

Consumer attitudes to Great British Summer Savings

Research with 2,000+ adults across the UK.



Introducing this research

While undertaking market research for two organisations in early June 2026, we asked 2,077 adults:

- Are you aware of the Great British Summer Savings campaign?
- What do you expect to happen to prices as a consequence of the campaign?
- If you expect prices to decrease, by how much do you expect the prices to drop?

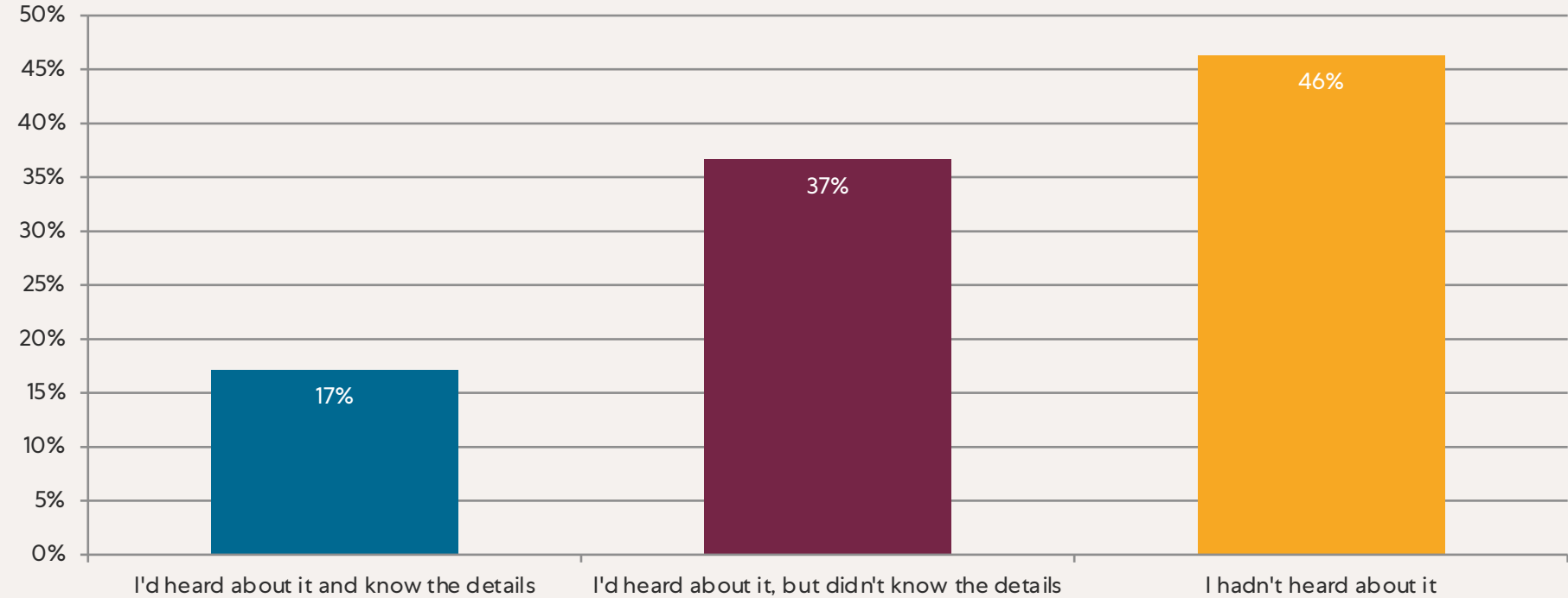
We lead with results from the combined dataset, before providing a more detailed breakdown of results from:

- **Organisation A**, a mid-sized visitor attraction in the south of England
- **Organisation B**, a visitor attraction with multiple sites across the UK.

The research reveals a public who, at this point, lean either unaware, or skeptical. Only 23% of the total respondents expect prices to go down.

Awareness

A combined total of **54% of contributors have heard about the temporary change to VAT on admissions**, but only 17% said that they know the details, as announced by the UK Government. 46% were unaware.



