

YouGov Survey Results

Sample Size: 2143
Fieldwork: 26th - 28th September 2011

Total	Gender		Age					Social Grade		Region							
Base	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

Which of the following BEST describes how often, on average, you use the internet?

	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Daily	84%	85%	83%	82%	85%	89%	81%	83%	86%	81%	82%	83%	89%	88%	83%	82%	84%	88%
Most days	11%	10%	12%	10%	10%	7%	13%	13%	10%	12%	12%	13%	9%	7%	11%	13%	12%	8%
2 or 3 times a week	3%	3%	3%	3%	4%	3%	4%	2%	3%	4%	3%	2%	2%	4%	4%	2%	2%	4%
Once a week	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	-
2 or 3 times a month	0%	1%	0%	0%	-	0%	1%	0%	0%	1%	1%	0%	-	0%	1%	-	-	-
Once a month	0%	0%	0%	0%	-	1%	-	-	-	0%	1%	-	-	-	-	-	-	-
Less often than once a month	1%	1%	1%	3%	1%	0%	1%	0%	0%	1%	1%	1%	-	0%	1%	2%	2%	-

Which ONE of these statements BEST describes your attitude to holidays and travel?

	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Holidays are important to me and I can afford to take as many as I want to	8%	10%	6%	7%	9%	6%	6%	9%	10%	5%	8%	5%	8%	13%	7%	10%	7%	3%
Holidays are important to me and I probably spend more than I should on them	17%	17%	18%	16%	18%	22%	15%	16%	20%	14%	17%	18%	15%	19%	16%	19%	19%	12%
Holidays are important to me but I have cut back in the last 12 months	24%	24%	25%	14%	25%	29%	25%	25%	27%	22%	26%	22%	24%	26%	24%	25%	23%	19%
I need a holiday sometimes but it isn't a priority for me	24%	25%	22%	32%	25%	20%	24%	22%	22%	26%	21%	24%	27%	24%	22%	22%	29%	38%
I don't take holidays because I can't afford it	19%	16%	21%	21%	20%	16%	24%	17%	15%	24%	20%	20%	20%	11%	22%	16%	16%	25%
I don't take holidays because I don't like travelling or can't travel	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	0%	2%	1%	1%	-
Other	3%	2%	3%	6%	1%	3%	2%	2%	2%	4%	2%	3%	1%	3%	3%	4%	2%	-
I don't take holidays for another reason	4%	4%	3%	2%	1%	3%	3%	6%	4%	3%	4%	5%	4%	3%	3%	2%	2%	3%

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Base	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

Which, if any, of the following types of holiday have you taken abroad in last 12 months (i.e. since September 2010)?

	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Cruise	5%	4%	6%	0%	3%	3%	6%	8%	5%	5%	6%	2%	8%	7%	5%	4%	5%	9%
Ski/ winter sports	2%	2%	2%	3%	3%	1%	2%	1%	3%	1%	1%	1%	2%	3%	3%	4%	1%	1%
Physical activity (e.g. walking, canoeing etc.)	5%	6%	5%	11%	7%	3%	5%	4%	6%	5%	3%	4%	5%	10%	6%	2%	7%	3%
Cultural tour (e.g. wine tasting)	4%	4%	4%	7%	7%	2%	2%	4%	5%	3%	3%	2%	5%	9%	4%	4%	4%	5%
Beach	26%	25%	26%	31%	32%	29%	23%	20%	27%	24%	28%	23%	26%	25%	24%	32%	27%	24%
City break	21%	24%	19%	24%	31%	19%	16%	19%	26%	16%	17%	17%	22%	28%	18%	30%	27%	34%
Fly drive (i.e. flight and car hire)	6%	7%	4%	8%	10%	2%	3%	6%	7%	4%	4%	4%	3%	11%	6%	8%	6%	3%
Train journey (e.g. Interail, Orient Express)	3%	3%	3%	3%	3%	3%	2%	3%	3%	2%	3%	2%	3%	5%	3%	3%	1%	1%
Touring and camping	7%	7%	6%	9%	10%	9%	3%	5%	7%	6%	6%	7%	5%	6%	7%	10%	8%	6%
Holiday park or attraction	6%	6%	6%	7%	10%	9%	5%	3%	6%	6%	5%	6%	8%	5%	6%	5%	6%	8%
Villa rental	7%	8%	7%	7%	7%	6%	8%	8%	8%	6%	7%	6%	7%	8%	7%	11%	7%	5%
Other	10%	9%	11%	9%	6%	9%	8%	14%	12%	8%	9%	11%	9%	10%	11%	15%	8%	5%
Not applicable - I haven't taken a holiday abroad in the last 12 months	44%	42%	45%	37%	37%	45%	50%	46%	39%	49%	46%	53%	41%	34%	46%	34%	39%	40%

Which, if any, of the following types of holiday have you taken in the UK in last 12 months (i.e since September 2010)?

	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Physical activity (e.g. walking, canoeing etc.)	7%	8%	6%	11%	9%	5%	6%	6%	8%	6%	5%	7%	9%	11%	6%	3%	10%	8%
Cultural tour (e.g. museum visits)	7%	7%	8%	9%	9%	7%	5%	7%	9%	6%	6%	4%	4%	16%	6%	6%	11%	12%
Beach	12%	12%	12%	16%	15%	12%	14%	8%	12%	11%	11%	17%	8%	15%	11%	17%	5%	10%
City break	23%	24%	22%	21%	29%	23%	20%	22%	26%	19%	22%	16%	21%	27%	19%	27%	34%	44%
Coach holiday	3%	2%	3%	3%	1%	1%	2%	5%	2%	3%	3%	2%	2%	3%	3%	3%	3%	1%
Caravanning or camping	15%	16%	13%	19%	17%	20%	12%	10%	13%	16%	16%	16%	12%	13%	15%	20%	14%	10%
Holiday park or attraction	9%	8%	9%	7%	11%	16%	9%	4%	9%	9%	11%	9%	11%	7%	7%	5%	8%	7%
Cottage/ house rental	14%	14%	14%	11%	11%	16%	14%	15%	16%	10%	15%	16%	14%	14%	12%	10%	15%	5%
Other	9%	9%	10%	7%	5%	9%	7%	13%	11%	7%	7%	8%	8%	10%	12%	5%	11%	9%
Not applicable - I haven't taken a holiday in the UK in the last 12 months	37%	36%	38%	39%	33%	31%	42%	38%	33%	42%	37%	41%	40%	32%	39%	40%	27%	38%

