



## Clear thinking in a complex world

### ICM Poll for BBC Breakfast

**Fieldwork dates:** 18-20<sup>th</sup> July 2008

**Interview Method:** Telephone, unless otherwise stated.

**Population effectively sampled:** All adults aged 18+ in Great Britain

**Sampling Method:** Within each government office region a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

**Sample size:** 1,007 adults aged 18+

**Data weighting:** Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

**Questions:** The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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## Holidays Survey

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 1

**Q.1 To what extent do you agree or disagree with the following statement?****“No matter how hard the credit crunch hits I'll still go on my annual summer holiday abroad”****Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	449	558	74	145	203	195	195	195	317	244	188	258	263	262	249	145	88
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
NET: Agree	356 35%	188 39%	168 32%	58 49%	58 37%	67 34%	58 34%	57 38%	58 28%	116 44%	111 38%	71 33%	59 24%	93 35%	86 32%	90 36%	53 37%	34 38%
Strongly agree (+2)	235 23%	120 25%	115 22%	38 32%	40 25%	40 20%	34 20%	42 28%	42 20%	84 32%	72 25%	46 22%	33 14%	65 25%	60 23%	64 26%	25 17%	22 24%
Tend to agree (+1)	120 12%	67 14%	53 10%	21 17%	18 11%	27 14%	24 14%	15 10%	16 8%	32 12%	38 13%	24 12%	26 11%	28 11%	26 10%	25 10%	28 20%	12 14%
Neither agree nor disagree (0)	43 4%	22 5%	21 4%	4 3%	9 5%	8 4%	9 5%	5 3%	8 4%	11 4%	15 5%	9 4%	8 3%	17 6%	17 7%	3 1%	5 4%	1 1%
Tend to disagree (-1)	150 15%	81 17%	69 13%	25 21%	28 18%	33 17%	23 14%	21 14%	19 9%	36 14%	47 16%	33 16%	34 14%	47 18%	30 11%	35 14%	21 15%	17 19%
Strongly disagree (-2)	333 33%	151 31%	182 35%	29 24%	52 32%	69 34%	64 38%	46 31%	75 36%	77 29%	90 31%	71 33%	96 40%	81 31%	105 40%	85 34%	40 28%	22 24%
NET: Disagree	483 48%	232 48%	251 48%	54 45%	80 50%	102 51%	87 51%	67 44%	94 45%	112 43%	137 47%	104 49%	130 54%	128 49%	135 51%	120 48%	61 43%	39 44%
Not applicable (e.g. Do not go on holiday)	125 12%	42 9%	83 16%	4 3%	13 8%	23 11%	16 9%	21 14%	49 23%	23 9%	30 10%	28 13%	44 18%	26 10%	26 10%	35 14%	23 16%	15 17%
Mean	-0.26	-0.17	-0.34	0.12	-0.22	-0.36	-0.39	-0.10	-0.43	0.04	-0.17	-0.32	-0.68	-0.21	-0.40	-0.24	-0.20	-0.06
Standard deviation	1.68	1.66	1.69	1.64	1.67	1.64	1.65	1.74	1.72	1.73	1.67	1.67	1.57	1.65	1.69	1.75	1.61	1.67
Standard error	0.06	0.08	0.08	0.19	0.14	0.12	0.12	0.13	0.14	0.10	0.11	0.13	0.11	0.11	0.11	0.12	0.15	0.19