n = 2,077

Question 1

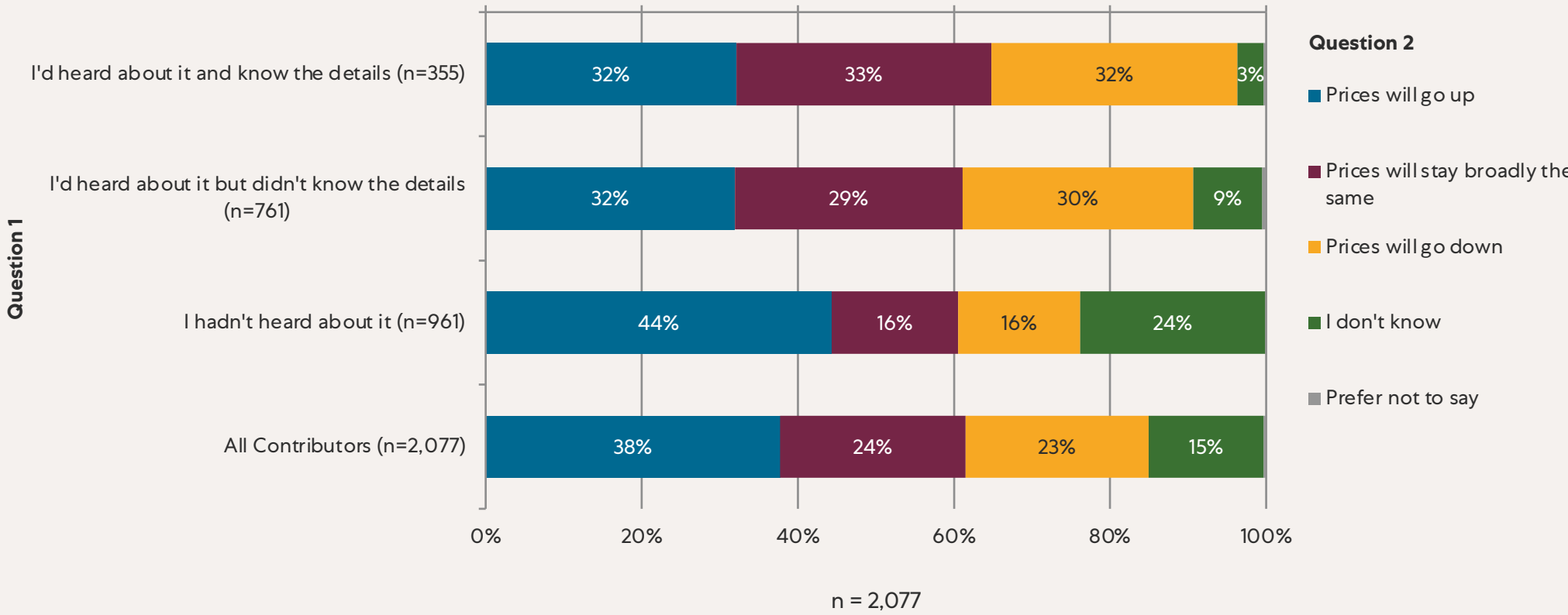
The UK Government has announced a temporary change to VAT on admission tickets at a range of visitor attractions, running from 25 June to 1 September 2026. Before today, how much had you heard about this?

What will happen

Expectations of what will happen as a consequence differed depending on the contributor's awareness of the changes. **Those who hadn't heard were more likely to expect prices to increase at 44%, with only 16% expecting prices to go down.**

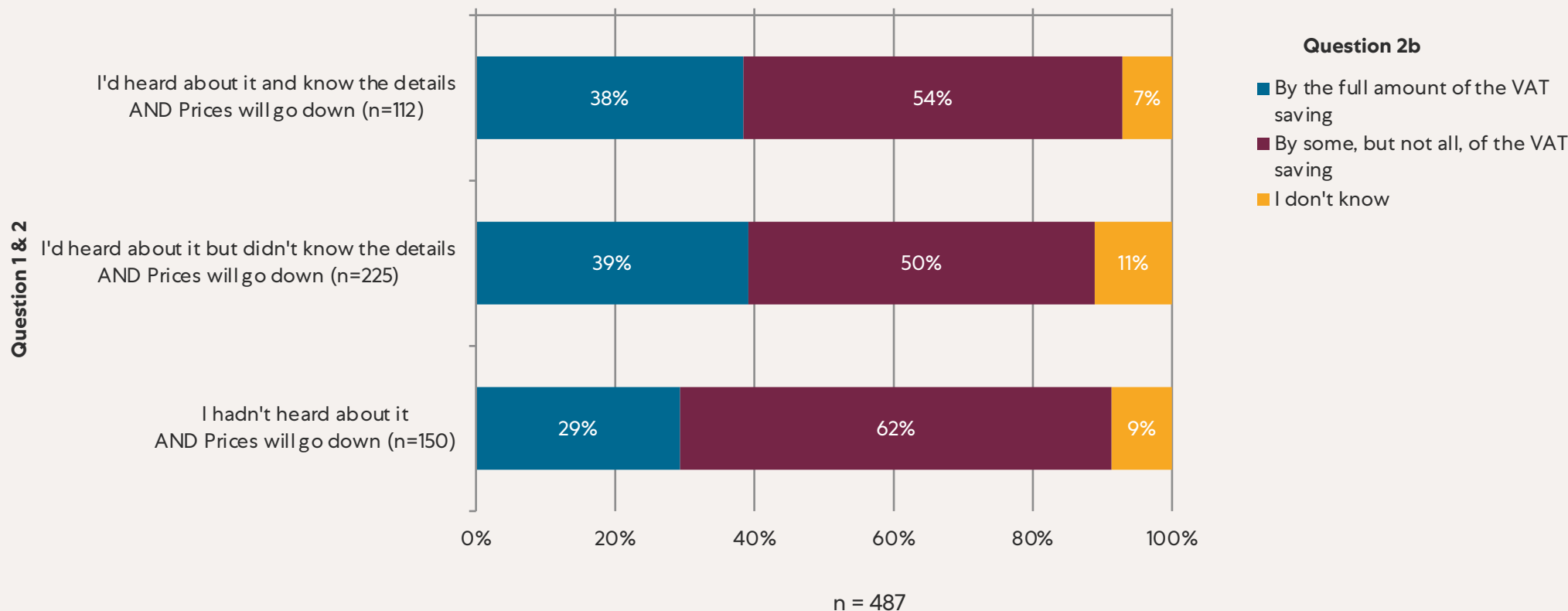
Question 2

Thinking about ticket prices at attractions where this applies, what do you think is most likely to happen between 25 June and 1 September?



Anticipated price reduction

Awareness shaped expectations about pricing. Of those who **had heard about the change and expected prices to decrease, up to 39%** thought the full VAT saving would be passed on. This **drops to 29%** among those who were **not aware of the change**.



Question 2b

By roughly how much do you think prices will go down?

