

# Ipsos Holiday plans polling

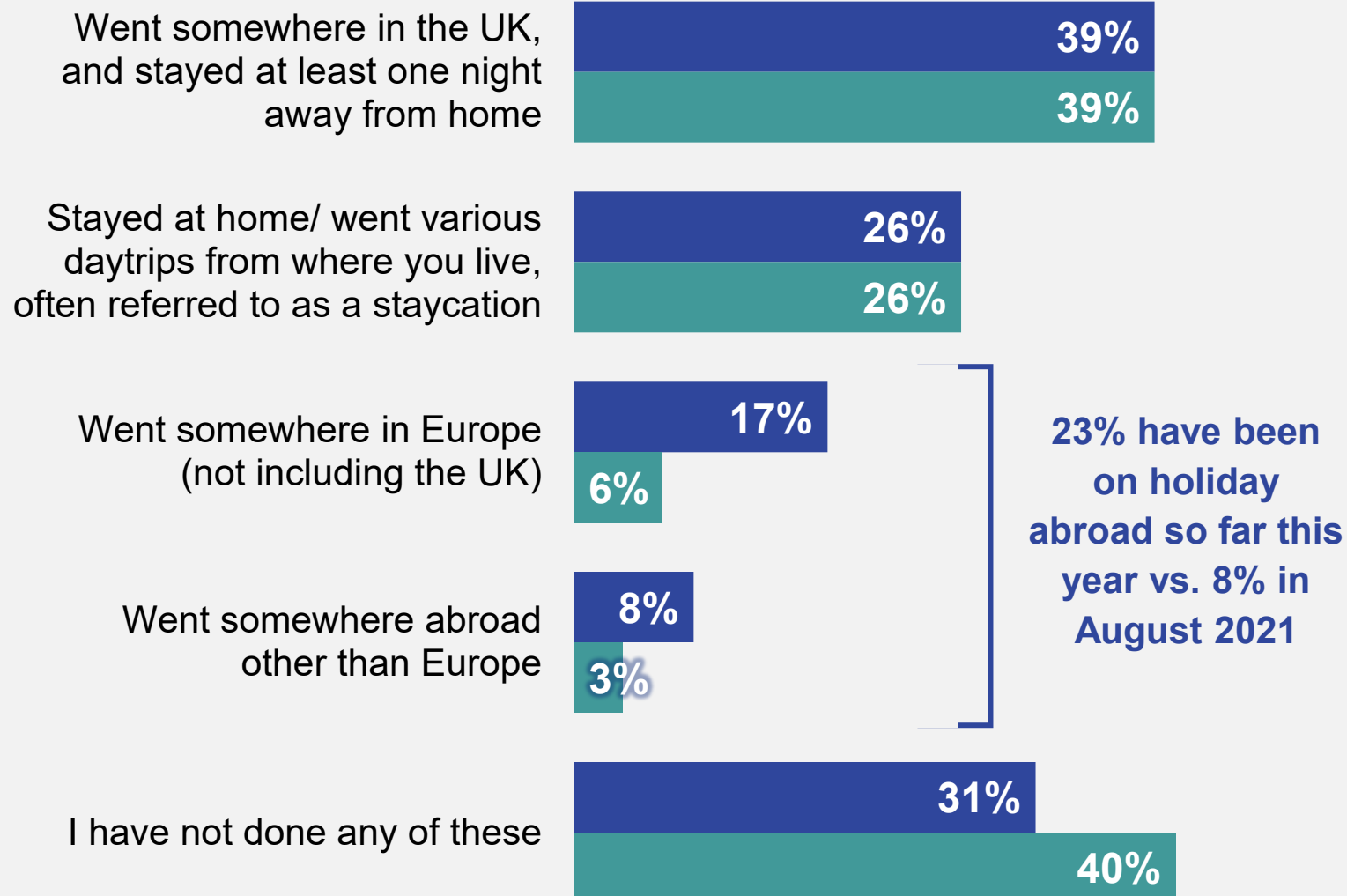
May 2022

# 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?

May 2022

August 2021



Base: 1,024 Online British adults aged 16-75, 18-19<sup>th</sup> May 2022

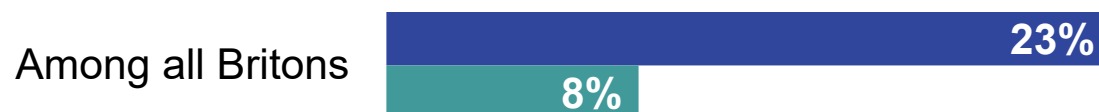
