

## YouGov / Thomas Cook Survey Results

Sample Size: 2138

Fieldwork: 27th - 29th October 2009

	Total	Gender		Age				Social Grade		UK Region								
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2138	1044	1094	199	455	420	417	647	1137	1001	508	304	192	221	561	100	201	51
All UK Adults	2138	1028	1110	257	363	368	390	761	1176	962	511	342	199	265	475	105	182	60

Thinking ahead to 2010...

Which, if any, of the following areas of expenditure do you see as being the most important to you?  
(Please tick up to 5 options)

A foreign holiday	37%	35%	38%	40%	37%	33%	38%	36%	40%	32%	34%	37%	36%	43%	34%	35%	36%	46%
Savings and investments (e.g. ISAs)	36%	36%	36%	32%	41%	28%	34%	40%	39%	33%	33%	32%	39%	41%	39%	39%	35%	32%
Paying off credit card/ loan debt	34%	33%	35%	26%	39%	43%	39%	27%	35%	33%	32%	33%	33%	33%	35%	26%	38%	52%
Smaller home improvement/ decorating tasks	27%	23%	32%	9%	24%	29%	29%	34%	28%	27%	30%	24%	28%	20%	30%	26%	29%	32%
Providing for pension/ retirement	21%	23%	20%	2%	15%	25%	32%	24%	24%	18%	20%	19%	23%	24%	17%	23%	16%	
Paying off mortgage debt	21%	21%	22%	5%	29%	31%	32%	13%	27%	15%	23%	20%	24%	22%	20%	15%	21%	25%
Eating and drinking out	19%	20%	18%	35%	21%	14%	14%	17%	18%	19%	19%	20%	15%	26%	18%	22%	12%	11%
Buying new clothes and shoes	18%	15%	21%	42%	25%	19%	9%	11%	15%	22%	20%	17%	11%	20%	18%	19%	19%	24%
Holiday in the UK	17%	17%	17%	8%	12%	15%	17%	24%	18%	16%	18%	17%	19%	12%	18%	23%	18%	8%
Health & fitness/ sports activities and clubs	16%	17%	14%	21%	16%	17%	12%	15%	17%	15%	17%	16%	11%	18%	15%	19%	14%	21%
Improving the garden	15%	15%	16%	3%	9%	15%	13%	23%	17%	12%	14%	15%	20%	8%	16%	14%	22%	14%
Special occasion celebration (e.g. wedding, anniversary etc.)	14%	13%	16%	14%	15%	14%	10%	16%	14%	15%	13%	14%	15%	15%	16%	15%	17%	
Buying a new/ second hand car	12%	12%	12%	12%	13%	12%	14%	10%	12%	12%	12%	16%	9%	9%	10%	14%	11%	29%
Buying durable goods (e.g. washing machines, TVs etc.)	11%	12%	10%	9%	7%	12%	9%	14%	9%	13%	9%	13%	14%	11%	9%	10%	14%	13%
School/ University tuition fees	9%	9%	9%	32%	6%	8%	9%	3%	8%	11%	10%	8%	5%	9%	11%	13%	6%	13%
Buying new furniture/ soft furnishings (e.g. sofas, curtains etc.)	9%	8%	10%	10%	10%	8%	8%	8%	9%	8%	9%	7%	7%	12%	6%	17%	13%	6%
Visiting cinema and theatre	9%	8%	9%	22%	8%	7%	7%	6%	8%	9%	8%	9%	7%	11%	8%	11%	9%	3%
Buying a new home or second home	8%	9%	8%	12%	18%	9%	5%	4%	9%	7%	5%	5%	10%	13%	10%	11%	7%	10%
Making a major renovation to main home	6%	7%	5%	2%	5%	6%	6%	6%	6%	4%	4%	6%	6%	7%	6%	7%	6%	-
Lottery/ scratch cards/ gambling	4%	5%	3%	6%	2%	3%	3%	5%	3%	5%	3%	2%	4%	6%	4%	3%	6%	3%
Home extension (e.g. conservatory, loft conversion)	3%	3%	3%	0%	4%	5%	3%	2%	3%	2%	2%	2%	2%	4%	3%	4%	4%	2%
None of these	4%	4%	5%	3%	2%	3%	4%	7%	4%	5%	5%	5%	5%	1%	5%	5%	3%	7%
Don't know	3%	4%	3%	8%	2%	4%	4%	3%	3%	5%	4%	3%	3%	2%	5%	3%	4%	-

All figures, unless otherwise stated, are from YouGov Plc.