

WHERE DO YOUR PRIORITIES LIE?

Survey conducted by Opinium Research on behalf of Cirencester Friendly with 2,000 UK adults (October 2024).



3% said they would cut back on **holidays** first

84%

of people in the UK have at least **one holiday** each year*



44% could identify **cut backs** they could make



3% of those who could identify savings said they would cut back on **heating** first



More than half (**56%**) **failed** to identify anything that they would cut back on



Of those who did identify savings, most would cut back on **eating out, takeaways** and **TV subscription services** first



Other areas mentioned were cutting back on buying new **clothes, gym memberships** and **smoking** and **drinking**



Almost **four in 10** adults in the UK have **less than £100** at their disposal at the end of each month**

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*www.standard.co.uk/business/business-news/britons-taking-record-number-of-holidays-survey-b1186504.html

**www.yourmoney.com/household-bills/almost-half-of-brits-have-less-than-100-by-payday/