

CIVIL AVIATION AUTHORITY – ATOL PROTECTION PR POLLING, MAY 2018

Methodology: ComRes interviewed 2,045 British adults (aged 18+) online between 16th and 17th May 2018. Data were weighted to be demographically representative of all GB adults by age, gender, region and socio-economic grade. ComRes is a member of the British Polling Council and abides by its rules.

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Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 1

Q1. Thinking about the holidays you have taken in the past, what is the shortest period of time before the holiday that you have booked it?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2045	1051	994	202	369	343	347	305	479	571	690	784	575	591	330	549	282	827
Weighted base	2045	998	1047	229	352	329	364	301	470	581	693	771	547	570	421	507	317	861
A few hours before the flight	49 2%	30 3%	19 2%	9 4%Gh	18 5%eFGH	8 2%g	7 2%	1 *	6 1%	27 5%JK	15 2%k	7 1%	14 3%	18 3%	8 2%	9 2%	10 3%	26 3%
The same day as the flight	60 3%	41 4%B	19 2%	11 5%fGH	24 7%FGH	17 5%FGH	6 2%h	1 *	1 *	35 6%JK	22 3%K	2 *	23 4%M	10 2%	10 2%	16 3%	15 5%	40 5%
A few days before the flight	173 8%	97 10%b	75 7%	17 7%	39 11%H	32 10%h	32 9%	23 8%	29 6%	56 10%k	64 9%	52 7%	58 11%O	48 8%	35 8%	31 6%	19 6%	92 11%P
The week before the flight	159 8%	87 9%	73 7%	19 8%h	29 8%h	29 9%H	31 8%H	29 10%H	22 5%	49 8%	60 9%	50 7%	53 10%am	37 6%	32 8%	37 7%	28 9%	76 9%
More than a week before the flight	935 46%	470 47%	464 44%	123 54%dgH	159 45%	150 46%	166 45%	132 44%	205 44%	282 49%	316 46%	337 44%	256 47%O	290 51%O	210 50%O	180 35%	160 51%	398 46%
Not applicable	670 33%	273 27%	397 38%A	50 22%	82 23%	92 28%	123 34%CD	114 38%CDE	207 44%CDEF	133 23%	216 31%I	321 42%IJ	144 26%	167 29%	126 30%	234 46%LMN	84 27%	230 27%
NET: Same day	109 5%	71 7%B	38 4%	19 8%FGH	43 12%eFGH	25 8%FGH	13 3%G	2 1%	7 2%	62 11%JK	37 5%K	10 1%	37 7%	28 5%	18 4%	25 5%	25 8%	65 8%
NET: A few days or less	281 14%	168 17%B	113 11%	36 16%GH	82 23%ceFGH	57 17%fGH	44 12%h	25 8%	36 8%	118 20%JK	102 15%K	62 8%	95 17%nO	77 13%	53 13%	56 11%	44 14%	157 18%
NET: A week or more	1094 53%	557 56%b	537 51%	143 62%dfgH	188 53%	180 55%	196 54%	161 54%	227 48%	330 57%K	376 54%	388 50%	309 56%O	327 57%O	242 57%O	217 43%	188 59%	474 55%
NET: A few days or more	1267 62%	654 66%B	612 58%	159 70%gH	227 65%H	212 64%H	228 63%H	184 61%h	256 54%	386 67%K	440 63%K	440 57%	367 67%O	375 66%O	277 66%O	248 49%	207 65%	566 66%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 1

