

## **Brits Splashing Out On Staying In**

*Significant increases in purchase of Wii consoles, downloading music and streaming TV programmes*

**London – 14 May 2009** - A recent study conducted by [Harris Interactive®](#), a global market research firm, reveals that as the recession continues to bite, Brits are responding to the tough market conditions by snapping up bargains to make the most of a night in. Harris Interactive's entertainment-focused Fast Forward study questioned over 2,000 UK people in November 2008, and again in February 2009, and found that although consumers were tightening their belts, spend on home entertainment is on the increase.

It seems that compared to the end of 2008, Brits would rather splash out on staying in, preferring instead to play console games, buy music downloads or watch TV via sites like BBC iPlayer. In particular, there has been a significant increase in the number of consumers purchasing a Nintendo Wii, with a five-percentage point increase in purchases from Nov 08 to Feb 09 (18% vs 23%), meaning that nearly one in four households in the UK (23%) now own a console.

TV streaming sites like the BBC iPlayer are also bucking the trend – over a third of people (36% - an increase of four percentage points in just three months) are now streaming TV programmes on a regular basis.

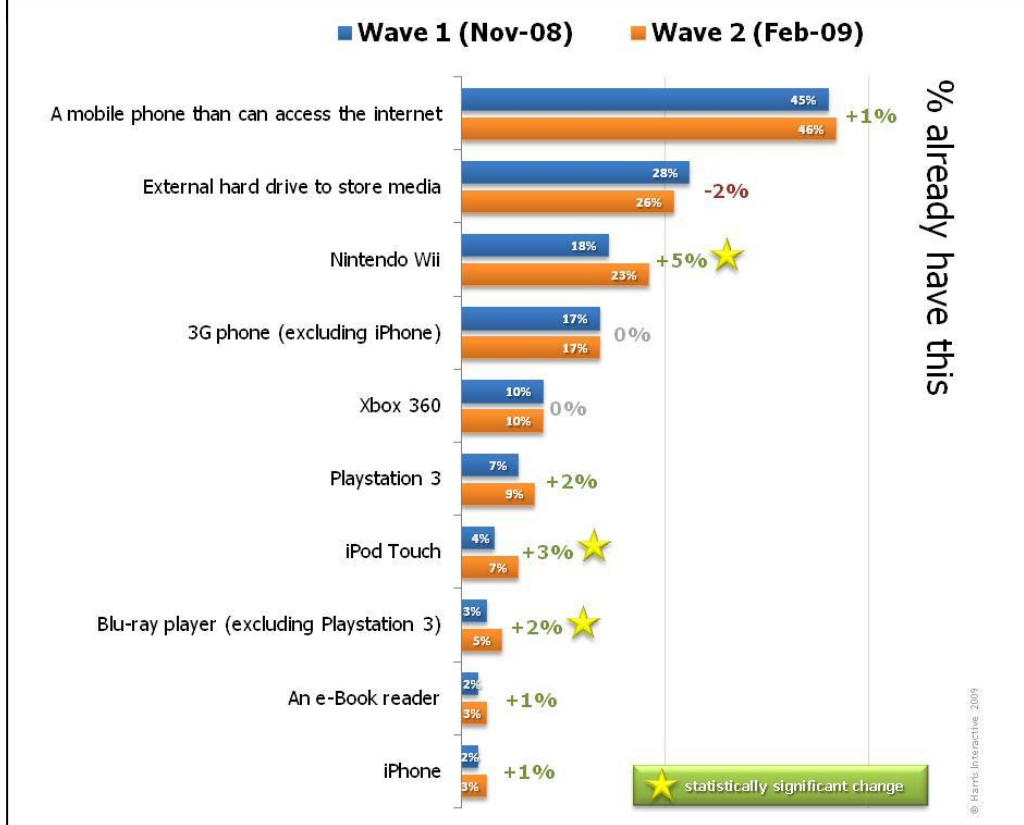
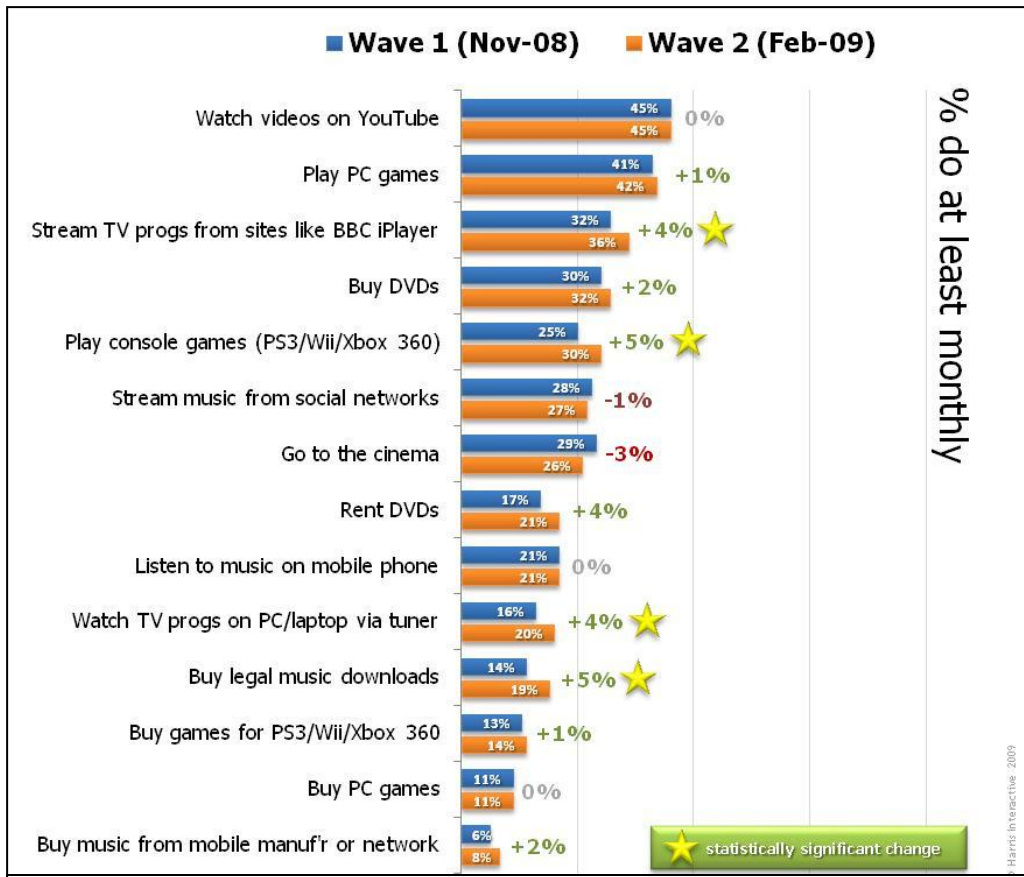
Steve Evans, Research Director and entertainment research specialist at Harris Interactive, commented, "Brits have been taking advantage of the heavily discounted sales both before Christmas and in the first part of 2009. It seems that the investment in home entertainment will mean people saving money by staying in, and preparing for some tough months ahead."

