

CAA – ATOL PROTECTION POLLING

Methodology: ComRes interviewed 4176 UK adults between 12th –16th December 2018. Data were weighted to be demographically representative of all UK adults by age, gender and region. ComRes is a member of the British Polling Council and abides by its rules.

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ATOL Protection Survey

ONLINE Fieldwork: 12th-16th December 2018

Absolutes/col percents

Table 1
Q1. In which month, if any, are you MOST likely to make the booking for your next holiday abroad for 2019?
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	4176	2078	2098	417	698	679	778	639	965	1115	1457	1604	1168	1238	716	1054	618	1712
Weighted base	4176	2038	2138	463	722	668	739	618	965	1186	1407	1583	1140	1173	848	1015	648	1761
I have already booked my holiday abroad for 2019	605 14%	271 13%	334 16%A	59 13%	86 12%	78 12%	102 14%	101 16%DE	178 18%CDEF	145 12%	180 13%	279 18%J	200 18%O	183 16%O	126 15%O	96 9%	109 17%q	238 14%
Before the 31st December 2018	79 2%	40 2%	39 2%	13 3%GH	20 3%GH	16 2%h	12 2%	7 1%	11 1%	34 3%K	28 2%k	18 1%	28 2%	22 2%	12 1%	17 2%	22 3%q	36 2%
January 2019	406 10%	217 11%b	190 9%	64 14%eFGH	89 12%FGH	65 10%	63 8%	49 8%	76 8%	153 13%JK	128 9%	125 8%	138 12%mO	111 9%O	87 10%O	69 7%	79 12%	203 12%
February 2019	301 7%	151 7%	149 7%	37 8%	66 9%G	47 7%	49 7%	36 6%	66 7%	102 9%k	96 7%	103 6%	100 9%NO	103 9%NO	51 6%	47 5%	58 9%	149 8%
March 2019	254 6%	122 6%	133 6%	35 8%	37 5%	47 7%	42 6%	38 6%	56 6%	72 6%	88 6%	94 6%	75 7%O	80 7%O	60 7%O	39 4%	48 7%	112 6%
April 2019	183 4%	88 4%	95 4%	30 6%fH	39 5%H	30 4%h	28 4%	29 5%h	27 3%	69 6%jK	58 4%	56 4%	54 5%O	63 5%O	37 4%	29 3%	28 4%	91 5%
May 2019	126 3%	71 3%	55 3%	16 4%	34 5%eGH	18 3%	26 3%h	12 2%	19 2%	50 4%K	44 3%k	31 2%	36 3%	39 3%	25 3%	26 3%	21 3%	62 4%
June 2019	115 3%	56 3%	59 3%	24 5%efGH	26 4%H	19 3%H	22 3%H	15 2%H	10 1%	50 4%jK	40 3%K	25 2%	34 3%	26 2%	31 4%m	24 2%	28 4%	58 3%
July 2019 or later	153 4%	78 4%	75 3%	31 7%FGH	40 6%FGH	40 6%FGH	21 3%Gh	6 1%	15 2%	71 6%jK	62 4%K	21 1%	39 3%	46 4%	32 4%	36 4%	27 4%	75 4%
Not applicable - I am not currently planning to book a holiday abroad in 2019	1500 36%	728 36%	773 36%	108 23%	215 30%C	227 34%C	286 39%CD	259 42%CDE	405 42%CDE	323 27%	513 36%I	664 42%J	307 27%	379 32%L	279 33%L	535 53%LMN	175 27%	522 30%
Don't know	454 11%	217 11%	237 11%	47 10%	69 10%	80 12%	90 12%	67 11%	101 10%	116 10%	170 12%i	168 11%	130 11%	121 10%	106 13%o	97 10%	53 8%	215 12%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

