



National Tracking Poll #210519  
May 10-10, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between May 10-May 10, 2021 among a sample of 1000 British Adults. The interviews were conducted online and the data were weighted to approximate a target sample of British Adults based on age, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCBR1\_1:** In the past year, how many times have you done the following?  
Traveled within your country

Demographic	None		1 to 3 times		4 to 6 times		7 to 10 times		More than 10 times		Total N
British Adults	57%	(569)	31%	(307)	6%	(58)	3%	(33)	3%	(33)	1000
Gender: Male	54%	(265)	31%	(150)	6%	(32)	5%	(25)	4%	(18)	488
Gender: Female	59%	(304)	31%	(157)	5%	(26)	2%	(9)	3%	(15)	512
Age: 18-34	42%	(119)	33%	(93)	10%	(27)	10%	(28)	6%	(16)	283
Age: 35-44	52%	(83)	38%	(61)	6%	(10)	1%	(2)	2%	(4)	160
Age: 45-64	63%	(205)	29%	(96)	5%	(16)	1%	(2)	2%	(8)	327
Age: 65+	70%	(162)	25%	(57)	2%	(5)	—	(1)	2%	(6)	230
London	51%	(67)	36%	(47)	8%	(10)	4%	(6)	1%	(2)	131
North	62%	(194)	27%	(84)	6%	(19)	2%	(7)	4%	(12)	316
South	63%	(146)	25%	(59)	5%	(12)	3%	(7)	4%	(9)	233
Midlands / Wales / East	55%	(114)	32%	(66)	5%	(11)	6%	(13)	2%	(4)	208
Scotland / Northern Ireland	42%	(47)	46%	(51)	5%	(6)	1%	(1)	6%	(6)	112
No qualification	86%	(199)	10%	(24)	—	(0)	4%	(8)	—	(0)	232
Level 1 to Level 3	53%	(266)	32%	(160)	7%	(36)	3%	(15)	4%	(22)	498
Level 4	38%	(104)	45%	(123)	8%	(22)	4%	(10)	4%	(11)	270
Income(UK): Under 40,000	65%	(447)	25%	(172)	4%	(30)	3%	(21)	3%	(21)	691
Income(UK): 40,000 - 100,000	40%	(114)	43%	(122)	9%	(25)	4%	(11)	4%	(11)	283
Community: Urban	56%	(154)	33%	(92)	6%	(17)	2%	(6)	3%	(7)	276
Community: Suburban	58%	(291)	32%	(163)	5%	(26)	2%	(11)	2%	(11)	503
Community: Rural	56%	(124)	24%	(52)	7%	(15)	7%	(16)	7%	(15)	221
Traveling with Children	36%	(69)	51%	(98)	9%	(17)	3%	(5)	2%	(5)	194
Solo Travelers	53%	(38)	27%	(20)	8%	(5)	—	(0)	11%	(8)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR1\_2: In the past year, how many times have you done the following?**  
*Traveled outside of your country*

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
British Adults	88% (883)	9% (86)	2% (17)	1% (8)	1% (5)	1000
Gender: Male	87% (427)	8% (40)	2% (12)	1% (7)	1% (3)	488
Gender: Female	89% (456)	9% (46)	1% (6)	— (2)	1% (3)	512
Age: 18-34	75% (213)	15% (44)	5% (14)	3% (8)	1% (4)	283
Age: 35-44	92% (147)	7% (12)	— (1)	— (0)	1% (1)	160
Age: 45-64	92% (300)	7% (24)	1% (2)	— (0)	— (1)	327
Age: 65+	97% (223)	3% (7)	— (1)	— (0)	— (0)	230
London	81% (106)	14% (18)	4% (5)	1% (1)	1% (1)	131
North	89% (280)	9% (29)	1% (3)	1% (2)	— (1)	316
South	93% (216)	5% (11)	2% (4)	1% (2)	— (0)	233
Midlands / Wales / East	91% (189)	6% (12)	1% (2)	1% (3)	1% (3)	208
Scotland / Northern Ireland	82% (92)	13% (15)	3% (3)	1% (1)	1% (1)	112
No qualification	96% (224)	4% (8)	— (0)	— (0)	— (0)	232
Level 1 to Level 3	89% (442)	8% (38)	1% (6)	1% (7)	1% (5)	498
Level 4	81% (218)	14% (39)	4% (12)	— (1)	— (1)	270
Income(UK): Under 40,000	91% (629)	6% (41)	1% (10)	1% (7)	1% (4)	691
Income(UK): 40,000 - 100,000	84% (238)	13% (37)	2% (5)	— (1)	1% (2)	283
Community: Urban	81% (223)	15% (41)	3% (8)	1% (2)	1% (2)	276
Community: Suburban	92% (464)	5% (27)	1% (6)	1% (4)	— (2)	503
Community: Rural	89% (197)	8% (17)	2% (4)	1% (2)	1% (2)	221
Traveling with Children	86% (166)	11% (21)	1% (3)	1% (3)	1% (2)	194
Solo Travelers	87% (63)	8% (6)	1% (1)	2% (2)	1% (1)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR1\_3:** In the past year, how many times have you done the following?

## Traveled by airplane

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
British Adults	90% (900)	7% (70)	2% (18)	1% (8)	— (4)	1000
Gender: Male	90% (440)	7% (32)	2% (8)	1% (5)	1% (3)	488
Gender: Female	90% (460)	7% (38)	2% (9)	1% (3)	— (2)	512
Age: 18-34	80% (225)	12% (34)	5% (14)	3% (7)	1% (3)	283
Age: 35-44	92% (147)	7% (11)	1% (1)	— (1)	— (0)	160
Age: 45-64	93% (304)	6% (19)	1% (2)	— (0)	— (1)	327
Age: 65+	97% (224)	2% (5)	— (1)	— (0)	— (1)	230
London	80% (105)	15% (20)	3% (5)	1% (1)	1% (1)	131
North	91% (288)	7% (21)	2% (5)	— (1)	— (1)	316
South	94% (219)	4% (9)	1% (3)	1% (2)	— (0)	233
Midlands / Wales / East	92% (192)	5% (10)	1% (2)	2% (4)	— (1)	208
Scotland / Northern Ireland	86% (96)	10% (11)	3% (4)	— (0)	2% (2)	112
No qualification	100% (232)	— (0)	— (0)	— (0)	— (0)	232
Level 1 to Level 3	89% (444)	7% (36)	2% (8)	1% (6)	1% (3)	498
Level 4	83% (224)	13% (34)	4% (10)	1% (1)	1% (2)	270
Income(UK): Under 40,000	92% (636)	5% (37)	2% (11)	1% (6)	— (2)	691
Income(UK): 40,000 - 100,000	88% (248)	9% (26)	2% (6)	— (1)	1% (3)	283
Community: Urban	86% (236)	10% (28)	3% (7)	1% (3)	— (1)	276
Community: Suburban	92% (463)	6% (29)	1% (6)	— (1)	1% (4)	503
Community: Rural	91% (201)	6% (13)	2% (4)	2% (4)	— (0)	221
Traveling with Children	85% (165)	10% (20)	3% (5)	1% (2)	— (1)	194
Solo Travelers	90% (64)	8% (6)	1% (1)	— (0)	1% (1)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR1\_4:** In the past year, how many times have you done the following?  
Stayed overnight at a hotel in your country

Demographic	None		1 to 3 times		4 to 6 times		7 to 10 times		More than 10 times		Total N
British Adults	77%	(771)	19%	(189)	3%	(31)	—	(4)	1%	(5)	1000
Gender: Male	74%	(360)	22%	(106)	4%	(19)	—	(1)	—	(2)	488
Gender: Female	80%	(410)	16%	(83)	2%	(12)	1%	(3)	1%	(3)	512
Age: 18-34	63%	(177)	27%	(76)	8%	(23)	1%	(4)	1%	(3)	283
Age: 35-44	74%	(119)	23%	(38)	2%	(4)	—	(0)	—	(0)	160
Age: 45-64	83%	(270)	16%	(53)	1%	(2)	—	(0)	1%	(3)	327
Age: 65+	89%	(205)	10%	(23)	1%	(2)	—	(0)	—	(0)	230
London	73%	(96)	23%	(30)	3%	(4)	1%	(2)	—	(0)	131
North	78%	(246)	19%	(60)	2%	(7)	—	(1)	1%	(2)	316
South	81%	(189)	16%	(36)	3%	(6)	—	(0)	1%	(2)	233
Midlands / Wales / East	75%	(156)	19%	(39)	6%	(12)	1%	(2)	—	(0)	208
Scotland / Northern Ireland	75%	(84)	21%	(24)	3%	(3)	—	(0)	1%	(1)	112
No qualification	87%	(201)	10%	(23)	4%	(8)	—	(0)	—	(0)	232
Level 1 to Level 3	77%	(384)	19%	(94)	3%	(13)	—	(2)	1%	(4)	498
Level 4	69%	(186)	27%	(72)	3%	(9)	1%	(2)	—	(1)	270
Income(UK): Under 40,000	84%	(582)	12%	(82)	3%	(21)	1%	(4)	—	(2)	691
Income(UK): 40,000 - 100,000	61%	(173)	35%	(98)	3%	(9)	—	(1)	1%	(3)	283
Community: Urban	77%	(212)	19%	(52)	3%	(9)	—	(1)	1%	(1)	276
Community: Suburban	79%	(395)	19%	(96)	2%	(8)	—	(2)	1%	(3)	503
Community: Rural	74%	(164)	19%	(42)	6%	(14)	1%	(2)	—	(1)	221
Traveling with Children	70%	(136)	26%	(51)	2%	(4)	1%	(2)	—	(1)	194
Solo Travelers	79%	(57)	19%	(13)	2%	(2)	—	(0)	—	(0)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table MCBR1\_5:** In the past year, how many times have you done the following?

