

Measuring and Understanding Public Opinion: Perception and experience of booking a holiday January 2014

This public opinion data has been collected and analysed by NEMS from a representative sample of UK adults. It contains basic breakdowns by demography and geography.

You are free to use the data, providing you acknowledge/reference the source as "NEMS Market Research, January 2014".

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.



	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
Q01 When booking a holiday, which of the following help you decide ? [MR/PR]																
Recommendation / experience of friends / family	59.3%	325	57.9%	161	60.7%	164	72.3%	130	65.5%	125	39.7%	71	58.5%	154	60.1%	172
Personal experience / knowledge	55.1%	302	54.7%	152	55.6%	150	51.6%	93	62.5%	119	50.8%	91	63.3%	166	47.6%	136
Information via Internet - visitor ratings / experience forums	43.3%	237	47.8%	133	38.6%	104	56.6%	102	51.5%	98	21.1%	38	50.2%	132	36.9%	105
Information via Internet - tour operators	39.8%	218	42.0%	117	37.6%	102	43.2%	77	50.2%	96	25.4%	45	44.1%	116	35.9%	102
Holiday brochures	30.4%	167	27.1%	75	33.9%	92	35.7%	64	28.7%	55	27.0%	48	26.7%	70	33.8%	97
I just choose on impulse	23.9%	131	28.2%	78	19.4%	52	34.2%	61	17.8%	34	20.0%	36	22.0%	58	25.6%	73
Advice from travel agent	19.5%	107	13.7%	38	25.6%	69	20.2%	36	22.2%	42	16.1%	29	17.2%	45	21.7%	62
Photos viewed on social media taken by visitors	18.0%	99	13.4%	37	22.7%	61	29.9%	54	17.6%	33	6.5%	12	13.4%	35	22.2%	63
TV programmes e.g. Holiday	12.0%	66	12.2%	34	11.8%	32	8.8%	16	15.8%	30	11.1%	20	12.3%	32	11.7%	33
Other	0.8%	5	1.3%	3	0.4%	1	0.0%	0	0.9%	2	1.7%	3	0.9%	2	0.8%	2
(I don't usually book holidays)	18.6%	102	15.4%	43	22.0%	59	13.8%	25	10.0%	19	32.6%	58	15.5%	41	21.5%	61
(Don't know)	0.4%	2	0.2%	1	0.6%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.7%	2
Weighted base:		548		278		270		179		190		178		263		285
Sample:		548		257		291		63		233		252		238		310

Q02 And which is the main influence on where to book a holiday? [PR]*Those who go on holiday*

Recommendation / experience of friends / family	28.9%	129	31.6%	74	26.0%	55	42.6%	66	26.4%	45	14.9%	18	30.8%	68	27.1%	61
Personal experience / knowledge	26.6%	119	30.3%	71	22.5%	47	20.7%	32	28.7%	49	31.3%	38	32.1%	71	21.2%	48
Information via Internet - visitor ratings / experience forums	11.1%	50	9.5%	22	13.0%	27	12.6%	20	13.9%	24	5.3%	6	12.1%	27	10.2%	23
Information via Internet - tour operators	7.8%	35	9.5%	22	5.8%	12	7.0%	11	7.7%	13	8.8%	11	5.5%	12	10.0%	22
I just choose on impulse	7.0%	31	4.3%	10	10.0%	21	9.0%	14	3.3%	6	9.6%	12	3.1%	7	10.9%	24
Holiday brochures	5.4%	24	3.7%	9	7.2%	15	3.1%	5	3.3%	6	11.2%	13	5.2%	12	5.5%	12
Advice from travel agent	4.0%	18	3.7%	9	4.2%	9	2.6%	4	6.0%	10	2.7%	3	4.4%	10	3.5%	8
Photos viewed on social media taken by visitors	1.6%	7	1.5%	4	1.8%	4	0.0%	0	1.7%	3	3.7%	4	1.2%	3	2.0%	5
TV programmes e.g. Holiday	1.1%	5	1.0%	2	1.1%	2	0.0%	0	1.1%	2	2.4%	3	0.7%	2	1.4%	3
Other	1.0%	5	1.5%	3	0.5%	1	0.0%	0	1.0%	2	2.5%	3	1.1%	2	1.0%	2
Price	1.0%	4	0.4%	1	1.7%	4	1.1%	2	0.6%	1	1.4%	2	1.1%	2	0.9%	2
(Don't know)	4.5%	20	3.0%	7	6.1%	13	1.2%	2	6.3%	11	6.1%	7	2.7%	6	6.3%	14
Weighted base:		446		235		211		154		171		120		222		224
Sample:		429		206		223		54		205		170		201		228