Q1. Thinking about the holidays you have taken in the past, what is the shortest period of time before the holiday that you have booked it?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2045	169	108	1768	87	217	178	175	129	220	257	306	199
Weighted base	2045	180	102*	1763	86*	235	172	184	153*	196	272	284	180
A few hours before the flight	49 2%	7 4%bh	-	42 2%	2 2%	11 4%bhjm	4 2%	1 1%	2 1%	2 1%	11 4%bhj	8 3%	2 1%
The same day as the flight	60 3%	3 2%	1 1%	55 3%	1 1%	7 3%	1 1%	10 6%aGm	7 4%g	5 3%	14 5%aG	7 2%	3 2%
A few days before the flight	173 8%	17 10%	7 7%	148 8%	6 7%	21 9%	17 10%	12 6%	14 9%	11 6%	27 10%	30 10%j	11 6%
The week before the flight	159 8%	7 4%	10 9%	142 8%a	4 5%	18 8%	12 7%	15 8%	15 10%a	17 9%	18 7%	26 9%a	16 9%
More than a week before the flight	935 46%	90 50%	45 44%	800 45%	40 46%	107 45%	74 43%	83 45%	68 44%	86 44%	129 48%	124 44%	90 50%
Not applicable	670 33%	56 31%	40 39%K	574 33%	33 39%k	71 30%	64 37%K	62 34%	48 31%	75 38%K	72 27%	90 32%	58 32%
NET: Same day	109 5%	10 5%	1 1%	98 6%b	3 3%	18 7%Bgm	5 3%	12 6%b	9 6%	7 4%	25 9%BeGJIM	14 5%	5 3%
NET: A few days or less	281 14%	27 15%	8 8%	246 14%	9 10%	39 17%bJM	22 13%	23 13%	22 15%	18 9%	52 19%BeJM	44 16%bjm	16 9%
NET: A week or more	1094 53%	97 54%	54 53%	942 53%	44 51%	125 53%	86 50%	98 53%	83 54%	103 52%	148 54%	151 53%	106 59%
NET: A few days or more	1267 62%	115 64%	61 60%	1091 62%	50 58%	146 62%	103 60%	110 60%	97 63%	114 58%	174 64%	180 63%	116 65%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 2

Q1. What is the shortest period of time before the holiday that you would consider booking it?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2045	1051	994	202	369	343	347	305	479	571	690	784	575	591	330	549	282	827
Weighted base	2045	998	1047	229	352	329	364	301	470	581	693	771	547	570	421	507	317	861
A few hours before the flight	72 4%	33 3%	39 4%	11 5%h	14 4%	15 5%H	12 3%	11 4%	9 2%	26 4%	27 4%	20 3%	26 5%	17 3%	12 3%	17 3%	10 3%	39 5%
The same day as the flight	82 4%	40 4%	42 4%	10 4%h	15 4%h	18 6%H	23 6%gH	9 3%	8 2%	25 4%k	41 6%K	16 2%	27 5%	23 4%	16 4%	16 3%	10 3%	41 5%
A few days before the flight	302 15%	185 19%B	116 11%	34 15%	66 19%GH	59 18%gH	58 16%H	37 12%	47 10%	100 17%K	117 17%K	84 11%	86 16%o	89 16%o	68 16%	59 12%	48 15%	161 19%
The week before the flight	311 15%	159 16%	152 15%	44 19%fgh	72 21%FGH	66 20%FGH	45 12%	37 12%	46 10%	117 20%K	111 16%K	83 11%	86 16%o	104 18%O	63 15%	58 12%	63 20%	155 18%
More than a week before the flight	684 33%	332 33%	352 34%	92 40%DEf	106 30%	100 30%	114 31%	105 35%	167 36%	198 34%	214 31%	272 35%	206 38%MO	179 31%	153 36%O	145 29%	105 33%	275 32%
Not applicable	595 29%	249 25%	346 33%A	37 16%	79 22%	71 21%	112 31%CDE	102 34%CDE	194 41%CDEFg	116 20%	183 26%I	296 38%IJ	117 21%	158 28%L	109 26%	211 42%LMN	81 26%	190 22%
NET: Same day	154 8%	73 7%	81 8%	21 9%H	29 8%H	33 10%H	34 9%H	19 6%h	17 4%	50 9%K	68 10%K	36 5%	53 10%o	40 7%	28 7%	33 7%	20 6%	80 9%
NET: A few days or less	456 22%	258 26%B	197 19%	56 24%H	95 27%GH	93 28%GH	93 25%gH	56 19%h	64 14%	150 26%K	185 27%K	120 16%	139 25%O	129 23%	95 23%	92 18%	68 21%	241 28%p
NET: A week or more	994 49%	490 49%	504 48%	136 60%deFGH	178 51%	166 50%	159 44%	142 47%	213 45%	314 54%JK	325 47%	355 46%	292 53%O	283 50%O	216 51%O	204 40%	168 53%	430 50%
NET: A few days or more	1296 63%	676 68%B	620 59%	170 74%FGH	244 69%FGH	225 68%FGH	217 60%	179 60%	260 55%	415 71%JK	442 64%K	439 57%	378 69%O	372 65%O	284 67%O	263 52%	216 68%	591 69%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