Stayed overnight at a hotel outside of your country

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
British Adults	89% (891)	8% (79)	2% (17)	1% (6)	1% (7)	1000
Gender: Male	88% (430)	9% (42)	2% (8)	1% (5)	1% (3)	488
Gender: Female	90% (462)	7% (36)	2% (9)	— (1)	1% (4)	512
Age: 18-34	74% (210)	17% (47)	5% (14)	2% (6)	2% (6)	283
Age: 35-44	93% (149)	5% (9)	1% (2)	— (0)	— (0)	160
Age: 45-64	95% (311)	4% (14)	— (1)	— (0)	— (1)	327
Age: 65+	96% (222)	4% (8)	— (0)	— (0)	— (0)	230
London	76% (100)	20% (26)	3% (5)	— (0)	1% (1)	131
North	91% (287)	7% (23)	1% (4)	— (2)	— (0)	316
South	94% (219)	4% (9)	1% (3)	1% (2)	— (1)	233
Midlands / Wales / East	90% (188)	6% (13)	1% (3)	1% (3)	1% (3)	208
Scotland / Northern Ireland	88% (98)	7% (8)	3% (3)	— (0)	2% (2)	112
No qualification	96% (221)	4% (10)	— (0)	— (0)	— (0)	232
Level 1 to Level 3	89% (442)	8% (40)	1% (6)	1% (4)	1% (6)	498
Level 4	84% (228)	11% (28)	4% (12)	1% (1)	— (1)	270
Income(UK): Under 40,000	90% (624)	7% (47)	1% (10)	1% (4)	1% (6)	691
Income(UK): 40,000 - 100,000	87% (247)	9% (26)	2% (7)	1% (2)	— (1)	283
Community: Urban	86% (236)	9% (26)	4% (10)	1% (2)	1% (2)	276
Community: Suburban	90% (453)	8% (39)	1% (5)	1% (3)	1% (3)	503
Community: Rural	91% (202)	6% (13)	1% (3)	— (1)	1% (2)	221
Traveling with Children	87% (169)	10% (19)	2% (3)	1% (2)	— (1)	194
Solo Travelers	90% (64)	7% (5)	2% (2)	1% (1)	— (0)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR2\_1:** And are you planning to do the following sometime in summer 2021 (June, July, August, September)?  
Travel within your country

Demographic	Yes, I plan to do this multiple times		Yes, I plan to do this at least once		No, I do not plan to do this		Total N
British Adults	20%	(202)	46%	(464)	33%	(333)	1000
Gender: Male	22%	(107)	49%	(238)	29%	(144)	488
Gender: Female	19%	(96)	44%	(227)	37%	(189)	512
Age: 18-34	31%	(87)	37%	(105)	32%	(90)	283
Age: 35-44	21%	(33)	40%	(65)	39%	(62)	160
Age: 45-64	14%	(47)	51%	(167)	34%	(113)	327
Age: 65+	15%	(36)	55%	(127)	29%	(68)	230
London	18%	(24)	50%	(65)	32%	(42)	131
North	19%	(61)	43%	(136)	38%	(119)	316
South	24%	(56)	42%	(97)	34%	(80)	233
Midlands / Wales / East	18%	(37)	51%	(107)	31%	(64)	208
Scotland / Northern Ireland	22%	(24)	53%	(59)	25%	(28)	112
No qualification	3%	(7)	47%	(110)	50%	(115)	232
Level 1 to Level 3	23%	(113)	45%	(224)	32%	(160)	498
Level 4	30%	(82)	48%	(130)	21%	(58)	270
Income(UK): Under 40,000	16%	(113)	44%	(305)	39%	(273)	691
Income(UK): 40,000 - 100,000	28%	(80)	51%	(145)	20%	(58)	283
Community: Urban	21%	(57)	48%	(132)	31%	(87)	276
Community: Suburban	20%	(99)	48%	(240)	33%	(164)	503
Community: Rural	21%	(46)	42%	(92)	37%	(83)	221
Traveling with Children	24%	(46)	74%	(143)	2%	(4)	194
Solo Travelers	35%	(25)	62%	(44)	4%	(3)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR2\_2:** And are you planning to do the following sometime in summer 2021 (June, July, August, September)?  
Travel outside of your country

Demographic	Yes, I plan to do this multiple times		Yes, I plan to do this at least once		No, I do not plan to do this		Total N
British Adults	7%	(68)	21%	(209)	72%	(723)	1000
Gender: Male	8%	(39)	22%	(109)	70%	(340)	488
Gender: Female	6%	(29)	19%	(100)	75%	(383)	512
Age: 18-34	11%	(30)	33%	(93)	57%	(160)	283
Age: 35-44	5%	(8)	22%	(36)	73%	(117)	160
Age: 45-64	7%	(22)	18%	(59)	75%	(245)	327
Age: 65+	4%	(8)	9%	(21)	87%	(201)	230
London	9%	(11)	30%	(39)	62%	(81)	131
North	6%	(19)	16%	(50)	78%	(246)	316
South	8%	(18)	12%	(28)	80%	(187)	233
Midlands / Wales / East	7%	(14)	27%	(56)	67%	(139)	208
Scotland / Northern Ireland	5%	(6)	32%	(36)	63%	(70)	112
No qualification	—	(0)	10%	(23)	90%	(209)	232
Level 1 to Level 3	7%	(37)	23%	(114)	70%	(347)	498
Level 4	12%	(32)	27%	(72)	62%	(167)	270
Income(UK): Under 40,000	6%	(38)	18%	(121)	77%	(532)	691
Income(UK): 40,000 - 100,000	9%	(26)	28%	(78)	63%	(179)	283
Community: Urban	10%	(28)	25%	(68)	65%	(179)	276
Community: Suburban	6%	(29)	18%	(92)	76%	(382)	503
Community: Rural	5%	(12)	22%	(49)	73%	(161)	221
Traveling with Children	9%	(17)	23%	(45)	68%	(132)	194
Solo Travelers	12%	(9)	33%	(24)	54%	(39)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR2\_3:** And are you planning to do the following sometime in summer 2021 (June, July, August, September)?  
Travel by airplane

Demographic	Yes, I plan to do this multiple times		Yes, I plan to do this at least once		No, I do not plan to do this		Total N
British Adults	7%	(73)	18%	(177)	75%	(751)	1000
Gender: Male	9%	(43)	19%	(92)	72%	(353)	488
Gender: Female	6%	(30)	16%	(84)	78%	(398)	512
Age: 18-34	12%	(35)	25%	(72)	62%	(176)	283
Age: 35-44	5%	(8)	23%	(37)	72%	(116)	160
Age: 45-64	7%	(22)	16%	(52)	77%	(252)	327
Age: 65+	3%	(8)	7%	(16)	90%	(207)	230
London	11%	(14)	31%	(40)	59%	(77)	131
North	7%	(21)	14%	(44)	79%	(250)	316
South	8%	(19)	11%	(25)	81%	(189)	233
Midlands / Wales / East	5%	(11)	18%	(38)	77%	(160)	208
Scotland / Northern Ireland	7%	(8)	26%	(29)	67%	(75)	112
No qualification	—	(0)	3%	(7)	97%	(225)	232
Level 1 to Level 3	8%	(39)	20%	(100)	72%	(359)	498
Level 4	12%	(34)	26%	(69)	62%	(167)	270
Income(UK): Under 40,000	6%	(41)	14%	(96)	80%	(554)	691
Income(UK): 40,000 - 100,000	10%	(29)	24%	(68)	66%	(186)	283
Community: Urban	10%	(26)	25%	(68)	66%	(181)	276
Community: Suburban	7%	(33)	15%	(77)	78%	(393)	503
Community: Rural	6%	(13)	14%	(31)	80%	(177)	221
Traveling with Children	9%	(18)	24%	(47)	66%	(128)	194
Solo Travelers	15%	(11)	33%	(24)	52%	(37)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR2\_4:** And are you planning to do the following sometime in summer 2021 (June, July, August, September)?  
Stay overnight at a hotel in your country