(This question was only asked to those who responded with 'Prices will go down' to question 2.)

Organisation A

What we asked

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Three questions were included in a panel survey of the general public for Organisation A :

1. The UK Government has announced a temporary change to VAT on admission tickets at a range of visitor attractions, running from 25 June to 1 September 2026. Before today, how much had you heard about this?
2. Thinking about ticket prices at attractions where this applies, what do you think is most likely to happen between 25 June and 1 September?
 - a) By roughly how much do you think prices will go down?

There is relatively low awareness of the changes

20% had heard of the changes and know the details, 34% had heard but didn't know the details, 45% hadn't heard about it.

34% of contributors think that prices will go up

Only 23% think that prices will go down. 25% think prices will stay broadly the same.

However, **awareness of the VAT change shifts this perception: 31% of those aware of the change expect prices to go down**, compared to 14% of those who were not aware.

Of those who think prices will go down, and who were aware of the changes and understand the details, over half (52%) think the reduction will be for the full VAT decrease.

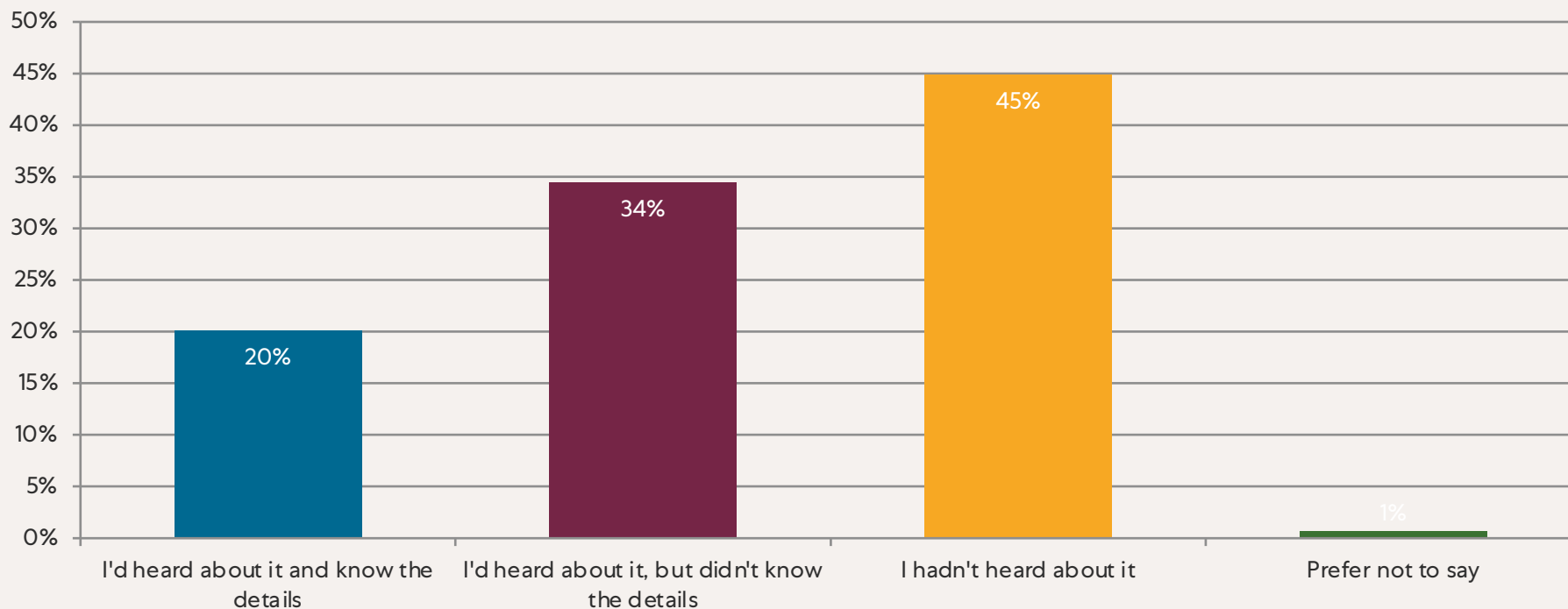
42% think that prices will reduce by less than the value of the VAT change.

Contributors who had heard about the change but didn't understand the details were less likely to expect the full saving to be passed on.

Findings are based on responses from 767 UK Panel contributors. Limited to UK Panel contributors within the selected regions. Responses were collected between 15th May and 1st June.

Awareness

A combined total of **54% of contributors have heard about the temporary change to VAT on admissions**, only 20% said that they know the details, as announced by the UK Government. 45% were unaware.