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	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

Which, if any, of the following social media/ websites/ services do you normally use at least once a week? (Please tick all that apply)

	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Facebook	57%	52%	61%	77%	71%	66%	52%	41%	52%	62%	59%	59%	60%	52%	54%	60%	55%	57%
Twitter	16%	20%	12%	29%	27%	23%	12%	5%	15%	17%	17%	13%	16%	18%	15%	17%	14%	21%
TripAdvisor	9%	9%	9%	4%	12%	9%	8%	9%	10%	7%	7%	7%	8%	11%	9%	12%	11%	10%
Cruise Critic	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	-	1%	-
MumsNet	2%	1%	2%	1%	4%	3%	1%	1%	1%	2%	2%	1%	4%	2%	1%	1%	3%	1%
User contributed content or comments on a newspaper website (e.g. Mail Online, Telegraph Online, Sunday Times Online, Sun Online etc.)	8%	8%	8%	10%	9%	9%	5%	7%	7%	8%	6%	6%	5%	13%	8%	10%	8%	8%
User contributed content or comments on YouTube/ Vimeo	10%	11%	8%	21%	17%	9%	6%	5%	8%	12%	8%	9%	11%	12%	9%	12%	12%	8%
User contributed content or comments on Flickr	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	3%
Personal blogs	6%	6%	5%	11%	10%	7%	3%	2%	5%	6%	5%	4%	6%	8%	5%	6%	5%	7%
Travel companies own website forums	3%	3%	3%	1%	4%	1%	3%	4%	3%	3%	2%	1%	2%	5%	3%	7%	5%	5%
Bookmark sites like Delicious, Digg, Reddit or StumbleUpon	1%	2%	1%	4%	1%	2%	1%	0%	1%	2%	1%	1%	2%	1%	1%	1%	1%	3%
Wikipedia	28%	34%	22%	47%	33%	33%	19%	20%	28%	27%	23%	24%	29%	34%	31%	28%	29%	22%
None of these	27%	28%	27%	9%	11%	16%	36%	43%	30%	24%	27%	29%	21%	28%	29%	25%	30%	27%

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In which, if any, of the following ways do you use these social media/ websites/ services when planning a holiday? (Please tick all that apply on each row)

Facebook

	Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
	All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	1%	1%	1%	3%	3%	0%	2%	0%	1%	2%	1%	0%	-	4%	1%	-	1%	-	-
To start my search for a hotel/ house/ villa within a destination	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%	-	1%	3%	2%	1%	-	1%	3%	-
To compare hotels or destinations I've already found	1%	1%	1%	-	3%	0%	2%	1%	1%	1%	0%	-	1%	3%	1%	-	1%	-	-
To start my search for a type of holiday (e.g. cultural, beach etc.)	1%	1%	0%	3%	2%	0%	0%	0%	1%	1%	2%	1%	1%	2%	0%	1%	-	-	-
To find out more about a type of holiday	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	2%	-	-	1%	1%	1%	2%	-	-
To find out more about prices and deals for a destination, hotel or type of holiday	1%	2%	1%	1%	3%	1%	2%	1%	2%	1%	3%	2%	-	2%	0%	-	1%	-	-
Other	3%	3%	3%	6%	4%	2%	3%	2%	2%	4%	2%	5%	5%	4%	2%	5%	4%	-	-
Not applicable - I don't use this when planning a holiday	92%	90%	93%	87%	84%	95%	91%	95%	92%	90%	91%	91%	93%	87%	94%	93%	91%	97%	-

Twitter

	Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
	All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	1%	1%	1%	2%	2%	1%	-	-	1%	1%	1%	0%	3%	0%	-	-	0%	-	-
To start my search for a hotel/ house/ villa within a destination	1%	1%	0%	0%	3%	-	0%	0%	1%	0%	0%	1%	2%	1%	0%	-	0%	-	-
To compare hotels or destinations I've already found	1%	1%	1%	2%	1%	0%	2%	0%	1%	1%	1%	1%	1%	1%	1%	-	2%	-	-
To start my search for a type of holiday (e.g. cultural, beach etc.)	1%	1%	0%	1%	1%	-	0%	1%	1%	1%	-	1%	-	2%	0%	1%	-	3%	-
To find out more about a type of holiday	1%	1%	0%	0%	0%	1%	2%	0%	1%	1%	1%	0%	2%	1%	1%	-	1%	-	-
To find out more about prices and deals for a destination, hotel or type of holiday	1%	1%	1%	-	1%	1%	1%	0%	1%	1%	1%	-	-	3%	1%	-	-	-	-
Other	2%	2%	1%	4%	3%	1%	0%	1%	1%	2%	1%	1%	0%	4%	1%	5%	2%	-	-
Not applicable - I don't use this when planning a holiday	95%	93%	96%	91%	90%	97%	94%	97%	95%	94%	96%	96%	94%	88%	97%	94%	95%	97%	-

