

YouGov / The Sun Survey Results

Sample Size: 1763 GB Adults
Fieldwork: 3rd - 4th August 2010

	Voting intention			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1763	606	521	179	852	911	415	253	610	485	983	742	228	578	375	430	152
Unweighted Sample	1763	551	504	205	837	926	336	264	661	502	1119	606	257	599	345	399	163
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People go on holiday for lots of different reasons. What would be your main reason for wanting to go on holiday?

To relax	35	35	34	32	36	34	36	36	35	33	35	34	38	37	31	34	29
To explore new places / different cultures	27	27	25	38	25	29	29	18	25	32	29	25	26	28	31	25	22
To spend time with friends/ family	13	13	15	9	12	15	10	21	15	10	13	14	14	14	13	11	14
To make the most of my time off work	8	6	8	8	10	6	9	14	9	2	8	7	10	5	7	10	10
To enjoy some better weather	7	9	9	3	7	8	6	3	8	11	7	9	2	6	6	11	13
To go back to a place I have already enjoyed	4	4	5	3	5	3	2	2	3	6	3	4	3	4	4	3	3
To take part in sport / activities	1	1	0	1	1	1	1	1	0	1	1	1	1	1	0	1	2
To learn another language	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
To find a holiday romance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
To celebrate a special occasion	0	0	1	0	0	0	0	0	1	0	0	1	1	0	0	0	2
To attend a Hen Do/ Stag Do	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
To go shopping	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0
Other	3	3	2	1	2	4	3	3	2	4	3	3	2	4	3	2	2
Don't know	2	1	2	2	2	1	4	1	1	1	1	3	2	1	3	2	3

Lots of people go on holiday at this time of year, and some of them will have a 'holiday romance' with a person they meet whilst away. Have you ever had a holiday romance?

Yes	27	28	28	23	23	31	25	31	27	27	29	24	32	26	23	28	25
No	72	71	71	75	75	69	71	69	73	73	70	74	67	72	74	71	73
Don't know	1	1	0	2	2	1	5	1	1	0	1	2	1	1	2	1	2

Have you ever continued a holiday romance after you have returned home?

[Only those who said they had had a holiday romance]

Yes	37	36	35	39	38	36	39	31	37	39	36	40	44	39	31	35	39
No	62	64	63	61	60	64	58	69	63	61	63	60	52	61	69	65	61
Don't know	1	0	2	0	2	0	3	0	0	0	1	0	4	0	0	0	0

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

How long did your longest holiday romance last once you returned home?

[Only those who said they carried on their holiday romance once they returned home]

Up to a month	6	5	12	0	5	6	15	13	2	0	4	9	2	5	0	14	7
1-3 months	22	19	20	33	23	22	51	9	17	13	24	20	31	22	24	10	38
3-6 months	10	10	13	17	14	8	2	19	9	14	12	8	10	7	11	16	6
6-9 months	12	10	7	14	13	11	7	12	17	10	13	10	12	9	10	19	6
9months- 1 year	16	16	21	6	11	19	8	20	15	21	15	15	12	24	21	6	10
1-2 years	10	13	4	17	8	11	0	4	19	9	10	9	6	5	9	18	12
2-5 years	7	5	10	6	7	6	2	11	7	7	7	5	7	8	7	7	0
5 years plus	17	21	13	7	19	16	14	12	15	25	14	23	19	21	18	9	21
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Looking back, how do you now feel about your last holiday romance?

[Only those who said they had had a holiday romance]

I feel nostalgic	40	42	40	40	38	41	27	52	41	40	36	46	40	37	39	40	47
I feel happy	23	21	23	25	25	21	25	23	25	19	26	18	20	22	27	23	24
I regret it	6	6	6	3	4	7	10	2	7	4	7	4	5	6	5	8	2
I feel disappointed	4	4	4	5	7	3	11	2	2	3	5	4	9	4	3	4	0
I feel excited	3	3	6	1	5	2	7	3	3	1	3	5	4	2	4	5	1
I feel guilty	1	0	0	7	1	1	3	0	1	0	1	2	1	2	2	0	0
I feel optimistic	1	1	1	0	1	1	1	0	0	2	1	0	1	1	0	1	2
Other	13	17	10	16	10	15	8	9	13	21	12	15	12	18	10	10	17
Don't know	8	7	10	3	8	9	7	8	8	10	10	7	9	7	11	8	6

How likely do you think it is that you would consider a holiday romance this year?

Very likely	2	1	4	1	2	2	4	1	2	0	2	2	4	0	2	2	2
Quite likely	2	2	2	4	3	1	5	1	2	1	3	2	4	2	2	2	1
TOTAL LIKELY	4	3	6	5	5	3	9	2	4	1	5	4	8	2	4	4	3
Neither likely nor unlikely	7	5	9	8	10	5	11	10	6	5	7	8	12	8	6	6	6
Quite unlikely	5	4	5	6	4	6	6	5	4	5	5	5	7	4	3	4	9
Very unlikely	81	86	79	78	78	84	68	79	86	88	81	81	73	84	82	81	80
TOTAL UNLIKELY	86	90	84	84	82	90	74	84	90	93	86	86	80	88	85	85	89
Don't know	3	2	1	2	3	2	7	3	1	1	3	3	0	2	5	3	3