

## London Holidays Survey

### CATI Fieldwork : August 7th-9th 2009

Absolutes/col percents

Table 1

**Q.1 Are you planning (or already been on) a holiday or short break in London this year?****Base: All respondents**

	Gender		Age						Social Grade				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	1004	448	556	74	141	166	176	178	269	264	262	170	308	244	268	252	148	92
Weighted base	1004	482	522	119	159	199	169	149	209	261	291	211	241	263	263	248	142	88
Yes	145 14%	71 15%	75 14%	20 17%	32 20%	28 14%	31 18%	15 10%	19 9%	55 21%	44 15%	26 12%	20 9%	34 13%	39 15%	38 15%	19 13%	15 17%
No	859 86%	411 85%	448 86%	99 83%	127 80%	171 86%	138 82%	134 90%	190 91%	206 79%	247 85%	185 88%	220 91%	229 87%	224 85%	210 85%	123 87%	74 83%

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**Q.1 Are you planning (or already been on) a holiday or short break in London this year?****Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1004	45	89	66	104	134	110	92	56	98	118	92
Weighted base	1004	45	86	76	92	136	128	89	52	94	116	88
Yes	145 14%	3 8%	17 20%	17 22%	10 11%	25 18%	9 7%	12 13%	7 13%	13 13%	17 15%	15 17%
No	859 86%	42 92%	69 80%	60 78%	82 89%	111 82%	118 93%	78 87%	45 87%	82 87%	99 85%	74 83%

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Table 2  
**Q.2 How much have you or are you likely to spend when you visit London?**  
**Base: All respondents who have been on or are planning a holiday or short break in London this year**

	Gender			Age						Social Grade				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	137	58	79	13	29	22	31	19	23	54	40	20	23	33	34	40	16	14	
Weighted base	145	71	75	20	32	28	31	15	19	55	44	26	20	34	39	38	19	15	
£0	(0)	2 2%	1 1%	1 2%	1 3%	1 2%	- -	1 3%	- -	1 2%	1 2%	- -	1 4%	1 2%	- -	1 2%	1 6%	- -	
£1-£199	(100)	54 37%	26 37%	28 37%	9 45%	13 40%	12 41%	10 32%	6 37%	5 25%	26 48%	17 38%	6 24%	4 22%	17 49%	16 41%	12 33%	5 24%	4 26%
£200-£399	(300)	44 30%	25 35%	19 25%	9 44%	10 31%	7 24%	9 28%	4 24%	6 33%	14 26%	12 26%	9 37%	8 39%	9 25%	10 25%	14 37%	6 30%	5 35%
£400-£599	(500)	12 8%	8 11%	5 6%	2 8%	2 6%	3 12%	3 11%	* 2%	2 9%	4 7%	1 3%	6 24%	1 4%	1 4%	3 9%	2 5%	4 21%	2 12%
£600-£799	(700)	10 7%	4 6%	6 8%	- -	1 2%	1 4%	5 15%	2 13%	2 8%	2 3%	3 7%	3 13%	2 7%	2 6%	1 2%	3 9%	1 6%	2 16%
£800 or more	(900)	6 4%	3 4%	3 4%	- -	2 5%	1 3%	2 8%	1 8%	- -	2 4%	2 5%	- -	2 8%	2 7%	1 3%	1 2%	1 8%	* 3%
Don't know		17 12%	4 6%	13 17%	- -	4 14%	5 17%	1 4%	2 15%	4 24%	5 9%	8 18%	1 3%	3 15%	2 6%	8 21%	4 12%	1 5%	1 9%
Mean		288.90	292.58	284.91	215.96	260.58	264.78	356.01	338.79	301.31	242.92	283.69	351.99	340.77	266.44	248.82	287.85	350.68	355.80
Standard deviation		228.04	219.82	238.37	134.51	223.61	210.58	271.26	290.16	195.80	210.50	247.29	198.91	260.10	249.58	197.82	214.76	255.63	236.60
Standard error		20.82	29.91	29.34	37.31	44.72	49.63	49.52	72.54	46.15	30.07	43.72	45.63	58.16	44.83	38.07	36.30	66.00	68.30

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**Q.2 How much have you or are you likely to spend when you visit London?****Base: All respondents who have been on or are planning a holiday or short break in London this year**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	137	4	17	12	11	22	11	10	6	11	19	14
Weighted base	145	3	17	17	10	25	9	12	7	13	17	15
£0	(0) 2 2%	-	1 4%	-	-	-	1 8%	1 9%	-	-	-	-
£1-£199	(100) 54 37%	1 29%	8 48%	6 37%	4 42%	11 46%	6 58%	2 13%	3 43%	6 44%	3 18%	4 26%
£200-£399	(300) 44 30%	1 24%	6 34%	3 17%	2 17%	8 31%	1 11%	6 48%	-	5 44%	7 43%	5 35%
£400-£599	(500) 12 8%	-	-	3 16%	1 7%	1 5%	-	-	4 57%	-	2 11%	2 12%
£600-£799	(700) 10 7%	1 20%	1 4%	-	-	2 9%	-	1 9%	-	1 6%	2 12%	2 16%
£800 or more	(900) 6 4%	-	1 5%	-	1 10%	1 4%	1 15%	1 13%	-	-	-	* 3%
Don't know	17 12%	1 26%	1 4%	5 30%	2 24%	1 5%	1 9%	1 8%	-	1 6%	3 16%	1 9%
Mean	288.90	328.23	234.76	241.23	285.78	274.89	243.59	365.59	327.45	231.92	341.19	355.80
Standard deviation	228.04	309.90	220.79	171.57	288.14	228.33	315.22	288.39	214.10	164.42	193.39	236.60
Standard error	20.82	178.92	55.20	60.66	96.05	49.83	99.68	96.13	87.41	51.99	48.35	68.30