Demographic	Yes, I plan to do this multiple times		Yes, I plan to do this at least once		No, I do not plan to do this		Total N
British Adults	12%	(118)	35%	(352)	53%	(530)	1000
Gender: Male	12%	(60)	38%	(184)	50%	(245)	488
Gender: Female	11%	(59)	33%	(168)	56%	(285)	512
Age: 18-34	18%	(52)	34%	(96)	47%	(134)	283
Age: 35-44	12%	(19)	36%	(57)	53%	(84)	160
Age: 45-64	8%	(27)	33%	(109)	58%	(191)	327
Age: 65+	9%	(20)	39%	(89)	52%	(120)	230
London	14%	(18)	33%	(43)	53%	(69)	131
North	12%	(37)	32%	(103)	56%	(176)	316
South	15%	(34)	32%	(74)	54%	(125)	233
Midlands / Wales / East	10%	(20)	37%	(77)	53%	(111)	208
Scotland / Northern Ireland	7%	(8)	50%	(56)	43%	(48)	112
No qualification	3%	(7)	23%	(52)	74%	(172)	232
Level 1 to Level 3	13%	(64)	38%	(188)	49%	(246)	498
Level 4	17%	(47)	41%	(112)	41%	(111)	270
Income(UK): Under 40,000	9%	(65)	31%	(212)	60%	(414)	691
Income(UK): 40,000 - 100,000	16%	(46)	44%	(126)	39%	(111)	283
Community: Urban	10%	(28)	34%	(93)	56%	(155)	276
Community: Suburban	13%	(67)	35%	(177)	51%	(258)	503
Community: Rural	10%	(23)	37%	(82)	52%	(116)	221
Traveling with Children	17%	(33)	52%	(101)	31%	(60)	194
Solo Travelers	18%	(13)	36%	(26)	46%	(33)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR2\_5:** *And are you planning to do the following sometime in summer 2021 (June, July, August, September)?  
Stay overnight at a hotel outside of your country*

<b>Demographic</b>	<b>Yes, I plan to do this multiple times</b>		<b>Yes, I plan to do this at least once</b>		<b>No, I do not plan to do this</b>		<b>Total N</b>
British Adults	8%	(78)	17%	(170)	75%	(752)	1000
Gender: Male	10%	(48)	17%	(84)	73%	(356)	488
Gender: Female	6%	(30)	17%	(86)	77%	(396)	512
Age: 18-34	13%	(38)	26%	(73)	61%	(172)	283
Age: 35-44	6%	(10)	22%	(36)	72%	(115)	160
Age: 45-64	6%	(21)	14%	(45)	80%	(261)	327
Age: 65+	4%	(10)	7%	(17)	88%	(203)	230
London	11%	(15)	26%	(34)	62%	(82)	131
North	8%	(24)	13%	(42)	79%	(249)	316
South	7%	(16)	14%	(32)	80%	(185)	233
Midlands / Wales / East	6%	(13)	16%	(33)	78%	(163)	208
Scotland / Northern Ireland	10%	(11)	25%	(28)	65%	(73)	112
No qualification	—	(0)	—	(0)	100%	(232)	232
Level 1 to Level 3	9%	(43)	20%	(100)	71%	(356)	498
Level 4	13%	(36)	26%	(71)	61%	(164)	270
Income(UK): Under 40,000	6%	(42)	13%	(92)	81%	(557)	691
Income(UK): 40,000 - 100,000	12%	(33)	24%	(67)	65%	(183)	283
Community: Urban	10%	(26)	22%	(60)	69%	(189)	276
Community: Suburban	7%	(36)	14%	(72)	78%	(394)	503
Community: Rural	7%	(16)	17%	(38)	76%	(168)	221
Traveling with Children	12%	(23)	22%	(43)	66%	(127)	194
Solo Travelers	16%	(11)	17%	(12)	68%	(49)	72

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR3: What is the primary reason you are traveling?**

Demographic	Vacation with family or friends		Business or work related		Personal or family obligations		Other reason		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
British Adults	69%	(481)	5%	(32)	21%	(146)	6%	(38)	697
Gender: Male	70%	(257)	5%	(20)	18%	(65)	7%	(25)	367
Gender: Female	68%	(224)	4%	(12)	24%	(80)	4%	(13)	329
Age: 18-34	66%	(139)	10%	(22)	19%	(40)	5%	(10)	211
Age: 35-44	75%	(75)	4%	(4)	17%	(17)	5%	(5)	101
Age: 45-64	65%	(146)	2%	(5)	25%	(56)	7%	(16)	223
Age: 65+	74%	(121)	—	(1)	20%	(33)	5%	(8)	162
London	65%	(60)	9%	(8)	22%	(21)	4%	(4)	92
North	68%	(136)	4%	(9)	21%	(41)	7%	(15)	201
South	72%	(115)	5%	(7)	18%	(29)	5%	(8)	160
Midlands / Wales / East	66%	(102)	4%	(6)	25%	(40)	5%	(8)	156
Scotland / Northern Ireland	77%	(67)	2%	(2)	17%	(15)	5%	(4)	88
No qualification	66%	(83)	—	(0)	28%	(36)	6%	(7)	125
Level 1 to Level 3	71%	(253)	5%	(16)	18%	(64)	6%	(21)	353
Level 4	67%	(146)	7%	(16)	21%	(46)	5%	(10)	218
Income(UK): Under 40,000	66%	(291)	4%	(18)	22%	(98)	7%	(32)	439
Income(UK): 40,000 - 100,000	75%	(174)	5%	(11)	18%	(42)	3%	(7)	233
Community: Urban	65%	(130)	8%	(15)	22%	(44)	5%	(11)	200
Community: Suburban	68%	(237)	3%	(11)	22%	(76)	7%	(23)	348
Community: Rural	76%	(114)	4%	(5)	17%	(25)	3%	(4)	149
Traveling with Children	71%	(138)	4%	(8)	20%	(38)	5%	(9)	194
Solo Travelers	32%	(23)	10%	(7)	38%	(27)	20%	(14)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4: Where do you plan to travel?**

Demographic	Less than an hour drive distance from home		1 to 2 hours driving distance from home		3 to 4 hours driving distance from home		More than 4 hours driving distance from home		Total N
British Adults	4%	(29)	35%	(241)	31%	(216)	30%	(211)	697
Gender: Male	5%	(17)	32%	(119)	32%	(118)	31%	(114)	367
Gender: Female	4%	(12)	37%	(122)	30%	(98)	30%	(98)	329
Age: 18-34	8%	(16)	32%	(67)	37%	(77)	24%	(50)	211
Age: 35-44	1%	(1)	27%	(27)	40%	(41)	32%	(32)	101
Age: 45-64	3%	(6)	37%	(82)	24%	(54)	36%	(80)	223
Age: 65+	3%	(6)	40%	(65)	27%	(43)	30%	(49)	162
London	5%	(4)	32%	(29)	31%	(28)	32%	(30)	92
North	5%	(11)	30%	(60)	36%	(73)	29%	(58)	201
South	3%	(5)	36%	(57)	27%	(43)	34%	(54)	160
Midlands / Wales / East	3%	(5)	38%	(60)	35%	(54)	24%	(37)	156
Scotland / Northern Ireland	4%	(3)	39%	(35)	20%	(18)	37%	(32)	88
No qualification	—	(0)	48%	(60)	18%	(22)	34%	(43)	125
Level 1 to Level 3	7%	(23)	31%	(108)	34%	(119)	29%	(102)	353
Level 4	3%	(6)	33%	(73)	34%	(74)	30%	(66)	218
Income(UK): Under 40,000	5%	(23)	38%	(165)	28%	(121)	30%	(129)	439
Income(UK): 40,000 - 100,000	2%	(5)	30%	(71)	37%	(87)	30%	(70)	233
Community: Urban	4%	(8)	30%	(61)	26%	(51)	40%	(81)	200
Community: Suburban	4%	(16)	42%	(144)	29%	(102)	25%	(85)	348
Community: Rural	4%	(6)	24%	(36)	42%	(62)	30%	(45)	149
Traveling with Children	2%	(4)	38%	(74)	30%	(58)	30%	(57)	194
Solo Travelers	13%	(9)	25%	(18)	24%	(18)	37%	(27)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table MCBR5: How will you reach your destination?**

