

YouGov Survey Results

Sample Size: 1154

Fieldwork: 2014/04/25 - 2014/04/27

Total	Gender		Age Group				Emirate				Nationality Group				
	Male	Female	18-24	25-30	31-40	Above 40	Abu Dhabi	Dubai	Sharjah	Other Emirates	Emirati	Arab Expat	Asian Expat	Westerner	Other

Please specify your gender.

Base	1154	842	312	103	335	415	300	278	546	190	140	162	336	553	65	39
Male	73%	100%	-	58%	67%	75%	83%	78%	71%	71%	72%	71%	79%	70%	63%	86%
Female	27%	-	100%	42%	33%	25%	17%	22%	29%	29%	28%	29%	21%	30%	37%	14%

Which age category do you belong to?

Base	1154	842	312	103	335	415	300	278	546	190	140	162	336	553	65	39
Under 18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18-24	9%	7%	14%	100%	-	-	-	7%	11%	7%	6%	15%	7%	9%	2%	19%
25-30	29%	26%	36%	-	100%	-	-	26%	29%	30%	33%	18%	30%	32%	24%	32%
31-40	36%	37%	34%	-	-	100%	-	38%	37%	32%	32%	29%	39%	37%	34%	22%
Above 40	26%	30%	16%	-	-	-	100%	28%	23%	30%	29%	38%	24%	22%	40%	28%

Are you currently residing in the United Arab Emirates?

Base	1154	842	312	103	335	415	300	278	546	190	140	162	336	553	65	39
Yes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Emirate

Base	1154	842	312	103	335	415	300	278	546	190	140	162	336	553	65	39
Abu Dhabi	24%	26%	20%	19%	22%	26%	26%	100%	-	-	-	30%	36%	16%	21%	18%
Dubai	47%	46%	50%	60%	47%	49%	41%	-	100%	-	-	44%	31%	57%	59%	43%
Sharjah	16%	16%	17%	13%	17%	15%	19%	-	-	100%	-	15%	16%	17%	10%	24%
Other Emirates	12%	12%	13%	7%	14%	11%	13%	-	-	-	100%	11%	17%	10%	10%	16%

Nationality Group

Base	1154	842	312	103	335	415	300	278	546	190	140	162	336	553	65	39
Emirati	14%	14%	15%	23%	9%	11%	20%	18%	13%	12%	13%	100%	-	-	-	-
Arab Expat	29%	32%	22%	23%	30%	31%	27%	44%	19%	28%	41%	-	100%	-	-	-
Asian Expat	48%	46%	53%	46%	53%	50%	40%	31%	58%	51%	38%	-	-	100%	-	-
Westerner	6%	5%	8%	1%	5%	5%	9%	5%	7%	4%	5%	-	-	-	100%	-
Other	3%	4%	2%	7%	4%	2%	4%	2%	3%	5%	4%	-	-	-	-	100%

Total	Gender		Age Group				Emirate				Nationality Group				
	Male	Female	18-24	25-30	31-40	Above 40	Abu Dhabi	Dubai	Sharjah	Other Emirates	Emirati	Arab Expat	Asian Expat	Westerner	Other

Recently, there have been two separate incidents of Emiratis being attacked, whilst on holiday in London. How much bearing will these attacks have on any plans you may have had to visit the UK for your next holiday?

	Base	1154	842	312	103	335	415	300	278	546	190	140	162	336	553	65	39
It is extremely likely I will still visit the UK	20%		21%	18%	26%	22%	17%	20%	16%	25%	14%	21%	12%	14%	24%	39%	20%
It is somewhat likely I will still visit the UK	15%		16%	13%	16%	15%	13%	18%	14%	15%	15%	16%	18%	9%	18%	13%	25%
Neither likely nor unlikely that I will visit the UK	11%		11%	13%	13%	11%	13%	9%	6%	13%	16%	11%	11%	11%	12%	10%	6%
Somewhat unlikely that I will now visit the UK	9%		9%	9%	5%	10%	10%	9%	9%	8%	11%	10%	7%	15%	8%	3%	3%
It is extremely unlikely that I will now visit the UK	11%		12%	10%	12%	5%	15%	13%	17%	9%	10%	12%	25%	16%	5%	4%	13%
It makes no difference, I had no plans to visit the UK	19%		18%	23%	21%	18%	20%	19%	24%	16%	21%	19%	15%	21%	19%	20%	24%
I don't know	13%		13%	13%	7%	18%	13%	11%	13%	14%	12%	11%	12%	14%	14%	10%	10%

On a scale of 1-10, where 1 is 'Not at all safe' and 10 is 'Completely safe', how safe do you think the UK is as a tourist destination?

	Base	1154	842	312	103	335	415	300	278	546	190	140	162	336	553	65	39
1 - Not at all safe	12%		13%	9%	10%	10%	14%	13%	17%	11%	13%	6%	32%	12%	7%	3%	10%
2	5%		5%	6%	2%	5%	6%	6%	4%	5%	8%	5%	6%	8%	4%	-	1%
3	7%		7%	7%	9%	8%	7%	6%	8%	7%	4%	13%	9%	10%	6%	-	-
4	8%		8%	8%	11%	8%	8%	8%	8%	8%	10%	9%	5%	11%	8%	4%	18%
5	18%		16%	23%	13%	20%	16%	21%	18%	18%	19%	18%	10%	19%	21%	16%	16%
6	9%		9%	11%	11%	8%	12%	8%	7%	11%	8%	11%	6%	9%	11%	6%	5%
7	13%		13%	13%	15%	16%	12%	10%	11%	13%	15%	13%	11%	12%	11%	30%	20%
8	12%		11%	13%	11%	10%	11%	14%	11%	11%	14%	11%	8%	9%	13%	21%	9%
9	7%		8%	5%	11%	7%	7%	7%	7%	8%	2%	9%	7%	3%	9%	15%	-
10 - Completely safe	8%		8%	6%	7%	8%	7%	8%	9%	8%	6%	5%	7%	6%	8%	4%	21%
Mean	5.50		5.52	5.45	5.81	5.65	5.36	5.43	5.32	5.65	5.28	5.59	4.41	5.04	5.89	6.97	6.14