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Q1. What is the shortest period of time before the holiday that you would consider booking it?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2045	169	108	1768	87	217	178	175	129	220	257	306	199
Weighted base	2045	180	102*	1763	86*	235	172	184	153*	196	272	284	180
A few hours before the flight	72 4%	6 3%	4 4%	62 4%	2 2%	9 4%	9 5%k	10 5%k	5 3%	7 4%	5 2%	8 3%	7 4%
The same day as the flight	82 4%	11 6%Jm	3 3%	67 4%	3 4%	11 5%	4 2%	13 7%gJm	5 3%	3 2%	13 5%j	11 4%	4 2%
A few days before the flight	302 15%	23 13%	10 10%	269 15%	10 12%	46 19%bH	24 14%	20 11%	23 15%	28 14%	46 17%	44 15%	27 15%
The week before the flight	311 15%	30 17%	15 14%	266 15%	9 11%	39 17%	36 21%eHJlm	21 11%	35 23%EHJLm	22 11%	43 16%	38 13%	24 13%
More than a week before the flight	684 33%	61 34%	34 33%	589 33%	30 36%	69 29%	48 28%	63 34%	47 31%	71 36%	96 35%	105 37%fg	60 33%
Not applicable	595 29%	49 27%	36 35%k	510 29%	31 36%k	61 26%	51 30%	58 32%	39 25%	66 34%k	68 25%	78 27%	58 32%
NET: Same day	154 8%	17 9%	8 8%	129 7%	5 6%	20 9%	12 7%	23 12%Jklm	9 6%	10 5%	18 7%	20 7%	11 6%
NET: A few days or less	456 22%	40 22%	18 18%	398 23%	15 18%	66 28%bj	37 21%	43 23%	33 21%	38 19%	65 24%	64 22%	38 21%
NET: A week or more	994 49%	91 51%	49 47%	855 48%	40 46%	108 46%	84 49%	83 45%	82 53%	92 47%	139 51%	143 50%	84 47%
NET: A few days or more	1296 63%	114 63%	59 57%	1123 64%	50 58%	154 65%h	109 63%	103 56%	105 68%h	120 61%	185 68%bH	187 66%h	111 62%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 3
Q2. Which of the following, if any, have you forgotten to take on holiday in the past?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2045	1051	994	202	369	343	347	305	479	571	690	784	575	591	330	549	282	827
Weighted base	2045	998	1047	229	352	329	364	301	470	581	693	771	547	570	421	507	317	861
Sunglasses	335 16%	172 17%	163 16%	74 32% dEFGH	87 25% eFGH	59 18% GH	50 14% H	32 10%	34 7%	160 28% JK	109 16% K	66 9%	115 21% nO	100 18% O	64 15%	56 11%	69 22%	165 19%
Toiletries/ makeup	284 14%	120 12%	164 16% A	62 27% FGH	77 22% FGH	67 20% FGH	31 9% H	27 9% H	21 4%	138 24% JK	98 14% K	48 6%	96 17% O	94 16% O	55 13% O	40 8%	56 18%	145 17%
Phone/ laptop/ chargers	236 12%	125 13%	111 11%	47 21% FGH	57 16% FGH	54 16% FGH	25 7%	14 5%	38 8%	105 18% JK	80 11% K	52 7%	78 14% O	76 13% O	42 10%	41 8%	45 14%	113 13%
Swimming costume	177 9%	85 8%	92 9%	34 15% FGH	51 15% FGH	33 10% GH	25 7% h	15 5%	17 4%	85 15% JK	59 8% K	32 4%	63 11% O	49 9% o	37 9% o	28 5%	37 12%	87 10%
Prescriptions	149 7%	78 8%	71 7%	30 13% FGH	31 9% f	26 8%	17 5%	15 5%	29 6%	61 10% JK	44 6%	45 6%	37 7%	43 8%	36 9%	32 6%	29 9%	70 8%
Flip flops	147 7%	80 8%	67 6%	40 18% EFGH	45 13% FGH	34 10% FGH	14 4% H	7 2%	6 1%	85 15% JK	48 7% K	13 2%	58 11% NO	43 8% O	24 6%	22 4%	38 12%	73 8%
Book/ kindle	126 6%	55 6%	70 7%	26 11% FGH	36 10% FGH	27 8% fGH	17 5% H	10 3%	9 2%	62 11% JK	44 6% K	19 3%	54 10% MNO	34 6%	16 4%	22 4%	29 9%	66 8%
Passport/ visa/ driver's licence	74 4%	51 5% B	23 2%	5 2%	25 7% CFgH	15 5% F	4 1%	11 4% F	14 3% f	31 5% Jk	19 3%	25 3%	29 5% mO	16 3%	17 4%	12 2%	20 6% q	31 4%
Another member of your family/ group of friends	19 1%	7 1%	12 1%	4 2% fH	8 2% FH	4 1% H	* *	2 1% h	- -	12 2% jK	4 1%	2 *	6 1%	4 1%	6 1%	2 *	11 3% Q	7 1%
None of the above	1237 61%	574 58%	663 63% A	87 38%	162 46%	172 52% C	243 67% CDE	221 73% CDE	353 75% CDEF	249 43%	415 60% l	574 74% lJ	281 51%	332 58% L	257 61% L	367 72% LMN	170 54%	462 54%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Holiday Survey