## Holidays Survey

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 2

**Q.2 How likely or unlikely is it, that your choice of holiday destination would be affected by the current Euro currency exchange rate?**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1007	449	558	74	145	203	195	195	195	317	244	188	258	263	262	249	145	88	
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89	
NET: Likely	422 42%	195 40%	227 43%	63 53%	63 40%	85 42%	66 39%	61 41%	83 40%	103 39%	112 39%	96 45%	111 46%	114 43%	112 43%	104 42%	59 41%	33 37%	
Very likely	(4) 23%	228 21%	103 24%	124 25%	30 26%	42 22%	43 22%	37 22%	31 21%	45 21%	52 20%	64 22%	49 23%	64 26%	68 26%	51 19%	58 23%	32 22%	19 21%
Quite likely	(3) 19%	194 19%	91 19%	102 20%	34 28%	21 13%	41 21%	29 17%	30 20%	39 19%	51 19%	49 17%	47 22%	47 19%	45 17%	61 23%	46 19%	27 19%	14 16%
Quite unlikely	(2) 18%	179 18%	96 20%	83 16%	26 22%	35 22%	48 24%	28 16%	17 11%	26 12%	52 20%	63 21%	36 17%	29 12%	50 19%	46 17%	42 17%	26 18%	15 17%
Very unlikely	(1) 30%	298 31%	152 28%	146 22%	27 22%	49 31%	49 25%	62 37%	54 36%	57 27%	88 33%	86 29%	62 29%	62 26%	73 28%	83 31%	72 29%	42 29%	28 32%
NET: Unlikely	477 47%	247 51%	229 44%	53 44%	84 53%	97 49%	90 53%	71 47%	83 39%	139 53%	149 51%	98 46%	91 38%	122 46%	129 49%	114 46%	68 48%	44 49%	
Not applicable (e.g. Do not go on holiday)	109 11%	41 9%	67 13%	4 3%	13 8%	18 9%	13 8%	18 12%	43 21%	20 8%	31 11%	18 8%	40 17%	28 11%	23 9%	31 12%	16 11%	12 14%	
Mean	2.39	2.33	2.45	2.58	2.38	2.43	2.26	2.29	2.43	2.28	2.35	2.43	2.56	2.46	2.33	2.41	2.38	2.31	
Standard deviation	1.19	1.17	1.20	1.11	1.22	1.13	1.21	1.23	1.21	1.17	1.17	1.18	1.23	1.20	1.16	1.20	1.19	1.21	
Standard error	0.04	0.06	0.05	0.13	0.11	0.08	0.09	0.09	0.10	0.07	0.08	0.09	0.08	0.08	0.07	0.08	0.10	0.14	

## Holidays Survey

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 3  
**Q.3 Which of the following, if any, would MOST put you off taking a holiday in Britain?**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	449	558	74	145	203	195	195	195	317	244	188	258	263	262	249	145	88
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
The weather	339 34%	144 30%	195 37%	48 41%	42 26%	64 32%	71 42%	49 33%	64 31%	98 37%	97 33%	67 32%	78 32%	87 33%	92 35%	84 34%	43 30%	34 38%
The price	250 25%	125 26%	125 24%	40 33%	61 38%	42 21%	32 19%	31 21%	44 21%	62 24%	75 26%	45 21%	68 28%	66 25%	66 25%	66 26%	36 25%	17 19%
It's boring	22 2%	14 3%	8 2%	8 7%	4 3%	3 1%	3 2%	1 1%	2 1%	6 2%	10 3%	4 2%	2 1%	7 3%	5 2%	5 2%	6 4%	- -
Something else	41 4%	19 4%	22 4%	6 5%	3 2%	9 4%	2 1%	3 2%	18 9%	4 2%	6 2%	14 6%	17 7%	17 6%	7 3%	8 3%	3 2%	5 5%
Nothing would put me off	355 35%	182 38%	173 33%	17 15%	49 31%	82 41%	62 37%	64 43%	80 38%	92 35%	105 36%	81 38%	77 32%	87 33%	95 36%	85 34%	54 38%	33 38%

## Holidays Survey

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 4

#### Q.4 How likely or unlikely would you be to consider a camping holiday in Britain instead of taking your summer holiday abroad?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	449	558	74	145	203	195	195	195	317	244	188	258	263	262	249	145	88
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
NET: Likely	324 32%	164 34%	160 31%	44 37%	71 45%	90 45%	48 28%	29 20%	41 20%	84 32%	95 32%	78 37%	67 28%	78 30%	85 32%	84 34%	54 38%	22 25%
Very likely	(4) 16%	69 14%	95 18%	18 15%	32 20%	50 25%	25 15%	18 12%	22 10%	43 17%	45 15%	39 18%	37 15%	31 12%	49 18%	50 20%	23 16%	12 14%
Quite likely	(3) 16%	95 20%	65 12%	26 22%	40 25%	41 20%	23 13%	11 8%	19 9%	41 16%	50 17%	39 19%	30 12%	47 18%	37 14%	34 14%	31 22%	10 11%
Quite unlikely	(2) 12%	62 13%	58 11%	20 17%	25 16%	23 12%	21 12%	12 8%	19 9%	26 10%	37 13%	29 14%	28 12%	31 12%	34 13%	31 12%	14 10%	10 12%
Very unlikely	(1) 50%	237 49%	270 52%	53 45%	60 37%	81 41%	94 55%	98 65%	122 58%	145 55%	149 51%	92 43%	122 51%	140 53%	134 51%	122 49%	63 45%	48 54%
NET: Unlikely	627 62%	300 62%	328 63%	74 62%	85 53%	104 52%	114 67%	110 73%	141 67%	171 65%	185 63%	121 57%	150 62%	171 65%	168 64%	153 62%	77 55%	58 65%
Not applicable (e.g. Do not go on holiday)	56 6%	20 4%	36 7%	2 1%	3 2%	5 2%	7 4%	10 7%	28 13%	7 3%	12 4%	12 6%	24 10%	15 6%	11 4%	11 5%	11 7%	8 9%
Mean	1.98	1.99	1.97	2.07	2.28	2.30	1.87	1.64	1.67	1.93	1.97	2.13	1.92	1.88	2.00	2.05	2.10	1.84
Standard deviation	1.18	1.15	1.21	1.13	1.18	1.25	1.15	1.09	1.07	1.19	1.16	1.20	1.18	1.11	1.20	1.23	1.19	1.15
Standard error	0.04	0.06	0.05	0.13	0.10	0.09	0.08	0.08	0.08	0.07	0.08	0.09	0.08	0.07	0.08	0.08	0.10	0.13

