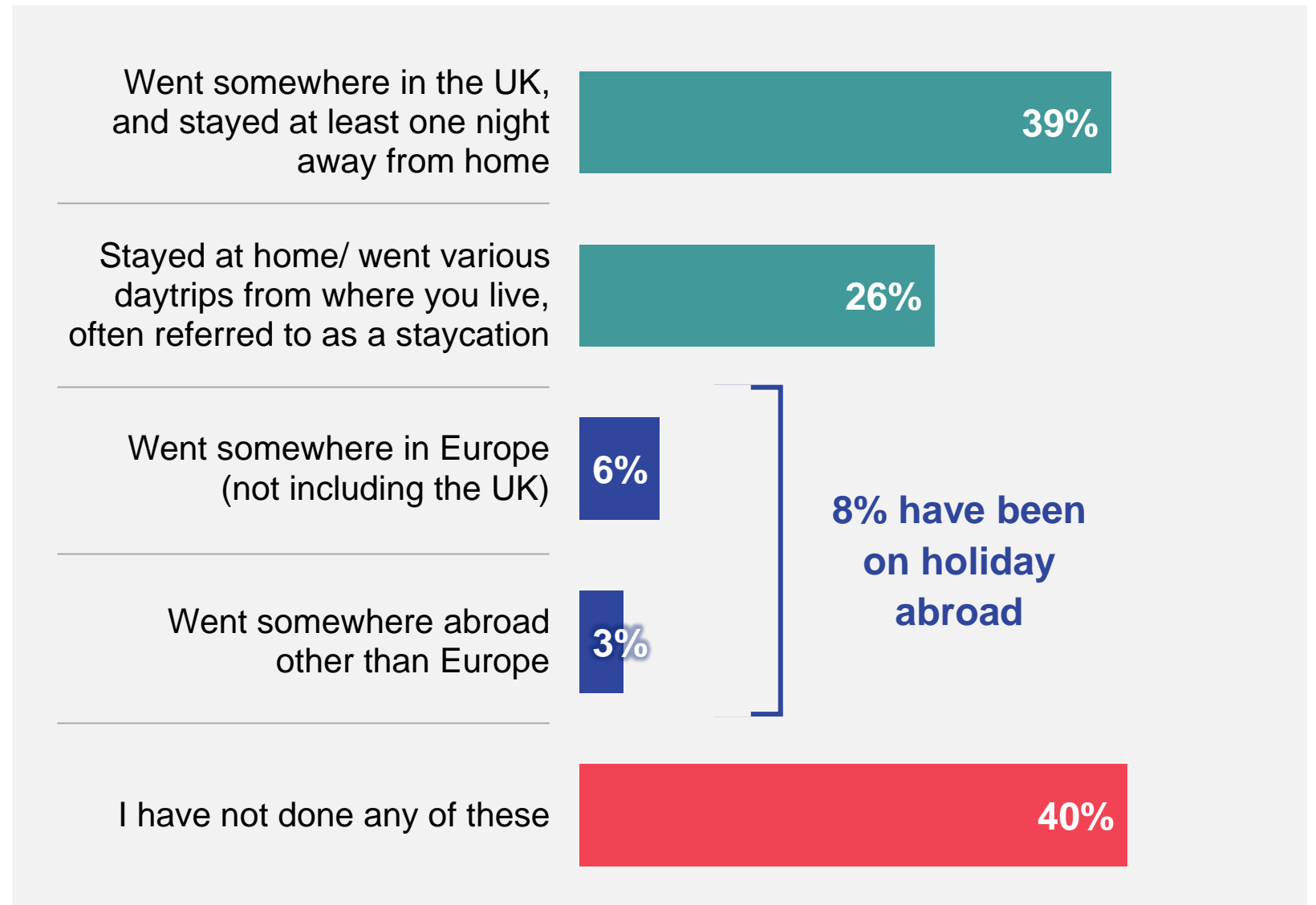


Ipsos MORI Holiday plans polling

September 2021

Who has been on holiday so far this year?

Thinking about the year so far, have you taken any of the following types of holidays?



Base: 2,017 Online British adults aged 16-75, 27 August 2021

Source: Ipsos MORI

Who has been abroad so far this year?

Thinking about the year so far, have you taken any of the following types of holidays?