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Table 3
Q2. Which of the following, if any, have you forgotten to take on holiday in the past?
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2045	169	108	1768	87	217	178	175	129	220	257	306	199
Weighted base	2045	180	102*	1763	86*	235	172	184	153*	196	272	284	180
Sunglasses	335 16%	27 15%	17 17%	291 17%	13 15%	48 20%HJ	33 19%hJ	21 11%	32 21%HJ	20 10%	51 19%hJ	48 17%j	25 14%
Toiletries/ makeup	284 14%	17 10%	10 10%	257 15%	15 18%ahM	40 17%aHM	27 16%hM	16 9%	19 12%	26 13%	46 17%aHM	53 19%AbHM	14 8%
Phone/ laptop/ chargers	236 12%	19 11%e	12 11%e	205 12%	3 3%	31 13%E	25 14%E	18 10%e	13 8%	20 10%e	49 18%aEHIJLM	30 11%E	16 9%
Swimming costume	177 9%	19 11%hJ	7 7%	150 9%	12 14%HJ	24 10%hJ	15 9%J	9 5%	13 9%j	6 3%	27 10%J	26 9%J	17 10%J
Prescriptions	149 7%	17 10%	8 8%	124 7%	4 5%	25 11%km	13 7%	12 6%	14 9%	13 7%	15 5%	19 7%	9 5%
Flip flops	147 7%	15 9%	7 7%	125 7%	3 3%	14 6%	14 8%	13 7%	8 5%	13 6%	29 11%eM	24 8% <i>m</i>	7 4%
Book/ kindle	126 6%	7 4%	4 4%	115 7%	4 5%	20 9%aM	10 6%	12 6%	6 4%	13 7% <i>m</i>	24 9%aM	22 8% <i>M</i>	5 3%
Passport/ visa/ driver's licence	74 4%	6 3%	4 4%	64 4%	3 4%	5 2%	5 3%	9 5%	3 2%	7 3%	15 5% <i>m</i>	13 5%	3 2%
Another member of your family/ group of friends	19 1%	1 1%	-	18 1%	-	3 1%	3 2% <i>m</i>	2 1%	1 1%	* *	1 *	7 3% <i>JKM</i>	-
None of the above	1237 61%	110 61%	60 59%	1066 60%	53 62%	126 54%	103 60%	118 64% <i>f</i>	97 63%	127 65% <i>Fk</i>	152 56%	169 59%	121 67% <i>FK</i>