Q03 What is the two most important to you when choosing a holiday ? [PR]*Those who go on holiday***1st mention**

Location (facilities / sights / things to do)	31.6%	141	28.8%	68	34.7%	73	24.5%	38	33.5%	57	38.0%	46	31.0%	69	32.2%	72
Holiday cost	27.7%	124	26.1%	61	29.5%	62	32.4%	50	28.2%	48	21.1%	25	27.8%	62	27.7%	62
Weather considerations	18.4%	82	22.0%	52	14.4%	30	29.3%	45	14.1%	24	10.6%	13	24.1%	53	12.8%	29
Holiday type (e.g. relaxing, active, family-based holidays)	9.5%	42	11.4%	27	7.4%	16	7.4%	12	10.9%	19	10.1%	12	10.2%	23	8.8%	20
Reputation of accommodation / resort	8.8%	39	8.1%	19	9.7%	20	5.1%	8	10.6%	18	11.0%	13	5.3%	12	12.3%	28
Reputation of airline / holiday company	1.4%	6	1.6%	4	1.2%	2	1.2%	2	1.2%	2	2.0%	2	0.3%	1	2.5%	6
Reputation of travel agent (None mentioned)	0.9%	4	0.7%	2	1.2%	3	0.0%	0	0.6%	1	2.6%	3	0.5%	1	1.4%	3
	1.6%	7	1.3%	3	1.9%	4	0.0%	0	0.9%	2	4.5%	5	0.8%	2	2.3%	5
Weighted base:		446		235		211		154		171		120		222		224
Sample:		429		206		223		54		205		170		201		228

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
2nd mention																
Location (facilities / sights / things to do)	26.5%	118	29.5%	69	23.2%	49	32.8%	51	24.0%	41	22.1%	27	29.7%	66	23.3%	52
Holiday cost	15.5%	69	11.4%	27	20.2%	43	7.8%	12	22.8%	39	15.1%	18	17.6%	39	13.5%	30
Reputation of accommodation / resort	15.3%	68	17.0%	40	13.5%	29	17.2%	27	15.5%	27	12.6%	15	12.9%	29	17.8%	40
Weather considerations	13.5%	60	8.7%	21	18.7%	40	14.3%	22	12.9%	22	13.2%	16	12.0%	27	14.9%	33
Holiday type (e.g.. relaxing, active, family-based holidays)	12.6%	56	17.3%	41	7.2%	15	14.4%	22	13.0%	22	9.6%	12	16.9%	38	8.2%	18
Reputation of airline / holiday company	3.0%	13	2.7%	6	3.3%	7	0.9%	1	1.9%	3	7.2%	9	3.0%	7	3.0%	7
Reputation of travel agent (None mentioned)	1.7%	8	2.8%	7	0.5%	1	2.5%	4	0.3%	0	2.7%	3	0.9%	2	2.5%	6
Weighted base:		446		235		211		154		171		120		222		224
Sample:		429		206		223		54		205		170		201		228

Any mention																
Location (facilities / sights / things to do)	58.1%	259	58.3%	137	58.0%	122	57.3%	88	57.6%	99	60.1%	72	60.8%	135	55.5%	124
Holiday cost	43.3%	193	37.5%	88	49.7%	105	40.2%	62	51.0%	87	36.3%	44	45.4%	101	41.2%	92
Weather considerations	31.9%	142	30.8%	72	33.1%	70	43.6%	67	26.9%	46	23.8%	29	36.1%	80	27.7%	62
Reputation of accommodation / resort	24.1%	108	25.0%	59	23.2%	49	22.4%	35	26.2%	45	23.6%	28	18.2%	40	30.1%	67
Holiday type (e.g.. relaxing, active, family-based holidays)	22.1%	98	28.7%	67	14.7%	31	21.8%	34	23.9%	41	19.8%	24	27.1%	60	17.0%	38
Reputation of airline / holiday company	4.4%	20	4.3%	10	4.5%	9	2.1%	3	3.0%	5	9.2%	11	3.3%	7	5.4%	12
Reputation of travel agent	2.6%	12	3.5%	8	1.7%	4	2.5%	4	0.9%	1	5.3%	6	1.4%	3	3.9%	9
Weighted base:		446		235		211		154		171		120		222		224
Sample:		429		206		223		54		205		170		201		228

Q04 And which of the following do you expect to use to book your next holiday ? [PR]