ATOL Protection Survey

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Absolutes/col percents

Table 1
Q1. In which month, if any, are you MOST likely to make the booking for your next holiday abroad for 2019?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	4176	359	221	124	3472	173	463	337	323	303	403	483	593	394
Weighted base	4176	352	203	125	3496	170	466	340	360	296	389	547	567	360
I have already booked my holiday abroad for 2019	605 14%	54 15%	25 12%	18 15%	507 15%	22 13%	78 17%	46 14%	49 14%	41 14%	52 13%	80 15%	76 13%	63 17%
Before the 31st December 2018	79 2%	7 2%G	3 1%	3 2%G	66 2%	2 1%	9 2%g	1 *	6 2%g	8 3%Gj	4 1%	18 3%GJL	7 1%	10 3%Gj
January 2019	406 10%	41 12%gim	19 9%	17 13%Glm	330 9%	16 10%	56 12%GhIM	23 7%	29 8%	20 7%	33 8%	69 13%GhJm	56 10%	26 7%
February 2019	301 7%	25 7%	15 7%	11 9%	250 7%	10 6%	31 7%	24 7%	35 10%lJM	15 5%	21 5%	55 10%fIJM	41 7%	18 5%
March 2019	254 6%	15 4%	16 8%	7 6%	216 6%	10 6%	30 6%	23 7%	18 5%	18 6%	23 6%	29 5%	38 7%	28 8%a
April 2019	183 4%	12 3%	5 2%	7 6%	160 5%	6 4%	23 5%	16 5%	16 4%	16 5%	23 6%bm	20 4%	29 5%	11 3%
May 2019	126 3%	11 3%B	- -	2 2%b	113 3%B	6 4%B	14 3%B	15 5%BM	14 4%Bm	13 5%BM	10 3%B	21 4%Bm	14 2%B	5 2%b
June 2019	115 3%	4 1%	6 3%	4 3%	102 3%a	5 3%	11 2%	11 3%a	12 3%a	8 3%	11 3%a	21 4%AI	11 2%	11 3%a
July 2019 or later	153 4%	12 3%	9 4%	3 2%	130 4%	9 5%l	19 4%	12 3%	18 5%l	8 3%	11 3%	26 5%l	14 2%	13 4%
Not applicable - I am not currently planning to book a holiday abroad in 2019	1500 36%	129 36%K	83 41%K	41 33%	1247 36%	67 40%K	162 35%K	133 39%K	127 35%K	115 39%K	165 43%cFhKlm	142 26%	209 37%K	128 36%K
Don't know	454 11%	44 12%F	23 12%f	11 9%	375 11%	15 9%	34 7%	36 11%	37 10%	33 11%f	35 9%	66 12%F	72 13%F	46 13%F

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

ATOL Protection Survey
ONLINE Fieldwork: 12th-16th December 2018

Absolutes/col percents

Table 2

Q2. And in which week of January are you MOST likely to book your next holiday abroad for 2019?**Base: All respondents likely to make a booking for their next holiday abroad in January 2019**

	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	396	209	187	55	84	67	63	51	76	139	130	127	139	123	70	64	75	191
Weighted base	406	217	190	64*	89*	65*	63*	49*	76*	153	128	125	138	111	87*	69*	79*	203
w/c 31st December	28 7%	15 7%	12 7%	3 5%	8 9%h	4 6%	4 6%	7 15%H	1 2%	11 7%	8 6%	9 7%	11 8%	11 10%	4 4%	3 4%	11 14%Q	10 5%
w/c 7th January	93 23%	55 25%	38 20%	6 9%	21 24%C	22 34%Ch	19 30%C	10 21%c	15 19%	27 17%	41 32%IK	25 20%	34 25%	19 17%	23 26%	17 24%	22 27%	48 24%
w/c 14th January	108 27%	53 24%	56 29%	12 19%	27 30%	16 24%	17 26%	16 32%	22 28%	39 25%	32 25%	37 30%	36 26%	34 31%O	27 31%o	11 16%	17 22%	58 28%
w/c 21st January	55 14%	31 14%	25 13%	15 23%EfG	12 13%	5 8%	6 10%	4 8%	14 18%e	27 17%j	11 9%	18 14%	22 16%	10 9%	15 18%	8 11%	9 12%	28 14%
w/c 28th January	43 11%	19 9%	24 13%	11 16%h	10 12%	6 9%	4 7%	6 13%	5 7%	21 14%	10 8%	11 9%	11 8%	6 5%	10 11%	16 24%LMn	6 8%	24 12%
Don't know	79 19%	45 21%	34 18%	18 27%DG	11 13%	12 19%	13 20%	5 11%	20 26%Dg	29 19%	25 19%	25 20%	25 18%	31 28%iN	8 10%	15 21%n	13 17%	36 18%

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* small base

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Base: All respondents likely to make a booking for their next holiday abroad in January 2019

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	396	41	17	16	322	16	58	22	27	18	32	65	55	29
Weighted base	406	41*	19**	17**	330	16**	56*	23**	29**	20**	33**	69*	56*	26**
w/c 31st December	28 7%	2 6%	-	1 3%	25 8%	3 17%	3 5%	3 12%	2 8%	-	1 3%	7 10%	4 6%	3 10%
w/c 7th January	93 23%	9 21%	2 12%	6 33%	76 23%	1 4%	15 27%l	10 42%	7 23%	6 28%	5 16%	22 31%L	7 12%	5 18%
w/c 14th January	108 27%	11 26%	7 37%	3 19%	88 27%	4 23%	14 24%	5 20%	9 29%	7 36%	7 23%	16 23%	16 29%	11 41%
w/c 21st January	55 14%	4 11%	3 18%	3 20%	44 13%	4 25%	11 20%	1 6%	2 8%	3 13%	4 12%	6 9%	12 21%k	* 2%
w/c 28th January	43 11%	8 19%L	1 7%	-	34 10%	4 25%	5 9%	3 11%	3 11%	2 8%	8 23%	6 9%	2 4%	2 6%
Don't know	79 19%	7 17%	5 26%	4 24%	63 19%	1 6%	8 15%	2 9%	6 21%	3 15%	8 24%	13 18%	16 28%	6 24%