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Holiday Survey
ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 4

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Summary**Base: All respondents**

	Celebrities					
	Meghan Markle	Ed Sheeran	Tom Daley	Mary Berry	Piers Morgan	Simon Cowell
Unweighted base	2045	2045	2045	2045	2045	2045
Weighted base	2045	2045	2045	2045	2045	2045
Go up and ask to take a picture with them	327 16%	422 21%	202 10%	255 12%	203 10%	339 17%
Invite them to dinner	91 4%	120 6%	45 2%	93 5%	58 3%	65 3%
Ask them for an autograph	141 7%	286 14%	139 7%	148 7%	141 7%	221 11%
Do nothing	1597 78%	1415 69%	1729 85%	1648 81%	1731 85%	1566 77%

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Absolutes/col percents

Table 5

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Meghan Markle

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2045	1051	994	202	369	343	347	305	479	571	690	784	575	591	330	549	282	827
Weighted base	2045	998	1047	229	352	329	364	301	470	581	693	771	547	570	421	507	317	861
Go up and ask to take a picture with them	327 16%	160 16%	168 16%	81 36% DE	74 21% FGH	57 17% H	48 13% H	38 13% H	29 6%	155 27% JK	105 15% K	66 9%	98 18% O	86 15% O	78 19% O	65 13%	70 22%	155 18%
Invite them to dinner	91 4%	56 6% B	35 3%	16 7% gH	19 5% h	22 7% GH	14 4%	8 3%	12 3%	35 6% K	36 5% K	20 3%	23 4%	21 4%	28 7% mo	19 4%	19 6%	38 4%
Ask them for an autograph	141 7%	68 7%	73 7%	26 11% GH	35 10% GH	25 7% H	30 8% H	14 5% h	11 2%	61 10% K	54 8% K	25 3%	42 8% m	28 5%	31 7%	40 8% m	29 9%	54 6%
Do nothing	1597 78%	762 76%	835 80%	139 61%	240 68%	247 75% Cd	291 80% CD	253 84% CDE	427 91% CDEFG65%	379 65%	537 78% l	681 88% IJ	412 75%	461 81% Ln	318 76%	407 80% l	220 69%	653 76% p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

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Absolutes/col percents

Table 5

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Meghan Markle

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2045	169	108	1768	87	217	178	175	129	220	257	306	199
Weighted base	2045	180	102*	1763	86*	235	172	184	153*	196	272	284	180
Go up and ask to take a picture with them	327 16%	29 16%	18 18%g	280 16%	12 13%	39 17%g	17 10%	34 19%G	23 15%	38 19%G	50 19%G	38 14%	28 16%
Invite them to dinner	91 4%	10 6%jm	3 3%	77 4%	2 2%	10 4%	11 6%JM	15 8%eiJM	4 3%	4 2%	14 5%	15 5%jm	3 2%
Ask them for an autograph	141 7%	7 4%	9 9%	124 7%	9 11%aG	19 8%	6 4%	25 14%AfGijKLM	7 4%	14 7%	17 6%	17 6%	10 6%
Do nothing	1597 78%	140 78%	76 75%	1381 78%	70 81%h	183 78%h	142 83%H	127 69%	127 83%H	153 78%h	208 76%	225 79%H	145 81%H