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TripAdvisor

	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	9%	10%	9%	12%	12%	13%	6%	7%	9%	10%	5%	5%	9%	13%	11%	12%	12%	17%
To start my search for a hotel/ house/ villa within a destination	15%	16%	15%	21%	23%	18%	12%	10%	17%	13%	13%	8%	17%	24%	14%	23%	18%	13%
To compare hotels or destinations I've already found	30%	25%	35%	28%	41%	35%	27%	24%	34%	24%	29%	24%	30%	32%	31%	34%	34%	34%
To start my search for a type of holiday (e.g. cultural, beach etc.)	8%	7%	9%	12%	10%	11%	8%	5%	8%	9%	7%	4%	4%	13%	8%	10%	14%	13%
To find out more about a type of holiday	14%	12%	16%	18%	15%	16%	12%	13%	14%	14%	11%	11%	16%	16%	14%	18%	18%	26%
To find out more about prices and deals for a destination, hotel or type of holiday	16%	15%	18%	20%	17%	19%	14%	14%	17%	15%	16%	11%	18%	24%	14%	18%	15%	19%
Other	3%	3%	4%	8%	2%	3%	3%	3%	4%	3%	3%	3%	3%	6%	2%	5%	5%	1%
Not applicable - I don't use this when planning a holiday	51%	57%	46%	52%	39%	44%	56%	59%	47%	58%	55%	57%	51%	43%	52%	44%	50%	51%

Cruise Critic

	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	1%	2%	1%	1%	2%	1%	3%	1%	1%	2%	1%	-	1%	5%	1%	1%	0%	-
To start my search for a hotel/ house/ villa within a destination	1%	1%	1%	-	3%	1%	1%	-	1%	1%	0%	2%	2%	2%	1%	-	-	-
To compare hotels or destinations I've already found	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	2%	0%	-	-	-
To start my search for a type of holiday (e.g. cultural, beach etc.)	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	-	-	2%	2%	-	-	-
To find out more about a type of holiday	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	4%	3%	2%	2%	0%	5%
To find out more about prices and deals for a destination, hotel or type of holiday	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	-	2%	2%	1%	-	1%	-
Other	1%	1%	1%	3%	0%	1%	1%	1%	1%	2%	0%	1%	0%	4%	0%	2%	-	-
Not applicable - I don't use this when planning a holiday	94%	93%	95%	92%	92%	95%	94%	95%	94%	94%	95%	96%	92%	87%	95%	95%	99%	95%

MumsNet

	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	1%	1%	1%	4%	1%	1%	2%	-	1%	2%	2%	1%	1%	1%	1%	1%	0%	1%
To start my search for a hotel/ house/ villa within a destination	0%	1%	0%	2%	1%	1%	-	-	1%	0%	0%	0%	-	1%	1%	-	-	-
To compare hotels or destinations I've already found	0%	-	0%	-	1%	0%	-	0%	0%	0%	0%	-	1%	-	-	-	-	1%
To start my search for a type of holiday (e.g. cultural, beach etc.)	1%	0%	1%	-	1%	1%	1%	0%	0%	1%	1%	-	1%	1%	0%	1%	-	-
To find out more about a type of holiday	1%	1%	1%	0%	2%	1%	1%	0%	1%	0%	1%	-	1%	2%	-	-	-	1%
To find out more about prices and deals for a destination, hotel or type of holiday	1%	1%	1%	1%	3%	1%	1%	0%	2%	1%	1%	0%	-	4%	1%	-	0%	3%
Other	1%	1%	1%	2%	3%	1%	1%	1%	1%	2%	0%	3%	1%	3%	0%	1%	1%	-
Not applicable - I don't use this when planning a holiday	95%	94%	95%	91%	90%	96%	94%	98%	95%	95%	94%	95%	95%	88%	97%	96%	98%	96%

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Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	3%	3%	2%	3%	3%	3%	1%	3%	3%	3%	2%	2%	2%	6%	2%	2%	3%	-
To start my search for a hotel/ house/ villa within a destination	2%	2%	2%	2%	5%	1%	1%	1%	2%	1%	1%	1%	3%	4%	1%	1%	1%	-
To compare hotels or destinations I've already found	3%	3%	2%	3%	2%	1%	3%	3%	2%	3%	3%	3%	0%	2%	2%	5%	4%	2%
To start my search for a type of holiday (e.g. cultural, beach etc.)	2%	3%	1%	3%	3%	1%	1%	2%	2%	2%	1%	0%	4%	4%	2%	2%	2%	2%
To find out more about a type of holiday	4%	4%	3%	6%	3%	3%	3%	4%	4%	4%	4%	2%	1%	5%	4%	3%	4%	7%
To find out more about prices and deals for a destination, hotel or type of holiday	3%	4%	2%	2%	3%	4%	4%	3%	3%	3%	2%	4%	5%	5%	3%	3%	2%	-
Other	2%	2%	1%	4%	2%	1%	0%	2%	2%	2%	1%	2%	1%	3%	1%	4%	-	2%
Not applicable - I don't use this when planning a holiday	86%	83%	89%	86%	84%	88%	89%	85%	86%	87%	88%	87%	87%	78%	87%	88%	90%	87%

User contributed content or comments on YouTube/ Vimeo

	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	1%	1%	0%	2%	1%	1%	-	1%	1%	1%	0%	1%	1%	1%	1%	-	1%	-
To start my search for a hotel/ house/ villa within a destination	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	1%	-	1%	1%	0%	-
To compare hotels or destinations I've already found	1%	1%	1%	3%	3%	1%	0%	0%	1%	1%	2%	1%	-	2%	-	-	2%	3%
To start my search for a type of holiday (e.g. cultural, beach etc.)	1%	1%	1%	0%	2%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	-	-
To find out more about a type of holiday	2%	2%	1%	3%	2%	2%	1%	1%	2%	2%	1%	0%	2%	3%	1%	2%	3%	-
To find out more about prices and deals for a destination, hotel or type of holiday	2%	1%	2%	1%	2%	2%	3%	1%	1%	2%	1%	1%	3%	3%	1%	1%	0%	-
Other	2%	2%	1%	4%	3%	1%	1%	2%	2%	2%	1%	2%	-	5%	1%	4%	2%	-
Not applicable - I don't use this when planning a holiday	92%	91%	94%	89%	87%	92%	93%	96%	93%	92%	93%	94%	93%	85%	95%	92%	93%	97%