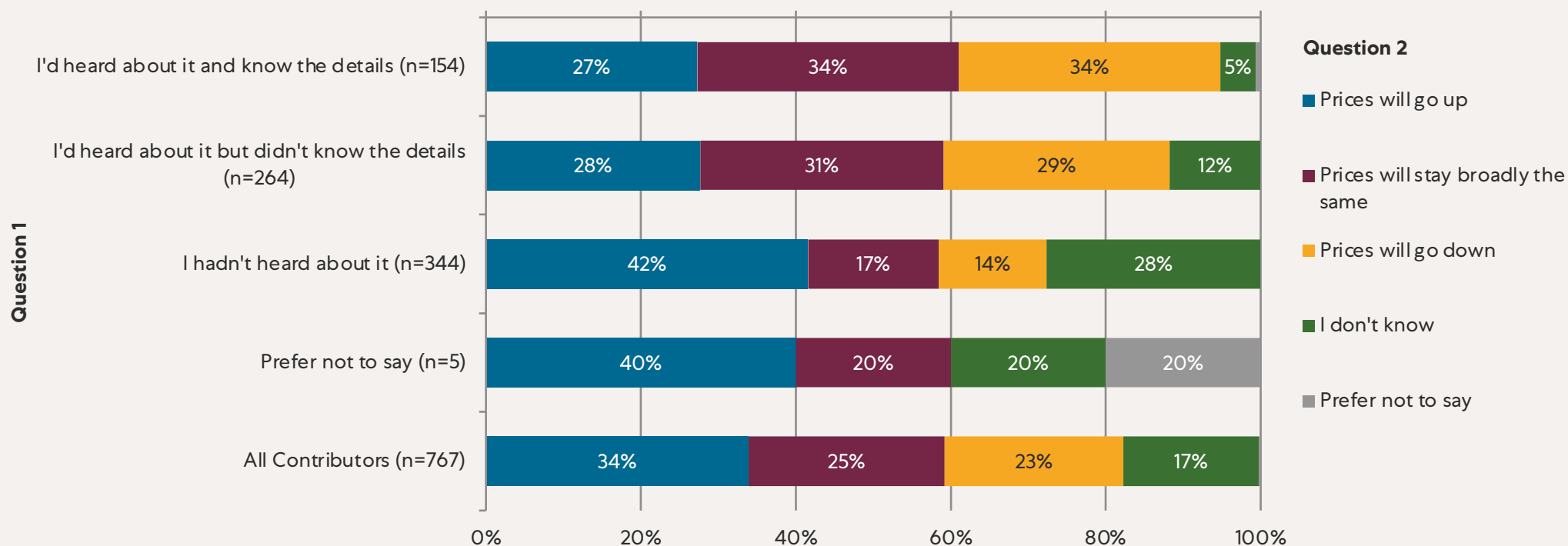
n = 767

Question 1

The UK Government has announced a temporary change to VAT on admission tickets at a range of visitor attractions, running from 25 June to 1 September 2026. Before today, how much had you heard about this?

What will happen

Expectations of what will happen as a consequence was different depending on the contributor's awareness of the changes. **Those who hadn't heard were more likely to expect prices to increase 42%**, with only 14% expecting prices to go down.



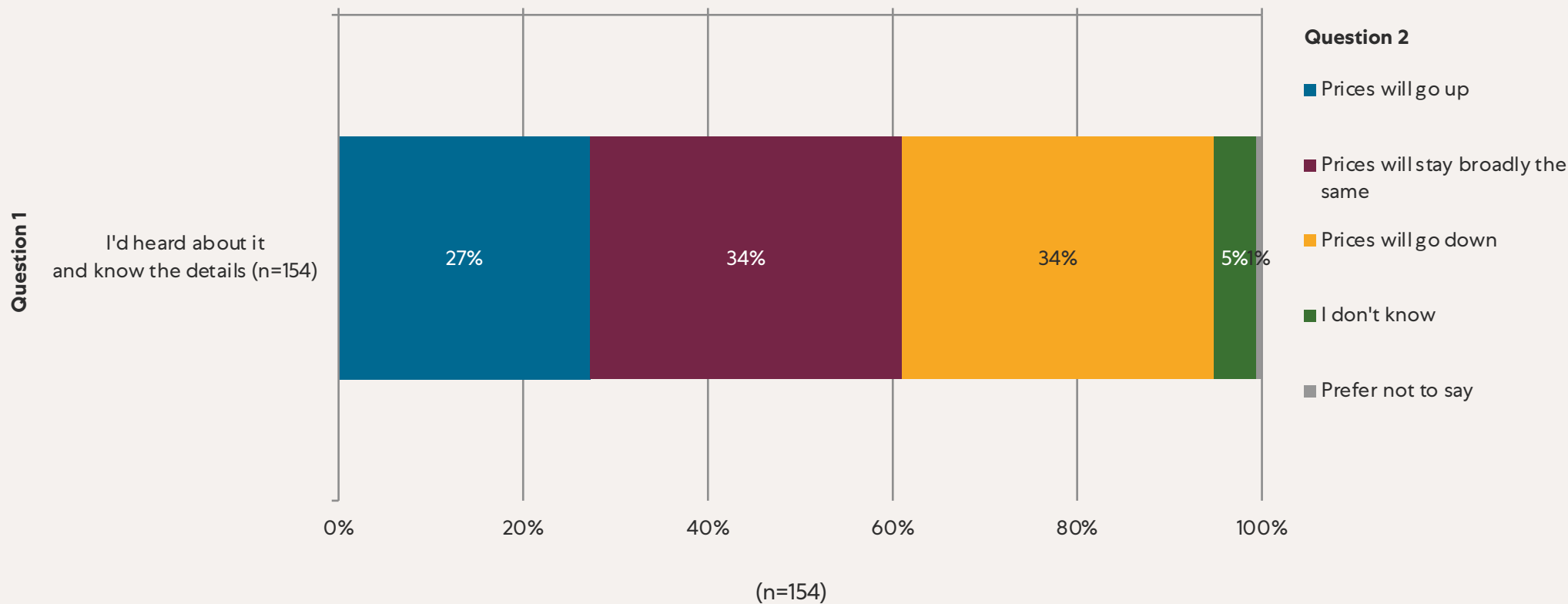
n = 767

Question 2

Thinking about ticket prices at attractions where this applies, what do you think is most likely to happen between 25 June and 1 September?