Demographic	Driving in my own car, or a car owned by a friend or family member	Bus	Train	Driving in an RV	Driving in a rental car	Plane	Other	None of the above		Total N			
British Adults	63% (437)	4% (26)	12% (81)	3% (18)	2% (17)	16% (112)	1% (4)	—	(2)	697			
Gender: Male	62% (227)	2% (7)	11% (42)	4% (14)	3% (10)	17% (64)	1% (3)	—	(1)	367			
Gender: Female	64% (211)	6% (19)	12% (38)	1% (4)	2% (7)	15% (48)	—	(1)	(2)	329			
Age: 18-34	49% (103)	4% (9)	12% (24)	6% (13)	6% (13)	23% (49)	—	(0)	(1)	211			
Age: 35-44	60% (61)	3% (3)	12% (12)	—	(0)	2% (2)	23% (23)	1% (1)	—	(0)	101		
Age: 45-64	58% (129)	5% (12)	18% (39)	2% (3)	1% (2)	15% (33)	1% (3)	1%	(2)	223			
Age: 65+	89% (145)	2% (3)	3% (5)	1% (1)	—	(0)	5% (7)	—	(1)	(0)	162		
London	43% (39)	7% (7)	21% (19)	3% (3)	4% (4)	21% (20)	1% (1)	—	(0)	92			
North	68% (137)	1% (2)	15% (31)	2% (3)	2% (5)	11% (21)	1% (2)	—	(0)	201			
South	65% (103)	8% (12)	8% (13)	1% (1)	3% (6)	14% (23)	—	(0)	1%	(2)	160		
Midlands / Wales / East	63% (98)	2% (3)	8% (12)	7% (11)	2% (3)	18% (28)	—	(1)	—	(1)	156		
Scotland / Northern Ireland	67% (59)	2% (2)	7% (6)	—	(0)	—	(0)	23%	(20)	1% (1)	—	(0)	88
No qualification	70% (88)	6% (7)	11% (14)	7% (8)	—	(0)	6%	(7)	—	(0)	—	(0)	125
Level 1 to Level 3	63% (222)	4% (13)	11% (39)	1% (5)	3% (9)	18% (64)	—	(1)	—	(2)	353		
Level 4	59% (128)	3% (6)	13% (28)	2% (5)	4% (8)	19% (41)	1% (3)	—	(1)	218			
Income(UK): Under 40,000	61% (269)	5% (24)	14% (61)	3% (13)	3% (11)	13% (58)	1% (2)	—	(2)	439			
Income(UK): 40,000 - 100,000	66% (154)	1% (1)	8% (18)	2% (4)	3% (6)	20% (47)	1% (2)	—	(1)	233			
Community: Urban	50% (99)	4% (8)	17% (33)	1% (2)	4% (8)	22% (45)	1% (2)	1%	(2)	200			
Community: Suburban	71% (247)	1% (5)	10% (35)	2% (5)	2% (7)	13% (46)	1% (3)	—	(0)	348			
Community: Rural	61% (91)	8% (13)	8% (13)	7% (10)	1% (2)	14% (21)	—	(0)	—	(0)	149		
Traveling with Children	67% (130)	1% (3)	14% (26)	1% (2)	2% (4)	14% (28)	—	(1)	—	(0)	194		
Solo Travelers	36% (26)	9% (7)	20% (14)	1% (1)	4% (3)	29% (21)	—	(0)	1%	(1)	72		

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR6: What is your travel budget?**

Demographic	Less than \$300	\$300 to \$500	\$501 to \$1,000	\$1,001 to \$1,200	\$1,201 to \$1,500	More than \$1,500	Don't know / No opinion	Total N
British Adults	20% (138)	15% (103)	18% (122)	11% (78)	8% (55)	11% (74)	18% (127)	697
Gender: Male	16% (58)	13% (47)	21% (78)	11% (41)	8% (31)	12% (45)	18% (67)	367
Gender: Female	24% (79)	17% (56)	13% (44)	11% (36)	7% (24)	9% (29)	18% (60)	329
Age: 18-34	20% (42)	17% (35)	14% (30)	12% (26)	14% (30)	11% (24)	11% (24)	211
Age: 35-44	23% (24)	13% (13)	26% (26)	10% (10)	10% (10)	10% (11)	8% (8)	101
Age: 45-64	15% (34)	17% (37)	12% (26)	13% (29)	6% (13)	12% (27)	25% (57)	223
Age: 65+	24% (38)	11% (19)	25% (40)	8% (13)	1% (2)	8% (13)	23% (38)	162
London	17% (16)	12% (11)	15% (14)	17% (16)	13% (12)	15% (14)	12% (11)	92
North	25% (49)	19% (38)	14% (27)	8% (15)	9% (19)	8% (15)	19% (38)	201
South	15% (24)	14% (23)	29% (46)	8% (13)	6% (9)	6% (10)	21% (34)	160
Midlands / Wales / East	19% (29)	15% (23)	11% (18)	12% (19)	6% (9)	15% (24)	23% (35)	156
Scotland / Northern Ireland	22% (19)	10% (9)	19% (17)	17% (15)	8% (7)	12% (11)	11% (9)	88
No qualification	17% (21)	6% (7)	17% (22)	14% (17)	— (0)	7% (8)	40% (50)	125
Level 1 to Level 3	21% (76)	16% (58)	19% (65)	10% (34)	8% (27)	11% (40)	15% (53)	353
Level 4	19% (41)	18% (39)	16% (35)	12% (27)	13% (28)	12% (26)	11% (24)	218
Income(UK): Under 40,000	24% (107)	16% (68)	17% (76)	9% (40)	5% (23)	8% (35)	21% (90)	439
Income(UK): 40,000 - 100,000	12% (29)	14% (33)	19% (43)	15% (35)	12% (28)	14% (32)	15% (34)	233
Community: Urban	12% (25)	17% (34)	21% (42)	17% (33)	9% (18)	11% (22)	13% (27)	200
Community: Suburban	24% (84)	15% (52)	15% (53)	9% (32)	6% (22)	9% (30)	21% (74)	348
Community: Rural	20% (29)	12% (18)	18% (27)	8% (12)	10% (16)	15% (22)	17% (26)	149
Traveling with Children	13% (25)	14% (28)	20% (38)	17% (33)	8% (15)	14% (26)	14% (28)	194
Solo Travelers	35% (25)	15% (11)	12% (9)	3% (2)	6% (4)	3% (2)	26% (18)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR7: Which of the following most closely matches your plans for accommodations for your travel plans?**

Demographic	I plan to stay at the home of a family member or friends		I plan to stay at a major hotel chain		I plan to stay at a boutique or local hotel		I plan to say at an Airbnb or an accommodation booked through a different home-sharing platform		Other		None of the above		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
British Adults	25%	(175)	23%	(158)	17%	(118)	13%	(90)	13%	(93)	9%	(63)	697
Gender: Male	22%	(81)	25%	(92)	16%	(59)	11%	(39)	16%	(59)	10%	(38)	367
Gender: Female	28%	(94)	20%	(66)	18%	(58)	16%	(52)	10%	(34)	8%	(25)	329
Age: 18-34	22%	(47)	23%	(48)	15%	(31)	22%	(47)	7%	(14)	11%	(22)	211
Age: 35-44	21%	(21)	33%	(34)	17%	(17)	14%	(14)	13%	(13)	2%	(2)	101
Age: 45-64	32%	(72)	23%	(50)	15%	(34)	9%	(21)	11%	(25)	9%	(21)	223
Age: 65+	21%	(34)	16%	(26)	22%	(36)	5%	(8)	25%	(40)	11%	(17)	162
London	39%	(36)	20%	(19)	13%	(12)	19%	(18)	4%	(3)	5%	(4)	92
North	28%	(56)	25%	(50)	14%	(28)	12%	(23)	16%	(32)	6%	(11)	201
South	21%	(34)	23%	(37)	22%	(35)	11%	(18)	19%	(30)	4%	(7)	160
Midlands / Wales / East	18%	(28)	27%	(42)	16%	(24)	11%	(16)	14%	(23)	15%	(23)	156
Scotland / Northern Ireland	24%	(21)	12%	(11)	22%	(19)	17%	(15)	6%	(5)	19%	(17)	88
No qualification	28%	(35)	17%	(21)	17%	(21)	—	(0)	17%	(21)	20%	(25)	125
Level 1 to Level 3	24%	(83)	25%	(87)	17%	(59)	13%	(46)	13%	(47)	9%	(31)	353
Level 4	26%	(57)	23%	(50)	17%	(38)	20%	(44)	11%	(24)	3%	(6)	218
Income(UK): Under 40,000	28%	(122)	20%	(86)	17%	(76)	9%	(40)	15%	(67)	11%	(49)	439
Income(UK): 40,000 - 100,000	19%	(45)	29%	(67)	16%	(38)	18%	(43)	11%	(26)	6%	(14)	233
Community: Urban	28%	(56)	19%	(38)	14%	(28)	13%	(26)	17%	(33)	9%	(18)	200
Community: Suburban	27%	(92)	23%	(82)	19%	(65)	13%	(44)	10%	(35)	8%	(29)	348
Community: Rural	17%	(26)	26%	(39)	16%	(24)	13%	(20)	16%	(25)	10%	(16)	149
Traveling with Children	29%	(55)	24%	(46)	10%	(19)	17%	(33)	13%	(24)	8%	(16)	194
Solo Travelers	44%	(32)	15%	(11)	9%	(7)	5%	(4)	12%	(9)	14%	(10)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR8\_1NET:** Who do you plan to travel with during this trip? Please select all that apply.

