

YouGov Survey Results

Sample Size: 2016

Fieldwork: 24th - 26th April 2012

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

On the 2nd to 5th June there will be a four day bank holiday weekend to commemorate the Queen's Diamond Jubilee...

Which, if any, of the following do you anticipate buying MORE of over the Jubilee bank holiday as compared to a regular Friday to Monday period? (Please tick all that apply)

	Unweighted Base	2016	959	1057	243	303	351	403	716	1181	835	516	333	227	254	540	54	92
	Base: All GB Adults	2016	968	1048	242	320	366	382	706	1109	907	496	331	194	258	462	101	175
Beer, wine and/ or other alcohol		29%	30%	29%	36%	37%	38%	31%	18%	32%	26%	31%	29%	27%	30%	33%	29%	17%
Ice cream		11%	9%	13%	16%	13%	11%	13%	8%	12%	10%	10%	14%	8%	13%	10%	9%	11%
Confectionery (e.g. chocolate, sweets etc.)		15%	12%	18%	22%	16%	20%	17%	8%	16%	13%	17%	14%	11%	16%	14%	15%	13%
Crisps and savoury snacks		22%	19%	26%	21%	24%	32%	27%	14%	24%	20%	22%	23%	25%	22%	22%	14%	22%
Magazines and newspapers		8%	7%	8%	10%	8%	7%	8%	9%	9%	6%	8%	10%	4%	8%	7%	5%	10%
Non-alcoholic drinks		13%	11%	15%	12%	17%	16%	15%	8%	14%	11%	13%	13%	10%	14%	11%	20%	13%
Cigarettes and tobacco		4%	4%	3%	2%	6%	5%	6%	1%	3%	5%	4%	5%	5%	4%	2%	1%	5%
Other		2%	3%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	4%	2%	2%	1%	-
Not applicable – I don't anticipate that I will buy more of anything over the Jubilee bank holiday		58%	59%	56%	49%	50%	48%	56%	70%	56%	60%	58%	56%	61%	53%	56%	57%	68%

Still thinking about the Jubilee bank holiday weekend...

Approximately how much more or less do you think you will spend in total on treats, food and alcohol over the Jubilee bank holiday, as compared to a regular Friday to Monday period?

	Unweighted Base	2016	959	1057	243	303	351	403	716	1181	835	516	333	227	254	540	54	92
	Base: All GB Adults	2016	968	1048	242	320	366	382	706	1109	907	496	331	194	258	462	101	175
Over £30 less than a typical Friday to Monday		2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	3%	1%
£21 to £30 less than a typical Friday to Monday		1%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%
£10 to £20 less than a typical Friday to Monday		2%	2%	3%	4%	3%	4%	1%	1%	2%	3%	3%	4%	1%	3%	3%	-	-
£1 to £9 less than a typical Friday to Monday		0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	-	2%	2%	0%	-	-
The same (i.e. I will spend the same amount on treats, food and alcohol over the Jubilee bank holiday as compared to a regular Friday to Monday period)		48%	49%	46%	41%	37%	41%	45%	59%	47%	49%	48%	51%	42%	43%	46%	47%	57%
£1 to £9 more than a typical Friday to Monday		5%	4%	5%	7%	6%	4%	4%	5%	4%	6%	5%	4%	8%	4%	6%	4%	3%
£10 to £20 more than a typical Friday to Monday		13%	11%	15%	15%	13%	12%	16%	10%	14%	11%	14%	14%	11%	12%	13%	15%	7%
£21 to £30 more than a typical Friday to Monday		8%	8%	8%	9%	8%	11%	9%	6%	9%	7%	8%	5%	11%	11%	9%	2%	9%
Over £30 more than a typical Friday to Monday		9%	11%	8%	9%	13%	16%	9%	4%	11%	7%	10%	10%	5%	6%	10%	10%	11%
Don't know		12%	12%	11%	11%	15%	9%	12%	12%	10%	13%	9%	9%	18%	16%	11%	18%	12%
Mean		7.00	7.10	6.80	7.30	8.90	9.70	7.30	4.40	8.20	5.40	7.20	5.90	6.70	6.50	7.60	6.30	8.00

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

Thinking about the following British summer celebrations, for which, if any, of the following do you anticipate buying additional food drinks and snacks to celebrate either at home or at a friend's or neighbour's celebration? (Please tick all that apply)

	Unweighted Base	2016	959	1057	243	303	351	403	716	1181	835	516	333	227	254	540	54	92
	Base: All GB Adults	2016	968	1048	242	320	366	382	706	1109	907	496	331	194	258	462	101	175
The Queen's Jubilee celebrations (i.e. June 2nd - 5th)	25%	24%	26%	30%	28%	33%	25%	19%	28%	22%	24%	25%	24%	30%	27%	20%	22%	
The Euro 2012 championships	18%	25%	11%	26%	24%	31%	16%	7%	15%	21%	20%	19%	17%	17%	15%	17%	22%	
The next bank holiday weekend (i.e. May 5th - 7th)	17%	16%	18%	19%	24%	22%	15%	11%	21%	12%	17%	18%	15%	21%	16%	19%	12%	
The first hot weekend after the current cold snap	27%	25%	28%	39%	37%	32%	24%	16%	27%	26%	27%	28%	22%	26%	25%	35%	27%	
The London Olympic and/ or Paralympic games	14%	17%	12%	25%	18%	17%	12%	9%	14%	15%	11%	13%	17%	20%	13%	25%	12%	
None of these	47%	45%	49%	29%	37%	36%	46%	64%	47%	46%	47%	44%	51%	45%	48%	50%	47%	