What will happen

When only looking at responses from those who had **heard about the changes and know the details, 34% expect prices to go down**, with the same proportion expecting prices to stay broadly the same. Despite awareness, 27% still expect prices to increase over the summer.

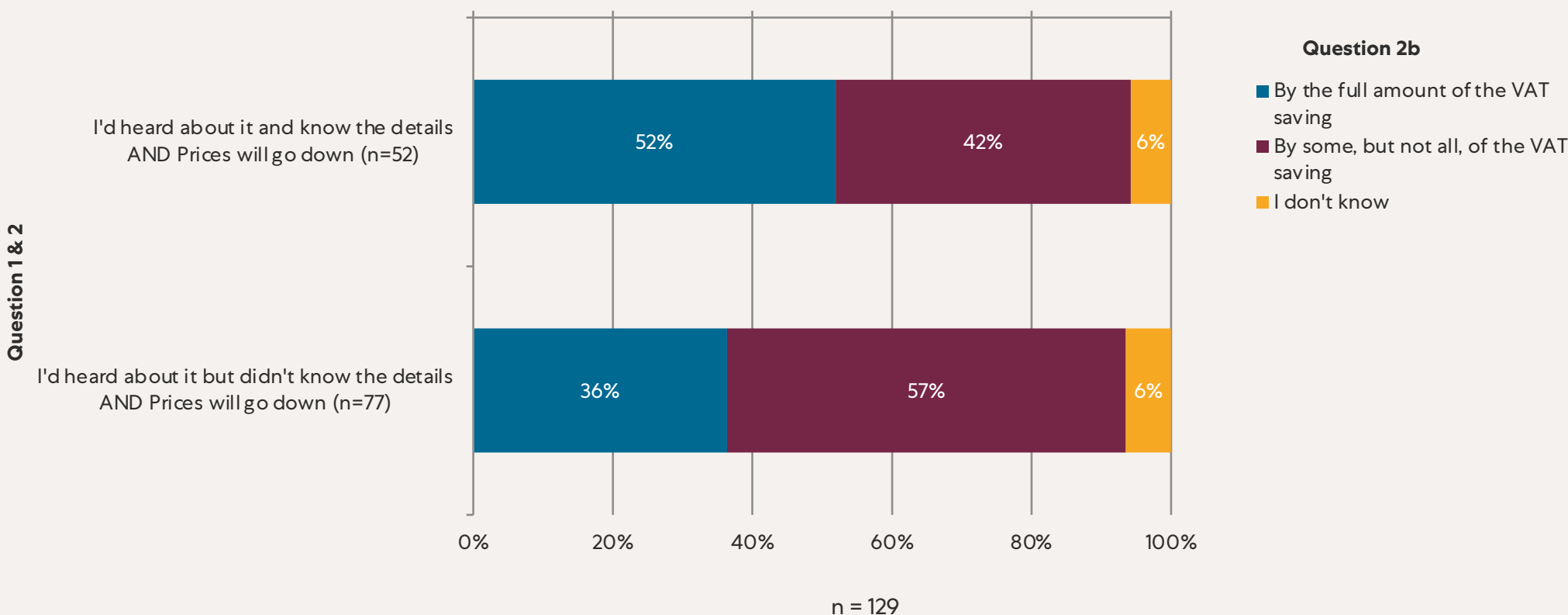


Question 2

Thinking about ticket prices at attractions where this applies, what do you think is most likely to happen between 25 June and 1 September?

Anticipated reduction

Understanding of the changes shaped expectations about pricing. Of those who were **familiar with the details and expected prices to decrease, 52%** thought the full VAT saving would be passed on. This **drops to 36%** among those who were **not familiar with the details**.



Question 2b

By roughly how much do you think prices will go down?

(This question was only asked to those who responded with 'Prices will go down' to question 2.)

Organisation B

What we asked

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Three questions were included in a panel survey of the general public for Organisation B:

1. The UK Government has announced a temporary change to VAT on admission tickets at a range of visitor attractions, running from 25 June to 1 September 2026. Before today, how much had you heard about this?
2. Thinking about ticket prices at attractions where this applies, what do you think is most likely to happen between 25 June and 1 September?
 - a) By roughly how much do you think prices will go down?

There is relatively low awareness of the changes

15% had heard of the changes and know the details, 37% had heard but didn't know the details, 47% hadn't heard about it.

40% of contributors think that prices will go up

Only 23% think that prices will go down. 23% think prices will stay broadly the same.

However, **awareness of the VAT change shifts this perception: 30% of those aware of the change expect prices to go down**, compared to 17% of those who were not aware.

Of those who think prices will go down, and who were aware of the changes and understand the details, 27% think the reduction will be for the full VAT decrease.

