

YouGov-Cambridge Survey Results

Sample Size: 64303 GB Adults
Fieldwork: 13th April - 20th May 2011

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	2457	1258	1199	929	1032	496	1547	910	586	410	219	338	538	142	226
Unweighted Sample	2466	1286	1180	841	1102	523	1709	757	526	383	221	338	625	129	244
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often do you travel overseas for work?

Once a week or more	0	1	0	1	0	0	0	0	0	1	0	1	0	1	0
Between one to five times a month	1	1	1	1	1	1	1	0	0	1	1	2	1	0	1
Roughly once every month	1	1	1	2	1	0	1	1	0	3	0	1	1	0	2
Roughly once every two months	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1
Between one to five times every year	6	9	2	7	5	3	7	4	3	6	6	10	8	4	4
Less than once a year	10	13	6	10	10	9	11	6	5	9	11	13	11	7	15
Never	81	72	90	78	81	85	77	86	91	78	81	72	77	86	76
Don't know	1	1	0	1	1	0	0	1	0	1	0	0	1	1	1

Split B	458	339	119	195	187	76	342	116	54	85	42	95	114	18	52
Unweighted Sample	572	416	156	207	246	119	473	99	78	86	53	119	160	17	59
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the last two years, which of the following countries or regions have you travelled to for work? Please tick all that apply

[Only those who travel overseas for work, n=572]

Europe (excluding the UK)	56	58	50	52	61	54	58	51	49	48	55	59	59	74	60
North America	17	17	16	11	23	17	18	13	13	11	9	25	21	14	14
Middle East	11	13	6	9	12	13	9	17	3	13	13	8	12	0	18
Asia Pacific	9	11	4	9	12	3	9	10	13	4	0	12	9	5	16
South East Asia	6	7	3	5	8	4	7	4	4	3	0	11	7	1	8
Sub-Saharan Africa	6	5	8	6	4	10	7	2	1	4	4	15	4	0	5
Central/South Asia	5	5	6	5	5	6	4	9	6	8	3	7	3	2	4
Australia/New Zealand	5	6	0	3	7	0	3	8	3	0	0	6	5	1	12
North Africa	4	5	1	3	3	6	4	4	5	3	3	5	5	0	2
Russia	4	5	2	6	3	3	4	4	2	10	1	5	1	0	10
South America	3	3	4	3	3	2	3	2	5	2	1	4	5	0	0
Caribbean	2	2	1	3	1	2	2	1	2	0	2	5	2	0	0
Antarctica	1	1	0	2	0	0	1	0	0	0	0	3	0	0	0
None of the above	26	25	28	24	25	31	25	28	25	24	30	23	33	17	18
Don't know	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split A	2457	1258	1199	929	1032	496	1547	910	586	410	219	338	538	142	226
Unweighted Sample	2466	1286	1180	841	1102	523	1709	757	526	383	221	338	625	129	244
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following ever annoy you when you are travelling overseas for business? Please tick all that apply

Visiting countries, but not getting to see them properly	51	52	48	51	55	39	55	39	40	43	60	59	51	57	48
Other people's children/babies on public transport	25	26	23	18	28	35	28	17	21	19	27	30	28	24	22
The loneliness of business trips abroad	23	23	21	23	26	14	23	21	25	19	33	16	20	31	32
Busy schedule	22	22	23	29	20	11	22	21	9	20	25	32	22	21	19
Missing people back home	21	17	32	24	23	8	23	16	21	13	22	30	23	4	20
Language barrier	18	18	18	25	14	9	15	27	15	29	16	15	14	8	20
Jet lag	18	17	18	12	24	17	21	8	17	10	24	23	20	15	11
Sitting next to fellow passengers	17	19	14	19	18	11	18	15	22	22	12	18	15	24	11
None of the above	19	19	21	17	19	25	18	23	24	17	24	16	18	19	20
Don't know	3	4	0	4	1	7	4	1	3	3	0	4	4	6	2

Split C	4182	2033	2149	1319	1379	1485	2383	1799	1029	686	402	535	958	209	364
Unweighted Sample	4182	2191	1991	1194	1425	1563	2698	1484	948	629	389	507	1074	245	390
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where, if anywhere, did you take a major holiday in 2010? (5 days or more) Please tick all that apply