Spouse

Demographic	Selected		Not Selected		Total N
British Adults	52%	(360)	48%	(337)	697
Gender: Male	56%	(205)	44%	(162)	367
Gender: Female	47%	(155)	53%	(175)	329
Age: 18-34	38%	(81)	62%	(130)	211
Age: 35-44	56%	(57)	44%	(44)	101
Age: 45-64	53%	(118)	47%	(105)	223
Age: 65+	64%	(105)	36%	(58)	162
London	38%	(35)	62%	(57)	92
North	59%	(119)	41%	(82)	201
South	49%	(79)	51%	(81)	160
Midlands / Wales / East	58%	(90)	42%	(66)	156
Scotland / Northern Ireland	42%	(37)	58%	(51)	88
No qualification	51%	(64)	49%	(62)	125
Level 1 to Level 3	49%	(174)	51%	(179)	353
Level 4	56%	(122)	44%	(96)	218
Income(UK): Under 40,000	42%	(183)	58%	(255)	439
Income(UK): 40,000 - 100,000	69%	(161)	31%	(72)	233
Community: Urban	43%	(85)	57%	(115)	200
Community: Suburban	58%	(201)	42%	(146)	348
Community: Rural	49%	(73)	51%	(76)	149
Traveling with Children	56%	(108)	44%	(86)	194
Solo Travelers	—	(0)	100%	(72)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR8\_2NET:** Who do you plan to travel with during this trip? Please select all that apply.  
 Child(ren)

Demographic	Selected		Not Selected		Total N
British Adults	28%	(194)	72%	(503)	697
Gender: Male	25%	(91)	75%	(277)	367
Gender: Female	31%	(103)	69%	(226)	329
Age: 18-34	20%	(42)	80%	(168)	211
Age: 35-44	52%	(52)	48%	(49)	101
Age: 45-64	31%	(70)	69%	(153)	223
Age: 65+	18%	(29)	82%	(134)	162
London	25%	(23)	75%	(69)	92
North	32%	(65)	68%	(136)	201
South	29%	(46)	71%	(113)	160
Midlands / Wales / East	24%	(37)	76%	(119)	156
Scotland / Northern Ireland	26%	(23)	74%	(66)	88
No qualification	25%	(31)	75%	(94)	125
Level 1 to Level 3	26%	(90)	74%	(263)	353
Level 4	33%	(72)	67%	(146)	218
Income(UK): Under 40,000	26%	(113)	74%	(326)	439
Income(UK): 40,000 - 100,000	30%	(70)	70%	(163)	233
Community: Urban	31%	(61)	69%	(139)	200
Community: Suburban	26%	(90)	74%	(258)	348
Community: Rural	29%	(43)	71%	(107)	149
Traveling with Children	100%	(194)	—	(0)	194
Solo Travelers	—	(0)	100%	(72)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR8\_3NET:** Who do you plan to travel with during this trip? Please select all that apply.

Parent(s)

Demographic	Selected		Not Selected		Total N
British Adults	9%	(64)	91%	(633)	697
Gender: Male	7%	(25)	93%	(343)	367
Gender: Female	12%	(39)	88%	(290)	329
Age: 18-34	20%	(42)	80%	(169)	211
Age: 35-44	9%	(10)	91%	(92)	101
Age: 45-64	5%	(11)	95%	(212)	223
Age: 65+	1%	(1)	99%	(161)	162
London	12%	(11)	88%	(81)	92
North	9%	(18)	91%	(183)	201
South	9%	(14)	91%	(145)	160
Midlands / Wales / East	7%	(11)	93%	(145)	156
Scotland / Northern Ireland	10%	(9)	90%	(79)	88
No qualification	—	(0)	100%	(125)	125
Level 1 to Level 3	12%	(42)	88%	(312)	353
Level 4	10%	(22)	90%	(196)	218
Income(UK): Under 40,000	9%	(41)	91%	(398)	439
Income(UK): 40,000 - 100,000	8%	(18)	92%	(215)	233
Community: Urban	9%	(18)	91%	(182)	200
Community: Suburban	9%	(33)	91%	(315)	348
Community: Rural	9%	(13)	91%	(136)	149
Traveling with Children	9%	(17)	91%	(176)	194
Solo Travelers	—	(0)	100%	(72)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR8\_4NET:** Who do you plan to travel with during this trip? Please select all that apply.  
 Extended family

Demographic	Selected		Not Selected		Total N
British Adults	14%	(96)	86%	(601)	697
Gender: Male	16%	(59)	84%	(309)	367
Gender: Female	11%	(38)	89%	(292)	329
Age: 18-34	17%	(35)	83%	(175)	211
Age: 35-44	9%	(9)	91%	(92)	101
Age: 45-64	5%	(12)	95%	(211)	223
Age: 65+	24%	(40)	76%	(123)	162
London	15%	(14)	85%	(78)	92
North	12%	(24)	88%	(178)	201
South	23%	(36)	77%	(123)	160
Midlands / Wales / East	6%	(10)	94%	(147)	156
Scotland / Northern Ireland	15%	(13)	85%	(75)	88
No qualification	23%	(29)	77%	(97)	125
Level 1 to Level 3	12%	(43)	88%	(311)	353
Level 4	11%	(25)	89%	(194)	218
Income(UK): Under 40,000	16%	(72)	84%	(367)	439
Income(UK): 40,000 - 100,000	8%	(20)	92%	(214)	233
Community: Urban	18%	(36)	82%	(164)	200
Community: Suburban	11%	(40)	89%	(308)	348
Community: Rural	14%	(21)	86%	(129)	149
Traveling with Children	6%	(12)	94%	(181)	194
Solo Travelers	—	(0)	100%	(72)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR8\_5NET: Who do you plan to travel with during this trip? Please select all that apply.**

Friends

Demographic	Selected		Not Selected		Total N
British Adults	20%	(140)	80%	(557)	697
Gender: Male	19%	(69)	81%	(299)	367
Gender: Female	21%	(71)	79%	(259)	329
Age: 18-34	33%	(69)	67%	(142)	211
Age: 35-44	22%	(22)	78%	(79)	101
Age: 45-64	13%	(29)	87%	(194)	223
Age: 65+	12%	(19)	88%	(143)	162
London	31%	(29)	69%	(63)	92
North	14%	(29)	86%	(173)	201
South	23%	(37)	77%	(123)	160
Midlands / Wales / East	19%	(30)	81%	(126)	156
Scotland / Northern Ireland	18%	(15)	82%	(73)	88
No qualification	18%	(23)	82%	(102)	125
Level 1 to Level 3	21%	(74)	79%	(280)	353
Level 4	20%	(43)	80%	(175)	218
Income(UK): Under 40,000	23%	(102)	77%	(337)	439
Income(UK): 40,000 - 100,000	15%	(36)	85%	(197)	233
Community: Urban	19%	(38)	81%	(162)	200
Community: Suburban	18%	(63)	82%	(284)	348
Community: Rural	26%	(38)	74%	(111)	149
Traveling with Children	5%	(9)	95%	(185)	194
Solo Travelers	—	(0)	100%	(72)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table MCBR8\_6NET:** Who do you plan to travel with during this trip? Please select all that apply.  
 I plan to travel alone

Demographic	Selected		Not Selected		Total N
British Adults	10%	(72)	90%	(625)	697
Gender: Male	12%	(46)	88%	(322)	367
Gender: Female	8%	(26)	92%	(303)	329
Age: 18-34	9%	(19)	91%	(192)	211
Age: 35-44	8%	(8)	92%	(93)	101
Age: 45-64	16%	(35)	84%	(188)	223
Age: 65+	6%	(10)	94%	(152)	162
London	11%	(11)	89%	(81)	92
North	9%	(19)	91%	(183)	201
South	7%	(12)	93%	(148)	160
Midlands / Wales / East	15%	(23)	85%	(133)	156
Scotland / Northern Ireland	9%	(8)	91%	(80)	88
No qualification	6%	(7)	94%	(118)	125
Level 1 to Level 3	11%	(38)	89%	(315)	353
Level 4	12%	(27)	88%	(192)	218
Income(UK): Under 40,000	13%	(58)	87%	(381)	439
Income(UK): 40,000 - 100,000	5%	(11)	95%	(222)	233
Community: Urban	15%	(30)	85%	(170)	200
Community: Suburban	8%	(29)	92%	(318)	348
Community: Rural	8%	(12)	92%	(137)	149
Traveling with Children	—	(0)	100%	(194)	194
Solo Travelers	100%	(72)	—	(0)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_1NET:** Please indicate which of the following you plan to do on your trip.  
Go to a places regularly visited by tourists

Demographic	Selected		Not Selected		Total N
British Adults	33%	(227)	67%	(470)	697
Gender: Male	32%	(119)	68%	(248)	367
Gender: Female	33%	(108)	67%	(222)	329
Age: 18-34	25%	(52)	75%	(159)	211
Age: 35-44	34%	(34)	66%	(67)	101
Age: 45-64	30%	(67)	70%	(156)	223
Age: 65+	45%	(74)	55%	(89)	162
London	28%	(25)	72%	(67)	92
North	35%	(71)	65%	(130)	201
South	45%	(72)	55%	(88)	160
Midlands / Wales / East	25%	(39)	75%	(117)	156
Scotland / Northern Ireland	22%	(20)	78%	(68)	88
No qualification	46%	(57)	54%	(68)	125
Level 1 to Level 3	29%	(102)	71%	(252)	353
Level 4	31%	(68)	69%	(151)	218
Income(UK): Under 40,000	31%	(137)	69%	(302)	439
Income(UK): 40,000 - 100,000	35%	(81)	65%	(152)	233
Community: Urban	25%	(49)	75%	(151)	200
Community: Suburban	35%	(120)	65%	(227)	348
Community: Rural	38%	(57)	62%	(92)	149
Traveling with Children	28%	(54)	72%	(139)	194
Solo Travelers	15%	(11)	85%	(61)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_2NET:** Please indicate which of the following you plan to do on your trip.  
 Go to an urban area, such as business centers or major cities

Demographic	Selected		Not Selected		Total N
British Adults	14%	(95)	86%	(601)	697
Gender: Male	17%	(61)	83%	(306)	367
Gender: Female	10%	(34)	90%	(295)	329
Age: 18-34	18%	(38)	82%	(172)	211
Age: 35-44	21%	(21)	79%	(80)	101
Age: 45-64	12%	(26)	88%	(197)	223
Age: 65+	7%	(11)	93%	(152)	162
London	17%	(16)	83%	(76)	92
North	17%	(33)	83%	(168)	201
South	13%	(21)	87%	(139)	160
Midlands / Wales / East	10%	(15)	90%	(141)	156
Scotland / Northern Ireland	12%	(10)	88%	(78)	88
No qualification	11%	(14)	89%	(111)	125
Level 1 to Level 3	13%	(44)	87%	(309)	353
Level 4	17%	(37)	83%	(181)	218
Income(UK): Under 40,000	12%	(55)	88%	(384)	439
Income(UK): 40,000 - 100,000	15%	(36)	85%	(197)	233
Community: Urban	20%	(40)	80%	(160)	200
Community: Suburban	11%	(37)	89%	(311)	348
Community: Rural	12%	(18)	88%	(131)	149
Traveling with Children	14%	(27)	86%	(167)	194
Solo Travelers	14%	(10)	86%	(62)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_3NET:** Please indicate which of the following you plan to do on your trip.

