

YouGov / PLMR Survey Results

Sample Size: 1734 GB Adults
Fieldwork: 15th - 16th June 2016

	Vote in 2015					Gender		Age				Social Grade		Region					Holidays per year				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Mids./ Wales	North	Scotland	1+ holiday abroad per year	1+ holiday in Britain only per year	1+ holiday in either GB or abroad per year	Only Britain/ not at all	No holidays
Weighted Sample	1734	489	406	104	165	839	895	201	740	428	364	988	746	208	576	373	418	160	1286	73	1359	448	312
Unweighted Sample	1734	506	430	127	176	749	985	168	708	447	411	1075	659	206	567	371	408	182	1328	56	1384	406	295
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On average, how many holidays/ breaks do you go on in a year?
Please think about holidays both in Britain and abroad which have involved an overnight stay of at least ONE night. This can include stays with family and/ or friends but must exclude any trips made for business purposes.

0 – None	18	16	14	16	18	19	17	13	19	16	21	13	25	11	21	17	17	21	0	0	0	70	100
1	23	19	27	17	24	20	25	25	27	20	17	19	28	21	21	23	27	20	28	40	29	7	0
2	24	25	24	25	26	23	26	23	26	22	26	26	22	27	24	25	22	25	31	26	31	4	0
3	14	17	14	20	12	15	13	18	11	16	16	17	10	15	15	13	13	16	18	21	18	3	0
4	7	10	8	10	4	6	8	3	6	10	8	8	5	8	7	7	7	6	9	6	9	1	0
5 or more	10	12	10	8	14	12	8	10	8	14	11	13	6	12	9	10	11	9	13	6	13	1	0
Can't recall	4	1	3	4	2	4	3	9	4	2	1	4	4	5	3	5	3	3	0	0	0	14	0

Have you ever been on holiday abroad (i.e. outside of Britain)?

[Only asked to those who take at least 1 holiday a year on average; n=1384]

Yes, I have	95	96	94	99	95	94	95	91	94	96	95	96	92	97	96	94	92	97	100	0	95	0	0
No, I haven't	5	4	6	1	5	6	5	9	6	4	5	4	8	3	4	6	8	3	0	100	5	100	0

Generally speaking, how many days before you go on holiday do you do the majority of your packing for your holiday?

[Only asked to those who take at least 1 holiday a year on average; n=1384]

On the day of travel	4	4	5	12	4	5	3	3	4	4	5	5	3	6	6	5	1	1	4	9	4	9	0
1 day before	46	46	45	45	47	50	42	51	44	54	38	50	40	55	43	44	49	42	46	47	46	47	0
2 days before	20	24	20	16	17	20	20	21	20	19	23	20	21	18	25	20	17	20	21	13	20	13	0
3 days before	14	13	14	14	15	12	15	17	12	11	18	12	16	12	14	14	12	21	14	14	14	14	0
A week before	12	11	12	10	15	8	16	7	14	10	13	9	16	7	9	13	18	12	12	11	12	11	0
More than a week before	3	2	3	3	3	2	3	1	4	2	4	4	2	3	3	3	3	3	3	1	3	1	0
Don't know	1	1	1	1	0	1	0	0	1	0	0	0	1	0	0	1	1	1	0	5	1	5	0

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

To what extent would you trust your partner/ spouse to pack your luggage for you?

[Only asked to those who were married / in a relationship and take at least 1 holiday a year on average; n=998]

Trust a great deal	25	26	26	19	36	45	6	11	24	27	30	26	23	26	25	24	26	25	25	23	25	23	0
Trust a fair amount	28	28	29	30	18	34	23	34	31	30	19	30	25	37	26	27	28	29	28	29	28	29	0
TOTAL TRUST	53	54	55	49	54	79	29	45	55	57	49	56	48	63	51	51	54	54	53	52	53	52	0
Not trust very much	25	23	26	32	20	14	36	37	27	21	23	26	24	19	27	27	24	27	25	20	25	20	0
Not trust at all	19	19	17	18	24	5	32	14	18	18	24	15	25	14	20	19	22	14	19	27	19	27	0
TOTAL NOT TRUST	44	42	43	50	44	19	68	51	45	39	47	41	49	33	47	46	46	41	44	47	44	47	0
Don't know	2	4	2	1	2	3	2	5	1	3	4	2	3	4	2	3	1	4	2	1	2	1	0

Thinking about holidays abroad, how many days before your holiday do you usually buy foreign currency?

[Only asked to those who have taken a holiday outside Britain; n=1328]

On the day of travel	2	1	3	2	4	3	1	3	3	2	0	3	1	5	2	1	2	2	2	0	2	0	0
1 day before	3	2	3	7	2	3	3	2	4	2	3	3	2	5	4	2	2	1	3	0	3	0	0
2 days before	6	8	6	1	7	7	6	10	7	5	5	6	7	12	5	8	5	4	6	0	6	0	0
3 days before	8	9	8	6	7	9	8	10	9	7	8	8	9	7	9	6	12	7	8	0	8	0	0
A week before	46	47	50	41	45	44	48	42	46	47	48	47	46	40	48	49	45	50	46	0	46	0	0
A month before	13	11	11	23	15	11	15	8	13	15	14	13	13	7	13	12	14	21	13	0	13	0	0
More than a month before	6	7	5	7	8	7	5	4	5	6	8	5	7	4	5	8	6	5	6	0	6	0	0
Don't know	6	4	7	8	7	5	7	14	4	6	6	5	7	4	5	8	7	6	6	0	6	0	0
Not applicable – I usually buy it during the holiday	9	10	7	6	5	11	7	6	9	10	8	9	8	15	9	8	8	5	9	0	9	0	0

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

Which one of the following statements comes closest to your view?

[Only asked to those who have taken a holiday outside Britain; n=1328]

I always shop around for the best rates on foreign currency and go to different places depending on the rate	39	40	37	29	38	39	39	36	46	34	31	37	41	34	39	37	41	42	39	0	39	0	0
I sometimes shop around for the best rates on foreign currency but have a few preferred places	37	37	40	46	34	36	38	37	35	38	39	38	36	39	35	37	37	42	37	0	37	0	0
I never really shop around and always go to the same place to buy foreign currency	18	18	17	18	22	19	17	11	14	21	25	19	16	22	20	18	16	10	18	0	18	0	0
Don't know	6	5	6	6	7	6	7	15	5	6	5	6	7	5	5	8	7	6	6	0	6	0	0

Which one of the following do you think is the most important factor when choosing who to buy your foreign exchange currency from?

[Only asked to those who take at least 1 holiday a year on average; n=1384]

Price/ rate	62	65	60	55	58	61	63	62	67	59	57	62	63	68	61	55	66	66	64	38	62	38	0
Convenience	18	19	20	22	12	19	16	13	18	20	16	19	16	18	19	22	14	13	18	3	18	3	0
Reputation	6	6	6	11	8	5	7	5	4	6	12	6	6	4	8	5	5	9	6	1	6	1	0
If I'm a past customer	5	4	5	4	9	5	4	3	5	5	6	5	4	3	5	7	4	4	5	0	5	0	0
Other - see 'Sheet 1'	1	1	0	2	0	1	1	0	0	1	2	1	0	1	1	0	1	0	1	2	1	2	0
Don't know	9	5	9	5	13	9	9	17	7	9	8	8	10	5	7	11	11	9	6	56	9	56	0

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.