Those who go on holiday

Travel agents	22.5%	100	21.0%	49	24.1%	51	19.2%	30	21.7%	37	27.8%	34	20.3%	45	24.6%	55
Internet	62.0%	277	66.2%	156	57.3%	121	73.8%	114	66.7%	114	40.1%	48	70.1%	156	54.0%	121
Telephone	10.8%	48	8.0%	19	13.8%	29	4.3%	7	8.0%	14	22.9%	28	7.4%	16	14.1%	32
Other	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
(Do not expect to go on another holiday)	2.0%	9	1.8%	4	2.3%	5	1.2%	2	0.0%	0	5.9%	7	0.3%	1	3.7%	8
(Don't know)	2.6%	12	3.0%	7	2.1%	5	1.4%	2	3.6%	6	2.6%	3	1.8%	4	3.3%	7
Weighted base:		446		235		211		154		171		120		222		224
Sample:		429		206		223		54		205		170		201		228

Mean score (£): [125, 375, 750, 1250, 1750, 2500]

Q05 And how much do you expect to spend on the total cost of your next holiday per person ? [PR]

Those who go on holiday

Up to £250	11.9%	53	9.2%	22	15.0%	32	9.9%	15	16.0%	27	8.8%	11	7.7%	17	16.2%	36
£251-£500	28.1%	125	25.5%	60	31.0%	65	31.0%	48	31.1%	53	19.9%	24	29.7%	66	26.4%	59
£501-£1000	27.7%	124	26.2%	62	29.4%	62	25.2%	39	25.8%	44	33.7%	41	26.4%	59	29.0%	65
£1001-£1500	8.4%	38	14.2%	33	2.0%	4	12.3%	19	5.8%	10	7.1%	9	13.8%	31	3.1%	7
£1501-£2000	3.8%	17	5.0%	12	2.5%	5	2.9%	4	4.7%	8	3.7%	5	3.3%	7	4.3%	10
More than £2000	3.1%	14	2.9%	7	3.3%	7	1.8%	3	2.2%	4	6.0%	7	2.9%	6	3.3%	7
(Don't know)	15.7%	70	16.0%	38	15.4%	32	16.8%	26	13.5%	23	17.4%	21	15.1%	34	16.3%	36
(Refused)	1.3%	6	1.1%	2	1.5%	3	0.0%	0	0.9%	2	3.4%	4	1.0%	2	1.5%	3
Mean:		695.71		773.07		609.64		683.76		630.65		811.64		742.85		648.07
Weighted base:		446		235		211		154		171		120		222		224
Sample:		429		206		223		54		205		170		201		228

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
Q06 Where do you expect to go on your next holiday ?																
<i>Those who go on holiday</i>																
Europe	52.4%	234	54.4%	128	50.2%	106	59.9%	92	48.1%	82	48.9%	59	60.3%	134	44.6%	100
UK	16.2%	72	15.0%	35	17.6%	37	9.2%	14	19.1%	33	21.2%	26	13.7%	30	18.7%	42
America	10.7%	48	14.0%	33	7.1%	15	12.8%	20	11.1%	19	7.6%	9	12.1%	27	9.4%	21
Africa	5.6%	25	2.1%	5	9.5%	20	9.0%	14	4.3%	7	3.0%	4	3.2%	7	7.9%	18
Asia	4.7%	21	6.5%	15	2.6%	6	6.0%	9	4.7%	8	2.9%	3	4.9%	11	4.4%	10
Australia	1.0%	5	0.5%	1	1.6%	3	0.0%	0	1.1%	2	2.3%	3	0.3%	1	1.8%	4
(Don't know)	9.4%	42	7.5%	18	11.5%	24	3.2%	5	11.7%	20	14.1%	17	5.5%	12	13.2%	30
Weighted base:		446		235		211		154		171		120		222		224
Sample:		429		206		223		54		205		170		201		228