Go to the beach

Demographic	Selected		Not Selected		Total N
British Adults	44%	(307)	56%	(390)	697
Gender: Male	39%	(143)	61%	(225)	367
Gender: Female	50%	(164)	50%	(165)	329
Age: 18-34	43%	(90)	57%	(121)	211
Age: 35-44	58%	(59)	42%	(42)	101
Age: 45-64	43%	(96)	57%	(127)	223
Age: 65+	38%	(62)	62%	(100)	162
London	38%	(35)	62%	(57)	92
North	42%	(84)	58%	(117)	201
South	51%	(81)	49%	(78)	160
Midlands / Wales / East	47%	(73)	53%	(84)	156
Scotland / Northern Ireland	38%	(34)	62%	(54)	88
No qualification	35%	(43)	65%	(82)	125
Level 1 to Level 3	46%	(162)	54%	(191)	353
Level 4	47%	(102)	53%	(117)	218
Income(UK): Under 40,000	39%	(173)	61%	(266)	439
Income(UK): 40,000 - 100,000	52%	(122)	48%	(112)	233
Community: Urban	40%	(79)	60%	(121)	200
Community: Suburban	44%	(152)	56%	(196)	348
Community: Rural	51%	(76)	49%	(74)	149
Traveling with Children	48%	(92)	52%	(101)	194
Solo Travelers	20%	(14)	80%	(58)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_4NET:** Please indicate which of the following you plan to do on your trip.  
 Go to the mountains

Demographic	Selected		Not Selected		Total N
British Adults	10%	(72)	90%	(625)	697
Gender: Male	11%	(40)	89%	(327)	367
Gender: Female	10%	(32)	90%	(298)	329
Age: 18-34	13%	(28)	87%	(182)	211
Age: 35-44	8%	(8)	92%	(93)	101
Age: 45-64	10%	(22)	90%	(201)	223
Age: 65+	8%	(14)	92%	(149)	162
London	15%	(14)	85%	(78)	92
North	6%	(13)	94%	(188)	201
South	12%	(19)	88%	(141)	160
Midlands / Wales / East	10%	(16)	90%	(141)	156
Scotland / Northern Ireland	12%	(10)	88%	(78)	88
No qualification	6%	(7)	94%	(118)	125
Level 1 to Level 3	9%	(33)	91%	(321)	353
Level 4	15%	(32)	85%	(186)	218
Income(UK): Under 40,000	10%	(43)	90%	(396)	439
Income(UK): 40,000 - 100,000	12%	(27)	88%	(206)	233
Community: Urban	11%	(22)	89%	(178)	200
Community: Suburban	10%	(35)	90%	(313)	348
Community: Rural	10%	(16)	90%	(134)	149
Traveling with Children	10%	(19)	90%	(174)	194
Solo Travelers	7%	(5)	93%	(67)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_5NET:** Please indicate which of the following you plan to do on your trip.

Hike

Demographic	Selected		Not Selected		Total N
British Adults	12%	(81)	88%	(616)	697
Gender: Male	12%	(43)	88%	(325)	367
Gender: Female	12%	(38)	88%	(291)	329
Age: 18-34	17%	(36)	83%	(175)	211
Age: 35-44	14%	(14)	86%	(87)	101
Age: 45-64	11%	(23)	89%	(199)	223
Age: 65+	5%	(8)	95%	(155)	162
London	13%	(12)	87%	(80)	92
North	14%	(29)	86%	(173)	201
South	10%	(15)	90%	(144)	160
Midlands / Wales / East	10%	(15)	90%	(141)	156
Scotland / Northern Ireland	11%	(10)	89%	(78)	88
No qualification	—	(0)	100%	(125)	125
Level 1 to Level 3	11%	(37)	89%	(316)	353
Level 4	20%	(44)	80%	(175)	218
Income(UK): Under 40,000	9%	(40)	91%	(399)	439
Income(UK): 40,000 - 100,000	16%	(37)	84%	(197)	233
Community: Urban	11%	(21)	89%	(179)	200
Community: Suburban	12%	(43)	88%	(305)	348
Community: Rural	12%	(17)	88%	(132)	149
Traveling with Children	11%	(20)	89%	(173)	194
Solo Travelers	8%	(6)	92%	(66)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_6NET:** Please indicate which of the following you plan to do on your trip.

*Camp*

Demographic	Selected		Not Selected		Total N
British Adults	9%	(61)	91%	(635)	697
Gender: Male	10%	(38)	90%	(329)	367
Gender: Female	7%	(23)	93%	(306)	329
Age: 18-34	17%	(35)	83%	(176)	211
Age: 35-44	6%	(6)	94%	(95)	101
Age: 45-64	7%	(16)	93%	(207)	223
Age: 65+	3%	(4)	97%	(158)	162
London	6%	(5)	94%	(87)	92
North	8%	(15)	92%	(186)	201
South	9%	(15)	91%	(145)	160
Midlands / Wales / East	10%	(16)	90%	(140)	156
Scotland / Northern Ireland	12%	(11)	88%	(77)	88
No qualification	7%	(8)	93%	(117)	125
Level 1 to Level 3	8%	(29)	92%	(324)	353
Level 4	11%	(24)	89%	(195)	218
Income(UK): Under 40,000	9%	(38)	91%	(401)	439
Income(UK): 40,000 - 100,000	10%	(23)	90%	(210)	233
Community: Urban	6%	(11)	94%	(189)	200
Community: Suburban	7%	(26)	93%	(322)	348
Community: Rural	16%	(24)	84%	(125)	149
Traveling with Children	9%	(18)	91%	(176)	194
Solo Travelers	5%	(4)	95%	(68)	72

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_7NET:** Please indicate which of the following you plan to do on your trip.  
Go to an amusement park

Demographic	Selected		Not Selected		Total N
British Adults	13%	(89)	87%	(608)	697
Gender: Male	12%	(46)	88%	(322)	367
Gender: Female	13%	(43)	87%	(287)	329
Age: 18-34	17%	(36)	83%	(175)	211
Age: 35-44	21%	(21)	79%	(80)	101
Age: 45-64	10%	(21)	90%	(202)	223
Age: 65+	7%	(11)	93%	(151)	162
London	8%	(7)	92%	(84)	92
North	10%	(20)	90%	(182)	201
South	13%	(20)	87%	(140)	160
Midlands / Wales / East	13%	(20)	87%	(136)	156
Scotland / Northern Ireland	24%	(21)	76%	(67)	88
No qualification	8%	(10)	92%	(115)	125
Level 1 to Level 3	15%	(54)	85%	(300)	353
Level 4	11%	(25)	89%	(193)	218
Income(UK): Under 40,000	13%	(56)	87%	(383)	439
Income(UK): 40,000 - 100,000	14%	(32)	86%	(202)	233
Community: Urban	14%	(29)	86%	(172)	200
Community: Suburban	12%	(40)	88%	(307)	348
Community: Rural	13%	(20)	87%	(129)	149
Traveling with Children	30%	(57)	70%	(136)	194
Solo Travelers	5%	(4)	95%	(68)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table MCBR9\_8NET:** Please indicate which of the following you plan to do on your trip.

Go to a museum

Demographic	Selected		Not Selected		Total N
British Adults	14%	(100)	86%	(597)	697
Gender: Male	13%	(46)	87%	(321)	367
Gender: Female	16%	(54)	84%	(276)	329
Age: 18-34	14%	(30)	86%	(181)	211
Age: 35-44	16%	(16)	84%	(85)	101
Age: 45-64	15%	(34)	85%	(189)	223
Age: 65+	12%	(19)	88%	(143)	162
London	18%	(16)	82%	(76)	92
North	17%	(34)	83%	(167)	201
South	13%	(20)	87%	(140)	160
Midlands / Wales / East	13%	(20)	87%	(136)	156
Scotland / Northern Ireland	11%	(9)	89%	(79)	88
No qualification	11%	(14)	89%	(111)	125
Level 1 to Level 3	14%	(51)	86%	(302)	353
Level 4	16%	(35)	84%	(184)	218
Income(UK): Under 40,000	13%	(57)	87%	(382)	439
Income(UK): 40,000 - 100,000	18%	(41)	82%	(192)	233
Community: Urban	13%	(25)	87%	(175)	200
Community: Suburban	18%	(62)	82%	(285)	348
Community: Rural	8%	(12)	92%	(137)	149
Traveling with Children	14%	(26)	86%	(167)	194
Solo Travelers	10%	(8)	90%	(64)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_9NET:** Please indicate which of the following you plan to do on your trip.  
*Experience nightlife*

Demographic	Selected		Not Selected		Total N
British Adults	10%	(69)	90%	(628)	697
Gender: Male	11%	(39)	89%	(329)	367
Gender: Female	9%	(30)	91%	(300)	329
Age: 18-34	17%	(36)	83%	(174)	211
Age: 35-44	7%	(7)	93%	(94)	101
Age: 45-64	10%	(23)	90%	(200)	223
Age: 65+	2%	(3)	98%	(160)	162
London	12%	(11)	88%	(80)	92
North	7%	(15)	93%	(187)	201
South	9%	(14)	91%	(145)	160
Midlands / Wales / East	12%	(19)	88%	(137)	156
Scotland / Northern Ireland	11%	(10)	89%	(78)	88
No qualification	6%	(7)	94%	(118)	125
Level 1 to Level 3	11%	(38)	89%	(315)	353
Level 4	11%	(23)	89%	(195)	218
Income(UK): Under 40,000	7%	(30)	93%	(409)	439
Income(UK): 40,000 - 100,000	15%	(34)	85%	(200)	233
Community: Urban	10%	(19)	90%	(181)	200
Community: Suburban	10%	(34)	90%	(314)	348
Community: Rural	10%	(16)	90%	(134)	149
Traveling with Children	7%	(13)	93%	(180)	194
Solo Travelers	6%	(4)	94%	(67)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_10NET:** Please indicate which of the following you plan to do on your trip.  
 Do adventure activities, such as bungee jumping or zip lining

Demographic	Selected		Not Selected		Total N
British Adults	6%	(41)	94%	(656)	697
Gender: Male	6%	(23)	94%	(344)	367
Gender: Female	5%	(18)	95%	(311)	329
Age: 18-34	14%	(29)	86%	(181)	211
Age: 35-44	7%	(7)	93%	(94)	101
Age: 45-64	2%	(4)	98%	(219)	223
Age: 65+	—	(1)	100%	(162)	162
London	6%	(5)	94%	(87)	92
North	5%	(10)	95%	(191)	201
South	8%	(13)	92%	(146)	160
Midlands / Wales / East	7%	(11)	93%	(146)	156
Scotland / Northern Ireland	3%	(2)	97%	(86)	88
No qualification	—	(0)	100%	(125)	125
Level 1 to Level 3	7%	(26)	93%	(328)	353
Level 4	7%	(16)	93%	(203)	218
Income(UK): Under 40,000	6%	(28)	94%	(411)	439
Income(UK): 40,000 - 100,000	5%	(11)	95%	(222)	233
Community: Urban	8%	(17)	92%	(183)	200
Community: Suburban	5%	(19)	95%	(329)	348
Community: Rural	4%	(6)	96%	(144)	149
Traveling with Children	9%	(17)	91%	(176)	194
Solo Travelers	6%	(4)	94%	(68)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_11NET:** Please indicate which of the following you plan to do on your trip.

Go on a cruise

Demographic	Selected		Not Selected		Total N
British Adults	2%	(17)	98%	(680)	697
Gender: Male	3%	(11)	97%	(356)	367
Gender: Female	2%	(6)	98%	(324)	329
Age: 18-34	5%	(10)	95%	(201)	211
Age: 35-44	2%	(2)	98%	(99)	101
Age: 45-64	1%	(3)	99%	(220)	223
Age: 65+	2%	(3)	98%	(160)	162
London	3%	(3)	97%	(89)	92
North	3%	(5)	97%	(196)	201
South	1%	(2)	99%	(158)	160
Midlands / Wales / East	4%	(6)	96%	(151)	156
Scotland / Northern Ireland	2%	(2)	98%	(86)	88
No qualification	—	(0)	100%	(125)	125
Level 1 to Level 3	4%	(13)	96%	(341)	353
Level 4	2%	(5)	98%	(213)	218
Income(UK): Under 40,000	2%	(7)	98%	(432)	439
Income(UK): 40,000 - 100,000	4%	(9)	96%	(225)	233
Community: Urban	1%	(2)	99%	(198)	200
Community: Suburban	3%	(12)	97%	(336)	348
Community: Rural	2%	(3)	98%	(146)	149
Traveling with Children	3%	(6)	97%	(188)	194
Solo Travelers	1%	(1)	99%	(71)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_12NET:** Please indicate which of the following you plan to do on your trip.  
 Go to a resort

Demographic	Selected		Not Selected		Total N
British Adults	15%	(107)	85%	(590)	697
Gender: Male	14%	(53)	86%	(315)	367
Gender: Female	17%	(55)	83%	(275)	329
Age: 18-34	13%	(28)	87%	(183)	211
Age: 35-44	12%	(12)	88%	(89)	101
Age: 45-64	17%	(37)	83%	(186)	223
Age: 65+	19%	(30)	81%	(132)	162
London	9%	(8)	91%	(84)	92
North	11%	(22)	89%	(180)	201
South	25%	(40)	75%	(120)	160
Midlands / Wales / East	16%	(25)	84%	(131)	156
Scotland / Northern Ireland	14%	(12)	86%	(76)	88
No qualification	17%	(22)	83%	(104)	125
Level 1 to Level 3	16%	(55)	84%	(298)	353
Level 4	14%	(30)	86%	(188)	218
Income(UK): Under 40,000	13%	(56)	87%	(383)	439
Income(UK): 40,000 - 100,000	21%	(48)	79%	(185)	233
Community: Urban	21%	(42)	79%	(158)	200
Community: Suburban	14%	(49)	86%	(298)	348
Community: Rural	11%	(16)	89%	(133)	149
Traveling with Children	16%	(30)	84%	(163)	194
Solo Travelers	4%	(3)	96%	(69)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_13NET:** Please indicate which of the following you plan to do on your trip.  
Visit with people I have not seen during the pandemic

Demographic	Selected		Not Selected		Total N
British Adults	27%	(185)	73%	(512)	697
Gender: Male	22%	(81)	78%	(286)	367
Gender: Female	31%	(104)	69%	(226)	329
Age: 18-34	23%	(48)	77%	(163)	211
Age: 35-44	24%	(24)	76%	(77)	101
Age: 45-64	28%	(62)	72%	(161)	223
Age: 65+	31%	(50)	69%	(112)	162
London	33%	(31)	67%	(61)	92
North	27%	(55)	73%	(147)	201
South	24%	(38)	76%	(122)	160
Midlands / Wales / East	25%	(40)	75%	(117)	156
Scotland / Northern Ireland	25%	(22)	75%	(66)	88
No qualification	28%	(35)	72%	(90)	125
Level 1 to Level 3	25%	(90)	75%	(264)	353
Level 4	27%	(60)	73%	(158)	218
Income(UK): Under 40,000	25%	(109)	75%	(330)	439
Income(UK): 40,000 - 100,000	29%	(68)	71%	(166)	233
Community: Urban	19%	(37)	81%	(163)	200
Community: Suburban	32%	(111)	68%	(237)	348
Community: Rural	25%	(37)	75%	(112)	149
Traveling with Children	26%	(50)	74%	(144)	194
Solo Travelers	28%	(20)	72%	(52)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_14NET:** Please indicate which of the following you plan to do on your trip.

Other

Demographic	Selected		Not Selected		Total N
British Adults	9%	(59)	91%	(637)	697
Gender: Male	10%	(38)	90%	(330)	367
Gender: Female	7%	(22)	93%	(308)	329
Age: 18-34	6%	(12)	94%	(198)	211
Age: 35-44	9%	(9)	91%	(92)	101
Age: 45-64	10%	(23)	90%	(200)	223
Age: 65+	10%	(16)	90%	(147)	162
London	5%	(5)	95%	(87)	92
North	10%	(20)	90%	(181)	201
South	6%	(9)	94%	(150)	160
Midlands / Wales / East	12%	(19)	88%	(137)	156
Scotland / Northern Ireland	7%	(6)	93%	(82)	88
No qualification	6%	(7)	94%	(118)	125
Level 1 to Level 3	10%	(36)	90%	(317)	353
Level 4	7%	(16)	93%	(202)	218
Income(UK): Under 40,000	10%	(43)	90%	(396)	439
Income(UK): 40,000 - 100,000	7%	(16)	93%	(217)	233
Community: Urban	11%	(22)	89%	(178)	200
Community: Suburban	9%	(30)	91%	(318)	348
Community: Rural	5%	(8)	95%	(141)	149
Traveling with Children	6%	(11)	94%	(182)	194
Solo Travelers	25%	(18)	75%	(54)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9\_15NET:** Please indicate which of the following you plan to do on your trip.