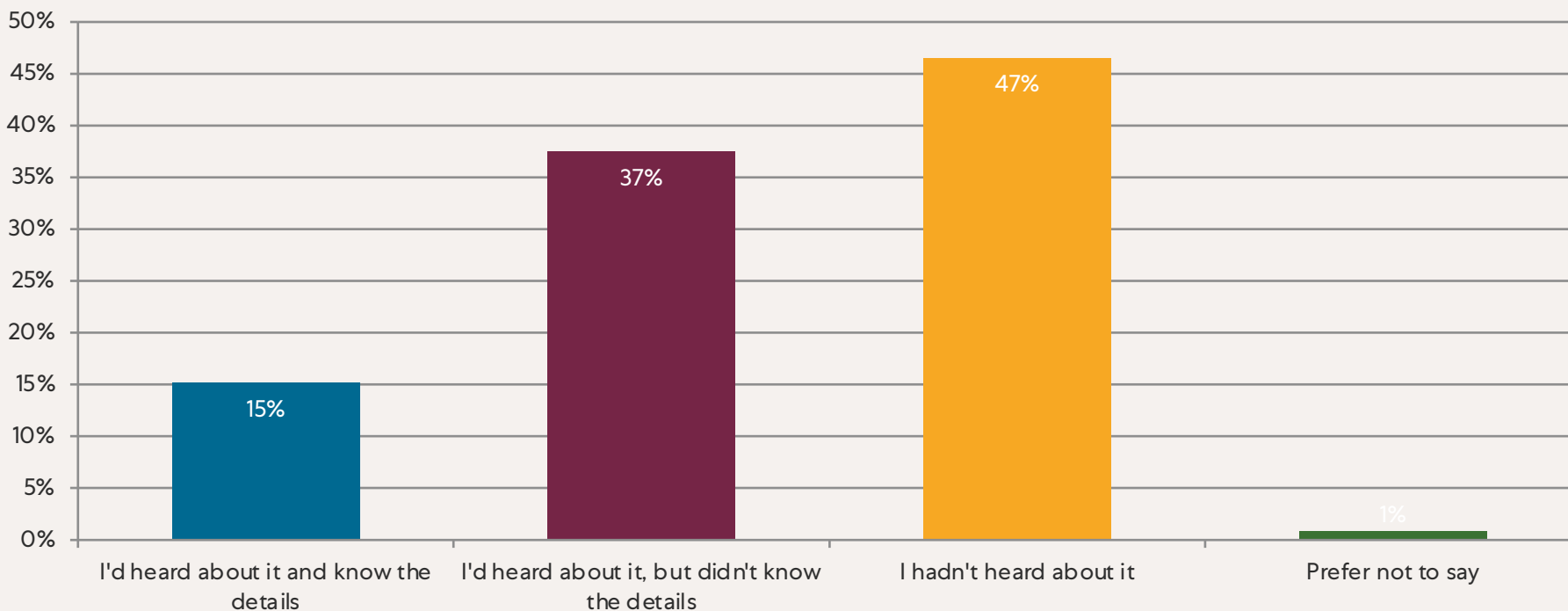
65% think that prices will reduce by less than the value of the VAT change.

Contributors who had heard about the change but didn't understand the details were more likely to expect the full saving to be passed on.

Findings are based on responses from 1326 UK Panel contributors. Limited to UK Panel contributors. Responses were collected between 1st June and 8th June.

Awareness

A combined total of **52% of contributors have heard about the temporary change to VAT on admissions**, only 15% said that they know the details, as announced by the UK Government. 47% were unaware.



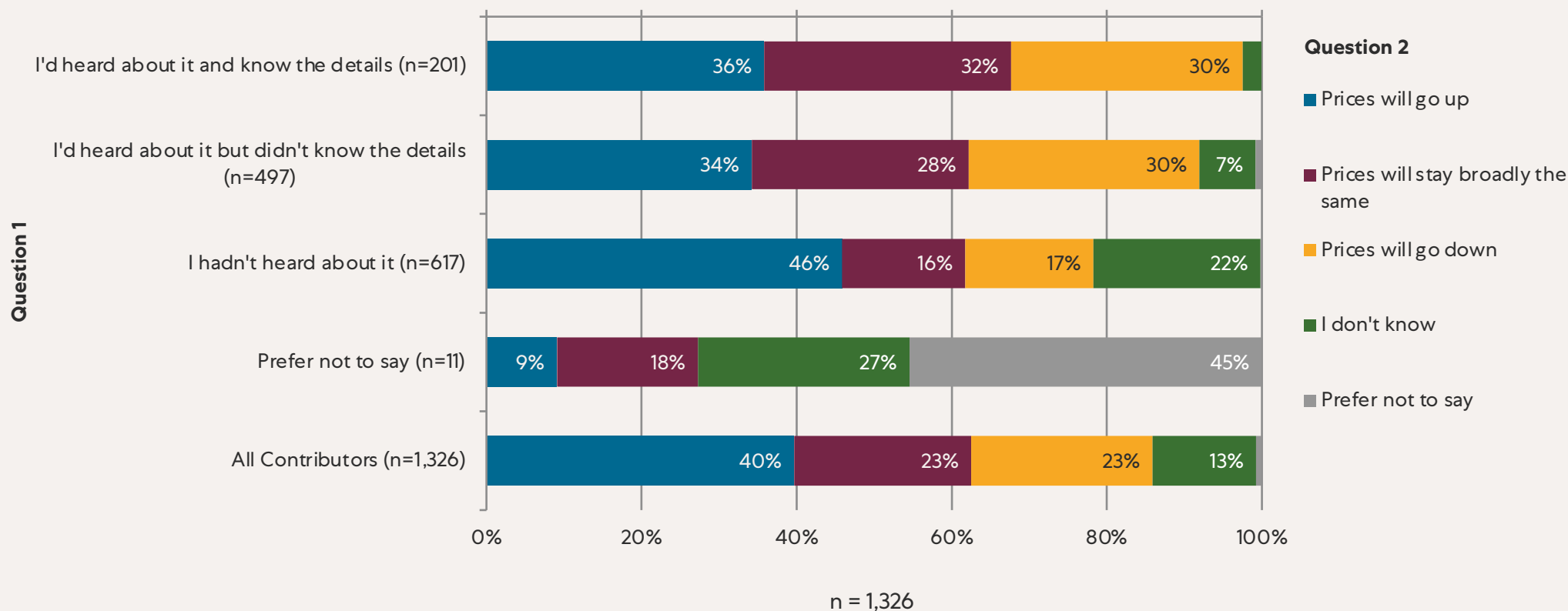
n = 1,326

Question 1

The UK Government has announced a temporary change to VAT on admission tickets at a range of visitor attractions, running from 25 June to 1 September 2026. Before today, how much had you heard about this?