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
Q07 What is the one thing you most dread when going abroad on holiday? [MR]																
<i>Those who go on holiday</i>																
Travelling, or the journey	13.5%	60	10.7%	25	16.7%	35	13.3%	21	15.2%	26	11.4%	14	15.4%	34	11.6%	26
Delays, or waiting for transportation	7.5%	34	7.8%	18	7.2%	15	1.7%	3	8.1%	14	14.1%	17	8.4%	19	6.6%	15
Illness, such as a bad stomach whilst abroad	6.5%	29	4.5%	10	8.8%	19	3.9%	6	5.4%	9	11.5%	14	8.3%	18	4.7%	11
The weather	6.0%	27	6.2%	15	5.9%	12	4.4%	7	8.6%	15	4.6%	5	5.3%	12	6.8%	15
Losing luggage or belongings	5.7%	25	7.0%	17	4.2%	9	11.4%	18	1.9%	3	3.8%	5	6.3%	14	5.1%	11
Airports generally	5.3%	23	6.9%	16	3.4%	7	8.0%	12	4.0%	7	3.4%	4	7.8%	17	2.7%	6
Poor accommodation	5.1%	23	5.2%	12	5.0%	11	6.9%	11	5.8%	10	1.8%	2	8.9%	20	1.4%	3
Coming back home	4.2%	19	4.5%	11	3.9%	8	3.4%	5	6.6%	11	1.8%	2	4.6%	10	3.8%	9
Packing	2.8%	13	1.5%	3	4.3%	9	6.4%	10	1.6%	3	0.0%	0	1.4%	3	4.2%	10
The unknown	1.9%	9	1.3%	3	2.6%	5	1.1%	2	3.1%	5	1.2%	2	2.0%	4	1.9%	4
The food	1.8%	8	0.8%	2	2.9%	6	3.9%	6	0.5%	1	0.9%	1	0.0%	0	3.5%	8
Accidents, or injuring yourself while abroad	1.7%	8	2.1%	5	1.3%	3	2.0%	3	2.1%	4	0.8%	1	0.5%	1	2.9%	7
Running out of money	1.5%	7	0.0%	0	3.2%	7	3.9%	6	0.0%	0	0.7%	1	0.0%	0	3.1%	7
Missing flights	1.3%	6	0.9%	2	1.7%	4	1.2%	2	0.7%	1	2.1%	3	2.0%	4	0.6%	1
Mix-up with the accommodation	1.2%	5	2.3%	5	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	5
The natives	1.0%	4	1.7%	4	0.2%	0	2.2%	3	0.5%	1	0.0%	0	0.0%	0	2.0%	4
Children misbehaving	0.8%	4	1.5%	4	0.0%	0	0.0%	0	1.4%	2	1.0%	1	0.7%	1	0.9%	2
Insects	0.6%	3	0.8%	2	0.4%	1	0.0%	0	1.0%	2	0.7%	1	0.7%	1	0.5%	1
Being robbed	0.5%	2	1.0%	2	0.0%	0	0.0%	0	0.5%	1	1.3%	2	0.3%	1	0.8%	2
Having to leave pets while at away	0.5%	2	0.0%	0	1.1%	2	0.0%	0	0.4%	1	1.3%	2	0.7%	2	0.4%	1
Being stuck abroad	0.5%	2	0.8%	2	0.2%	0	1.2%	2	0.3%	0	0.0%	0	0.2%	0	0.8%	2
Getting everything out of the way before the holiday	0.5%	2	0.3%	1	0.8%	2	0.0%	0	0.4%	1	1.3%	2	0.3%	1	0.7%	2
Personal security	0.4%	2	0.7%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.8%	2	0.0%	0
Getting sunburn	0.4%	2	0.7%	2	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.5%	1	0.2%	1
It not being what we expected	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	0	0.9%	1	0.5%	1	0.1%	0
Not smoking on a long flight	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Customs	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1
Not having a decent cup of tea	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1
Other 'Brits abroad'	0.3%	1	0.3%	1	0.2%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1	0.2%	0
Leaving the house unattended	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
Language barriers	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0
Safety of the children	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1
Family not getting on	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Overcrowding of the resort	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.3%	0	0.0%	0	0.2%	0	0.0%	0
Nothing	18.9%	84	20.7%	49	16.7%	35	14.5%	22	18.1%	31	25.5%	31	17.9%	40	19.8%	44
(Don't know)	8.2%	36	8.2%	19	8.1%	17	7.1%	11	10.1%	17	6.7%	8	5.9%	13	10.3%	23
Weighted base:		446		235		211		154		171		120		222		224
Sample:		429		206		223		54		205		170		201		228

SEX Sex of respondent		Total	Male	Female
Male	50.7%	278	100.0%	278
Female	49.3%	270	0.0%	0
Weighted base:		548		278
Sample:		548		257

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
AGE To ensure we get a representative sample, could I ask how old you are ?																
16 to 24	15.2%	83	15.9%	44	14.4%	39	46.3%	83	0.0%	0	0.0%	0	19.0%	50	11.6%	33
25 to 34	17.6%	96	17.9%	50	17.2%	46	53.7%	96	0.0%	0	0.0%	0	15.7%	41	19.2%	55
35 to 44	18.4%	101	18.9%	52	17.9%	48	0.0%	0	53.0%	101	0.0%	0	22.6%	59	14.6%	42
45 to 54	16.3%	89	16.8%	47	15.8%	43	0.0%	0	47.0%	89	0.0%	0	17.6%	46	15.1%	43
55 to 64	13.1%	72	13.4%	37	12.8%	35	0.0%	0	0.0%	0	40.2%	72	13.3%	35	12.9%	37
65 +	19.5%	107	17.1%	47	21.9%	59	0.0%	0	0.0%	0	59.8%	107	11.8%	31	26.5%	76
Weighted base:		548		278		270		179		190		178		263		285
Sample:		548		257		291		63		233		252		238		310

