2005	2005	2005	2005	2005	2005	2005	2005	2005
Essential - I couldn't live without it	901 45%	402 20%	558 28%	81 4%	50 3%	44 2%	59 3%	181 9%	91 5%	118 6%
Important to me, but I could cut it	583 29%	622 31%	632 32%	446 22%	507 25%	440 22%	372 19%	1081 54%	584 29%	572 29%
Not at all important, I could easily live without this	316 16%	524 26%	496 25%	1015 51%	992 49%	839 42%	883 44%	633 32%	770 38%	833 42%
Not applicable never use or don't do	206 10%	457 23%	318 16%	463 23%	456 23%	682 34%	690 34%	109 5%	560 28%	482 24%

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Table 46

Q.4 And thinking about the amount of entertainment you get from the following compared to how much you spend on them, how would you rate each of the following for the value for money they give you?

SUMMARY TABLE

Base: All respondents

		Using broadband internet (that enables you to watch videos TV use social networking play games listen to or download music online)	Use digital TV (that enables you to watch TV movies watch pay per view programmes)	Using the mobile phone (that enables you to contact friends social networks instant messaging download and play video and music content use apps)	DVDS or Blu-ray discs	Trips to the cinema	Going to the theatre	Going to a music concert	Eating out	Family excursions (to places like Alton Towers for example)	Other entertainment
Unweighted base		2005	2005	2005	2005	2005	2005	2005	2005	2005	2005
Weighted base		2005	2005	2005	2005	2005	2005	2005	2005	2005	2005
NET: Good		1276 64%	863 43%	902 45%	726 36%	676 34%	638 32%	606 30%	1272 63%	623 31%	606 30%
Very good	(+2)	580 29%	306 15%	311 15%	199 10%	152 8%	198 10%	185 9%	366 18%	155 8%	164 8%
Fairly good	(+1)	696 35%	557 28%	592 30%	527 26%	524 26%	440 22%	421 21%	906 45%	468 23%	442 22%
Neither good (0) nor poor		393 20%	446 22%	530 26%	576 29%	432 22%	439 22%	402 20%	489 24%	461 23%	687 34%
Fairly poor	(-1)	74 4%	143 7%	123 6%	123 6%	271 14%	158 8%	183 9%	105 5%	200 10%	70 3%
Very poor	(-2)	36 2%	70 3%	71 4%	63 3%	131 7%	82 4%	94 5%	33 2%	93 5%	54 3%
NET: Poor		111 6%	213 11%	194 10%	186 9%	402 20%	240 12%	277 14%	138 7%	293 15%	123 6%
Not applicable - don't use		226 11%	484 24%	379 19%	517 26%	495 25%	687 34%	720 36%	106 5%	628 31%	589 29%
Mean		0.96	0.58	0.58	0.45	0.20	0.39	0.33	0.77	0.28	0.42
Standard deviation		0.95	1.05	1.02	0.97	1.11	1.07	1.11	0.88	1.06	0.89
Standard error		0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.03	0.02