

Total	Gender		Age					Social Grade		Region							
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Are you planning to go on holiday for 2 nights or more between now and the end of September this year? (If you are going on more than one holiday, please think about your MAIN summer holiday)

	Unweighted Base	2077	1030	1047	186	365	385	383	758	1242	835	460	287	202	352	447	91	186	52
Base: All UK Adults	2077	999	1078	249	360	361	368	739	1142	935	496	332	193	258	461	102	177	58	
Yes, abroad	26%	26%	25%	34%	26%	21%	21%	28%	28%	23%	24%	23%	28%	36%	22%	19%	31%	26%	
Yes, in the UK	27%	26%	28%	22%	27%	30%	26%	28%	30%	24%	31%	34%	28%	17%	25%	40%	21%	15%	
No, I am not	41%	42%	40%	33%	42%	42%	46%	40%	38%	44%	39%	39%	37%	39%	47%	34%	43%	47%	
Don't know	6%	6%	7%	11%	5%	8%	6%	4%	4%	8%	6%	3%	7%	8%	7%	6%	6%	12%	

Still thinking about the MAIN holiday that you will take between now and the end of September this year...

Which ONE, if any, of the following BEST describes what are you doing about holiday insurance for your MAIN summer holiday?

	Unweighted Base	1149	571	578	107	207	198	200	437	738	411	260	170	113	201	232	50	97	26
Base: All UK Adults who plan on going away before the end of September	1099	521	578	139	191	181	174	414	655	444	274	190	107	136	216	61	90	24	
I've already bought holiday insurance/ someone else has already bought holiday insurance for me	45%	44%	46%	39%	33%	33%	44%	58%	49%	40%	44%	40%	38%	45%	51%	34%	55%	59%	
I haven't bought holiday insurance yet, but plan to buy it before my holiday/ someone else will buy it for me	17%	19%	15%	21%	25%	17%	18%	12%	17%	18%	19%	19%	12%	28%	9%	17%	17%	21%	
I won't buy holiday insurance/ no-one will buy it for me	34%	32%	36%	33%	39%	45%	34%	27%	32%	37%	35%	37%	44%	21%	39%	37%	27%	14%	
Don't know	4%	5%	3%	7%	3%	5%	3%	3%	3%	5%	2%	3%	6%	7%	2%	13%	1%	5%	

Total	Working Status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Are you planning to go on holiday for 2 nights or more between now and the end of September this year? (If you are going on more than one holiday, please think about your MAIN summer holiday)

Unweighted Base	2077	1055	250	1305	92	461	76	143	1052	261	182	62	520
Base: All UK Adults	2077	1033	246	1279	105	447	82	164	1029	237	189	65	557
Yes, abroad	26%	26%	29%	27%	38%	26%	21%	14%	25%	30%	20%	36%	26%
Yes, in the UK	27%	28%	26%	27%	21%	30%	11%	30%	33%	25%	15%	31%	21%
No, I am not	41%	40%	41%	40%	27%	39%	59%	51%	38%	41%	59%	26%	43%
Don't know	6%	6%	4%	6%	14%	5%	9%	6%	5%	4%	6%	6%	11%

Still thinking about the MAIN holiday that you will take between now and the end of September this year...

Which ONE, if any, of the following BEST describes what are you doing about holiday insurance for your MAIN summer holiday?

Unweighted Base	1149	592	149	741	57	265	22	64	627	148	74	38	262
Base: All UK Adults who plan on going away before the end of September	1099	553	136	689	62	251	26	71	596	131	67	44	261
I've already bought holiday insurance/ someone else has already bought holiday insurance for me	45%	41%	49%	42%	44%	58%	51%	23%	49%	38%	45%	62%	35%
I haven't bought holiday insurance yet, but plan to buy it before my holiday/ someone else will buy it for me	17%	19%	16%	18%	21%	13%	12%	17%	14%	27%	13%	16%	21%
I won't buy holiday insurance/ no-one will buy it for me	34%	37%	28%	35%	28%	26%	32%	59%	34%	31%	41%	20%	37%
Don't know	4%	3%	8%	4%	8%	3%	5%	1%	3%	4%	1%	2%	7%

Total	Children in Household									
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands

Are you planning to go on holiday for 2 nights or more between now and the end of September this year? (If you are going on more than one holiday, please think about your MAIN summer holiday)

Unweighted Base	2077	1520	269	205	62	536	21	62	215	183	137
Base: All UK Adults	2077	1483	305	210	60	575	19	77	221	198	147
Yes, abroad	26%	27%	21%	22%	17%	21%	45%	24%	27%	21%	28%
Yes, in the UK	27%	25%	32%	38%	32%	34%	4%	30%	30%	32%	33%
No, I am not	41%	41%	43%	36%	47%	41%	15%	39%	40%	38%	38%
Don't know	6%	7%	4%	5%	4%	4%	36%	8%	3%	9%	1%

Still thinking about the MAIN holiday that you will take between now and the end of September this year...