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**

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Absolutes/col percents

Table 3

Q3. What are your MAIN reasons for being most likely to book your next holiday abroad in January 2019? Please select up to three responses

Base: All respondents likely to make a booking for their next holiday abroad in January 2019

	Total	Gender		Age									Social Grade				Employment Sector	
		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	396	209	187	55	84	67	63	51	76	139	130	127	139	123	70	64	75	191
Weighted base	406	217	190	64*	89*	65*	63*	49*	76*	153	128	125	138	111	87*	69*	79*	203
I want something to look forward to in the New Year	145 36%	73 34%	72 38%	19 30%	36 40%	21 32%	28 45%g	13 26%	28 37%	55 36%	49 38%	41 33%	53 39%	33 30%	34 39%	25 36%	33 42%	66 32%
I can get a bargain by booking so early in advance	143 35%	78 36%	65 34%	19 30%	36 40%f	25 38%	15 24%	16 32%	33 43%F	55 36%	39 31%	49 39%	45 33%	38 34%	30 35%	30 43%	27 34%	72 36%
I want to stay organised	109 27%	57 26%	52 27%	21 32%	18 21%	16 25%	22 36%d	13 26%	19 25%	39 25%	39 30%	31 25%	39 28%	30 27%	24 28%	16 23%	22 28%	49 24%
I need some sunshine after so much dreary weather	106 26%	52 24%	54 29%	17 27%	19 21%	13 20%	15 24%	18 36%de	25 33%	36 23%	28 22%	43 34%iJ	33 24%	35 31%	22 26%	16 23%	16 20%	55 27%
I don't want to miss out by things getting booked up in advance	84 21%	46 21%	38 20%	13 21%	10 11%	12 19%	13 21%	9 18%	26 34%Deg	23 15%	26 20%	35 28%I	32 23%N	29 26%N	8 10%	15 21%n	10 12%	37 18%
I book a holiday at this time every year	78 19%	50 23%b	28 15%	9 13%	14 15%	9 14%	10 16%	14 28%cde	23 31%CDEF	22 14%	19 15%	37 30%J	16 11%	22 20%I	25 29%L	15 22%I	12 15%	39 19%
After buying presents for everyone else at Christmas, I want to treat myself	34 8%	15 7%	19 10%	9 13%	9 10%	4 6%	3 5%	3 7%	6 8%	18 12%j	7 5%	9 8%	8 6%	8 8%	10 11%	8 11%	5 6%	19 9%
I want to give my kids something to look forward to in the New Year	27 7%	12 6%	14 8%	1 1%	9 10%CH	11 18%CFGH	3 5%h	2 4%	- -	10 7%k	15 12%K	2 1%	9 7%	5 5%	9 11%	3 4%	4 4%	18 9%
I'm tired after hosting Christmas and I need a holiday	16 4%	12 5%	5 2%	5 8%E	3 3%	- -	2 3%	5 10%EH	1 2%	8 5%	2 2%	6 5%	8 6%	3 3%	4 4%	1 2%	5 6%	9 4%
Other (please specify)	35 9%	22 10%	13 7%	6 9%	5 5%	9 14%d	5 7%	5 11%	5 6%	11 7%	14 11%	10 8%	12 9%	10 9%	7 8%	6 9%	8 10%	19 9%

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	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)
Weighted base	406	217	190	64*	89*	65*	63*	49*	76*	153	128	125	138	111	87*	69*	79*	203
None of the above	5 1%	1 *	4 2%a	2 3%	* 1%	1 1%	1 1%	1 3%	-	2 2%	2 1%	1 1%	2 1%	2 2%	-	1 2%	2 3%	3 2%
Don't know	7 2%	5 2%	2 1%	1 1%	4 5%	1 2%	-	-	1 1%	5 3%	1 1%	1 1%	2 1%	5 4%n	-	1 1%	3 4%q	2 1%