Sample Size: 2143
Fieldwork: 26th - 28th September 2011

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

User contributed content or comments on Flickr

	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	1%	1%	1%	2%	2%	-	2%	-	1%	1%	1%	0%	1%	2%	0%	-	-	3%
To start my search for a hotel/ house/ villa within a destination	1%	1%	0%	-	2%	0%	1%	0%	0%	1%	0%	0%	1%	2%	1%	-	-	-
To compare hotels or destinations I've already found	1%	1%	0%	1%	2%	-	0%	0%	0%	1%	1%	0%	1%	1%	-	1%	1%	-
To start my search for a type of holiday (e.g. cultural, beach etc.)	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	3%	-	1%	1%	1%	-	-
To find out more about a type of holiday	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	0%	-	1%	-
To find out more about prices and deals for a destination, hotel or type of holiday	1%	1%	1%	1%	1%	1%	-	0%	1%	1%	0%	-	2%	2%	-	-	2%	-
Other	1%	2%	1%	4%	2%	1%	1%	1%	1%	2%	1%	2%	0%	3%	1%	3%	1%	-
Not applicable - I don't use this when planning a holiday	94%	94%	95%	91%	90%	96%	94%	97%	95%	94%	95%	95%	92%	88%	97%	96%	97%	97%

Personal blogs

	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	1%	2%	0%	2%	3%	1%	-	0%	1%	1%	1%	0%	2%	2%	1%	1%	1%	-
To start my search for a hotel/ house/ villa within a destination	1%	1%	1%	1%	4%	1%	1%	0%	1%	1%	0%	1%	3%	2%	1%	1%	3%	-
To compare hotels or destinations I've already found	1%	2%	1%	3%	1%	2%	1%	0%	1%	1%	1%	1%	0%	2%	1%	1%	3%	-
To start my search for a type of holiday (e.g. cultural, beach etc.)	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	-
To find out more about a type of holiday	2%	3%	1%	3%	2%	1%	1%	2%	2%	1%	2%	2%	0%	3%	1%	1%	1%	5%
To find out more about prices and deals for a destination, hotel or type of holiday	2%	2%	2%	4%	2%	2%	2%	1%	1%	3%	2%	1%	2%	3%	2%	1%	1%	3%
Other	2%	2%	2%	3%	2%	2%	1%	1%	1%	2%	2%	1%	1%	4%	1%	4%	-	-
Not applicable - I don't use this when planning a holiday	92%	90%	94%	88%	88%	95%	93%	95%	93%	91%	92%	94%	94%	86%	94%	93%	95%	91%

Sample Size: 2143
Fieldwork: 26th - 28th September 2011

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

Travel companies own website forums

	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	12%	11%	13%	13%	12%	14%	9%	12%	12%	11%	12%	10%	14%	14%	8%	16%	15%	10%
To start my search for a hotel/ house/ villa within a destination	9%	8%	10%	12%	8%	9%	7%	9%	9%	9%	11%	7%	9%	10%	4%	12%	14%	10%
To compare hotels or destinations I've already found	10%	8%	12%	12%	9%	9%	11%	10%	11%	9%	11%	8%	9%	11%	7%	13%	14%	12%
To start my search for a type of holiday (e.g. cultural, beach etc.)	10%	9%	12%	11%	12%	13%	10%	8%	10%	10%	12%	9%	10%	12%	6%	12%	14%	16%
To find out more about a type of holiday	11%	11%	12%	13%	8%	16%	11%	11%	11%	11%	18%	9%	11%	10%	8%	8%	9%	15%
To find out more about prices and deals for a destination, hotel or type of holiday	13%	11%	15%	15%	9%	15%	10%	14%	14%	11%	15%	12%	11%	15%	9%	11%	15%	22%
Other	3%	3%	3%	8%	2%	3%	2%	3%	3%	3%	3%	2%	1%	8%	1%	1%	2%	7%
Not applicable - I don't use this when planning a holiday	65%	68%	63%	67%	66%	63%	70%	62%	63%	67%	62%	64%	66%	61%	73%	61%	65%	66%

Bookmark sites like Delicious, Digg, Reddit or StumbleUpon

	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
Unweighted All UK Adults	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	1%	1%	1%	1%	2%	0%	1%	-	1%	1%	1%	0%	1%	3%	1%	-	-	-
To start my search for a hotel/ house/ villa within a destination	1%	2%	0%	2%	2%	0%	1%	0%	1%	1%	1%	1%	1%	3%	0%	-	1%	-
To compare hotels or destinations I've already found	0%	0%	0%	-	0%	0%	-	0%	0%	0%	0%	0%	-	-	-	-	1%	-
To start my search for a type of holiday (e.g. cultural, beach etc.)	0%	0%	0%	1%	1%	-	-	0%	0%	0%	-	1%	-	1%	-	1%	-	3%
To find out more about a type of holiday	1%	1%	1%	3%	0%	0%	2%	0%	1%	1%	2%	1%	-	1%	1%	-	1%	-
To find out more about prices and deals for a destination, hotel or type of holiday	1%	1%	1%	-	1%	1%	1%	1%	0%	1%	0%	-	2%	1%	1%	-	2%	-
Other	1%	1%	1%	3%	1%	1%	0%	1%	1%	1%	0%	1%	-	3%	1%	2%	-	3%
Not applicable - I don't use this when planning a holiday	95%	94%	96%	91%	92%	98%	95%	97%	96%	94%	95%	96%	96%	90%	97%	97%	96%	94%

