

YouGov Survey Results

Prepared for Lansons

Sample Size: 2013

Fieldwork: 12th - 15th November 2004

	Gender		Age			Region					Social Grade		
	Total	Male	Female	18 to 29	30 to 50	Over 50	London	Rest of South	Midlands and Wales	North	Scotland	ABC1	C2DE
Weighted N	2029	972	1057	437	762	829	254	576	516	498	184	1087	942
Unweighted N	2013	1044	969	378	770	865	359	466	474	525	189	1149	864
	%	%	%	%	%	%	%	%	%	%	%	%	%

In the following questions we will be asking you about travelling. In this instance by travelling we mean a trip that is longer than a month's holiday.

Do you think one 'travelling' trip (a trip that is longer than a month's holiday) in a life time is enough?

Yes	20	19	21	20	19	22	18	22	19	21	22	20	20
No	54	57	51	58	54	51	63	50	53	56	52	53	55
Don't know	26	23	28	22	27	27	19	28	29	23	27	26	25

What do you think is the ideal age to go travelling (a trip that is longer than a month's holiday)?

18 to 25	37	38	37	57	36	27	45	36	36	35	38	35	41
26 to 30	19	19	20	20	19	19	18	19	21	19	23	19	20
31 to 34	5	5	4	4	5	4	6	4	5	5	2	5	4
35 to 39	3	3	3	1	5	3	3	3	2	4	1	3	2
40 to 44	3	3	4	1	5	3	3	2	5	4	4	3	4
45 to 50	3	4	3	1	4	4	2	4	3	4	5	3	3
Over 50	15	15	15	3	9	27	12	18	14	15	14	18	12
Don't know	14	13	14	13	16	13	11	15	14	14	13	14	14

What stage of life have you/ would you most want to go travelling (a trip that is longer than a month's holiday)?

Between school and university	10	11	9	16	10	6	10	10	10	8	13	8	11
During your student years (at college/ university)	8	7	9	14	9	5	10	8	8	6	13	7	9
Straight after graduation	15	16	15	32	13	9	23	14	15	13	14	13	17
When between jobs	14	15	12	26	15	6	20	11	13	12	16	14	14
On a sabbatical once you have worked for a few years	23	26	20	30	27	16	27	24	22	21	23	26	19
When you have a family	7	8	6	7	10	4	6	3	9	9	7	6	8
Once you are retired	40	40	41	16	37	56	33	41	39	46	36	45	35
Travelling is not for me	9	7	12	7	8	12	9	12	8	8	10	8	11

Weighted N
Unweighted N

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2029	972	1057	437	762	829	254	576	516	498	184	1087	942
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Which of the following decisions would you be most likely to make if you were to go on a travelling trip/ or have you made when travelling (a trip that is longer than a month's holiday)?

Change of career path	9	11	7	13	11	5	12	8	10	7	11	11	7
Relationship – make or break	6	5	6	9	6	3	7	6	6	5	5	5	7
Where I'm going to live	7	6	7	9	6	6	6	6	5	7	10	6	7
Attitude to life, for example relax more	46	46	45	41	47	47	46	42	47	47	50	46	45
Sort my finances	8	8	9	9	7	9	5	10	6	10	4	8	9
Buy a house	1	1	1	2	0	1	0	1	2	1	1	1	1
Have children	0	0	1	0	1	0	0	0	0	0	1	0	0
None of the above	23	23	24	18	21	28	22	26	24	23	18	23	23

If you went travelling in the future, which of the below would be your preferred travel destination?

Australia/ New Zealand	37	36	37	36	36	37	31	39	39	36	30	38	35
South America	5	5	5	8	5	4	11	6	4	3	4	6	5
Asia	8	10	5	8	9	7	17	6	6	6	9	9	6
Africa	3	3	4	6	3	3	4	3	4	3	3	3	4
US and Canada	22	24	21	21	23	21	17	22	21	25	26	21	23
Europe	14	13	14	11	12	17	13	12	14	14	19	14	13
Other	2	2	2	1	2	2	2	1	2	2	2	1	2
Don't know	9	6	12	9	9	10	5	12	9	10	8	7	12

And if you were to go travelling, how would you travel?

Mostly in style – expensive hotels and organised trips	35	35	35	25	36	39	38	32	38	33	34	39	30
Mostly on the cheap – hostels and organise own trips	48	51	46	62	48	42	51	52	42	50	49	46	51
Don't know	17	15	19	13	16	20	12	16	20	17	18	15	19

When travelling, which of these would you take with you? [Please tick all that apply]

iPOD	11	14	7	22	12	3	12	10	8	10	19	10	11
Digital camera or other high tech camera	79	82	76	73	83	79	77	81	79	78	80	81	77
Mobile phone	71	68	73	78	72	66	68	75	68	70	72	71	70
Designer sunglasses	11	12	11	17	14	6	19	11	8	11	12	12	11
Laptop or PDA (e.g. Palm Pilot)	18	22	15	17	20	17	21	19	20	16	13	19	18
None of these	9	8	10	9	7	10	12	8	9	7	10	9	9