## Holidays Survey

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1007	449	558	74	145	203	195	195	195	317	244	188	258	263	262	249	145	88
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
<b>Gender</b>																		
Male	483 48%	483 100%	-	53 45%	76 47%	105 52%	87 51%	64 42%	99 47%	130 50%	134 46%	121 57%	99 41%	125 48%	133 50%	113 45%	71 50%	41 46%
Female	524 52%	-	524 100%	66 55%	84 53%	95 48%	82 49%	86 58%	110 53%	132 50%	158 54%	91 43%	143 59%	138 52%	131 50%	136 55%	71 50%	47 54%
<b>Age</b>																		
18-24	(21) 12%	53 11%	66 13%	120 100%	-	-	-	-	-	33 12%	50 17%	23 11%	14 6%	45 17%	28 11%	23 9%	17 12%	7 8%
25-34	(29.5) 16%	76 16%	84 16%	-	160 100%	-	-	-	-	55 21%	50 17%	33 16%	21 9%	58 22%	38 14%	33 13%	18 12%	13 15%
35-44	(39.5) 20%	105 22%	95 18%	-	-	199 100%	-	-	-	54 21%	75 26%	45 21%	26 11%	44 17%	58 22%	51 21%	29 20%	18 20%
45-54	(49.5) 17%	87 18%	82 16%	-	-	-	170 100%	-	-	44 17%	51 18%	47 22%	28 12%	42 16%	48 18%	42 17%	21 15%	16 18%
55-64	(59.5) 15%	64 13%	86 16%	-	-	-	-	150 100%	-	33 13%	43 15%	39 18%	34 14%	34 13%	47 18%	37 15%	18 13%	13 15%
65+	(70) 21%	99 21%	110 21%	-	-	-	-	-	209 100%	43 16%	23 8%	25 12%	118 49%	41 15%	45 17%	62 25%	40 28%	21 24%
Average age	46.71	46.58	46.82	21.00	29.50	39.50	49.50	59.50	70.00	44.29	41.72	45.45	56.45	42.98	46.74	48.76	48.75	48.68

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Absolutes/col percents

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**Classification**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
<b><u>Social Class</u></b>																		
AB	262 26%	130 27%	132 25%	33 27%	55 35%	54 27%	44 26%	33 22%	43 21%	262 100%	-	-	-	82 31%	68 26%	63 25%	32 23%	18 20%
C1	292 29%	134 28%	158 30%	50 42%	50 31%	75 37%	51 30%	43 29%	23 11%	-	292 100%	-	-	93 35%	69 26%	73 29%	32 22%	25 28%
C2	211 21%	121 25%	91 17%	23 19%	33 21%	45 23%	47 27%	39 26%	25 12%	-	-	211 100%	-	40 15%	73 28%	46 19%	36 25%	17 19%
DE	242 24%	99 20%	143 27%	14 12%	21 13%	26 13%	28 17%	34 23%	118 57%	-	-	-	242 100%	49 19%	55 21%	67 27%	42 30%	29 33%
<b><u>Region</u></b>																		
North	337 33%	154 32%	183 35%	30 25%	46 29%	69 34%	59 35%	50 33%	84 40%	80 31%	98 34%	63 30%	96 40%	-	-	249 100%	-	89 100%
Midlands	316 31%	157 32%	160 30%	34 29%	43 27%	62 31%	55 32%	58 39%	64 31%	78 30%	77 26%	84 40%	77 32%	-	264 100%	-	52 37%	-
South	353 35%	173 36%	181 34%	55 46%	70 44%	69 34%	56 33%	42 28%	61 29%	104 40%	116 40%	65 31%	68 28%	264 100%	-	-	90 63%	-