Sample Size: 2143
Fieldwork: 26th - 28th September 2011

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

Wikipedia

	Unweighted All UK Adults																	
	1632	751	881	190	253	267	243	679	1021	611	370	235	148	197	392	93	160	37
All UK Adults who take holidays	1628	807	820	192	290	298	275	573	948	680	385	250	148	226	343	85	147	44
To start my search for a holiday destination	4%	5%	3%	11%	4%	3%	2%	3%	4%	4%	5%	4%	2%	7%	3%	1%	2%	-
To start my search for a hotel/ house/ villa within a destination	2%	2%	2%	4%	3%	0%	2%	1%	2%	2%	1%	3%	5%	2%	1%	2%	-	3%
To compare hotels or destinations I've already found	1%	2%	1%	4%	1%	0%	2%	1%	1%	2%	2%	1%	1%	0%	1%	-	4%	-
To start my search for a type of holiday (e.g. cultural, beach etc.)	2%	2%	1%	4%	3%	1%	0%	1%	2%	2%	2%	1%	1%	1%	2%	2%	0%	-
To find out more about a type of holiday	3%	4%	2%	7%	5%	1%	1%	2%	3%	3%	3%	4%	2%	1%	3%	4%	3%	7%
To find out more about prices and deals for a destination, hotel or type of holiday	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	-	2%
Other	4%	4%	3%	8%	6%	2%	2%	4%	4%	4%	2%	5%	2%	7%	3%	7%	2%	-
Not applicable - I don't use this when planning a holiday	86%	83%	89%	69%	81%	92%	90%	90%	87%	85%	87%	84%	88%	78%	88%	87%	91%	88%

Which, if any, of the following topics of information you have talked about, read about, or been offered advice about on social media/ websites/ services? (Please tick all that apply)

	Unweighted All UK Adults																	
	1031	455	576	123	180	179	146	403	676	355	239	143	88	135	236	67	99	24
All UK Adults who have talked about, read about or been offered advice about holidays and travel on any social media/sites or services above	1018	484	534	122	202	202	159	334	631	387	243	149	89	155	206	60	90	26
A holiday destination	43%	40%	45%	44%	47%	42%	37%	43%	44%	42%	39%	36%	50%	43%	47%	44%	42%	59%
The holiday price	20%	18%	21%	25%	19%	13%	17%	24%	18%	22%	19%	18%	11%	20%	22%	17%	30%	17%
The holiday experience	27%	25%	28%	28%	38%	22%	26%	22%	25%	29%	25%	20%	19%	31%	28%	29%	28%	49%
A hotel	37%	35%	38%	28%	41%	32%	38%	39%	37%	36%	33%	31%	38%	36%	38%	42%	47%	47%
An airline	20%	21%	20%	26%	21%	12%	24%	21%	20%	20%	21%	14%	12%	20%	18%	25%	32%	30%
A travel company	16%	15%	18%	19%	18%	11%	17%	17%	15%	19%	16%	18%	10%	24%	12%	12%	20%	17%
A travel agent	10%	9%	11%	16%	14%	6%	8%	9%	9%	12%	8%	11%	5%	17%	10%	11%	8%	15%
Other	26%	28%	24%	25%	16%	34%	27%	26%	25%	26%	28%	32%	20%	27%	23%	27%	19%	24%

Sample Size: 2143
Fieldwork: 26th - 28th September 2011

Total	Gender		Age					Social Grade		Region							
Base	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

Which, if any, of the following forms of information have you talked about, read about, or been offered advice using about holidays and travel on social media/ websites/ services? (Please tick all that apply)

Unweighted All UK Adults	1031	455	576	123	180	179	146	403	676	355	239	143	88	135	236	67	99	24
All UK Adults who have talked about, read about or been offered advice about holidays and travel on any social media/sites or services above	1018	484	534	122	202	202	159	334	631	387	243	149	89	155	206	60	90	26
Text/ words	27%	29%	26%	39%	40%	31%	20%	18%	29%	25%	27%	20%	33%	25%	30%	27%	27%	57%
Photographs	43%	40%	45%	49%	50%	42%	47%	34%	42%	44%	36%	38%	35%	48%	49%	38%	47%	63%
Video	10%	11%	8%	11%	9%	13%	10%	7%	7%	13%	9%	10%	10%	11%	7%	7%	16%	11%
Links to a holiday destination	25%	27%	23%	21%	20%	20%	25%	32%	25%	25%	21%	19%	27%	28%	25%	28%	34%	27%
Details of or links to a travel agent	11%	10%	11%	14%	13%	7%	15%	9%	10%	12%	10%	7%	10%	12%	9%	13%	19%	18%
Details of or links to a travel company	16%	16%	16%	14%	17%	14%	16%	18%	15%	18%	14%	15%	14%	21%	11%	25%	24%	10%
Details of or links to a voucher for savings on a holiday	13%	12%	13%	15%	13%	10%	15%	11%	11%	15%	16%	11%	14%	8%	9%	11%	21%	18%
Other	27%	26%	27%	23%	15%	31%	28%	32%	27%	26%	32%	35%	16%	26%	23%	30%	20%	8%

Which, if any, of the following types of person/people have you talked to, or been offered advice by about holidays and travel? (Please tick all that apply)

Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Close friend(s)	50%	51%	50%	62%	65%	55%	42%	41%	53%	47%	49%	49%	50%	57%	47%	64%	48%	60%
Other friend(s)	21%	21%	21%	22%	27%	22%	23%	17%	24%	19%	23%	20%	16%	25%	20%	24%	20%	24%
Family member(s)	48%	46%	50%	54%	60%	50%	44%	42%	51%	45%	48%	53%	44%	44%	48%	53%	53%	36%
Work colleague(s)	31%	32%	30%	27%	52%	42%	34%	15%	37%	24%	30%	33%	29%	40%	28%	33%	26%	33%
Other people	8%	7%	8%	7%	9%	9%	9%	6%	9%	7%	6%	6%	5%	10%	8%	10%	10%	13%
Companies (e.g a Travel agent)	16%	14%	17%	17%	18%	13%	14%	16%	16%	15%	16%	16%	15%	18%	12%	17%	18%	27%
None of these	28%	27%	28%	25%	14%	23%	32%	35%	24%	32%	29%	29%	28%	19%	32%	25%	26%	19%

Sample Size: 2143
Fieldwork: 26th - 28th September 2011

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

In general, to what extent would you like or dislike it if a close friend, friend or family member recommended a holiday or gave you advice about holidays and travel?

Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
I would really like it	18%	16%	21%	18%	23%	19%	19%	16%	19%	18%	17%	19%	17%	23%	16%	22%	18%	20%
I would quite like it	37%	36%	38%	45%	42%	41%	32%	32%	38%	36%	41%	37%	33%	33%	37%	42%	32%	37%
I would neither like nor dislike it	34%	38%	31%	23%	26%	31%	37%	42%	35%	34%	33%	34%	43%	33%	33%	25%	39%	28%
I wouldn't like it	2%	2%	1%	3%	3%	2%	2%	1%	2%	2%	1%	1%	1%	3%	2%	2%	2%	6%
I really wouldn't like it	2%	2%	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	2%	1%	4%	1%	0%	2%
Don't know	7%	7%	7%	9%	5%	5%	8%	7%	5%	8%	5%	7%	4%	6%	8%	9%	9%	7%

In general, to what extent would you like or dislike it if unknown website users or companies recommended a holiday or gave you advice about holidays and travel?

Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
I would really like it	3%	2%	3%	3%	5%	3%	2%	1%	3%	2%	4%	2%	4%	2%	2%	4%	1%	-
I would quite like it	12%	11%	13%	16%	16%	18%	10%	7%	11%	13%	13%	12%	10%	13%	11%	12%	14%	14%
I would neither like nor dislike it	36%	37%	34%	31%	33%	40%	35%	36%	35%	36%	33%	32%	47%	41%	33%	33%	37%	39%
I wouldn't like it	19%	19%	18%	24%	20%	20%	18%	16%	20%	17%	19%	19%	18%	17%	19%	24%	19%	16%
I really wouldn't like it	21%	22%	21%	11%	16%	13%	24%	30%	22%	20%	22%	24%	16%	18%	25%	14%	21%	17%
Don't know	10%	9%	10%	16%	10%	6%	10%	9%	8%	11%	10%	11%	6%	10%	10%	12%	8%	15%

Which, if any, of the following describe how you would respond if a close friend, friend or family member recommended a holiday or offered you advice about holidays and travel? (Please tick all that apply)

Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
I would definitely investigate the destination or hotel for a future holiday	25%	22%	27%	23%	26%	30%	26%	21%	26%	23%	24%	26%	18%	28%	25%	20%	26%	29%
I would investigate the destination or hotel just out of interest	41%	39%	42%	36%	42%	43%	38%	42%	42%	39%	36%	38%	47%	45%	42%	47%	41%	36%
I would investigate which travel company or agent offers these type of holidays	17%	16%	19%	14%	21%	20%	16%	17%	19%	16%	21%	16%	19%	20%	14%	14%	16%	14%
I would ask how much the holiday they recommended would cost	28%	25%	31%	35%	34%	27%	25%	25%	27%	30%	29%	25%	23%	33%	26%	27%	32%	41%
I would ask if they think I'd like the holiday	29%	27%	31%	39%	39%	28%	23%	24%	29%	29%	29%	27%	30%	35%	23%	23%	32%	48%
I would feel irritated that they were trying to give me advice	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	4%	2%	4%	1%	-
I would do nothing	15%	16%	14%	13%	8%	13%	15%	20%	14%	16%	18%	16%	17%	9%	15%	14%	17%	11%
Other	3%	4%	3%	7%	4%	3%	3%	2%	3%	4%	2%	4%	1%	3%	4%	8%	3%	2%

Sample Size: 2143
Fieldwork: 26th - 28th September 2011

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

And which, if any, of the following describe how you would respond if another person (i.e. not a friend or family member) or a company recommended a holiday or offered you advice about holidays and travel? (Please tick all that apply)

	Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
	All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
I would definitely investigate the destination or hotel for a future holiday	13%	10%	16%	12%	13%	16%	13%	12%	13%	13%	13%	13%	14%	12%	15%	10%	15%	17%	22%
I would investigate the destination or hotel just out of interest	31%	27%	34%	29%	31%	29%	32%	32%	32%	29%	30%	27%	33%	34%	31%	33%	33%	33%	32%
I would investigate which travel company or agent offers these type of holidays	14%	12%	15%	10%	14%	15%	15%	13%	13%	15%	13%	13%	14%	14%	11%	18%	16%	21%	
I would ask how much the holiday they recommended would cost	18%	16%	20%	20%	23%	15%	21%	15%	17%	20%	15%	19%	19%	24%	16%	17%	22%	31%	
I would ask if they think I'd like the holiday	12%	11%	12%	13%	12%	16%	10%	10%	11%	12%	10%	12%	10%	19%	10%	9%	9%	17%	
I would feel irritated that they were trying to give me advice	9%	11%	8%	11%	15%	6%	7%	10%	10%	8%	10%	11%	9%	10%	9%	9%	7%	4%	
I would do nothing	30%	33%	28%	30%	20%	31%	30%	35%	29%	32%	31%	30%	31%	24%	33%	25%	34%	19%	
Other	4%	4%	4%	9%	7%	3%	1%	2%	3%	4%	4%	4%	2%	3%	4%	5%	1%	5%	

Sample Size: 2143
Fieldwork: 26th - 28th September 2011

Total	Gender		Age					Social Grade		Region							
Base	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

Which ONE, if any, of the following types of social media information do you think has the MOST influence upon your holiday booking decisions?