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 6

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Ed Sheeran

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2045	1051	994	202	369	343	347	305	479	571	690	784	575	591	330	549	282	827
Weighted base	2045	998	1047	229	352	329	364	301	470	581	693	771	547	570	421	507	317	861
Go up and ask to take a picture with them	422 21%	160 16%	262 25%A	99 43% ^d	121 34% ^{EF}	77 23% ^{FGH}	55 15% ^H	49 16% ^H	20 4%	219 38% ^{JK}	133 19% ^K	70 9%	114 21%	127 22%	83 20%	97 19%	82 26%	210 24%
Invite them to dinner	120 6%	61 6%	59 6%	27 12% ^{FGH}	35 10% ^{FGH}	24 7% ^H	19 5% ^H	12 4% ^H	3 1%	62 11% ^{JK}	43 6% ^K	15 2%	34 6% ^m	21 4%	34 8% ^M	31 6% ^m	22 7%	63 7%
Ask them for an autograph	286 14%	125 12%	161 15% ^a	55 24% ^{EF}	72 21% ^{EGH}	45 14% ^{GH}	62 17% ^{GH}	25 8%	27 6%	127 22% ^{JK}	107 15% ^K	51 7%	62 11%	63 11%	70 17% ^{LM}	91 18% ^{LM}	49 16%	118 14%
Do nothing	1415 69%	721 72% ^B	695 66%	109 48%	183 52%	218 66% ^{CD}	256 70% ^{CD}	224 75% ^{CDE}	425 90% ^{CDEF}	292 50%	474 68% ^I	649 84% ^{IJ}	377 69%	413 73% ^O	291 69%	333 66%	205 65%	550 64%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 6

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Ed Sheeran

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2045	169	108	1768	87	217	178	175	129	220	257	306	199
Weighted base	2045	180	102*	1763	86*	235	172	184	153*	196	272	284	180
Go up and ask to take a picture with them	422 21%	35 20%	24 23%	363 21%	15 18%	64 27%GIL	30 17%	39 21%	25 16%	43 22%	55 20%	48 17%	43 24%l
Invite them to dinner	120 6%	12 7%b	1 1%	107 6%b	2 3%	13 6%b	7 4%	17 9%BegIM	16 11%BegIM	12 6%b	20 7%Bm	14 5%	6 3%
Ask them for an autograph	286 14%	28 15%	19 19%eGkl	238 14%	8 9%	36 15%	17 10%	44 24%aEfGJKLM	17 11%	29 15%	29 11%	31 11%	26 15%
Do nothing	1415 69%	119 66%	68 67%	1227 70%	68 79%abFHm	150 64%	128 74%Fh	117 64%	107 70%	139 71%	191 70%	207 73%fh	120 67%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 7

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Tom Daley

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2045	1051	994	202	369	343	347	305	479	571	690	784	575	591	330	549	282	827
Weighted base	2045	998	1047	229	352	329	364	301	470	581	693	771	547	570	421	507	317	861
Go up and ask to take a picture with them	202 10%	80 8%	122 12%A	54 23% ^d	56 16% ^e	34 10% ^f	28 8% ^h	19 6% ^h	13 3%	109 19% ^{JK}	61 9% ^K	32 4%	65 12% ^o	60 11%	36 8%	42 8%	41 13%	89 10%
Invite them to dinner	45 2%	23 2%	21 2%	13 6% ^{FGH}	13 4% ^{GH}	9 3% ^{gH}	5 1%	2 1%	2 1%	26 4% ^{JK}	14 2% ^K	5 1%	17 3% ^M	5 1%	11 3%	11 2%	14 4% ^q	19 2%
Ask them for an autograph	139 7%	73 7%	66 6%	22 10% ^{GH}	41 12% ^{eGH}	23 7% ^{gH}	31 9% ^{GH}	10 3%	12 2%	63 11% ^K	54 8% ^K	22 3%	37 7%	29 5%	28 7%	45 9% ^M	29 9%	61 7%
Do nothing	1729 85%	850 85%	879 84%	160 70%	261 74%	278 84% ^{CD}	312 86% ^{CD}	271 90% ^{CDE}	446 95% ^{CDEF}	421 72% ^G	590 85% ^I	718 93% ^{IJ}	451 82%	490 86%	361 86%	426 84%	250 79%	716 83%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 7