## Holidays Survey

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Table 5  
**Classification**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
<b><u>Working status</u></b>																		
Full-time	453 45%	283 59%	170 32%	52 44%	107 67%	125 63%	108 64%	56 37%	5 2%	146 56%	159 54%	109 51%	39 16%	130 49%	124 47%	92 37%	62 43%	46 52%
Part-time	121 12%	27 6%	94 18%	13 11%	22 14%	37 19%	19 11%	24 16%	5 3%	28 11%	50 17%	29 14%	14 6%	30 11%	33 12%	36 14%	17 12%	5 6%
Not working but seeking work or temporarily unemployed/sick	67 7%	33 7%	34 6%	22 18%	14 9%	13 6%	14 8%	4 3%	- -	13 5%	23 8%	11 5%	20 8%	16 6%	16 6%	25 10%	6 4%	3 3%
Not working/not seeking work	55 5%	15 3%	41 8%	5 4%	9 5%	19 10%	15 9%	3 2%	4 2%	12 5%	9 3%	17 8%	17 7%	15 6%	15 6%	12 5%	9 7%	4 5%
Retired	252 25%	100 21%	152 29%	- -	- -	- -	5 3%	59 39%	189 90%	53 20%	33 11%	33 15%	133 55%	45 17%	63 24%	75 30%	41 29%	27 30%
Student	28 3%	13 3%	15 3%	24 20%	3 2%	1 1%	- -	- -	- -	4 1%	14 5%	5 2%	6 2%	17 6%	3 1%	4 2%	2 2%	1 1%
Refused	31 3%	12 3%	19 4%	3 3%	5 3%	4 2%	9 5%	4 3%	6 3%	6 2%	4 1%	8 4%	13 5%	10 4%	10 4%	5 2%	5 4%	2 2%

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**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
<b>Tenure</b>																		
Own outright	329 33%	161 33%	168 32%	23 20%	9 6%	23 12%	47 28%	79 53%	146 70%	88 34%	80 27%	62 29%	99 41%	69 26%	86 33%	95 38%	47 33%	32 36%
Own with a mortgage	389 39%	184 38%	205 39%	52 44%	84 52%	118 59%	82 48%	42 28%	12 6%	134 51%	136 46%	93 44%	26 11%	115 44%	103 39%	90 36%	60 42%	21 24%
Council	130 13%	60 12%	70 13%	12 10%	29 18%	25 12%	22 13%	14 10%	27 13%	8 3%	34 12%	20 10%	67 28%	31 12%	29 11%	35 14%	15 11%	20 23%
Housing Assoc.	39 4%	15 3%	24 5%	6 5%	7 5%	8 4%	2 1%	5 3%	11 5%	4 1%	9 3%	9 4%	17 7%	10 4%	14 5%	9 3%	3 2%	5 5%
Rented from someone else	73 7%	42 9%	31 6%	16 13%	22 14%	20 10%	5 3%	3 2%	7 3%	18 7%	23 8%	15 7%	18 7%	26 10%	20 7%	12 5%	10 7%	6 7%
Rent free	4 *	3 1%	1 *	1 1%	2 1%	- -	1 1%	1 *	- -	3 1%	1 *	1 *	- -	3 1%	- -	* *	1 *	- -
Refused	43 4%	19 4%	24 5%	9 7%	6 4%	6 3%	10 6%	5 4%	7 3%	7 3%	10 3%	11 5%	16 6%	11 4%	14 5%	8 3%	7 5%	4 5%