	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Facebook postings from friends or family	5%	4%	6%	10%	10%	3%	6%	1%	4%	7%	6%	3%	5%	5%	5%	3%	4%	12%
Tweets from friends or family	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	2%	-	3%	1%	-
TripAdvisor or similar independent reviews of hotels or destinations	28%	26%	29%	29%	38%	35%	25%	20%	32%	23%	26%	27%	28%	29%	26%	40%	26%	36%
Reviews on a company's own website	4%	4%	5%	5%	3%	7%	5%	4%	5%	4%	6%	7%	4%	4%	3%	3%	5%	1%
Mumsnet comments	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	-	0%	-	2%	1%
User comments on a newspaper websites travel section	3%	3%	2%	3%	2%	2%	3%	3%	3%	3%	2%	1%	4%	7%	2%	2%	1%	7%
Comments on personal blogs	1%	2%	1%	4%	2%	0%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%
Other	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	-	1%	2%	2%	3%	1%	4%
Don't know	5%	5%	6%	7%	6%	5%	6%	4%	5%	6%	6%	6%	4%	6%	4%	5%	6%	6%
Not applicable - no social media information has any influence on my holiday booking decisions	50%	52%	48%	38%	35%	46%	51%	64%	49%	52%	50%	54%	52%	43%	55%	40%	53%	32%

Imagine you were planning a holiday and have found a destination or hotel in which you are interested...

Which ONE, if any, of the following types of social media information would be MOST important to you in making a decision whether to book or not?

	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Facebook postings from friends or family	3%	3%	3%	5%	5%	2%	3%	2%	2%	4%	3%	2%	-	4%	4%	2%	5%	3%
Tweets from friends or family	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%	-
TripAdvisor or similar independent reviews of hotels or destinations	36%	35%	38%	37%	46%	47%	35%	27%	41%	30%	35%	37%	40%	35%	34%	39%	38%	48%
Reviews on a company's own website	8%	6%	9%	6%	8%	8%	8%	8%	8%	8%	9%	9%	8%	9%	7%	9%	4%	6%
Mumsnet comments	1%	1%	0%	-	1%	1%	2%	-	1%	0%	1%	0%	1%	1%	-	-	1%	1%
User comments on a newspaper websites travel section	4%	4%	4%	3%	3%	1%	3%	6%	3%	5%	5%	3%	3%	3%	4%	5%	2%	2%
Comments on personal blogs	1%	2%	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	4%	1%	3%	1%	2%
Other MCS_q11o	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	0%	-	4%
Don't know	5%	4%	6%	9%	4%	5%	6%	5%	4%	6%	6%	5%	3%	5%	5%	5%	6%	9%
Not applicable - no social media information would be important to me in making a decision whether to book or not	40%	43%	37%	34%	30%	33%	40%	50%	37%	43%	39%	42%	42%	37%	43%	36%	42%	26%

Sample Size: 2143
Fieldwork: 26th - 28th September 2011

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

If you saw a negative review for a hotel which you were interested in, which ONE of the following BEST describes what you would do?

	Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
	All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
I definitely wouldn't book the hotel		11%	11%	12%	8%	8%	10%	13%	14%	10%	13%	8%	10%	11%	14%	13%	13%	14%	11%
I would investigate further and may still book the hotel		80%	79%	80%	80%	85%	80%	80%	77%	83%	76%	82%	80%	80%	77%	79%	80%	75%	84%
I would still book the hotel		2%	3%	2%	4%	2%	5%	1%	1%	2%	3%	3%	2%	4%	1%	1%	2%	3%	3%
Don't know		7%	7%	6%	9%	5%	5%	6%	8%	5%	9%	6%	8%	4%	8%	7%	6%	8%	2%

To what extent do you agree or disagree with the following statements?

I believe holiday reviews by other travellers are the most important source of independent advice available to me

	Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
	All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Strongly agree		17%	15%	19%	23%	21%	20%	16%	11%	16%	18%	17%	15%	14%	22%	15%	16%	20%	20%
Agree		41%	40%	42%	44%	49%	41%	42%	37%	44%	38%	40%	43%	45%	37%	41%	38%	45%	41%
Neither agree nor disagree		26%	29%	24%	19%	18%	21%	27%	35%	27%	26%	28%	24%	27%	24%	28%	31%	21%	26%
Disagree		7%	7%	7%	3%	3%	9%	8%	8%	6%	8%	9%	7%	5%	5%	8%	10%	4%	6%
Strongly disagree		4%	4%	4%	1%	3%	3%	3%	5%	4%	4%	4%	4%	5%	4%	3%	1%	3%	5%
Don't know		5%	6%	5%	9%	6%	6%	4%	4%	4%	7%	3%	7%	4%	7%	6%	5%	8%	1%

Sample Size: 2143
Fieldwork: 26th - 28th September 2011

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

Reviews on a company's own website influence my decision whether to book a holiday or not

	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults	2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Strongly agree	3%	2%	4%	5%	4%	3%	2%	1%	2%	4%	4%	3%	2%	2%	3%	1%	3%	4%
Agree	22%	17%	25%	27%	30%	25%	20%	15%	22%	20%	24%	20%	23%	26%	22%	15%	16%	15%
Neither agree nor disagree	38%	38%	38%	30%	33%	35%	38%	45%	40%	36%	37%	40%	36%	33%	39%	41%	38%	45%
Disagree	21%	24%	18%	20%	21%	22%	21%	21%	21%	21%	21%	20%	22%	21%	20%	26%	24%	21%
Strongly disagree	11%	12%	9%	8%	7%	8%	13%	14%	10%	11%	10%	9%	14%	12%	9%	12%	12%	13%
Don't know	6%	6%	6%	10%	5%	7%	5%	4%	4%	7%	3%	9%	5%	7%	7%	5%	7%	1%

In the last 12 months, which, if any, of the following have influenced your choice of holiday booking?
(Please tick all that apply)