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Tom Daley

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2045	169	108	1768	87	217	178	175	129	220	257	306	199
Weighted base	2045	180	102*	1763	86*	235	172	184	153*	196	272	284	180
Go up and ask to take a picture with them	202 10%	15 8%	9 9%	178 10%	9 11%	29 12%	12 7%	15 8%	11 7%	22 11%	33 12%	25 9%	21 12%
Invite them to dinner	45 2%	1 *	1 1%	43 2%	3 4%a	4 2%	3 2%	4 2%	6 4%a	8 4%A	6 2%	5 2%	3 2%
Ask them for an autograph	139 7%	9 5%	10 10%j	119 7%	9 11%jlm	18 8%	9 5%	25 14%AfGJKLM	10 7%	8 4%	16 6%	15 5%	9 5%
Do nothing	1729 85%	159 88%f	86 84%	1484 84%	73 85%	191 81%	150 87%	151 82%	130 85%	164 84%	226 83%	244 86%	154 85%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 8

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Mary Berry

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2045	1051	994	202	369	343	347	305	479	571	690	784	575	591	330	549	282	827
Weighted base	2045	998	1047	229	352	329	364	301	470	581	693	771	547	570	421	507	317	861
Go up and ask to take a picture with them	255 12%	98 10%	157 15%A	61 27% EFGH	72 20% EFGH	38 12% H	42 11% H	24 8% H	18 4%	133 23% JK	80 12% K	42 5%	77 14% O	86 15% O	46 11%	46 9%	53 17%	112 13%
Invite them to dinner	93 5%	52 5%	41 4%	18 8% eGH	29 8% fGH	12 4%	16 5% H	8 2%	9 2%	48 8% JK	29 4% K	16 2%	25 5%	23 4%	25 6%	19 4%	15 5%	50 6%
Ask them for an autograph	148 7%	74 7%	74 7%	27 12% eGH	40 11% eGH	22 7% h	27 7% H	13 4%	19 4%	67 11% JK	50 7% K	31 4%	43 8%	35 6%	26 6%	44 9%	29 9%	58 7%
Do nothing	1648 81%	813 82%	834 80%	153 67%	239 68%	269 82% CD	295 81% CD	259 86% CD	433 92% CDEFG67%	391 67%	564 81% I	692 90% IJ	431 79%	457 80%	343 81%	417 82%	241 76%	675 78%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 8

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Mary Berry

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2045	169	108	1768	87	217	178	175	129	220	257	306	199
Weighted base	2045	180	102*	1763	86*	235	172	184	153*	196	272	284	180
Go up and ask to take a picture with them	255 12%	18 10%	13 13%	224 13%	13 16%	44 19%AGKLM	15 9%	25 13%	22 14%	34 17%aGKLm	26 9%	26 9%	19 11%
Invite them to dinner	93 5%	7 4%	2 2%	83 5%	4 5%	15 6%L	7 4%	11 6%l	13 9%bkLM	11 6%l	11 4%	6 2%	5 3%
Ask them for an autograph	148 7%	6 3%	12 11%AKM	130 7%a	7 8%	16 7%	15 9%akm	24 13%AfKLM	13 8%a	17 9%akm	11 4%	20 7%	7 4%
Do nothing	1648 81%	152 84%Fij	78 76%	1418 80%	71 83%	173 74%	144 84%Fi	142 77%	115 75%	150 76%	231 85%bFhIJ	238 84%Fij	154 86%bFhIJ

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 9

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Piers Morgan

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2045	1051	994	202	369	343	347	305	479	571	690	784	575	591	330	549	282	827
Weighted base	2045	998	1047	229	352	329	364	301	470	581	693	771	547	570	421	507	317	861
Go up and ask to take a picture with them	203 10%	90 9%	113 11%	42 19% ^{EF}	53 15% ^{FGH}	37 11% ^H	27 7%	23 8% ^h	21 4%	95 16% ^{JK}	64 9% ^K	44 6%	49 9%	60 10%	46 11%	48 9%	29 9%	104 12%
Invite them to dinner	58 3%	31 3%	27 3%	9 4%	12 3%	13 4% ^h	9 3%	8 3%	8 2%	20 4%	22 3%	16 2%	17 3%	11 2%	13 3%	17 3%	14 4%	28 3%
Ask them for an autograph	141 7%	75 8%	65 6%	19 8% ^H	45 13% ^{EGH}	19 6% ^H	31 9% ^{gH}	13 4%	13 3%	65 11% ^{JK}	50 7% ^K	26 3%	41 7%	30 5%	29 7%	40 8%	33 11% ^q	57 7%
Do nothing	1731 85%	832 83%	899 86%	180 79%	265 75%	275 84% ^D	305 84% ^D	267 89% ^{CDef}	438 93% ^{CDEFg}	445 77%	580 84% ^I	706 92% ^{IJ}	465 85%	489 86%	353 84%	425 84%	262 83%	700 81%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 9

