

YouGov Survey Results

Sample Size: 2026
Fieldwork: 4th - 7th March 2011

Total	Gender		Age					Social Grade		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

In which, if any, of the following ways will you try to save money in 2011? (Please tick all that apply, including any you are already doing)

	2026	936	1090	167	336	303	338	882	1160	866	500	340	217	190	495	77	207
Unweighted Base	2026	936	1090	167	336	303	338	882	1160	866	500	340	217	190	495	77	207
Base: All online GB Adults	2026	972	1054	243	373	331	370	709	1114	912	498	332	194	259	464	101	176
Give up holidays	20%	19%	21%	13%	18%	26%	26%	18%	19%	21%	21%	21%	18%	18%	20%	21%	22%
Change my holiday arrangements for cheaper/ lower cost options	21%	20%	22%	13%	24%	25%	25%	18%	23%	18%	24%	19%	16%	21%	20%	19%	25%
Try to reduce energy and utility bills	57%	55%	58%	32%	47%	58%	62%	67%	59%	54%	58%	58%	53%	49%	57%	70%	58%
Switch providers across finance and utility companies	24%	26%	22%	10%	22%	28%	27%	25%	27%	19%	24%	28%	13%	21%	27%	28%	19%
Actively look for discounts and bargains when shopping	63%	57%	69%	55%	59%	68%	63%	66%	64%	62%	65%	62%	65%	55%	62%	81%	61%
Cut down on eating and drinking out	49%	49%	49%	50%	55%	54%	49%	44%	51%	47%	48%	46%	50%	49%	51%	55%	50%
Cut down on treats such as haircuts, nice foods, beauty treatments	41%	33%	49%	44%	43%	48%	42%	35%	40%	43%	42%	41%	37%	42%	40%	50%	38%
Use supermarket-only or cheaper brands	40%	36%	43%	39%	42%	48%	40%	35%	38%	41%	40%	43%	38%	33%	39%	55%	39%
Other: See tab Q4	3%	3%	3%	-	3%	1%	4%	4%	4%	2%	2%	3%	6%	2%	4%	3%	3%
Don't know	4%	5%	4%	13%	3%	3%	3%	3%	3%	6%	3%	3%	3%	8%	6%	1%	3%
None, I won't be trying to save money in 2011	6%	8%	4%	7%	7%	4%	7%	5%	6%	6%	5%	5%	7%	8%	6%	8%	7%