What will happen

Expectations of what will happen as a consequence were different depending on the contributor's awareness of the changes. **Those who hadn't heard were more likely to expect prices to increase 46%**, with only 17% expecting prices to go down.

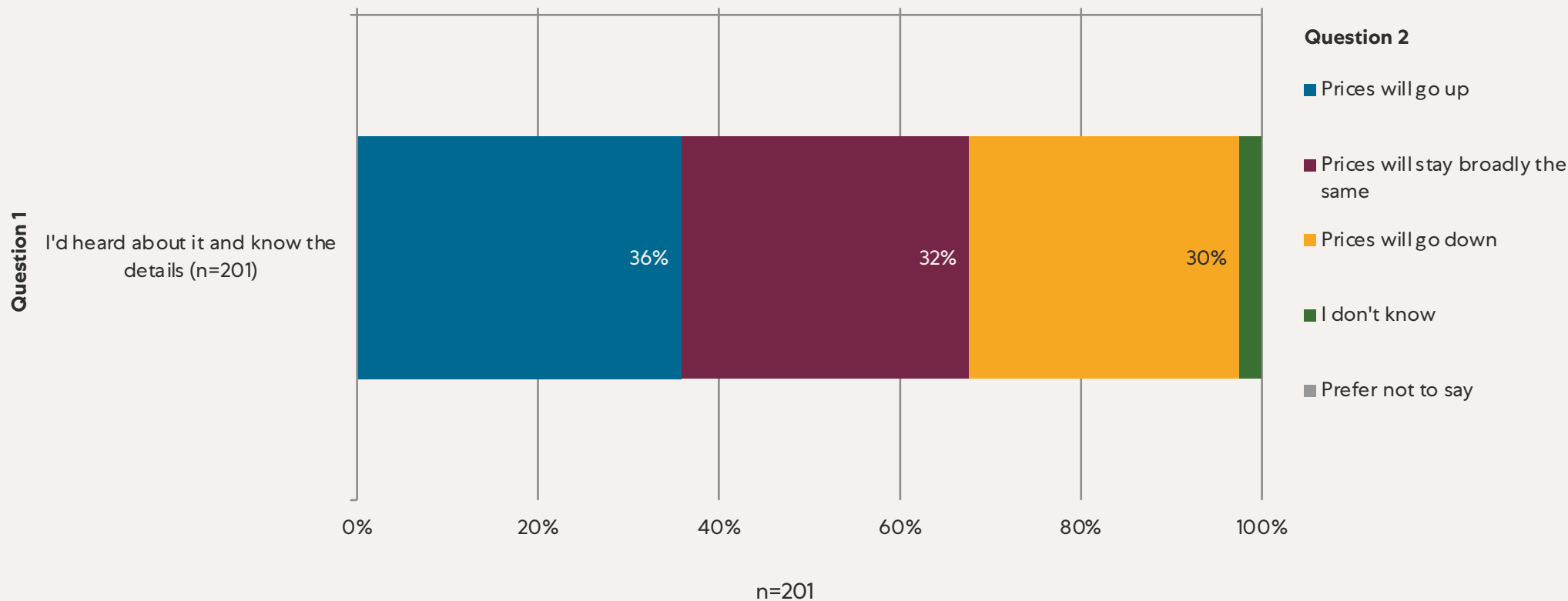


Question 2

Thinking about ticket prices at attractions where this applies, what do you think is most likely to happen between 25 June and 1 September?

What will happen

When only looking at responses from those who had **heard about the changes and know the details, 30% expect prices to go down**, with a similar proportion expect prices to stay broadly the same. Despite awareness, 36% still expect prices to increase over the summer.



