

## YouGov / The Sunday Times Survey Results

Sample Size: 1906 GB Adults  
Fieldwork: 5th - 6th August 2010

	Voting intention			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1906</b>	650	560	202	929	977	227	488	652	540	1007	898	244	622	407	467	167
Unweighted Sample	1906	617	521	223	927	979	155	499	714	538	1150	754	252	630	369	456	199
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where, if anywhere, did you take your main holiday last summer?

In Britain	<b>25</b>	26	27	23	25	25	18	23	28	26	23	27	15	25	31	27	21
Abroad	<b>38</b>	41	39	40	38	38	37	39	39	37	43	32	45	37	38	36	36
Didn't take a summer holiday	<b>36</b>	33	34	35	36	36	39	37	33	37	33	39	40	36	30	36	42
Don't know	<b>1</b>	0	0	2	1	1	6	2	0	0	0	2	0	2	1	1	1

And if you have taken or are intending to take a summer holiday this year, will your main holiday be in Britain or abroad?

In Britain	<b>28</b>	30	28	27	28	27	21	25	28	33	27	29	21	29	32	28	21
Abroad	<b>36</b>	35	38	36	34	37	42	35	35	34	39	32	46	32	34	36	38
Will not be taking a summer holiday	<b>33</b>	32	32	33	34	33	30	35	35	32	31	36	29	36	28	34	40
Don't know	<b>3</b>	2	2	3	4	3	7	5	3	1	2	4	3	3	5	3	2

Which of the following factors is more important when you decide on your holiday plans?

The cost	<b>55</b>	52	57	65	50	59	58	62	54	49	54	56	47	59	54	56	50
The weather	<b>20</b>	21	21	14	19	20	17	19	22	19	22	18	27	15	22	21	20
Neither of these is important to me	<b>23</b>	25	21	19	28	17	19	15	23	30	22	23	24	24	21	20	28
Don't know	<b>3</b>	2	2	2	2	3	5	4	2	2	2	4	2	3	3	3	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Do you think holidays in Britain are good or bad value?**

Good value	<b>35</b>	37	41	39	36	35	37	35	29	42	34	37	31	35	36	40	29
Bad value	<b>48</b>	48	45	44	47	49	39	49	56	42	49	47	50	50	46	44	54
Don't know	<b>16</b>	14	13	16	16	16	24	16	15	15	17	15	19	15	18	16	17

**From what you know, is it cheaper to holiday abroad than in Britain?**

Cheaper to holiday abroad	<b>52</b>	56	49	45	48	55	30	52	56	56	56	47	54	50	55	51	51
Cheaper to holiday in Britain	<b>14</b>	13	17	15	16	12	26	15	10	11	12	15	18	14	12	13	12
They are about the same	<b>26</b>	24	28	32	29	22	30	25	27	24	25	27	21	28	23	27	28
Don't know	<b>9</b>	6	7	8	7	10	15	7	7	9	6	11	7	8	10	9	9