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**Classification**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
<b><u>Foreign Holiday in last 3 years</u></b>																		
Yes	604	301	303	80	98	125	98	92	111	201	183	116	104	175	146	159	74	51
	60%	62%	58%	67%	62%	63%	58%	61%	53%	77%	63%	55%	43%	66%	55%	64%	52%	57%
No	403	182	221	39	61	75	72	58	98	61	109	96	137	89	118	90	68	38
	40%	38%	42%	33%	38%	37%	42%	39%	47%	23%	37%	45%	57%	34%	45%	36%	48%	43%
<b><u>Number of cars</u></b>																		
None	209	82	127	24	42	27	28	19	70	27	50	29	104	67	54	49	17	23
	21%	17%	24%	20%	27%	13%	16%	13%	33%	10%	17%	14%	43%	25%	20%	20%	12%	26%
1	419	219	200	20	61	91	71	71	105	93	107	103	115	104	105	113	59	38
	42%	45%	38%	16%	38%	46%	42%	47%	50%	36%	37%	49%	48%	39%	40%	45%	41%	43%
2	289	132	157	47	44	70	55	44	28	108	107	54	21	71	81	65	49	23
	29%	27%	30%	39%	28%	35%	32%	30%	14%	41%	37%	25%	9%	27%	31%	26%	35%	26%
3+	90	49	40	29	13	12	16	15	6	34	28	26	2	22	24	22	17	5
	9%	10%	8%	24%	8%	6%	9%	10%	3%	13%	10%	12%	1%	8%	9%	9%	12%	5%

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**Classification**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
<b><u>Internet Access</u></b>																		
At all	774 77%	386 80%	388 74%	111 92%	147 92%	184 92%	143 85%	105 70%	84 40%	239 91%	251 86%	161 76%	123 51%	216 82%	201 76%	182 73%	108 76%	68 77%
At home (net)	696 69%	350 72%	346 66%	98 82%	132 83%	163 82%	130 77%	95 64%	77 37%	225 86%	223 76%	148 70%	101 42%	186 71%	187 71%	163 66%	98 69%	62 69%
At work (net)	325 32%	175 36%	150 29%	52 44%	80 50%	88 44%	64 38%	37 25%	3 2%	133 51%	134 46%	42 20%	16 7%	125 47%	82 31%	56 23%	39 28%	23 26%
At home	417 41%	194 40%	223 43%	53 45%	59 37%	88 44%	75 44%	66 44%	75 36%	104 40%	110 38%	113 53%	90 37%	78 30%	116 44%	120 48%	63 44%	39 44%
At work	46 5%	19 4%	26 5%	7 6%	8 5%	13 7%	9 5%	8 5%	1 1%	13 5%	21 7%	7 3%	5 2%	17 6%	11 4%	13 5%	4 3%	1 1%
Both at home and at work	279 28%	156 32%	124 24%	45 38%	72 45%	75 38%	55 33%	30 20%	2 1%	120 46%	113 39%	35 17%	11 4%	108 41%	70 27%	43 17%	35 25%	23 26%
Somewhere else	33 3%	17 3%	16 3%	5 4%	7 4%	8 4%	5 3%	2 1%	6 3%	2 1%	7 2%	6 3%	17 7%	13 5%	2 1%	5 2%	5 4%	6 7%
Not at all	233 23%	98 20%	135 26%	9 8%	13 8%	15 8%	26 15%	44 30%	125 60%	23 9%	41 14%	50 24%	119 49%	47 18%	63 24%	67 27%	34 24%	21 23%

## Holidays Survey

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
<b>What is the highest educational level that you have achieved to date?</b>																		
Secondary/ high school/ NVQ 1-3	507 50%	231 48%	276 53%	69 57%	62 39%	104 52%	90 53%	82 55%	101 48%	77 29%	158 54%	140 66%	131 54%	114 43%	136 52%	129 52%	77 54%	51 58%
University degree or equivalent professional qualification/ NVQ4	280 28%	152 31%	128 24%	41 34%	65 40%	57 28%	43 26%	30 20%	43 21%	129 49%	87 30%	30 14%	34 14%	95 36%	73 28%	62 25%	33 23%	17 19%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	83 8%	41 8%	42 8%	4 4%	21 13%	21 11%	13 7%	15 10%	8 4%	41 16%	30 10%	6 3%	6 2%	32 12%	16 6%	18 7%	7 5%	10 11%
No formal education	97 10%	44 9%	53 10%	2 2%	7 4%	10 5%	18 10%	18 12%	42 20%	6 2%	14 5%	23 11%	54 22%	11 4%	28 11%	32 13%	17 12%	9 10%
None of these	6 1%	2 *	4 1%	- -	- -	2 1%	- -	1 1%	3 2%	1 *	- -	3 2%	2 1%	3 1%	- -	2 1%	1 1%	- -
Refused	35 3%	15 3%	20 4%	3 3%	5 3%	6 3%	6 4%	3 2%	11 5%	8 3%	3 1%	8 4%	15 6%	10 4%	10 4%	6 2%	6 5%	2 2%