Europe (excluding the UK)	33	32	34	33	30	35	36	29	36	30	27	37	34	32	29
England	29	30	28	25	32	30	30	27	28	31	35	28	33	18	20
North America	6	6	6	9	4	5	7	5	6	6	3	9	5	8	5
Scotland	5	6	5	5	5	6	6	5	5	3	3	4	3	2	24
Wales	4	4	4	3	4	4	4	4	5	5	2	3	2	14	1
Caribbean	3	3	3	3	2	4	3	3	2	2	3	5	3	3	2
South East Asia	2	1	2	2	1	1	2	1	1	1	0	4	1	2	1
Central/South Asia	2	2	1	2	1	1	2	1	2	2	0	3	1	2	1
North Africa	2	2	2	2	1	2	2	2	2	1	2	2	3	2	2
Middle East	2	2	2	2	1	3	2	2	2	2	2	2	2	1	3
Australia/New Zealand	2	2	2	1	1	3	2	2	2	2	3	3	1	2	2
Northern Ireland	1	1	0	1	0	1	0	1	0	1	0	1	0	1	2
Asia Pacific	1	1	1	2	1	1	1	1	1	2	0	4	1	0	0
Sub-Saharan Africa	1	2	1	3	1	1	2	1	1	0	0	2	2	2	1
South America	1	1	1	2	1	1	1	1	1	0	1	2	1	1	1
Russia	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Antarctica	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Didn't take a major holiday	30	29	31	29	30	29	27	33	28	29	34	23	31	41	30
Don't know	1	1	1	2	1	0	1	2	1	2	0	1	1	0	1

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split C	4182	2033	2149	1319	1379	1485	2383	1799	1029	686	402	535	958	209	364
Unweighted Sample	4182	2191	1991	1194	1425	1563	2698	1484	948	629	389	507	1074	245	390
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where, if anywhere, did you take short or weekend breaks? (4 days or less) Please tick all that apply

England	56	55	56	54	55	57	60	50	57	57	59	55	60	51	37
Europe (excluding the UK)	12	12	11	15	10	10	15	8	9	9	12	20	13	10	9
Scotland	9	10	9	11	9	9	10	9	10	6	3	5	4	4	47
Wales	8	8	8	8	10	7	9	8	8	11	4	5	7	34	2
Northern Ireland	1	1	1	1	1	1	1	1	1	0	0	2	0	2	4
North Africa	1	1	0	1	0	0	1	0	0	0	0	1	1	0	1
Middle East	1	1	0	1	0	0	1	0	0	2	0	1	0	0	0
North America	1	1	1	1	0	0	0	1	0	0	0	2	1	1	0
Asia Pacific	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
South East Asia	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Central/South Asia	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Sub-Saharan Africa	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
South America	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
Caribbean	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Russia	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Australia/New Zealand	0	0	0	1	0	0	0	0	0	1	0	1	0	0	0
Antarctica	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Didn't take any short/weekend breaks	31	32	31	28	31	34	27	37	32	31	32	30	31	31	29
Don't know	1	1	1	1	1	0	1	1	0	1	1	2	1	0	0

If you are taking a major holiday this year (5 days or more), which of the following is the most likely destination you will choose?

Europe (excluding the UK)	31	31	31	31	29	33	33	28	36	27	31	32	28	29	30
England	18	18	18	15	21	17	18	18	17	24	20	15	20	10	11
North America	5	5	6	6	4	6	5	5	5	4	4	8	6	4	5
Scotland	3	3	3	2	4	3	3	3	3	3	2	2	1	1	14
Wales	2	2	3	2	3	3	3	1	3	3	2	1	2	6	1
South East Asia	2	2	1	3	1	1	2	1	1	1	0	5	1	0	0
Caribbean	2	2	2	3	2	2	2	2	2	1	0	3	2	2	4
Asia Pacific	1	1	1	1	0	1	1	1	0	1	0	1	1	0	0
Central/South Asia	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1
North Africa	1	1	1	1	0	0	1	0	0	0	1	1	1	1	1
Sub-Saharan Africa	1	1	1	1	1	1	1	1	1	1	0	2	1	2	0
Middle East	1	1	1	1	1	1	1	1	2	1	0	1	1	0	2
South America	1	1	1	1	1	0	1	1	1	1	0	1	0	0	0
Australia/New Zealand	1	1	2	1	1	2	2	1	1	1	2	1	2	1	2
Northern Ireland	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Russia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Antarctica	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Won't take a major holiday this year	24	24	25	24	25	24	21	29	21	24	29	20	26	37	23
Don't know	6	5	6	7	5	4	4	7	5	5	5	5	6	6	6