Which ONE, if any, of the following BEST describes what are you doing about holiday insurance for your MAIN summer holiday?

Unweighted Base	1149	834	149	123	33	305	10	35	123	102	82
Base: All UK Adults who plan on going away before the end of September	1099	774	161	125	30	315	9	42	127	106	89
I've already bought holiday insurance/ someone else has already bought holiday insurance for me	45%	48%	41%	36%	21%	37%	25%	43%	45%	44%	45%
I haven't bought holiday insurance yet, but plan to buy it before my holiday/ someone else will buy it for me	17%	17%	17%	16%	10%	16%	45%	10%	24%	16%	21%
I won't buy holiday insurance/ no-one will buy it for me	34%	31%	40%	42%	56%	42%	21%	47%	30%	36%	31%
Don't know	4%	3%	2%	6%	13%	5%	8%	-	2%	4%	4%

Total	Government Region								Social Media (monthly or more)			
	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Facebook	LinkedIn	Google+	Twitter

Are you planning to go on holiday for 2 nights or more between now and the end of September this year? (If you are going on more than one holiday, please think about your MAIN summer holiday)

	Unweighted Base	2077	150	202	352	270	177	91	186	52	1324	329	195	488	
Base: All UK Adults		2077	186	193	258	271	190	102	177	58	1379	267	197	523	
Yes, abroad	26%	26%	20%	28%	36%	23%	22%	19%	31%	26%	27%	22%	36%	20%	24%
Yes, in the UK	27%	27%	35%	28%	17%	21%	30%	40%	21%	15%	28%	29%	32%	26%	
No, I am not	41%	41%	41%	37%	39%	48%	44%	34%	43%	47%	39%	30%	41%	43%	
Don't know	6%	6%	5%	7%	8%	8%	5%	6%	6%	12%	6%	5%	7%	7%	

Still thinking about the MAIN holiday that you will take between now and the end of September this year...

Which ONE, if any, of the following BEST describes what are you doing about holiday insurance for your MAIN summer holiday?

	Unweighted Base	1149	88	113	201	135	97	50	97	26	751	216	105	258
Base: All UK Adults who plan on going away before the end of September		1099	101	107	136	119	98	61	90	24	755	174	102	261
I've already bought holiday insurance/ someone else has already bought holiday insurance for me	45%	45%	37%	38%	45%	51%	50%	34%	55%	59%	43%	50%	34%	37%
I haven't bought holiday insurance yet, but plan to buy it before my holiday/ someone else will buy it for me	17%	17%	17%	12%	28%	9%	10%	17%	17%	21%	18%	19%	19%	18%
I won't buy holiday insurance/ no-one will buy it for me	34%	34%	43%	44%	21%	38%	39%	37%	27%	14%	35%	29%	38%	41%
Don't know	4%	4%	3%	6%	7%	2%	1%	13%	1%	5%	4%	1%	9%	4%

Total	Are you planning to go on holiday for 2 nights or more between now and the end of September this year? (If you are going on more than one holiday, please think about your MAIN summer holiday)			
Base	Yes, abroad	Yes, in the UK	No, I am not	Don't know

Are you planning to go on holiday for 2 nights or more between now and the end of September this year? (If you are going on more than one holiday, please think about your MAIN summer holiday)

Unweighted Base	2077	572	577	802	126
Base: All UK Adults	2077	536	563	849	128
Yes, abroad	26%	100%	-	-	-
Yes, in the UK	27%	-	100%	-	-
No, I am not	41%	-	-	100%	-
Don't know	6%	-	-	-	100%

Still thinking about the MAIN holiday that you will take between now and the end of September this year...

Which ONE, if any, of the following BEST describes what are you doing about holiday insurance for your MAIN summer holiday?

Unweighted Base	1149	572	577	-	-
Base: All UK Adults who plan on going away before the end of September	1099	536	563	-	-
I've already bought holiday insurance/ someone else has already bought holiday insurance for me	45%	63%	27%	-	-
I haven't bought holiday insurance yet, but plan to buy it before my holiday/ someone else will buy it for me	17%	25%	10%	-	-
I won't buy holiday insurance/ no-one will buy it for me	34%	8%	59%	-	-
Don't know	4%	3%	5%	-	-