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Unweighted base	396	41	17	16	322	16	58	22	27	18	32	65	55	29
Weighted base	406	41*	19**	17**	330	16**	56*	23**	29**	20**	33**	69*	56*	26**
I want something to look forward to in the New Year	145 36%	16 39%k	5 27%	6 36%	118 36%	6 38%	27 48%kl	9 37%	14 48%	11 56%	10 31%	14 21%	17 30%	9 36%
I can get a bargain by booking so early in advance	143 35%	16 39%	5 26%	5 29%	117 36%	4 25%	21 37%	11 47%	9 31%	12 58%	8 24%	25 37%	16 28%	12 45%
I want to stay organised	109 27%	8 20%	7 38%	4 22%	90 27%	3 17%	16 28%	6 24%	6 21%	7 34%	6 18%	21 31%	19 34%	7 25%
I need some sunshine after so much dreary weather	106 26%	11 26%	5 29%	4 21%	87 26%	4 26%	17 29%	7 31%	7 24%	6 29%	6 18%	18 25%	15 27%	7 27%
I don't want to miss out by things getting booked up in advance	84 21%	5 13%	1 4%	1 4%	77 23%	5 32%	10 18%	3 12%	9 30%	5 24%	5 17%	20 29%a	13 23%	7 25%
I book a holiday at this time every year	78 19%	8 20%	8 45%	2 14%	60 18%	3 16%	11 20%	4 18%	5 15%	6 29%	6 17%	14 21%	7 12%	5 19%
After buying presents for everyone else at Christmas, I want to treat myself	34 8%	1 3%	3 14%	3 16%	27 8%	3 16%	3 5%	3 14%	2 8%	-	4 11%	3 4%	9 15%afk	1 5%
I want to give my kids something to look forward to in the New Year	27 7%	2 4%	-	-	25 8%	4 22%	3 6%	3 14%	2 5%	1 5%	6 19%	1 2%	2 3%	3 11%
I'm tired after hosting Christmas and I need a holiday	16 4%	2 4%	1 7%	-	13 4%	2 13%	2 3%	1 6%	2 5%	-	3 9%	2 2%	-	2 6%
Other (please specify)	35 9%	3 7%	1 4%	3 16%	29 9%	-	5 8%	-	1 3%	2 10%	4 11%	7 11%	8 13%	3 10%

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

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Prepared by ComRes



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Base: All respondents likely to make a booking for their next holiday abroad in January 2019

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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)
Weighted base	406	41*	19**	17**	330	16**	56*	23**	29**	20**	33**	69*	56*	26**
None of the above	5 1%	1 2%	-	-	5 1%	-	-	-	*	-	1 3%	2 3%	1 2%	-
Don't know	7 2%	1 2%	1 4%	-	6 2%	-	-	-	1 4%	-	1 4%	2 4%	-	1 3%

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

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Table 4

Q4. In general, what are your main considerations when booking a holiday abroad?**Base: All respondents**

	Total	Gender		Age							Social Grade				Employment Sector			
		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	4176	2078	2098	417	698	679	778	639	965	1115	1457	1604	1168	1238	716	1054	618	1712
Weighted base	4176	2038	2138	463	722	668	739	618	965	1186	1407	1583	1140	1173	848	1015	648	1761
Getting the best possible deal on price	2216 53%	1051 52%	1166 55%a	265 57%GH	414 57%GH	379 57%GH	400 54%H	308 50%	449 47%	679 57%K	779 55%K	757 48%	589 52%O	686 58%LO	462 55%O	479 47%	390 60%q	977 55%
If there will be good weather	1960 47%	922 45%	1038 49%A	220 48%	348 48%	310 46%	357 48%	273 44%	452 47%	568 48%	667 47%	725 46%	592 52%mo	564 48%O	427 50%O	378 37%	318 49%	871 49%
Accommodation close to local amenities (e.g. shops, restaurants)	1454 35%	638 31%	816 38%A	174 38%E	249 35%	204 31%	275 37%E	223 36%E	327 34%	424 36%	479 34%	551 35%	394 35%o	442 38%O	307 36%O	310 31%	245 38%	601 34%
Whether the holiday has ATOL protection	1236 30%	582 29%	654 31%	68 15%	130 18%	147 22%Cd	243 33%CDE	219 35%CDE	429 44%CDEFG	198 17%	390 28%I	648 41%IJ	331 29%	377 32%O	254 30%	274 27%	166 26%	466 26%
Beach in close proximity	1212 29%	538 26%	674 32%A	159 34%GH	243 34%GH	215 32%GH	223 30%H	164 27%H	207 21%	402 34%K	438 31%K	372 23%	331 29%	336 29%	282 33%IMO	263 26%	213 33%	574 33%
Accommodation with a swimming pool	1128 27%	468 23%	661 31%A	149 32%fGH	235 32%FGH	202 30%GH	198 27%H	141 23%	204 21%	384 32%JK	400 28%K	345 22%	316 28%O	327 28%O	260 31%O	226 22%	212 33%	518 29%
Transfers included	982 24%	431 21%	551 26%A	90 19%	129 18%	131 20%	156 21%	155 25%CDE	322 33%CDEFG	219 18%	286 20%	476 30%IJ	228 20%	322 27%LNo	192 23%	241 24%L	151 23%	359 20%
The cost/ availability of travel insurance for your destination	868 21%	387 19%	481 22%A	101 22%eF	158 22%EF	115 17%	118 16%	118 19%	258 27%cDEFG	259 22%J	234 17%	375 24%J	213 19%	237 20%	185 22%	232 23%L	131 20%	320 18%
Secluded and quiet accommodation	778 19%	411 20%B	367 17%	54 12%	87 12%	97 15%	143 19%CDE	152 25%CDEF	246 25%CDEF	141 12%	240 17%I	397 25%IJ	271 24%MNO	213 18%	136 16%	158 16%	106 16%	299 17%
Flight time under three hours	601 14%	277 14%	324 15%	37 8%	111 15%C	90 13%C	100 13%C	96 16%C	168 17%CEF	148 12%	189 13%	264 17%IJ	160 14%	177 15%	137 16%o	127 13%	97 15%	228 13%
Accommodation close to the airport	299 7%	114 6%	185 9%A	41 9%GH	77 11%FGH	53 8%GH	49 7%	29 5%	50 5%	118 10%JK	102 7%K	78 5%	87 8%	82 7%	68 8%	61 6%	55 9%	135 8%
Kids' club	197 5%	71 3%	127 6%A	12 3%H	89 12%CFGH	65 10%CFGH	23 3%GH	8 1%H	1 *	101 9%JK	87 6%K	9 1%	51 4%	51 4%	45 5%	50 5%	48 7%	100 6%

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

ATOL Protection Survey
ONLINE Fieldwork: 12th-16th December 2018

Absolutes/col percents

Table 4

Q4. In general, what are your main considerations when booking a holiday abroad?**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		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)
Weighted base	4176	2038	2138	463	722	668	739	618	965	1186	1407	1583	1140	1173	848	1015	648	1761
A location where I can take great pictures for social media	183 4%	89 4%	94 4%	52 11% ^d	57 8% ^{EFGH}	28 4% ^{gH}	23 3% ^H	14 2% ^h	10 1%	109 9% ^{JK}	51 4% ^K	24 1%	49 4%	57 5% ^o	45 5% ^o	33 3%	38 6%	96 5%
Other (please specify)	245 6%	138 7% ^B	107 5%	15 3%	25 4%	38 6% ^{cd}	33 4%	32 5%	101 10% ^{CDEFG}	41 3%	71 5% ⁱ	133 8% ^J	100 9% ^{MNO}	74 6% ^{NO}	30 4%	40 4%	27 4%	78 4%
None of the above	166 4%	96 5% ^B	71 3%	14 3%	24 3%	32 5%	24 3%	29 5%	43 4%	38 3%	56 4%	72 5%	54 5% ^m	38 3%	30 4%	44 4%	17 3%	78 4% ^p
Not applicable - I have never booked a holiday abroad	495 12%	234 11%	261 12%	35 8%	49 7%	63 9% ^d	101 14% ^{CDE}	111 18% ^{CDEFh}	136 14% ^{CDE}	85 7%	164 12% ^l	247 16% ^J	61 5%	92 8% ^L	101 12% ^{LM}	240 24% ^{LMN}	38 6%	143 8%
Don't know	89 2%	50 2%	40 2%	20 4% ^{dEFH}	16 2%	13 2%	15 2%	15 2%	12 1%	35 3% ^K	27 2%	26 2%	21 2%	25 2%	18 2%	25 2%	19 3%	33 2%

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

ATOL Protection Survey

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Absolutes/col percents

Table 4

Q4. In general, what are your main considerations when booking a holiday abroad?**Base: All respondents**

	Total	Region												
		Scotland (a)	Wales (b)	North-ern Ire-land (c)	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	4176	359	221	124	3472	173	463	337	323	303	403	483	593	394
Weighted base	4176	352	203	125	3496	170	466	340	360	296	389	547	567	360
Getting the best possible deal on price	2216 53%	189 54%b	93 46%	74 59%Bjm	1860 53%b	89 52%	242 52%	180 53%	212 59%BFJM	153 52%	190 49%	307 56%BjM	310 55%Bj	178 49%
If there will be good weather	1960 47%	177 50%Bem	82 41%	66 53%Be	1635 47%	71 42%	221 47%	158 46%	159 44%	139 47%	171 44%	275 50%Bejm	285 50%Bejm	157 44%
Accommodation close to local amenities (e.g. shops, restaurants)	1454 35%	127 36%J	64 32%	58 47%DaBFGHIJLM34%	1204	64 38%J	157 34%	118 35%	128 36%j	98 33%	111 29%	211 39%bJM	204 36%J	113 31%
Whether the holiday has ATOL protection	1236 30%	106 30%	48 24%	41 33%b	1041 30%b	52 31%	141 30%	98 29%	122 34%BjKm	90 31%	105 27%	140 26%	195 34%BJKM	98 27%
Beach in close proximity	1212 29%	81 23%	53 26%	34 27%	1043 30%A	44 26%	124 27%	94 28%	127 35%ABeFgJM	87 29%a	106 27%	188 34%ABeFgJM	176 31%A	99 27%
Accommodation with a swimming pool	1128 27%	116 33%DbfhJkM	51 25%	43 34%dbJUM	919 26%	47 27%	124 27%	94 27%	94 26%	70 24%	94 24%	146 27%	169 30%ijM	80 22%
Transfers included	982 24%	93 26%K	52 25%	27 22%	810 23%	41 24%	106 23%	92 27%K	79 22%	78 27%K	96 25%	109 20%	124 22%	85 24%
The cost/ availability of travel insurance for your destination	868 21%	80 23%	41 20%	29 23%	718 21%	30 17%	107 23%j	63 18%	102 28%bEGUJKLM	59 20%	68 18%	105 19%	114 20%	70 19%
Secluded and quiet accommodation	778 19%	68 19%Ef	33 16%	26 21%Ef	652 19%	19 11%	65 14%	58 17%	64 18%e	64 22%EF	85 22%EFk	93 17%	127 22%bEFgK	77 21%EF
Flight time under three hours	601 14%	46 13%	25 12%	18 14%	513 15%	21 12%	62 13%	52 15%	62 17%k	44 15%	58 15%	69 13%	93 16%	52 14%
Accommodation close to the airport	299 7%	24 7%	20 10%GI	9 7%	245 7%	13 8%	32 7%	15 4%	31 8%G	18 6%	26 7%	52 10%GL	34 6%	24 7%
Kids' club	197 5%	23 7%diLM	12 6%lm	8 6%m	155 4%	17 10%FGIJKLM	22 5%	17 5%	21 6%lm	10 3%	16 4%	25 5%	17 3%	10 3%

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

ATOL Protection Survey
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Absolutes/col percents

Table 4

Q4. In general, what are your main considerations when booking a holiday abroad?**Base: All respondents**

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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)
Weighted base	4176	352	203	125	3496	170	466	340	360	296	389	547	567	360
A location where I can take great pictures for social media	183 4%	11 3%	6 3%	2 1%	165 5% ^c	6 3%	24 5% ^c	12 4%	20 6% ^{ci}	8 3%	15 4%	42 8% ^{ABCeGJJL}	19 3%	19 5% ^c
Other (please specify)	245 6%	26 8% ^{BH}	5 2%	6 4%	208 6% ^B	8 5%	22 5%	17 5%	11 3%	18 6% ^{bh}	29 7% ^{BH}	35 6% ^{Bh}	33 6% ^{bh}	35 10% ^{BceFGHkL}
None of the above	166 4%	14 4%	10 5% ^c	2 1%	140 4%	5 3%	20 4%	12 4%	10 3%	7 2%	21 5% ^{chi}	30 6% ^{chi}	19 3%	16 4%
Not applicable - I have never booked a holiday abroad	495 12%	46 13% ^K	28 14% ^K	11 9%	410 12%	31 18% ^{CFKLm}	50 11% ^K	50 15% ^K	46 13% ^K	43 15% ^K	53 14% ^K	27 5%	65 11% ^K	44 12% ^K
Don't know	89 2%	6 2%	4 2%	3 2%	76 2%	4 2%	10 2%	6 2%	8 2%	7 3%	5 1%	13 2%	16 3%	7 2%

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

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Absolutes/col percents

Table 5

Q5. Generally speaking, when you book a holiday, how confident, if at all, are you that your holiday is protected against an airline/ travel company going out of business?

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		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	4176	2078	2098	417	698	679	778	639	965	1115	1457	1604	1168	1238	716	1054	618	1712
Weighted base	4176	2038	2138	463	722	668	739	618	965	1186	1407	1583	1140	1173	848	1015	648	1761
NET: Confident	2879 69%	1473 72%B	1406 66%	288 62%	446 62%	447 67% ^d	534 72% ^{CDE}	438 71% ^{CD}	726 75% ^{CDEg}	734 62%	981 70% ^l	1165 74% ^{IJ}	852 75% ^{NO}	888 76% ^{NO}	570 67% ^O	570 56%	494 76% ^Q	1242 71%
Very confident	(4) 1093 26%	594 29%B	499 23%	78 17%	142 20%	148 22% ^C	207 28% ^{CDE}	195 32% ^{CDE}	323 33% ^{CDEF}	220 19%	356 25% ^l	518 33% ^{IJ}	333 29% ^O	318 27% ^O	248 29% ^O	194 19%	189 29%	450 26%
Somewhat confident	(3) 1786 43%	879 43%	907 42%	210 45% ^g	304 42%	299 45% ^g	327 44% ^g	243 39%	404 42%	514 43%	625 44% ^k	646 41%	519 45% ^{NO}	569 49% ^{NO}	323 38%	375 37%	304 47%	792 45%
Not very confident	(2) 388 9%	188 9%	200 9%	64 14% ^{FGH}	93 13% ^{FGH}	79 12% ^{FGH}	49 7%	43 7%	60 6%	157 13% ^{JK}	128 9% ^K	103 6%	116 10%	95 8%	78 9%	100 10%	54 8%	182 10%
Not at all confident	(1) 167 4%	75 4%	92 4%	20 4%	39 5% ^{FG}	28 4%	19 3%	15 3%	45 5% ^{FG}	60 5% ^J	46 3%	61 4%	51 4% ^M	27 2%	32 4%	57 6% ^{Mn}	13 2%	73 4% ^P
NET: Not confident	555 13%	263 13%	292 14%	85 18% ^{FGH}	132 18% ^{FGH}	107 16% ^{FGH}	68 9%	58 9%	105 11%	217 18% ^{JK}	175 12% ^k	163 10%	166 15% ^M	122 10%	109 13%	157 15% ^M	67 10%	255 14% ^P
Don't know	741 18%	302 15%	440 21%A	91 20% ^H	145 20% ^H	114 17% ^h	137 19% ^H	122 20% ^H	133 14%	235 20% ^k	251 18%	255 16%	122 11%	163 14% ^L	168 20% ^{LM}	288 28% ^{LMN}	87 13%	265 15%
Mean	3.11	3.15 ^B	3.07	2.93	2.95	3.03 ^c	3.20 ^{CDE}	3.25 ^{CDE}	3.21 ^{CDE}	2.94	3.12 ^l	3.22 ^{IJ}	3.11 ^O	3.17 ^O	3.16 ^O	2.97	3.19 ^Q	3.08
Standard deviation	0.78	0.78	0.79	0.77	0.82	0.78	0.72	0.74	0.80	0.80	0.75	0.78	0.79	0.70	0.80	0.85	0.70	0.78
Standard error	0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.03	0.03	0.03	0.02

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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Absolutes/col percents

Table 5

Q5. Generally speaking, when you book a holiday, how confident, if at all, are you that your holiday is protected against an airline/ travel company going out of business?

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	4176	359	221	124	3472	173	463	337	323	303	403	483	593	394
Weighted base	4176	352	203	125	3496	170	466	340	360	296	389	547	567	360
NET: Confident	2879 69%	247 70%	142 70%	89 71%	2401 69%	120 71%	324 70%	238 70%	264 73%JIM	205 69%	253 65%	379 69%	383 67%	234 65%
Very confident	(4) 1093 26%	98 28%	46 23%	33 26%	916 26%	45 27%	116 25%	96 28%	111 31%bfJM	78 26%	90 23%	148 27%	151 27%	82 23%
Somewhat confident	(3) 1786 43%	149 42%	96 47%	56 45%	1485 42%	75 44%	208 45%	143 42%	154 43%	127 43%	163 42%	231 42%	231 41%	153 42%
Not very confident	(2) 388 9%	25 7%	12 6%	19 15% ^d ABeGHlm	332 10%	13 8%	48 10% ^b G	16 5%	31 8% ^g	23 8%	43 11% ^{ab} G	72 13% ^{ABeGHlm}	53 9% ^G	33 9% ^G
Not at all confident	(1) 167 4%	15 4%	6 3%	6 5%	141 4%	3 2%	17 4%	18 5%	9 3%	13 4%	16 4%	25 5%	25 4%	14 4%
NET: Not confident	555 13%	39 11%	18 9%	24 20% ^d ABEGHi	473 14% ^b	17 10%	65 14% ^b	34 10%	40 11%	36 12%	59 15% ^{BG}	97 18% ^{ABEGHlm}	78 14% ^b	47 13%
Don't know	741 18%	66 19% ^{CK}	42 21% ^{CK}	12 9%	621 18% ^C	33 20% ^{Ck}	77 17% ^c	68 20% ^{CK}	56 16%	54 18% ^{Ck}	76 20% ^{CK}	71 13%	106 19% ^{CK}	79 22% ^{CfhK}
Mean	3.11	3.15	3.14	3.02	3.11	3.18	3.09	3.16 ^j	3.20 ^{cfJKm}	3.12	3.04	3.05	3.10	3.07
Standard deviation	0.78	0.78	0.70	0.82	0.79	0.71	0.77	0.80	0.74	0.79	0.80	0.82	0.81	0.78
Standard error	0.01	0.05	0.05	0.08	0.01	0.06	0.04	0.05	0.05	0.05	0.04	0.04	0.04	0.04

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

ATOL Protection Survey
ONLINE Fieldwork: 12th-16th December 2018

Absolutes/col percents

Table 6

Q6. Ahead of booking holidays abroad, how often, if at all, do you seek and research financial protection (e.g. booking travel insurance, checking for ATOL protection)?

Base: All respondents who have booked a holiday abroad

	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	3665	1827	1838	386	648	610	667	526	828	1034	1277	1354	1100	1143	627	795	581	1568
Weighted base	3681	1804	1877	428	673	605	638	507	829	1101	1243	1336	1078	1081	746	774	610	1619
Always	1798 49%	862 48%	936 50%	158 37% ^d	211 31%	242 40% ^D	321 50% ^{CDE}	305 60% ^{CDEF}	561 68% ^{CDEFG}	370 34%	562 45% ^l	866 65% ^{lJ}	536 50% ^o	538 50% ^o	374 50% ^o	349 45%	271 44%	715 44%
Sometimes	855 23%	433 24%	422 23%	96 22% ^H	192 29% ^{CGH}	170 28% ^{cGH}	165 26% ^{GH}	104 21% ^H	126 15%	289 26% ^K	335 27% ^K	231 17%	243 23%	270 25%	168 22%	174 22%	174 28%	415 26%
Rarely	410 11%	227 13% ^B	183 10%	75 17% ^{eFGH}	106 16% ^{FGH}	79 13% ^{GH}	66 10% ^H	37 7%	46 6%	181 16% ^{JK}	145 12% ^K	84 6%	141 13% ^{mn}	111 10%	76 10%	82 11%	67 11%	210 13%
Never	298 8%	156 9%	143 8%	47 11% ^{FGH}	75 11% ^{FGH}	59 10% ^{FgH}	40 6%	33 6%	45 5%	123 11% ^{JK}	99 8% ^K	77 6%	83 8%	93 9%	51 7%	70 9%	44 7%	162 10% ^p
NET: Always/ Sometimes	2653 72%	1295 72%	1358 72%	255 59%	404 60%	412 68% ^{CD}	486 76% ^{CDE}	409 81% ^{CDEF}	687 83% ^{CDEF}	659 60%	898 72% ^l	1097 82% ^{lJ}	780 72% ^O	808 75% ^O	542 73% ^o	523 68%	445 73%	1130 70%
NET: Always/ Sometimes/ Rarely	3063 83%	1522 84% ^b	1541 82%	330 77%	510 76%	491 81% ^D	552 86% ^{CDE}	447 88% ^{CDE}	733 89% ^{CDE}	840 76%	1043 84% ^l	1180 88% ^{lJ}	921 85% ^O	918 85% ^O	618 83% ^O	606 78%	512 84%	1340 83%
Don't know/ can't remember	319 9%	126 7%	193 10% ^A	52 12% ^{FGH}	87 13% ^{EFGH}	55 9% ^{Gh}	47 7%	28 6%	51 6%	139 13% ^{JK}	102 8% ^K	79 6%	74 7%	70 6%	77 10% ^{LM}	99 13% ^{LM}	54 9%	116 7%

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

ATOL Protection Survey

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Absolutes/col percents

Table 6

Q6. Ahead of booking holidays abroad, how often, if at all, do you seek and research financial protection (e.g. booking travel insurance, checking for ATOL protection)?

Base: All respondents who have booked a holiday abroad

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	3665	313	184	114	3054	141	411	291	278	260	348	459	522	344
Weighted base	3681	306	174	115	3086	139	416	291	314	252	335	520	502	316
Always	1798 49%	152 50%bk	70 40%	50 44%	1525 49%B	75 54%BK	208 50%Bk	143 49%b	157 50%bk	128 51%BK	172 51%BK	223 43%	274 55%BcKM	146 46%
Sometimes	855 23%	69 22%L	54 31%DaEfhiLm	36 31%DaEL	696 23%	27 19%	99 24%L	74 26%L	74 24%L	58 23%L	81 24%L	129 25%L	79 16%	74 23%L
Rarely	410 11%	31 10%	18 10%	12 11%	349 11%	19 13%	38 9%	31 11%	36 12%	28 11%	31 9%	79 15%aFJIM	56 11%	31 10%
Never	298 8%	23 7%	18 10%G	11 9%	247 8%	7 5%	29 7%	14 5%	27 9%g	14 6%	21 6%	53 10%eGij	45 9%g	37 12%aEFGIJ
NET: Always/ Sometimes	2653 72%	221 72%	124 71%	86 75%	2222 72%	102 74%	307 74%k	217 75%k	230 73%	186 74%	254 76%Km	352 68%	354 70%	220 69%
NET: Always/ Sometimes/ Rarely	3063 83%	252 82%	143 82%	98 86%	2570 83%	121 87% <i>m</i>	344 83%	248 85% <i>m</i>	267 85% <i>m</i>	214 85% <i>m</i>	285 85% <i>m</i>	430 83%	410 82%	250 79%
Don't know/ can't remember	319 9%	32 10%	14 8%	6 5%	268 9%	11 8%	42 10%	28 10%	20 6%	24 9%	29 9%	37 7%	48 9%	29 9%

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