

## Spending Intentions for 2010 Data

*Published 27th January 2010*

TNS Omnibus survey to a representative sample of 1024 GB adults aged 16-64, conducted online 8th-10th December 2009. Quotas were applied during the data collection to reflect the GB 16-64 population. Weights were applied to the survey data to reflect the 16-64 population.

Bases shown are unweighted.

### Thinking now of an item with a normal retail value of over £100, which of the following would you tend to do?

All Respondents	TOTAL GB 1024 %	Male 511 %	Female 513 %
Buy it at full price	21	25	18
Only buy it if it had been discounted or was in a sale	65	62	67
Don't know	14	13	15

### Do you plan to spend more or less in the January sales this year compared with last year?

All Respondents	TOTAL GB 1024 %	Male 511 %	Female 513 %
More	12	14	9
Less	36	29	44
The same amount	37	42	32
Not applicable / Don't know	15	14	15

### Which one of these comes closest to how you feel about the January sales?

All Respondents	TOTAL GB 1024 %	Male 511 %	Female 513 %
They are as exciting as they have always been	10	10	10
They are not quite as exciting as they have been in the past	22	21	22
They just get 'lost' in the amount of sales that always seem to be on these days	40	35	46
Never been bothered with them	26	31	21
Not applicable / Don't know	1	2	*

**Which of these applies to you?**

<i>All Respondents</i>	TOTAL GB 1024 %	Male 511 %	Female 513 %
Plan to make spending cutbacks in '10	40	36	44
Plan to save more in '10 than '09	39	37	41
Feel more concerned about buying on credit card than last year	23	22	25
Plan to scale back '10 holiday plans	18	19	16
Feel guiltier about shopping than a year ago	17	12	24
Feel less guilty online shopping rather than in-store	14	13	15
Will make New Year's resolution to cut down on '10 spending	13	10	15
Don't know / None	17	19	14
<b>SUMMARY GROUPING – CUT BACK ON SPEND '10</b>	44	40	49

**What areas are you planning to cut back spend on in 2010?**

<i>All who are cutting back on spending</i>	TOTAL GB 448 %	Male 204 %	Female 244 %
<b>GROUPED AREAS;</b>			
Discretionary Retail	78	74	82
Leisure / Social Activities	78	79	77
Food / Drink	56	56	57
Travel and Transport	39	46	34
Home running costs	58	60	57
Holidays	38	39	37
<b>TOP 5 INDIVIDUAL AREAS</b>			
Eating Out	65	65	66
Clothes / Shoes	50	39	59
Pubs / Clubs / Social activity	41	51	39
Alcohol at home	39	46	34
Holidays / short breaks	38	39	37

<b>What level of discount would you expect to receive in a New Year Sale?</b>			
<i>All Respondents</i>	TOTAL GB 1024 %	Male 511 %	Female 513 %
Up to 10%	1	2	1
Up to 20%	6	9	3
Up to 30%	16	20	13
Up to 50%	42	42	42
Up to 75%	25	18	33
More than 75%	3	3	3
Don't Know	7	8	5

<b>Which of these, if any, is there a high (90% plus) chance you will buy/fund in 2010?</b>			
<i>All Respondents</i>	TOTAL GB 1024 %	Male 511 %	Female 513 %
Short haul holiday of a week or more	41	41	41
Long haul holiday of a week or more	23	22	25
Motor vehicle	18	22	13
Home Improvements of £5k or more	9	9	10
Property	8	7	9
Wedding	5	4	5
None / Don't Know	32	32	32

<b>Are there any of these you were planning to buy/fund in 2010 but have put off for financial reasons?</b>			
<i>All Respondents</i>	TOTAL GB 1024 %	Male 511 %	Female 513 %
Long haul holiday of a week or more	17	16	18
Motor vehicle	15	14	15
Short haul holiday of a week or more	14	14	15
Home Improvements of £5k or more	13	10	16
Property	9	8	10
Wedding	4	4	5
None / Don't Know	50	55	45

**In 2010, do you think you will go out to pubs/bars more, the same or less than in 2009?**

<i>All Respondents</i>	TOTAL GB 1024 %	Male 511 %	Female 513 %
More	6	6	5
The same	50	55	45
Less	33	30	35
Not Applicable / Don't know	12	9	16

**Overall, was 2009 better or worse than you expected from a financial perspective?**

<i>All Respondents</i>	TOTAL GB 1024 %	Male 511 %	Female 513 %
Better	13	14	12
As expected	44	45	43
Worse	41	39	42
Don't know	2	2	2