# Who has been abroad so far this year?

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

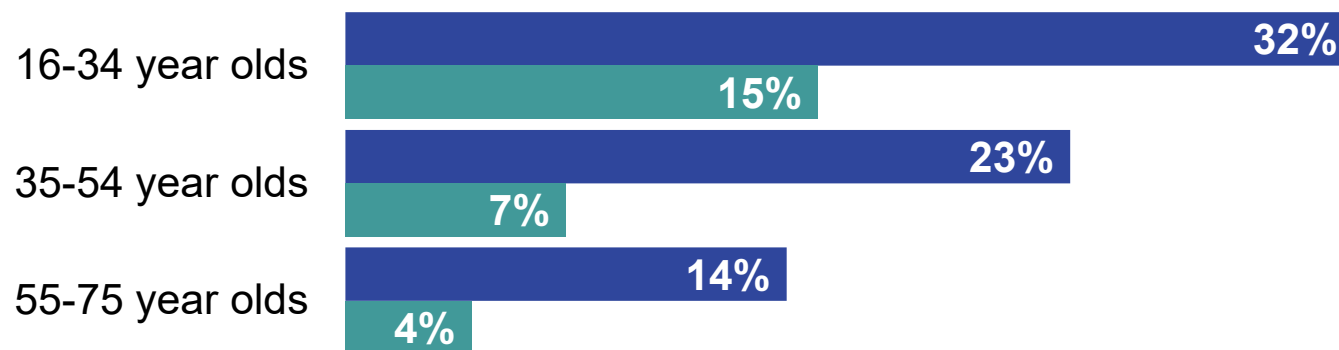
May 2022

August 2021

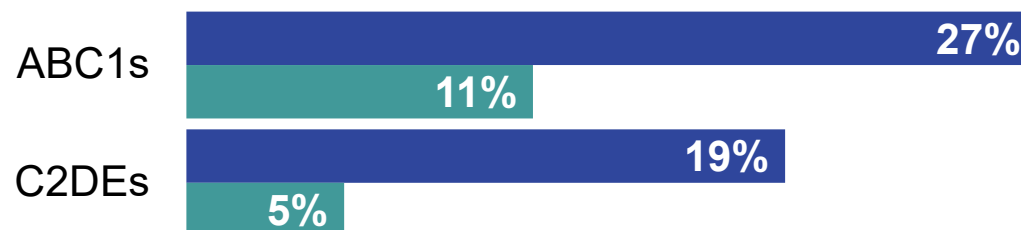
*% who say they have been on holiday abroad each year*