## Holidays Survey

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Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
<b><u>Marital Status</u></b>																		
Single	215 21%	121 25%	93 18%	90 75%	48 30%	22 11%	27 16%	14 10%	14 7%	54 21%	72 24%	40 19%	49 20%	74 28%	50 19%	45 18%	25 17%	21 23%
Married/ co-habiting	559 56%	282 58%	277 53%	27 22%	96 60%	139 69%	108 64%	90 60%	100 48%	173 66%	155 53%	139 66%	92 38%	131 50%	153 58%	148 59%	86 61%	41 47%
Widowed/ separated/ divorced	200 20%	67 14%	133 25%	- -	10 6%	34 17%	26 15%	41 27%	90 43%	29 11%	60 21%	24 11%	87 36%	47 18%	51 19%	51 21%	26 18%	24 27%
Refused	33 3%	12 3%	21 4%	3 3%	6 4%	5 3%	9 5%	4 3%	6 3%	6 2%	6 2%	8 4%	13 5%	12 4%	10 4%	5 2%	5 4%	2 2%
<b><u>Children</u></b>																		
None aged 18 or under	669 66%	336 69%	334 64%	101 85%	67 42%	64 32%	97 57%	140 94%	201 96%	178 68%	183 63%	135 64%	174 72%	174 66%	169 64%	164 66%	98 69%	64 72%
NET: Yes	295 29%	128 27%	166 32%	15 13%	86 54%	126 63%	61 36%	5 3%	2 1%	72 28%	101 35%	68 32%	53 22%	77 29%	81 31%	77 31%	37 26%	22 25%
NET: Yes any aged 15 or under	253 25%	107 22%	146 28%	15 13%	85 53%	110 55%	38 22%	3 2%	2 1%	67 26%	86 29%	56 26%	43 18%	69 26%	70 26%	65 26%	32 23%	16 19%
- Aged under 5	125 12%	46 10%	78 15%	13 11%	65 41%	42 21%	3 2%	- -	1 1%	41 16%	42 14%	21 10%	21 9%	40 15%	32 12%	34 14%	14 10%	5 6%
- Aged 5-10	106 11%	49 10%	57 11%	3 2%	30 19%	54 27%	16 9%	2 1%	1 *	30 12%	33 11%	26 12%	17 7%	25 10%	28 10%	30 12%	16 11%	7 8%
- Aged 11-15	98 10%	43 9%	55 10%	- -	15 9%	54 27%	27 16%	1 1%	1 *	19 7%	30 10%	29 14%	20 8%	22 8%	28 11%	27 11%	14 10%	7 8%
- Aged 16-18	72 7%	37 8%	35 7%	- -	4 3%	35 18%	29 17%	4 3%	- -	9 4%	25 9%	21 10%	16 7%	15 6%	16 6%	22 9%	10 7%	9 10%
Refused	43 4%	19 4%	24 4%	3 3%	7 5%	10 5%	12 7%	4 3%	6 3%	11 4%	8 3%	9 4%	14 6%	13 5%	13 5%	7 3%	7 5%	3 3%

## Holidays Survey

### CATI Fieldwork : July 18th-20th 2008

Absolutes/col percents

Table 5  
**Classification**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1007	483	524	120	160	199	170	150	209	262	292	211	242	264	264	249	142	89
<b><u>Grocery shopping status</u></b>																		
Yes - do half or more	743 74%	286 59%	457 87%	56 47%	121 76%	156 78%	126 74%	114 76%	169 81%	185 70%	229 78%	130 62%	199 82%	202 76%	196 74%	185 74%	101 71%	60 67%
No - do less than half	245 24%	190 39%	55 10%	61 51%	35 22%	40 20%	38 23%	33 22%	37 18%	74 28%	59 20%	76 36%	35 15%	57 22%	61 23%	62 25%	38 27%	27 31%
Refused	19 2%	7 1%	12 2%	2 2%	4 2%	3 1%	5 3%	2 1%	3 1%	3 1%	4 1%	5 2%	7 3%	5 2%	7 3%	2 1%	3 2%	2 2%