

YouGov Survey Results Results

YouGov questioned 2097 adults aged 18+ throughout Britain online between 4th and 6th January 2005. The results have been weighted to the profile of all adults. For further information about YouGov's methodology, [click here](#)

	Are you?		Age			Social Grade		Region					
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
Weighted base	2141	1024	1116	494	797	849	1149	991	265	600	538	520	189
Unweighted base	2097	1027	1070	433	780	884	1194	903	370	483	437	569	209
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one of the following adventure travel activities would you MOST like to do / have you most enjoyed?

Go on a safari	20	16	24	18	22	19	21	19	22	21	21	19	15
Climb Kilimanjaro	2	3	1	3	2	1	2	1	4	3	0	1	3
Skydive in New Zealand	2	3	2	6	2	1	3	2	3	2	3	2	0
Scuba dive in the Great Barrier Reef	13	15	11	16	15	11	12	15	12	14	15	11	15
Swim with great white sharks	3	2	3	3	4	1	2	3	2	2	2	4	3
Year out adventure / career break to travel	16	16	16	25	18	8	15	17	18	16	13	17	17
Walk the Inca trail in Peru	9	10	9	7	10	10	11	8	9	8	11	9	11
Walk the Great Wall of China	15	16	14	11	12	20	17	13	11	16	15	14	18
None of the above	20	18	21	11	17	27	17	22	19	17	19	24	17

Do you think it is important to take part in an adventurous holiday at some point during your life?

Yes – and I have already done so	22	25	20	19	21	26	27	17	24	25	21	22	17
Yes – and I intend to do so	38	38	37	60	40	22	34	42	37	36	39	36	46
No	31	30	33	15	30	42	31	31	32	31	32	33	28
Don't know	9	7	10	7	9	10	8	9	7	8	9	10	10

Which, if any, of the following worries you / would worry you the MOST when it comes to adventure travel in far flung places?

Tropical diseases	18	20	17	17	17	20	20	17	20	19	20	14	18
Fear of heights	7	7	7	5	7	9	8	6	7	7	6	9	7
Fear of creatures / animals (e.g. spiders, sharks, snakes, box jellyfish etc.)	22	16	28	26	23	20	24	21	23	23	21	20	29
Going missing	6	4	7	9	5	4	6	6	8	5	6	6	5
Being mugged	13	15	11	10	15	12	13	13	14	14	10	14	9
Terrorism / hijack	20	20	21	20	19	22	16	26	14	18	24	23	20
None of these	13	17	10	14	14	13	14	12	15	13	12	14	11

Have you ever or do you know anyone that has experienced any of the travel problems mentioned above?

Yes – have encountered one or more of these myself	11	13	9	12	11	10	12	9	13	11	10	10	11
Have not met any of these myself but do know a person(s) who has encountered one or more	29	30	29	29	29	30	32	26	35	28	29	29	26
No	58	55	60	56	58	58	54	62	49	59	59	59	59
Don't know	2	2	2	2	2	2	2	3	3	2	2	2	4