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
CHI How many children live in your household, aged 15 years and under ?																
None	71.1%	390	73.7%	205	68.4%	185	64.3%	115	54.6%	104	95.5%	171	64.0%	168	77.6%	221
One	14.9%	82	13.4%	37	16.5%	44	22.9%	41	17.2%	33	4.5%	8	20.1%	53	10.2%	29
Two	10.7%	58	9.8%	27	11.5%	31	8.4%	15	22.7%	43	0.0%	0	13.1%	34	8.4%	24
Three	2.0%	11	2.7%	8	1.2%	3	0.8%	1	5.0%	10	0.0%	0	2.7%	7	1.4%	4
Four	0.3%	1	0.3%	1	0.2%	0	0.3%	0	0.5%	1	0.0%	0	0.2%	0	0.3%	1
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.1%	6	0.0%	0	2.2%	6	3.4%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	6
Weighted base:		548		278		270		179		190		178		263		285
Sample:		548		257		291		63		233		252		238		310

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
ADU How many adults aged 16 years or older, including yourself, live in your household ?																
One	25.3%	139	25.8%	72	24.8%	67	13.5%	24	18.0%	34	44.9%	80	16.8%	44	33.1%	95
Two	49.0%	268	56.4%	157	41.3%	112	48.5%	87	53.0%	101	45.1%	81	54.1%	142	44.2%	126
Three	14.1%	77	9.7%	27	18.5%	50	13.9%	25	21.1%	40	6.7%	12	17.6%	46	10.8%	31
Four	8.4%	46	4.8%	13	12.1%	33	15.8%	28	6.6%	12	2.9%	5	8.8%	23	8.0%	23
Five	1.6%	9	2.2%	6	0.9%	2	3.3%	6	1.1%	2	0.4%	1	2.8%	7	0.5%	1
Six or more	0.6%	3	1.0%	3	0.2%	1	1.6%	3	0.3%	1	0.0%	0	0.0%	0	1.2%	3
(Refused)	1.1%	6	0.0%	0	2.2%	6	3.4%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	6
Weighted base:		548		278		270		179		190		178		263		285
Sample:		548		257		291		63		233		252		238		310

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
IS2 ISBA region																
Ulster	2.5%	14	1.6%	4	3.4%	9	2.9%	5	2.3%	4	2.2%	4	2.3%	6	2.7%	8
Scotland	8.9%	49	8.0%	22	9.9%	27	7.0%	12	9.9%	19	9.9%	18	11.5%	30	6.6%	19
North / Borders	6.0%	33	4.3%	12	7.8%	21	7.1%	13	3.9%	7	7.2%	13	5.6%	15	6.4%	18
Lancashire	12.1%	66	14.2%	40	9.9%	27	13.9%	25	11.9%	23	10.5%	19	11.2%	29	12.9%	37
Yorkshire	10.3%	56	11.0%	31	9.6%	26	7.5%	13	11.2%	21	12.2%	22	9.6%	25	10.9%	31
Wales & South West	10.3%	56	8.9%	25	11.6%	31	10.2%	18	10.8%	20	9.8%	18	9.4%	25	11.0%	31
Midlands	15.0%	82	19.2%	53	10.7%	29	17.2%	31	18.7%	36	8.7%	16	17.1%	45	13.0%	37
East England	6.9%	38	6.7%	19	7.0%	19	6.5%	12	6.5%	12	7.6%	14	6.2%	16	7.5%	21
London	19.1%	104	17.3%	48	20.9%	56	20.9%	38	15.1%	29	21.4%	38	17.3%	45	20.7%	59
Southern	9.0%	49	8.8%	24	9.3%	25	6.9%	12	9.8%	19	10.4%	18	9.8%	26	8.2%	24
Weighted base:		548		278		270		179		190		178		263		285
Sample:		548		257		291		63		233		252		238		310

	Total		North (inc. Scotland)	Midlands (inc. Wales)		Southern		
Q01 When booking a holiday, which of the following help you decide ? [MR/PR]								
Recommendation / experience of friends / family	59.3%	325	59.5%	122	53.1%	85	65.5%	111
Personal experience / knowledge	55.1%	302	48.6%	99	66.2%	106	51.6%	88
Information via Internet - visitor ratings / experience forums	43.3%	237	41.4%	85	46.3%	74	41.9%	71
Information via Internet - tour operators	39.8%	218	42.3%	87	33.1%	53	43.2%	73
Holiday brochures	30.4%	167	37.4%	77	25.1%	40	27.2%	46
I just choose on impulse	23.9%	131	20.4%	42	18.5%	30	32.5%	55
Advice from travel agent	19.5%	107	22.1%	45	17.9%	29	17.3%	29
Photos viewed on social media taken by visitors	18.0%	99	18.2%	37	17.5%	28	17.6%	30
TV programmes e.g. Holiday	12.0%	66	11.2%	23	12.4%	20	12.0%	20
Other	0.8%	5	0.8%	2	0.5%	1	1.2%	2
(I don't usually book holidays)	18.6%	102	25.2%	51	12.2%	20	16.7%	28
(Don't know)	0.4%	2	0.3%	1	0.0%	0	0.9%	2
Weighted base:		548		205		160		170
Sample:		548		218		155		126

Q02 And which is the main influence on where to book a holiday? [PR]
Those who go on holiday

Recommendation / experience of friends / family	28.9%	129	25.5%	39	29.0%	41	33.3%	47
Personal experience / knowledge	26.6%	119	24.5%	38	36.8%	52	18.3%	26
Information via Internet - visitor ratings / experience forums	11.1%	50	12.4%	19	9.3%	13	10.1%	14
Information via Internet - tour operators	7.8%	35	11.3%	17	6.6%	9	5.2%	7
I just choose on impulse	7.0%	31	6.1%	9	4.3%	6	10.7%	15
Holiday brochures	5.4%	24	6.1%	9	5.4%	8	4.9%	7
Advice from travel agent	4.0%	18	3.3%	5	1.9%	3	6.7%	9
Photos viewed on social media taken by visitors	1.6%	7	0.9%	1	0.9%	1	3.1%	4
TV programmes e.g. Holiday	1.1%	5	1.2%	2	0.0%	0	2.0%	3
Other	1.0%	5	1.1%	2	0.6%	1	1.5%	2
Price	1.0%	4	0.5%	1	2.6%	4	0.0%	0
(Don't know)	4.5%	20	6.9%	11	2.6%	4	4.2%	6
Weighted base:		446		153		141		141
Sample:		429		165		132		95

Q03 What is the two most important to you when choosing a holiday ? [PR]
Those who go on holiday

1st mention

Location (facilities / sights / things to do)	31.6%	141	33.0%	50	28.8%	41	33.1%	47
Holiday cost	27.7%	124	20.7%	32	38.8%	55	24.1%	34
Weather considerations	18.4%	82	18.4%	28	13.9%	20	23.5%	33
Holiday type (e.g. relaxing, active, family-based holidays)	9.5%	42	8.9%	14	9.1%	13	10.5%	15
Reputation of accommodation / resort	8.8%	39	12.4%	19	5.8%	8	7.6%	11
Reputation of airline / holiday company	1.4%	6	2.3%	4	1.7%	2	0.0%	0
Reputation of travel agent (None mentioned)	0.9%	4	2.3%	4	0.5%	1	0.0%	0
	1.6%	7	2.0%	3	1.5%	2	1.2%	2
Weighted base:		446		153		141		141
Sample:		429		165		132		95

	Total		North (inc. Scotland)	Midlands (inc. Wales)		Southern		
2nd mention								
Location (facilities / sights / things to do)	26.5%	118	26.8%	41	20.4%	29	33.4%	47
Holiday cost	15.5%	69	18.4%	28	15.8%	22	11.0%	16
Reputation of accommodation / resort	15.3%	68	11.8%	18	24.4%	34	8.9%	13
Weather considerations	13.5%	60	13.9%	21	9.8%	14	17.2%	24
Holiday type (e.g.. relaxing, active, family-based holidays)	12.6%	56	11.0%	17	14.2%	20	13.2%	19
Reputation of airline / holiday company	3.0%	13	5.2%	8	2.4%	3	1.1%	1
Reputation of travel agent	1.7%	8	1.7%	3	3.6%	5	0.0%	0
(None mentioned)	11.9%	53	11.3%	17	9.5%	13	15.3%	22
Weighted base:		446		153		141		141
Sample:		429		165		132		95

Any mention								
Location (facilities / sights / things to do)	58.1%	259	59.7%	91	49.2%	69	66.5%	94
Holiday cost	43.3%	193	39.1%	60	54.5%	77	35.1%	50
Weather considerations	31.9%	142	32.3%	49	23.7%	33	40.7%	57
Reputation of accommodation / resort	24.1%	108	24.1%	37	30.1%	42	16.5%	23
Holiday type (e.g.. relaxing, active, family-based holidays)	22.1%	98	19.9%	31	23.3%	33	23.7%	33
Reputation of airline / holiday company	4.4%	20	7.6%	12	4.1%	6	1.1%	1
Reputation of travel agent	2.6%	12	4.0%	6	4.1%	6	0.0%	0
Weighted base:		446		153		141		141
Sample:		429		165		132		95