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Piers Morgan

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2045	169	108	1768	87	217	178	175	129	220	257	306	199
Weighted base	2045	180	102*	1763	86*	235	172	184	153*	196	272	284	180
Go up and ask to take a picture with them	203 10%	13 7%	8 8%	182 10%	9 10%	35 15%AgjKl	14 8%	25 14%ak	17 11%	17 9%	22 8%	25 9%	19 10%
Invite them to dinner	58 3%	8 5%GL	2 2%	48 3%	3 4%g	4 2%	1 1%	12 7%bFGjklM	9 6%fGL	4 2%	7 2%	4 1%	4 2%
Ask them for an autograph	141 7%	13 7%	7 7%	120 7%	6 7%	17 7%	6 3%	25 14%fGJKLm	11 7%	9 4%	20 7%	15 5%	13 7%
Do nothing	1731 85%	150 83%	90 88%h	1492 85%	75 88%h	189 81%	153 89%FH	144 78%	126 82%	174 89%FH	231 85%	247 87%fH	153 85%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 10
Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?
Simon Cowell
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2045	1051	994	202	369	343	347	305	479	571	690	784	575	591	330	549	282	827
Weighted base	2045	998	1047	229	352	329	364	301	470	581	693	771	547	570	421	507	317	861
Go up and ask to take a picture with them	339 17%	141 14%	198 19%A	74 32% EFGH	94 27% FGH	70 21% FGH	50 14% H	35 12% H	16 3%	168 29% JK	120 17% K	51 7%	93 17%	91 16%	73 17%	82 16%	64 20%	165 19%
Invite them to dinner	65 3%	34 3%	31 3%	10 4% H	22 6% FGH	11 3% H	8 2%	8 3%	5 1%	33 6% JK	19 3%	13 2%	21 4% m	10 2%	16 4% m	17 3%	13 4%	34 4%
Ask them for an autograph	221 11%	98 10%	123 12%	35 15% GH	66 19% EFGH	37 11% GH	46 13% GH	19 6%	18 4%	101 17% JK	83 12% K	37 5%	57 10%	55 10%	40 9%	69 14% mn	42 13%	98 11%
Do nothing	1566 77%	776 78%	789 75%	140 61%	213 60%	242 73% CD	279 77% CD	252 84% CDEF	440 93% CDEF	353 61%	521 75% l	692 90% IJ	411 75%	453 79% o	324 77%	378 75%	224 71%	629 73%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Holiday Survey

ONLINE Fieldwork: 16th-17th May 2018

Absolutes/col percents

Table 10

Q3. How, if at all, would you interact with the following celebrities if you saw them at your hotel/resort while you were on holiday?

Simon Cowell

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2045	169	108	1768	87	217	178	175	129	220	257	306	199
Weighted base	2045	180	102*	1763	86*	235	172	184	153*	196	272	284	180
Go up and ask to take a picture with them	339 17%	25 14%	19 19%	294 17%	14 16%	51 22%agKI	23 13%	31 17%	25 16%	37 19%	37 13%	42 15%	34 19%
Invite them to dinner	65 3%	5 3%	1 1%	59 3%	3 4%	5 2%	4 2%	8 4%	11 7%BFgLM	7 4%	10 4%	7 2%	3 2%
Ask them for an autograph	221 11%	23 13%L	12 11%	186 11%	7 8%	28 12%I	14 8%	37 20%bEFGJKLM	20 13%I	17 9%	25 9%	18 6%	21 11%I
Do nothing	1566 77%	139 77%	76 75%	1350 77%	69 80%h	171 72%	138 81%fH	127 69%	115 75%	155 79%H	213 78%h	226 79%H	136 76%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing