

## YouGov/Caxton FX Survey Results

Sample Size: 2007

Fieldwork: 11th - 13th April 2012

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Assuming that it is in the country/ area that you wanted to visit...

Which THREE, if any, of the following would be MOST likely to put you off choosing a particular holiday destination? (Please tick up to three options)

	Unweighted Base	2007	963	1044	151	344	351	385	776	1181	826	453	295	196	284	470	124	185
	All GB Adults	2007	963	1044	241	352	347	365	702	1104	903	494	329	193	257	460	100	175
Cost of accommodation		26%	28%	25%	30%	30%	32%	28%	20%	26%	27%	26%	31%	27%	26%	25%	31%	18%
Cost of local amenities (e.g. entry to attractions, activities, local taxis)		11%	12%	9%	13%	11%	9%	10%	11%	10%	12%	9%	12%	13%	7%	12%	11%	12%
Cost of flights		28%	29%	27%	33%	34%	28%	28%	22%	29%	26%	24%	24%	27%	31%	29%	38%	31%
Known for unseasonably bad weather		26%	23%	29%	18%	24%	24%	30%	29%	27%	25%	28%	24%	26%	30%	25%	25%	23%
Political unrest (e.g. the riots in Greece)		54%	51%	57%	44%	49%	49%	59%	61%	57%	51%	54%	58%	60%	53%	53%	51%	53%
Lack of activities		9%	12%	6%	11%	15%	11%	6%	6%	10%	8%	10%	10%	12%	7%	8%	5%	9%
Seeing poor feedback about a resort online		30%	29%	31%	30%	30%	33%	33%	27%	30%	30%	28%	34%	31%	29%	31%	35%	24%
Hearing poor feedback about a resort from a friend or family member		30%	28%	31%	21%	25%	27%	38%	32%	31%	28%	33%	30%	25%	23%	31%	34%	30%
A bad exchange rate (i.e. current strength against the pound)		14%	14%	14%	10%	11%	9%	15%	18%	13%	15%	14%	11%	13%	15%	13%	16%	17%
Not being able to speak the language		6%	7%	5%	5%	6%	7%	7%	5%	6%	6%	6%	7%	6%	7%	6%	2%	5%
Length of time it will take to get there		16%	14%	17%	5%	11%	17%	15%	22%	18%	13%	16%	18%	17%	15%	13%	18%	17%
Not knowing anyone else who would want to go there with me		6%	5%	7%	14%	8%	4%	4%	5%	6%	6%	5%	10%	4%	5%	7%	3%	5%
None of these		6%	6%	5%	7%	4%	4%	3%	8%	4%	7%	7%	4%	4%	5%	5%	3%	9%
Don't know		3%	4%	3%	7%	4%	5%	1%	2%	2%	5%	3%	1%	3%	7%	4%	3%	1%