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split D	4183	2033	2150	1319	1379	1485	2384	1799	1029	686	402	535	958	209	364
Unweighted Sample	4183	2191	1992	1195	1425	1563	2699	1484	948	629	389	508	1074	245	390
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you are taking a short or weekend breaks this year, which of the following is the most likely destination you will choose? (4 days or less)

England	48	45	50	45	49	50	50	45	49	53	48	48	53	36	29
Europe (excluding the UK)	11	12	10	16	10	9	13	9	9	9	13	20	11	7	12
Scotland	7	7	6	6	6	8	7	7	8	3	4	4	2	2	32
Wales	6	5	6	5	6	6	6	5	6	9	2	1	4	23	1
Northern Ireland	1	1	0	1	1	0	1	1	1	1	0	1	0	0	2
Asia Pacific	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
South East Asia	0	1	0	1	0	0	0	1	0	0	0	1	0	0	1
Central/South Asia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
North Africa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sub-Saharan Africa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Middle East	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
North America	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
South America	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0
Caribbean	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Russia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Australia/New Zealand	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Antarctica	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Won't take any short/weekend breaks this year	21	21	20	18	22	22	18	25	21	18	28	17	22	23	17
Don't know	6	6	6	8	6	4	5	7	6	5	4	7	6	8	6

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split D	4183	2033	2150	1319	1379	1485	2384	1799	1029	686	402	535	958	209	364
Unweighted Sample	4183	2191	1992	1195	1425	1563	2699	1484	948	629	389	508	1074	245	390
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were to win a free holiday with all expenses paid to be taken at a time of your choosing in the next twelve months, which ONE of the following destinations or regions would you prefer to visit above all others?

Australia/New Zealand	24	25	24	22	27	25	25	24	24	25	32	22	24	20	22
North America	15	15	15	18	15	12	14	16	17	13	11	14	14	9	24
Caribbean	14	12	15	15	15	11	13	14	13	14	15	13	14	21	10
Europe (excluding the UK)	13	12	13	9	13	16	14	11	13	14	12	9	13	18	13
England	5	5	6	3	6	7	4	7	6	6	6	4	6	3	2
South America	5	4	5	6	4	4	6	4	4	4	3	8	6	6	4
Asia Pacific	4	4	4	4	4	3	4	3	4	3	4	5	4	1	4
South East Asia	3	4	3	4	2	4	4	3	3	3	2	7	3	1	3
Scotland	2	3	2	2	2	3	2	2	2	2	1	1	2	3	5
Sub-Saharan Africa	2	2	1	2	1	1	2	1	1	2	1	2	2	1	1
Antarctica	2	2	2	1	3	2	3	1	1	2	3	3	1	4	2
Wales	1	1	1	1	0	1	1	1	1	2	1	0	0	2	0
Central/South Asia	1	1	1	1	1	2	1	1	1	1	0	2	2	1	1
North Africa	1	1	0	2	0	0	1	1	0	1	1	1	0	1	1
Middle East	1	2	1	2	1	1	1	1	2	1	0	1	1	0	2
Russia	1	1	1	1	1	2	1	1	1	0	1	2	0	3	2
Northern Ireland	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Don't know	6	6	6	7	5	6	5	7	6	6	6	6	7	6	3

How important are the following factors when you go on holiday? Please rate them between "Very important" and "Not important at all".

The cost															
Very important	51	46	55	51	56	46	48	54	51	51	50	55	47	52	53
Quite important	39	41	37	37	34	45	42	36	38	39	41	36	42	39	36
TOTAL IMPORTANT	90	87	92	88	90	91	90	90	89	90	91	91	89	91	89
Not very important	5	8	3	4	5	6	6	5	5	5	4	4	6	5	8
Not important at all	1	1	1	1	1	1	1	1	1	1	2	1	1	1	0
TOTAL NOT IMPORTANT	6	9	4	5	6	7	7	6	6	6	6	5	7	6	8
Don't know	4	4	3	7	3	2	3	4	5	4	3	4	3	4	3
The weather															
Very important	44	44	45	43	45	45	43	46	48	46	39	47	40	49	39
Quite important	41	41	41	40	41	43	43	40	38	41	43	37	46	38	46
TOTAL IMPORTANT	85	85	86	83	86	88	86	86	86	87	82	84	86	87	85
Not very important	9	9	9	7	10	9	9	9	8	6	14	10	9	7	9
Not important at all	2	2	2	2	2	2	2	2	1	1	2	2	2	2	3
TOTAL NOT IMPORTANT	11	11	11	9	12	11	11	11	9	7	16	12	11	9	12
Don't know	4	4	4	8	3	2	4	5	4	5	3	4	4	4	3

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	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Split D	4183	2033	2150	1319	1379	1485	2384	1799	1029	686	402	535	958	209	364	
Unweighted Sample	4183	2191	1992	1195	1425	1563	2699	1484	948	629	389	508	1074	245	390	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Avoiding other British people																
Very important	6	6	5	6	6	5	6	5	5	6	3	6	7	5	4	
Quite important	17	18	16	18	16	18	19	15	14	14	19	26	18	15	16	
TOTAL IMPORTANT	23	24	21	24	22	23	25	20	19	20	22	32	25	20	20	
Not very important	47	47	46	47	48	45	47	46	46	49	49	43	44	50	55	
Not important at all	25	23	28	21	26	29	23	28	29	27	25	19	25	25	22	
TOTAL NOT IMPORTANT	72	70	74	68	74	74	70	74	75	76	74	62	69	75	77	
Don't know	5	5	5	8	4	2	4	6	5	3	4	6	6	5	4	
Avoiding holiday resorts																
Very important	16	15	17	13	16	18	18	14	17	16	13	16	16	14	16	
Quite important	28	29	27	24	28	31	31	24	24	27	35	29	30	22	29	
TOTAL IMPORTANT	44	44	44	37	44	49	49	38	41	43	48	45	46	36	45	
Not very important	38	39	37	39	38	37	34	43	39	38	36	38	37	44	38	
Not important at all	13	12	14	15	13	11	12	14	15	14	13	11	11	14	12	
TOTAL NOT IMPORTANT	51	51	51	54	51	48	46	57	54	52	49	49	48	58	50	
Don't know	5	5	5	9	4	3	5	6	5	6	4	6	5	6	5	
Visiting a new country																
Very important	20	18	23	21	20	20	20	21	21	19	16	26	19	23	20	
Quite important	40	40	40	45	36	39	41	38	38	37	41	42	43	37	39	
TOTAL IMPORTANT	60	58	63	66	56	59	61	59	59	56	57	68	62	60	59	
Not very important	26	27	24	20	30	27	26	25	25	29	29	22	23	26	28	
Not important at all	10	11	9	6	11	12	9	11	11	11	11	5	10	8	8	
TOTAL NOT IMPORTANT	36	38	33	26	41	39	35	36	36	40	40	27	33	34	36	
Don't know	4	5	4	8	4	2	4	6	5	4	3	4	4	5	5	
Cultural activities (museums, site-seeing, history tours etc.)																
Very important	22	19	24	24	21	21	24	19	22	23	17	26	18	23	25	
Quite important	48	48	49	46	49	50	49	48	47	49	47	47	53	45	45	
TOTAL IMPORTANT	70	67	73	70	70	71	73	67	69	72	64	73	71	68	70	
Not very important	21	23	19	19	21	22	20	21	20	21	26	18	19	22	22	
Not important at all	5	6	4	4	6	5	4	7	5	4	7	5	5	6	6	
TOTAL NOT IMPORTANT	26	29	23	23	27	27	24	28	25	25	33	23	24	28	28	
Don't know	4	4	4	8	3	2	3	5	5	3	4	4	5	4	3	
Physical and adventure pursuits (skiing, water sports, trekking, safari etc.)																
Very important	5	5	4	8	4	3	5	4	5	6	3	3	4	4	7	
Quite important	19	20	17	31	18	9	18	20	19	17	17	22	19	16	20	
TOTAL IMPORTANT	24	25	21	39	22	12	23	24	24	23	20	25	23	20	27	
Not very important	35	36	34	34	38	33	35	35	31	33	36	39	36	38	37	
Not important at all	37	34	40	20	37	53	38	36	40	40	40	31	36	37	34	
TOTAL NOT IMPORTANT	72	70	74	54	75	86	73	71	71	73	76	70	72	75	71	
Don't know	4	5	4	8	4	2	4	5	5	4	4	5	5	5	3	

	Total	Gender		Age			Social Grade		Region						
		Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Family fun															
Very important	23	21	24	23	30	16	20	26	23	24	18	21	22	22	26
Quite important	30	30	30	29	31	31	27	34	33	30	33	28	26	32	32
TOTAL IMPORTANT	53	51	54	52	61	47	47	60	56	54	51	49	48	54	58
Not very important	20	21	20	19	16	26	23	17	20	20	22	17	21	22	23
Not important at all	21	21	22	20	19	25	25	17	17	21	22	27	25	19	15
TOTAL NOT IMPORTANT	41	42	42	39	35	51	48	34	37	41	44	44	46	41	38
Don't know	5	6	5	9	4	3	5	6	6	5	5	7	5	6	3
Social scene (restaurants, cafes, bars, clubs etc.)															
Very important	19	19	18	23	20	14	17	21	22	18	14	23	16	24	15
Quite important	45	46	44	47	44	43	45	43	46	45	41	44	43	42	50
TOTAL IMPORTANT	64	65	62	70	64	57	62	64	68	63	55	67	59	66	65
Not very important	23	22	24	17	23	28	24	22	19	23	30	20	26	23	24
Not important at all	10	9	10	5	9	14	10	9	8	10	12	7	11	7	9
TOTAL NOT IMPORTANT	33	31	34	22	32	42	34	31	27	33	42	27	37	30	33
Don't know	4	5	4	8	4	2	4	5	5	4	4	5	4	4	3
Romantic/sexual encounters															
Very important	3	4	2	6	2	2	3	3	3	4	2	5	2	2	3
Quite important	10	13	7	17	9	4	7	13	9	10	5	11	11	13	11
TOTAL IMPORTANT	13	17	9	23	11	6	10	16	12	14	7	16	13	15	14
Not very important	25	30	21	30	25	21	25	27	25	26	25	28	23	29	27
Not important at all	56	47	65	38	59	70	61	50	57	55	62	51	59	51	55
TOTAL NOT IMPORTANT	81	77	86	68	84	91	86	77	82	81	87	79	82	80	82
Don't know	5	6	5	9	4	3	5	6	5	5	5	6	5	5	3
Foreign cultures/languages															
Very important	13	12	15	14	13	12	14	12	13	13	10	18	12	14	14
Quite important	41	39	42	43	38	41	43	37	40	38	38	42	43	36	41
TOTAL IMPORTANT	54	51	57	57	51	53	57	49	53	51	48	60	55	50	55
Not very important	29	32	27	27	32	29	28	31	29	31	37	28	24	33	30
Not important at all	12	13	11	8	13	15	11	14	12	15	12	7	15	13	12
TOTAL NOT IMPORTANT	41	45	38	35	45	44	39	45	41	46	49	35	39	46	42
Don't know	5	4	5	8	4	3	4	5	5	3	3	6	6	4	4
Peace and quiet															
Very important	26	26	27	18	29	31	25	28	25	26	29	25	29	25	25
Quite important	49	49	49	46	48	53	52	45	49	50	51	48	48	52	49
TOTAL IMPORTANT	75	75	76	64	77	84	77	73	74	76	80	73	77	77	74
Not very important	18	18	17	24	18	11	17	18	17	17	14	19	17	16	22
Not important at all	3	3	2	4	2	2	2	4	4	3	3	3	2	2	1
TOTAL NOT IMPORTANT	21	21	19	28	20	13	19	22	21	20	17	22	19	18	23
Don't know	4	4	4	8	3	2	4	5	5	4	3	4	4	4	3

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Split D	4183	2033	2150	1319	1379	1485	2384	1799	1029	686	402	535	958	209	364
Unweighted Sample	4183	2191	1992	1195	1425	1563	2699	1484	948	629	389	508	1074	245	390
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following worry you MOST when abroad? (Please select up to three)

Poor hygiene	29	26	31	23	28	35	31	26	27	32	28	30	27	32	30
Being ripped off	25	31	19	27	25	22	26	23	25	21	19	29	24	30	26
Having to require hospital treatment	25	23	26	22	21	30	24	25	29	24	26	23	22	28	21
Bad food	19	19	19	16	20	22	20	18	19	18	21	19	19	20	19
Losing your passport	19	20	18	27	15	15	18	21	21	18	18	19	19	17	18
Terrorism / hijacking / kidnapping	17	14	20	16	14	20	16	18	20	19	16	14	12	23	17
Being mugged	15	15	16	19	12	15	15	15	14	12	18	13	15	24	19
Welfare and safety of family members, fellow travellers WHO ARE CURRENTLY WITH YOU	14	12	15	12	17	11	15	11	13	13	11	19	13	10	13
Fear of creatures / animals (e.g. spiders, sharks, snakes, box jellyfish etc.)	9	7	11	13	7	8	9	9	9	9	7	9	11	11	5
Fear of flying	8	5	11	8	7	8	8	7	7	7	10	9	8	10	8
Getting lost	8	7	9	13	6	5	8	8	8	8	9	7	8	6	13
Tropical diseases	7	7	6	8	5	6	6	7	6	7	7	9	7	6	4
The welfare of loved ones/friends/work issues															
BACK HOME	7	5	8	5	7	8	7	6	8	4	7	8	8	4	6
Fear of heights	2	2	2	2	2	3	2	2	2	2	2	2	2	0	2
Not applicable/I never travel abroad	8	7	9	4	10	10	6	11	9	9	10	4	8	8	8
None of these	10	13	9	8	13	10	12	9	9	11	11	11	11	8	11
Don't know	3	4	2	4	3	2	2	4	3	3	3	2	4	2	3

And which of these, if any, have you actually had or experienced during travel abroad?

Please tick all that apply

Bad food	29	30	27	29	27	30	31	26	28	28	27	34	26	37	25
Poor hygiene	23	22	23	21	21	25	25	19	20	22	21	24	24	29	21
Being ripped off	18	22	15	18	17	19	21	15	17	16	14	22	19	21	21
Getting lost	11	11	11	16	10	8	12	10	9	10	14	14	11	8	11
Fear of flying	9	6	12	9	8	9	10	8	8	9	10	11	8	9	8
Having to require hospital treatment	9	9	8	8	8	10	10	8	9	10	6	9	8	11	8
Fear of creatures / animals (e.g. spiders, sharks, snakes, box jellyfish etc.)	8	5	10	11	6	6	9	6	8	5	7	8	8	11	6
Problems for family members, fellow travellers WHO ARE CURRENTLY WITH YOU	7	7	8	8	7	7	8	6	8	7	7	9	7	7	5
Problems for loved ones/friends/work issues BACK HOME	7	6	8	7	6	9	8	5	7	5	6	7	8	7	8
Being mugged	4	5	3	5	3	4	5	3	4	3	1	7	5	3	5
Tropical diseases	3	4	2	3	2	2	3	2	2	3	1	4	2	5	3
Fear of heights	3	3	3	3	3	4	4	3	4	2	3	3	4	2	3
Losing your passport	2	3	2	2	2	3	3	1	2	2	2	4	2	4	4
Terrorism / hijacking / kidnapping	1	1	1	1	1	1	1	1	1	1	0	2	0	4	0
Not applicable/I never travel abroad	7	7	8	4	9	9	5	10	7	9	10	3	8	6	7
None of these	33	32	35	31	37	32	32	35	36	34	33	31	32	28	33
Don't know	3	4	2	5	2	1	2	4	3	3	2	3	3	2	2

	Gender		Age			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
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Unweighted Sample	4183	2191	1992	1195	1425	1563	2699	1484	948	629	389	508	1074	245	390
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, if you were free of all family, financial, professional and other limits, would you prefer to live in Britain or somewhere overseas?

Britain	47	46	49	36	42	62	48	46	47	48	51	43	49	48	44
Overseas	44	47	41	51	50	32	43	45	45	44	42	46	42	42	46
Don't know	9	7	10	13	8	6	8	9	8	9	7	11	9	10	10