% who say they have been on holiday abroad this year



By age group



By social grade



Base: 2,017 Online British adults aged 16-75, 27 August 2021

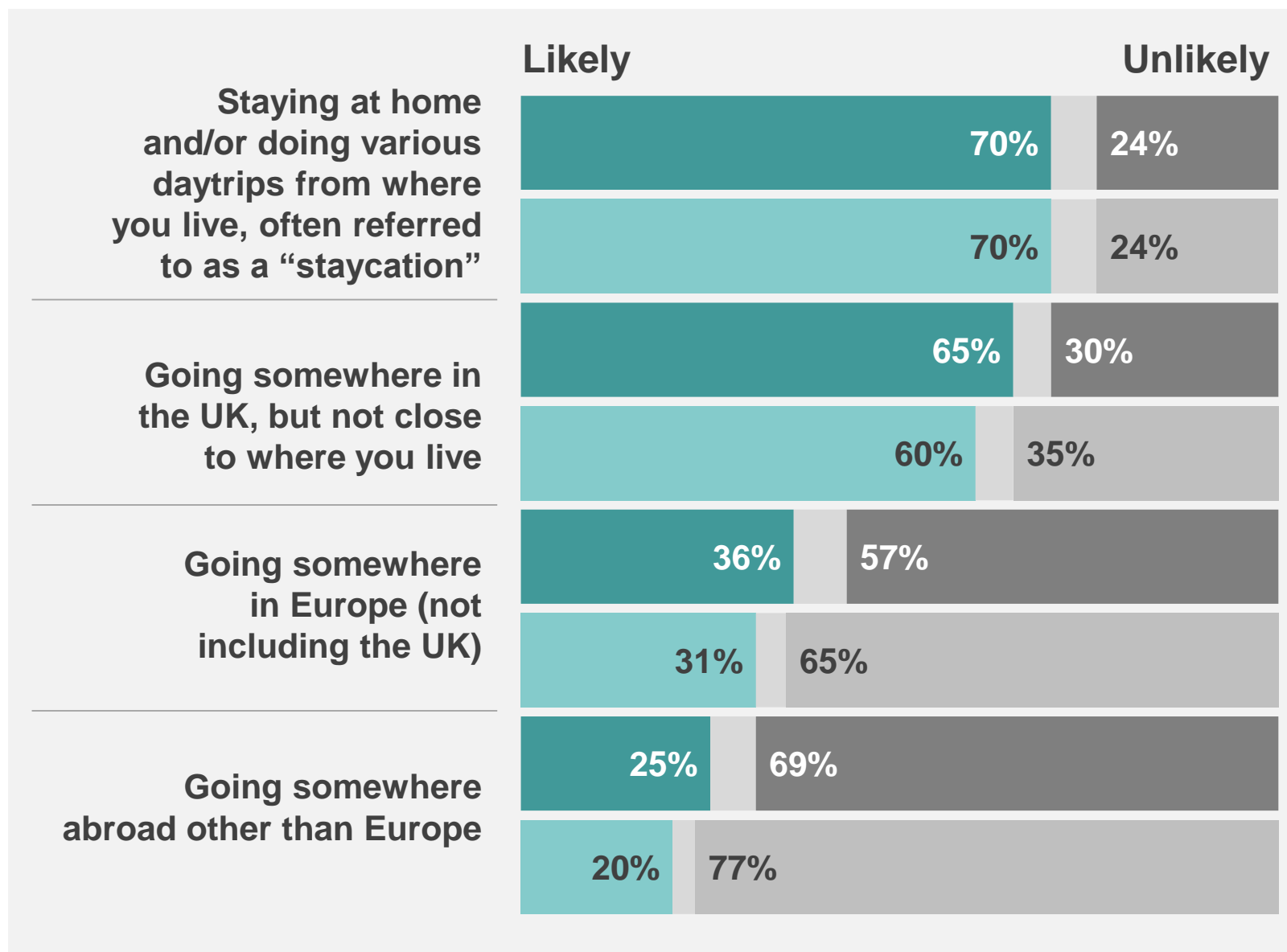
Source: Ipsos MORI

Who is planning to go on holiday over the next year?

Given the current situation, how likely, if at all, are you are to consider taking the following types of holiday in the next 12 months?

August 2021

August 2020



Base: 2,017 Online British adults aged 16-75, 27 August 2021

Who is planning to go on holiday over the next year?

Given the current situation, how likely, if at all, are you are to consider taking the following types of holiday in the next 12 months?

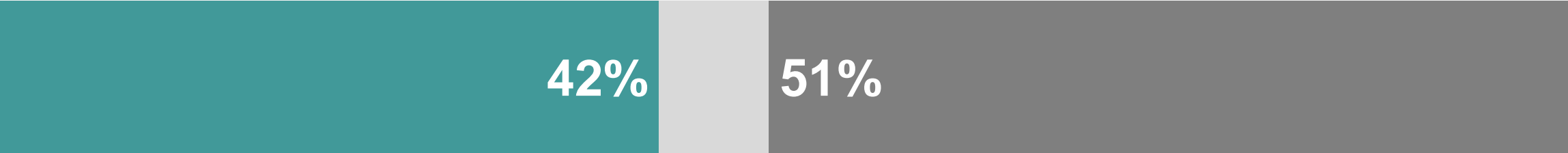
Likely

Unlikely

To take a holiday in the UK *(to take a staycation + go somewhere in the UK)*



To go on holiday abroad *(Go on holiday in Europe + those going abroad further than Europe)*



Base: 2,017 Online British adults aged 16-75, 27 August 2021

Ipsos MORI

For more information

Kelly Beaver
Managing Director
kelly.beaver@ipsos.com

Gideon Skinner
Research Director
Gideon.skinner@ipsos.com

Cameron Garrett
Senior Research Executive
cameron.garrett@ipsos.com