Q04 And which of the following do you expect to use to book your next holiday ? [PR]
Those who go on holiday

Travel agents	22.5%	100	31.4%	48	18.7%	26	16.3%	23
Internet	62.0%	277	55.8%	85	66.5%	94	64.6%	91
Telephone	10.8%	48	7.7%	12	9.4%	13	15.4%	22
Other	0.2%	1	0.0%	0	0.0%	0	0.5%	1
(Do not expect to go on another holiday)	2.0%	9	2.4%	4	1.4%	2	2.4%	3
(Don't know)	2.6%	12	2.8%	4	4.0%	6	0.8%	1
Weighted base:		446		153		141		141
Sample:		429		165		132		95

Mean score (£): [125, 375, 750, 1250, 1750, 2500]

Q05 And how much do you expect to spend on the total cost of your next holiday per person ? [PR]
Those who go on holiday

Up to £250	11.9%	53	11.3%	17	11.5%	16	13.5%	19
£251-£500	28.1%	125	19.3%	30	33.4%	47	31.3%	44
£501-£1000	27.7%	124	33.8%	52	26.2%	37	22.3%	31
£1001-£1500	8.4%	38	4.3%	7	10.1%	14	11.6%	16
£1501-£2000	3.8%	17	6.3%	10	1.5%	2	3.3%	5
More than £2000	3.1%	14	3.7%	6	2.5%	3	3.3%	5
(Don't know)	15.7%	70	20.8%	32	14.9%	21	11.3%	16
(Refused)	1.3%	6	0.5%	1	0.0%	0	3.5%	5
Mean:		695.71		757.15		645.41		687.90
Weighted base:		446		153		141		141
Sample:		429		165		132		95

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
Q06 Where do you expect to go on your next holiday ?				
<i>Those who go on holiday</i>				
Europe	52.4%	234	52.3%	80
UK	16.2%	72	15.4%	24
America	10.7%	48	9.3%	14
Africa	5.6%	25	1.8%	3
Asia	4.7%	21	11.0%	17
Australia	1.0%	5	0.5%	1
(Don't know)	9.4%	42	9.8%	15
Weighted base:	446	153	141	141
Sample:	429	165	132	95

Q07 What is the one thing you most dread when going abroad on holiday? [MR]
Those who go on holiday

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
Travelling, or the journey	13.5%	60	12.5%	19
Delays, or waiting for transportation	7.5%	34	7.5%	12
Illness, such as a bad stomach whilst abroad	6.5%	29	4.6%	7
The weather	6.0%	27	7.8%	12
Losing luggage or belongings	5.7%	25	7.5%	11
Airports generally	5.3%	23	4.2%	6
Poor accommodation	5.1%	23	3.3%	5
Coming back home	4.2%	19	6.7%	10
Packing	2.8%	13	2.0%	3
The unknown	1.9%	9	0.0%	0
The food	1.8%	8	0.3%	1
Accidents, or injuring yourself while abroad	1.7%	8	1.3%	2
Running out of money	1.5%	7	0.0%	0
Missing flights	1.3%	6	2.4%	4
Mix-up with the accommodation	1.2%	5	3.5%	5
The natives	1.0%	4	2.3%	3
Children misbehaving	0.8%	4	1.0%	1
Insects	0.6%	3	1.2%	2
Being robbed	0.5%	2	0.0%	0
Having to leave pets while at away	0.5%	2	0.5%	1
Being stuck abroad	0.5%	2	0.3%	0
Getting everything out of the way before the holiday	0.5%	2	0.4%	1
Personal security	0.4%	2	0.0%	0
Getting sunburn	0.4%	2	0.3%	1
It not being what we expected	0.3%	1	0.7%	1
Not smoking on a long flight	0.3%	1	0.0%	0
Customs	0.3%	1	0.0%	0
Not having a decent cup of tea	0.3%	1	0.0%	0
Other 'Brits abroad'	0.3%	1	0.0%	0
Leaving the house unattended	0.2%	1	0.0%	0
Language barriers	0.2%	1	0.0%	0
Safety of the children	0.1%	1	0.0%	0
Family not getting on	0.1%	1	0.0%	0
Overcrowding of the resort	0.1%	0	0.0%	0
Nothing	18.9%	84	23.4%	36
(Don't know)	8.2%	36	6.2%	9
Weighted base:	446	153	141	141
Sample:	429	165	132	95