It's also good news for the music industry, with a significant increase (+5% points) in the legal download of music – particularly by 25-44 year olds. There's no change in the number of consumers listening to music on their mobile, although it tends to be the younger generation (under 24 year olds) that continue to be the core audience for listening to music this way.

Evans continues, "It's encouraging for the music industry to see the continuing expansion of legal downloads, although there is still the untapped potential in many demographics, especially among females. With the re-release of the Beatles back catalogue on CD later this year, it will be interesting to see how long it will be before it's available in downloadable form due to the rekindled popularity and the introduction of variable pricing on iTunes."

Other key findings from the report include:

- Brits are increasingly shifting their content to digital with 17% intending to purchase an external hard drive to store media in the next six months;
- Little or no change in demand for music subscription sites in the UK – just three percent of people currently subscribe to one; and
- An increase in the purchasing and renting of DVDs (an increase of two per cent and four per cent respectively since November 2008).



-ENDS-

**Methodology**

Harris Interactive's "Fast Forward" research was conducted online via *The Harris Poll*® in GB between 11-17<sup>th</sup> February 2009 among 2,012 adults (aged 16-64). The previous wave was conducted in November 2008 among 1,980 respondents. Demographics in each wave were weighted to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

**Full data tables are available on request from Westgate Communications.**

**About Harris Interactive**

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