## By age group



## By social grade



Base: 1,024 Online British adults aged 16-75, 18-19<sup>th</sup> May 2022



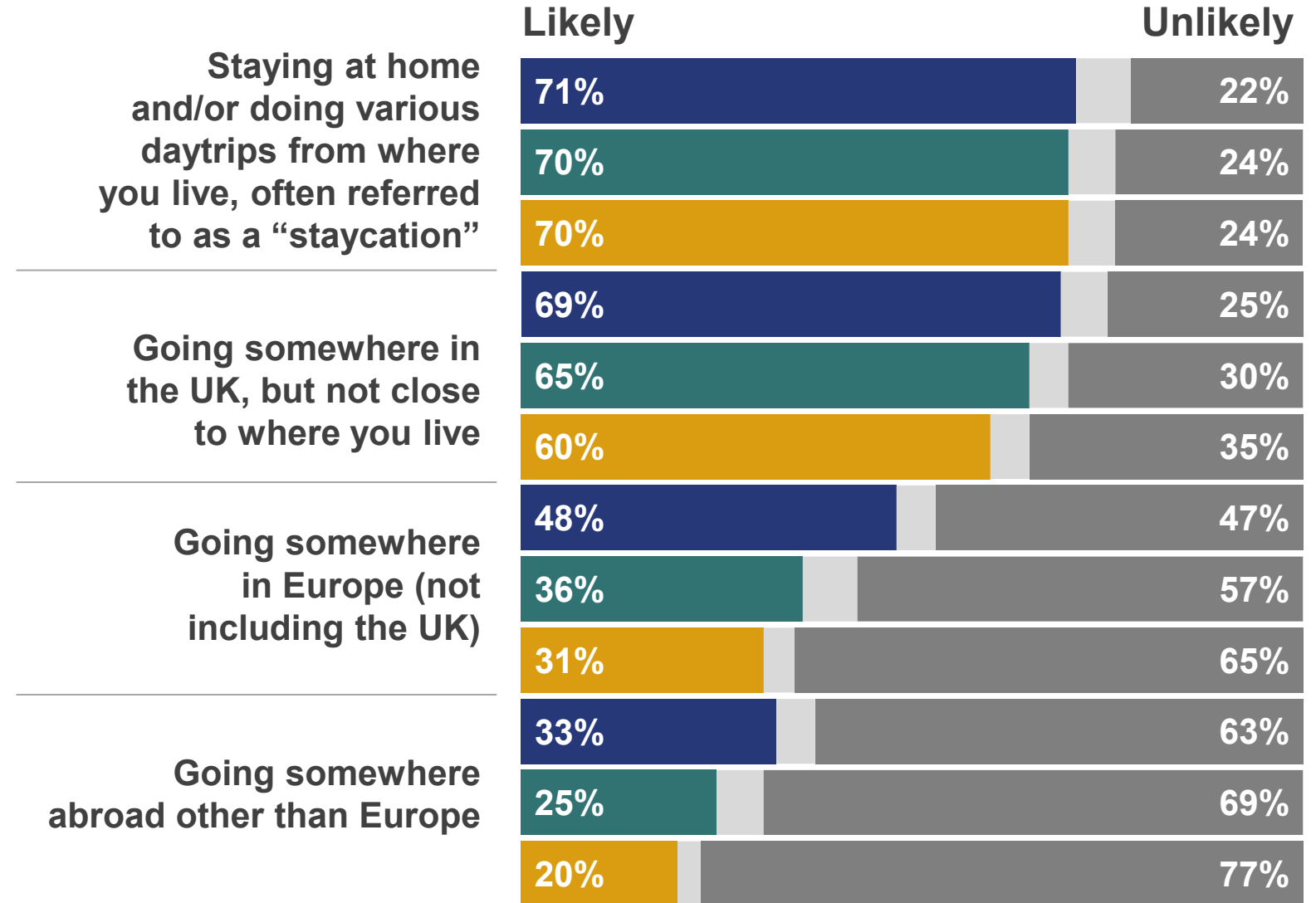
# Who is planning to go on holiday over the next year?

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?