SEX Sex of respondent

Male	50.7%	278	51.0%	104
Female	49.3%	270	49.0%	100
Weighted base:	548	205	160	170
Sample:	548	218	155	126

	Total		North (inc. Scotland)	Midlands (inc. Wales)		Southern		
AGE To ensure we get a representative sample, could I ask how old you are ?								
16 to 24	15.2%	83	9.6%	20	9.5%	15	27.6%	47
25 to 34	17.6%	96	21.5%	44	23.3%	37	6.6%	11
35 to 44	18.4%	101	24.0%	49	19.5%	31	10.9%	18
45 to 54	16.3%	89	10.2%	21	22.2%	36	18.1%	31
55 to 64	13.1%	72	15.0%	31	10.3%	17	13.3%	23
65 +	19.5%	107	19.7%	40	15.2%	24	23.5%	40
Weighted base:		548		205		160		170
Sample:		548		218		155		126

SEG Socio-economic group

A	5.7%	31	4.3%	9	3.9%	6	9.2%	16
B	10.2%	56	10.4%	21	12.2%	19	7.9%	13
C1	32.0%	175	33.9%	69	33.2%	53	29.0%	49
C2	25.8%	141	24.6%	50	31.6%	51	22.3%	38
D	9.2%	50	7.7%	16	11.3%	18	7.7%	13
E	17.1%	94	19.1%	39	7.8%	13	23.9%	40
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		548		205		160		170
Sample:		548		218		155		126

EMP Which of the following best describes your current employment status ? [PR]

Working full-time (30+ hours a week)	45.1%	247	41.9%	86	49.0%	78	45.4%	77
Part-time	16.8%	92	14.6%	30	19.5%	31	17.1%	29
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.3%	78	17.4%	36	12.6%	20	11.7%	20
Not working (retired / invalid)	23.8%	130	26.1%	53	19.0%	30	25.7%	44
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		548		205		160		170
Sample:		548		218		155		126

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	51.6%	283	53.4%	109	56.1%	90	43.9%	74
Single	31.5%	172	28.0%	57	29.6%	47	38.2%	65
Divorced	5.5%	30	5.3%	11	5.4%	9	6.1%	10
Widowed	9.9%	54	11.8%	24	6.1%	10	11.2%	19
Separated	1.2%	7	0.8%	2	2.3%	4	0.6%	1
(Refused)	0.4%	2	0.6%	1	0.5%	1	0.0%	0
Weighted base:		548		205		160		170
Sample:		548		218		155		126

CHI How many children live in your household, aged 15 years and under ?

None	71.1%	390	68.3%	140	71.0%	114	75.9%	129
One	14.9%	82	16.3%	33	11.9%	19	16.2%	28
Two	10.7%	58	13.8%	28	14.4%	23	2.7%	5
Three	2.0%	11	1.5%	3	2.1%	3	1.6%	3
Four	0.3%	1	0.0%	0	0.6%	1	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.1%	6	0.0%	0	0.0%	0	3.5%	6
Weighted base:		548		205		160		170
Sample:		548		218		155		126

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
ADU How many adults aged 16 years or older, including yourself, live in your household ?				
One	25.3% 139	30.0% 61	21.9% 35	23.0% 39
Two	49.0% 268	49.7% 102	55.3% 89	41.8% 71
Three	14.1% 77	13.3% 27	15.0% 24	14.1% 24
Four	8.4% 46	5.3% 11	7.8% 13	13.1% 22
Five	1.6% 9	0.4% 1	0.0% 0	4.3% 7
Six or more	0.6% 3	1.4% 3	0.0% 0	0.3% 1
(Refused)	1.1% 6	0.0% 0	0.0% 0	3.5% 6
Weighted base:	548	205	160	170
Sample:	548	218	155	126

IS2 ISBA region

Ulster	2.5% 14	0.0% 0	0.0% 0	0.0% 0
Scotland	8.9% 49	23.9% 49	0.0% 0	0.0% 0
North / Borders	6.0% 33	16.1% 33	0.0% 0	0.0% 0
Lancashire	12.1% 66	32.4% 66	0.0% 0	0.0% 0
Yorkshire	10.3% 56	27.6% 56	0.0% 0	0.0% 0
Wales & South West	10.3% 56	0.0% 0	25.3% 41	9.3% 16
Midlands	15.0% 82	0.0% 0	51.2% 82	0.0% 0
East England	6.9% 38	0.0% 0	23.5% 38	0.0% 0
London	19.1% 104	0.0% 0	0.0% 0	61.6% 104
Southern	9.0% 49	0.0% 0	0.0% 0	29.1% 49
Weighted base:	548	205	160	170
Sample:	548	218	155	126