

YouGov / Atalanta Survey Results

Sample Size: 2288 adults in the UK
Fieldwork: 27th - 28th February 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South
Weighted Sample	2288	398	567	206	240	810	815	1110	1178	240	945	567	535	1304	984	1915	119	190	64	526	364	263	762
Unweighted Sample	2288	402	580	230	261	945	849	1020	1268	132	878	615	663	1408	880	1951	116	142	79	553	403	198	797
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your holiday plans for 2025 and booking accommodation, to what extent, if at all, did you consider the accommodation provider's efforts to be sustainable?

I did consider this, and did factor this into our decision	7	4	10	9	4	8	6	7	8	11	8	7	5	8	7	7	9	9	9	8	6	7	7
decision	10	9	14	13	4	12	7	10	9	16	11	7	9	12	7	10	12	10	4	10	9	9	10
I did not consider this at all	38	47	36	37	49	40	39	41	35	22	41	39	38	43	31	38	35	33	44	37	39	38	39
2025	42	39	37	38	40	38	47	40	44	43	37	44	48	34	51	42	39	43	41	42	42	42	41
Don't know	3	1	4	3	3	2	2	3	4	9	3	3	1	3	4	3	5	5	2	4	4	4	2

Thinking about your holiday plans for 2025 and booking accommodation, to what extent, if at all, did you consider the accommodation provider's efforts to be sustainable?

[Rebased to exclude respondents who said they do not have any holiday plans for 2025; n=1375]

I did consider this, and did factor this into our decision	13	7	16	15	7	13	10	11	14	20	13	13	9	12	14	12	15	16	16	13	10	13	12
decision	17	14	22	21	7	20	12	17	16	28	17	12	16	18	14	17	19	18	7	17	16	16	18
I did not consider this at all	65	78	57	60	81	64	74	67	62	38	65	70	72	65	64	66	57	57	75	63	68	65	66
Don't know	6	1	6	4	5	3	4	4	8	15	5	6	3	5	7	6	9	8	3	7	6	6	4

Thinking about your holiday plans for 2025, to what extent, if at all, have you considered extreme weather events such as flooding, droughts, wildfires and heatwaves in your plans?

I did consider this, and we changed our plans	3	2	4	2	2	4	2	2	3	3	4	3	1	4	2	3	1	2	1	4	2	4	2
I did consider this, but we have kept our original plans	13	14	16	14	9	16	11	13	14	16	14	12	13	15	11	13	14	18	10	15	11	12	13
I did not consider this at all	39	45	39	42	47	40	39	43	36	32	42	38	38	44	33	39	41	34	46	37	42	36	41
2025	42	39	37	38	40	38	47	40	44	43	37	44	48	34	51	42	39	43	41	42	42	42	41
Don't know	3	0	4	4	3	3	2	3	3	6	3	3	1	3	3	3	4	3	1	3	2	6	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your holiday plans for 2025, to what extent, if at all, have you considered extreme weather events such as flooding, droughts, wildfires and heatwaves in your plans?

[Rebased to exclude respondents who said they do not have any holiday plans for 2025; n=1375]

I did consider this, and we changed our plans	5	2	7	4	3	6	3	4	5	6	6	5	1	5	3	5	2	4	2	6	4	7	4
I did consider this, but we have kept our original plans	23	23	25	23	14	26	21	21	25	29	22	21	25	23	23	22	22	31	17	26	19	20	22
I did not consider this at all	67	74	62	67	78	64	73	71	64	55	67	68	72	67	67	67	68	61	78	63	73	62	69
Don't know	5	1	6	6	5	4	3	5	6	10	5	6	2	5	7	5	7	5	2	5	4	11	5

To what extent, if at all, would you support or oppose legislation that would require travel and tourism companies to publicly report on their environmental impact?

Strongly support	20	8	28	31	5	29	11	20	19	29	22	17	12	21	17	19	20	25	15	17	15	25	20
Tend to support	39	40	46	46	23	44	35	35	42	42	41	36	38	41	36	39	36	37	44	41	38	37	40
TOTAL SUPPORT	59	48	74	77	28	73	46	55	61	71	63	53	50	62	53	58	56	62	59	58	53	62	60
Tend to oppose	9	14	6	3	19	7	14	12	7	7	7	11	12	9	10	9	11	11	9	7	12	7	10
Strongly oppose	7	9	2	3	27	4	13	11	4	2	6	10	9	7	7	8	7	5	8	9	8	6	7
TOTAL OPPOSE	16	23	8	6	46	11	27	23	11	9	13	21	21	16	17	17	18	16	17	16	20	13	17
Don't know	25	29	18	17	26	17	27	22	28	20	24	26	28	21	30	25	26	22	23	26	27	25	24

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.