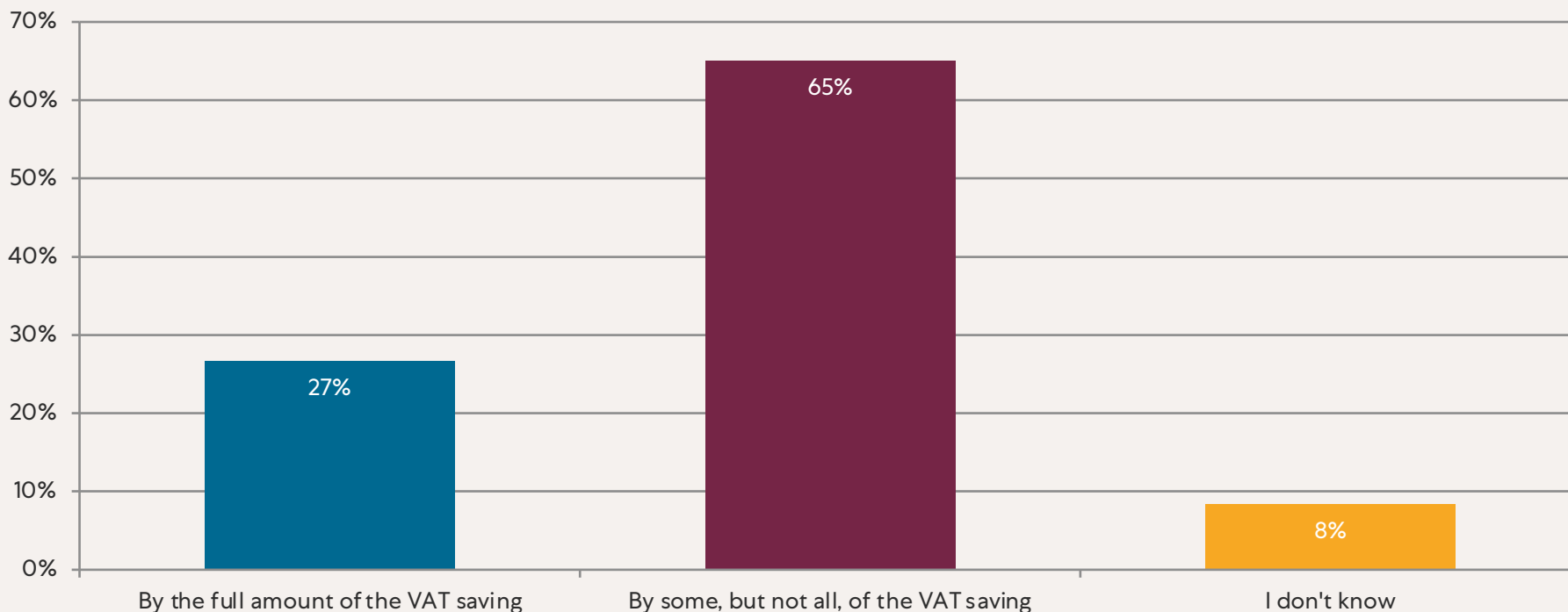
Question 2

Thinking about ticket prices at attractions where this applies, what do you think is most likely to happen between 25 June and 1 September?

Price Changes

Of those expecting the price to reduce, and who have heard of the change to VAT, and know the details, **27% expect that the full amount of the saving would be passed on**, 65% expect prices to reduce by some but not all of the VAT saving.

NB small sample



n=60

(Shows all responses from those who answered question 1 with 'I'd heard about it and know the details' AND Question 2 with 'Prices will go down')

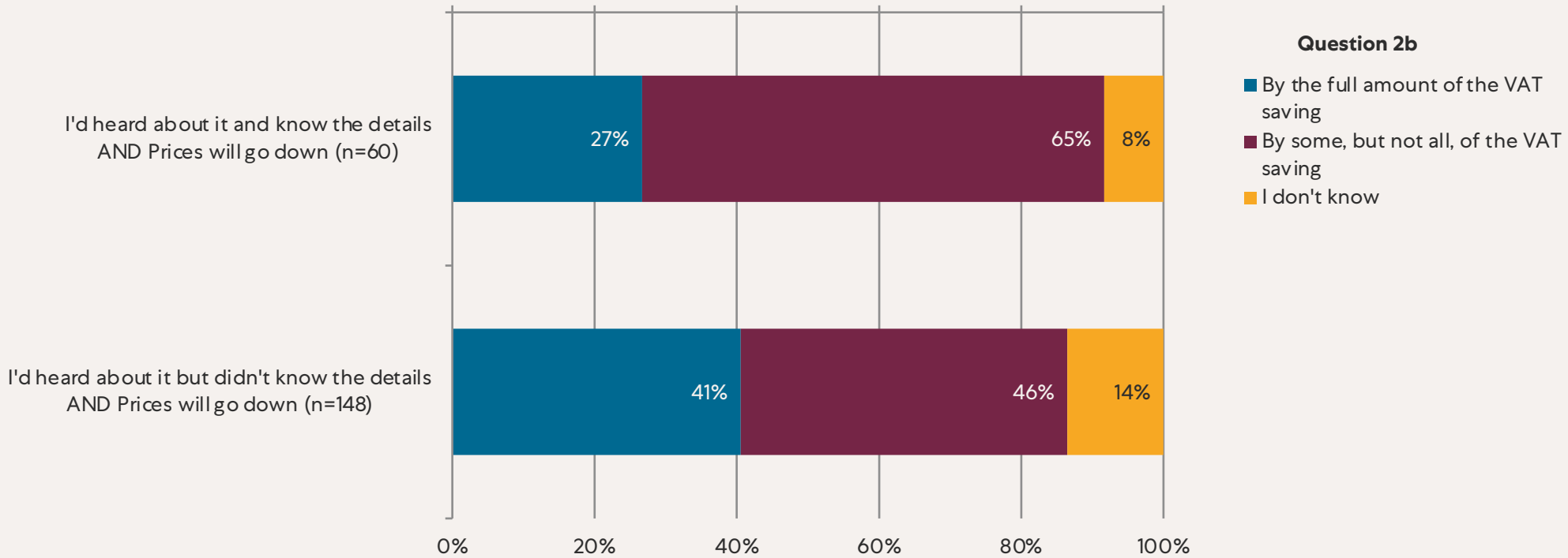
Question 2b

By roughly how much do you think prices will go down?

(This question was only asked to those who responded with 'Prices will go down' to question 2.)

Price Changes

Question 1 & 2



n = 208

Question 2b

By roughly how much do you think prices will go down?

(This question was only asked to those who responded with 'Prices will go down' to question 2.)

- Question 2b**
- By the full amount of the VAT saving
 - By some, but not all, of the VAT saving
 - I don't know

Researcher credits

19

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