	1668	746	922	205	260	270	248	685	1033	635	389	235	155	191	406	90	163	39
Unweighted All UK Adults	1668	746	922	205	260	270	248	685	1033	635	389	235	155	191	406	90	163	39
All UK Adults	1650	798	852	205	295	298	274	578	954	696	401	250	156	217	351	81	151	45
Holiday reviews by other people	28%	27%	29%	29%	38%	33%	25%	21%	29%	26%	23%	30%	33%	29%	25%	47%	29%	20%
Holiday reviews by journalists	7%	7%	7%	4%	8%	5%	9%	8%	9%	5%	5%	6%	8%	10%	8%	8%	7%	14%
Advice from friends and family via Facebook	6%	7%	6%	12%	14%	5%	4%	3%	6%	7%	7%	4%	2%	10%	8%	4%	9%	6%
Strong position on search engines (i.e. a website appears as one of the top results after searching)	8%	7%	9%	12%	10%	7%	10%	6%	8%	9%	6%	7%	7%	11%	8%	6%	11%	15%
Good, easy-to-use website	23%	21%	25%	22%	25%	21%	28%	21%	26%	20%	24%	26%	22%	22%	20%	24%	25%	19%
Advertising I saw in National/Regional newspapers	5%	4%	6%	3%	4%	3%	5%	7%	5%	5%	5%	9%	4%	5%	3%	2%	3%	7%
Advertising I saw on TV	3%	3%	3%	4%	6%	2%	5%	2%	3%	4%	1%	5%	5%	6%	3%	2%	4%	3%
Advertising I saw on a poster, bus or train	2%	2%	2%	4%	3%	2%	1%	1%	2%	2%	2%	1%	3%	3%	0%	2%	5%	5%
Vouchers	6%	6%	7%	6%	10%	5%	8%	4%	6%	6%	6%	10%	9%	5%	5%	7%	3%	2%
Holiday brochure	20%	19%	22%	13%	19%	23%	24%	21%	19%	22%	19%	21%	18%	21%	23%	27%	16%	17%
An email from a company	4%	4%	5%	3%	5%	3%	4%	5%	5%	3%	3%	5%	8%	5%	4%	4%	4%	7%
Word of mouth (not via Facebook)	25%	25%	24%	30%	24%	25%	28%	22%	26%	24%	23%	26%	22%	29%	22%	27%	26%	39%
None of these	36%	37%	34%	37%	32%	34%	30%	41%	34%	39%	39%	35%	31%	31%	37%	27%	41%	43%

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Total	Gender		Age					Social Grade		Region							
Base	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

If you see advertising in social media/ websites/services that is directly related to your topic of holiday or travel related conversation/ search what action are you most likely to take?

	Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults		2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Make a phone call to the advertiser immediately		1%	1%	1%	0%	2%	0%	1%	1%	1%	1%	0%	0%	2%	3%	1%	-	1%	1%
Make a note of their phone number and call later		4%	4%	3%	2%	5%	3%	3%	4%	4%	3%	4%	2%	5%	3%	4%	2%	3%	3%
Click on the advertisement to visit their website		24%	23%	25%	20%	24%	20%	25%	26%	24%	24%	23%	21%	22%	26%	24%	30%	25%	31%
Search the social media /site/service for more information about the advertiser		8%	8%	8%	10%	6%	9%	8%	7%	8%	8%	6%	7%	8%	10%	9%	8%	5%	11%
Ask other people in the social media/site/service what they think of the advertiser		2%	2%	2%	6%	2%	2%	2%	1%	2%	3%	2%	1%	2%	3%	1%	1%	3%	6%
Ignore it		45%	46%	44%	39%	42%	49%	46%	46%	47%	44%	47%	50%	48%	39%	45%	44%	46%	27%
Don't know		17%	17%	16%	23%	20%	16%	15%	14%	15%	18%	17%	18%	13%	16%	16%	15%	18%	21%

When talking to your friends, colleagues or family on social media/ websites/ services which, if any, of the following topics have ever come up concerning potential risks on your foreign holiday/ when travelling abroad? (Please tick all that apply)

	Unweighted All UK Adults	2143	955	1188	255	321	331	338	898	1275	868	491	316	196	237	539	115	197	52
All UK Adults		2143	1031	1112	257	372	372	379	763	1179	964	512	343	199	266	476	105	182	60
Hotel/room security		17%	18%	17%	24%	19%	18%	17%	14%	15%	20%	16%	17%	13%	21%	16%	22%	21%	25%
Losing my luggage		16%	15%	17%	28%	18%	12%	18%	13%	17%	16%	17%	15%	13%	15%	17%	19%	18%	21%
Flight delays or cancellations		26%	26%	26%	34%	27%	22%	26%	23%	26%	25%	26%	24%	19%	25%	24%	29%	32%	42%
Local food hygiene		22%	22%	22%	24%	25%	21%	25%	19%	21%	23%	20%	21%	21%	20%	21%	24%	26%	42%
Local transport safety		9%	9%	10%	17%	8%	7%	12%	7%	8%	10%	9%	8%	10%	10%	8%	7%	13%	22%
Beach security		7%	6%	8%	7%	9%	6%	8%	6%	7%	6%	5%	7%	5%	9%	7%	4%	10%	7%
Pickpockets or street robbery		21%	21%	21%	33%	21%	17%	23%	18%	20%	22%	21%	23%	19%	26%	17%	20%	23%	31%
Losing my passport or money		15%	14%	15%	27%	15%	9%	13%	14%	13%	17%	13%	14%	12%	20%	15%	18%	17%	14%
Getting sick or injured whilst abroad		21%	22%	20%	31%	21%	19%	21%	18%	19%	23%	21%	23%	15%	18%	21%	20%	26%	26%
Kidnapping		6%	6%	6%	10%	11%	3%	5%	4%	4%	8%	5%	8%	6%	7%	6%	3%	5%	14%
Terrorism		11%	10%	12%	13%	13%	6%	15%	9%	10%	12%	11%	13%	9%	13%	10%	14%	8%	9%
Other		2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	4%	4%	4%
Can't recall		7%	7%	7%	9%	11%	7%	6%	4%	8%	5%	6%	8%	7%	9%	6%	5%	9%	4%
Not applicable - I've never discussed potential risks on my foreign holiday/ when travelling abroad on social media/ websites/ services		40%	40%	41%	23%	29%	44%	40%	50%	42%	38%	44%	40%	45%	33%	43%	37%	35%	28%
Not applicable - I've never travelled abroad		6%	6%	7%	5%	5%	7%	6%	8%	4%	10%	4%	10%	6%	4%	8%	5%	8%	-