May 2022

August 2021

August 2020

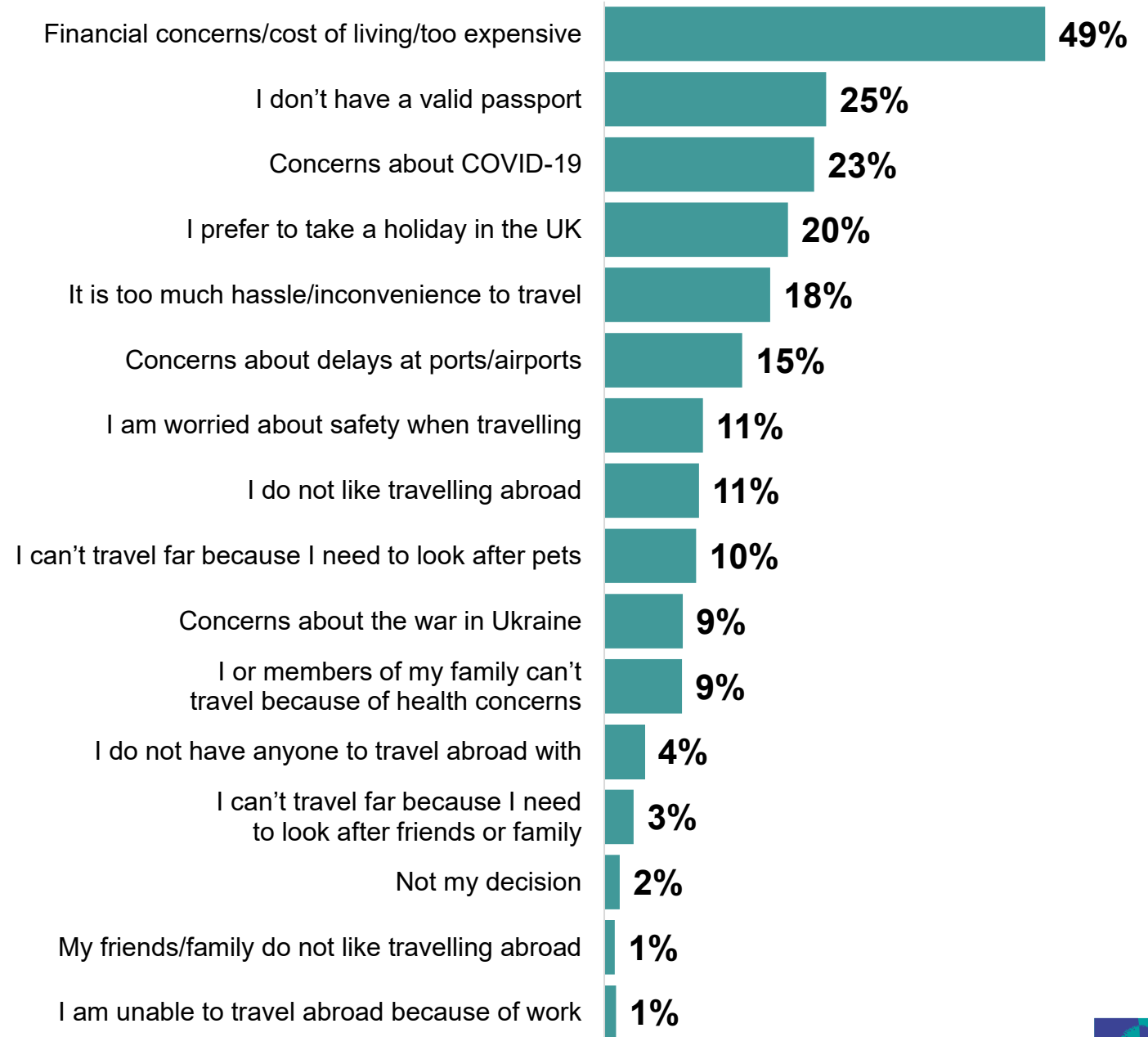


Base: 1,024 Online British adults aged 16-75, 18-19<sup>th</sup> May 2022

# Why are people not going abroad?

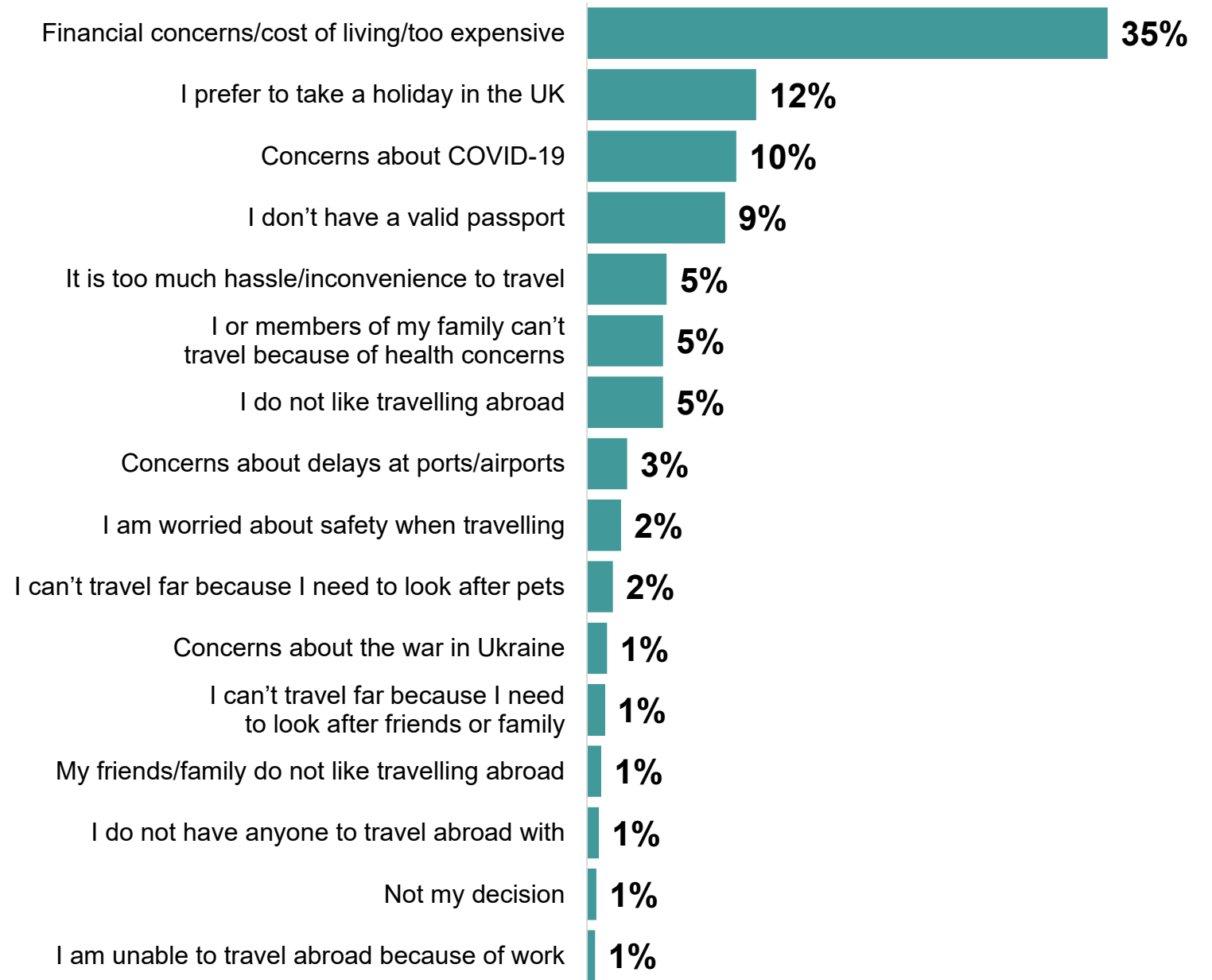
You mentioned that you are unlikely or unsure whether to take a holiday outside the UK in the next 12 months.

Which, if any, of the following are your reason(s) for this?



# What's the most important reason people are not going abroad?

And of the reasons you selected, which one is the main reason why you are unlikely or unsure to take a holiday outside the UK in the next 12 months? Please select only one.





#### For more information

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