None of the above

Demographic	Selected		Not Selected		Total N
British Adults	5%	(34)	95%	(663)	697
Gender: Male	5%	(19)	95%	(349)	367
Gender: Female	5%	(15)	95%	(314)	329
Age: 18-34	4%	(9)	96%	(202)	211
Age: 35-44	2%	(2)	98%	(99)	101
Age: 45-64	9%	(20)	91%	(203)	223
Age: 65+	2%	(4)	98%	(159)	162
London	5%	(4)	95%	(88)	92
North	7%	(15)	93%	(186)	201
South	3%	(5)	97%	(154)	160
Midlands / Wales / East	3%	(5)	97%	(151)	156
Scotland / Northern Ireland	5%	(4)	95%	(84)	88
No qualification	6%	(7)	94%	(118)	125
Level 1 to Level 3	5%	(18)	95%	(335)	353
Level 4	4%	(9)	96%	(209)	218
Income(UK): Under 40,000	6%	(27)	94%	(412)	439
Income(UK): 40,000 - 100,000	3%	(6)	97%	(227)	233
Community: Urban	4%	(9)	96%	(191)	200
Community: Suburban	6%	(21)	94%	(327)	348
Community: Rural	3%	(4)	97%	(145)	149
Traveling with Children	5%	(9)	95%	(184)	194
Solo Travelers	13%	(9)	87%	(63)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table MCBR10:** You previously indicated you plan to travel multiple times in summer 2021 (June, July, August, September). About how many trips do you plan to take?

Demographic	Two		Three		Four		Five		More than five		Total N
British Adults	47%	(112)	27%	(65)	15%	(36)	3%	(6)	8%	(18)	238
Gender: Male	48%	(61)	25%	(32)	16%	(20)	3%	(4)	7%	(9)	126
Gender: Female	46%	(51)	29%	(33)	15%	(16)	2%	(3)	8%	(9)	112
Age: 18-34	39%	(39)	27%	(28)	22%	(22)	4%	(4)	8%	(9)	102
Age: 45-64	58%	(35)	25%	(15)	7%	(4)	2%	(1)	7%	(4)	60
North	48%	(34)	29%	(21)	15%	(10)	1%	(1)	7%	(5)	70
South	55%	(35)	19%	(12)	13%	(8)	5%	(3)	9%	(5)	64
Level 1 to Level 3	46%	(61)	28%	(37)	14%	(19)	3%	(4)	9%	(13)	134
Level 4	46%	(44)	28%	(27)	18%	(18)	2%	(2)	6%	(6)	96
Income(UK): Under 40,000	49%	(66)	26%	(34)	13%	(18)	4%	(5)	8%	(11)	134
Income(UK): 40,000 - 100,000	44%	(41)	31%	(29)	18%	(17)	1%	(1)	6%	(6)	92
Community: Urban	51%	(36)	27%	(19)	16%	(11)	1%	(1)	5%	(3)	70
Community: Suburban	48%	(56)	26%	(31)	14%	(16)	3%	(4)	9%	(11)	117
Community: Rural	40%	(20)	30%	(15)	19%	(9)	4%	(2)	8%	(4)	51
Traveling with Children	56%	(32)	23%	(13)	16%	(9)	3%	(2)	2%	(1)	57

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR11\_1:** Considering all of your upcoming travel plans in summer 2021 (June, July, August, September), to what extent were the following a priority when planning when to travel?  
Seeing family and friends

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority at all		Don't know / No opinion		Total N
British Adults	50%	(119)	25%	(59)	11%	(26)	12%	(29)	2%	(4)	238
Gender: Male	50%	(63)	23%	(29)	16%	(21)	9%	(12)	1%	(1)	126
Gender: Female	51%	(56)	27%	(30)	5%	(6)	15%	(17)	2%	(3)	112
Age: 18-34	50%	(51)	26%	(26)	13%	(14)	10%	(10)	1%	(1)	102
Age: 45-64	50%	(30)	29%	(17)	8%	(5)	10%	(6)	3%	(2)	60
North	54%	(38)	28%	(20)	8%	(6)	6%	(4)	2%	(2)	70
South	42%	(27)	28%	(18)	7%	(4)	22%	(14)	1%	(1)	64
Level 1 to Level 3	52%	(70)	26%	(35)	8%	(11)	11%	(15)	2%	(3)	134
Level 4	51%	(49)	25%	(24)	16%	(15)	7%	(7)	1%	(1)	96
Income(UK): Under 40,000	50%	(67)	25%	(33)	9%	(13)	14%	(18)	2%	(3)	134
Income(UK): 40,000 - 100,000	52%	(47)	26%	(24)	13%	(12)	9%	(9)	1%	(1)	92
Community: Urban	53%	(37)	25%	(17)	13%	(9)	7%	(5)	1%	(1)	70
Community: Suburban	48%	(56)	27%	(32)	11%	(12)	12%	(14)	3%	(3)	117
Community: Rural	52%	(26)	19%	(10)	9%	(5)	19%	(10)	—	(0)	51
Traveling with Children	45%	(26)	31%	(18)	16%	(9)	6%	(4)	1%	(1)	57

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR11\_2:** Considering all of your upcoming travel plans in summer 2021 (June, July, August, September), to what extent were the following a priority when planning when to travel?  
Relaxing

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
British Adults	51%	(121)	32%	(77)	11%	(27)	3%	(7)	2%	(5)	238
Gender: Male	44%	(56)	38%	(47)	12%	(15)	3%	(4)	3%	(3)	126
Gender: Female	59%	(65)	27%	(30)	10%	(12)	3%	(3)	2%	(2)	112
Age: 18-34	42%	(43)	40%	(41)	14%	(15)	3%	(3)	1%	(1)	102
Age: 45-64	55%	(33)	28%	(17)	10%	(6)	2%	(1)	4%	(3)	60
North	47%	(33)	34%	(24)	11%	(8)	5%	(4)	3%	(2)	70
South	53%	(34)	32%	(21)	13%	(8)	1%	(1)	—	(0)	64
Level 1 to Level 3	52%	(69)	33%	(45)	9%	(13)	3%	(4)	3%	(4)	134
Level 4	47%	(45)	34%	(33)	15%	(14)	3%	(3)	1%	(1)	96
Income(UK): Under 40,000	49%	(66)	30%	(40)	14%	(19)	4%	(5)	3%	(4)	134
Income(UK): 40,000 - 100,000	55%	(51)	34%	(32)	9%	(8)	1%	(1)	1%	(1)	92
Community: Urban	44%	(31)	42%	(29)	11%	(8)	1%	(1)	2%	(2)	70
Community: Suburban	58%	(68)	26%	(30)	10%	(12)	3%	(4)	3%	(3)	117
Community: Rural	46%	(23)	36%	(18)	14%	(7)	4%	(2)	—	(0)	51
Traveling with Children	43%	(25)	39%	(22)	13%	(7)	4%	(2)	1%	(1)	57

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR11\_3:** Considering all of your upcoming travel plans in summer 2021 (June, July, August, September), to what extent were the following a priority when planning when to travel?  
Taking rescheduled trips that were postponed because of the pandemic

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
British Adults	24%	(57)	26%	(61)	18%	(43)	25%	(59)	8%	(18)	238
Gender: Male	23%	(29)	28%	(35)	18%	(22)	24%	(30)	7%	(9)	126
Gender: Female	24%	(27)	24%	(26)	18%	(21)	25%	(28)	8%	(9)	112
Age: 18-34	22%	(23)	30%	(31)	20%	(21)	22%	(23)	5%	(5)	102
Age: 45-64	29%	(18)	23%	(14)	15%	(9)	25%	(15)	8%	(5)	60
North	24%	(17)	24%	(17)	21%	(15)	23%	(16)	8%	(6)	70
South	21%	(14)	26%	(17)	12%	(8)	36%	(23)	4%	(3)	64
Level 1 to Level 3	27%	(36)	27%	(36)	17%	(23)	21%	(28)	8%	(11)	134
Level 4	21%	(21)	26%	(25)	20%	(20)	25%	(24)	7%	(7)	96
Income(UK): Under 40,000	22%	(30)	24%	(32)	18%	(25)	26%	(35)	9%	(12)	134
Income(UK): 40,000 - 100,000	24%	(22)	29%	(27)	20%	(18)	22%	(20)	5%	(5)	92
Community: Urban	24%	(17)	33%	(23)	15%	(10)	19%	(13)	10%	(7)	70
Community: Suburban	19%	(22)	24%	(28)	19%	(22)	30%	(35)	9%	(10)	117
Community: Rural	36%	(18)	21%	(10)	21%	(11)	21%	(11)	2%	(1)	51
Traveling with Children	26%	(15)	31%	(18)	16%	(9)	21%	(12)	6%	(3)	57

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR12:** Which of the following is closest to your opinion, even if none is exactly correct?

Demographic	I need to be vaccinated to feel comfortable traveling in summer 2021		I would be more comfortable traveling in summer 2021 if I was vaccinated, but would be comfortable enough travel even if I'm not vaccinated		I don't need to be vaccinated to feel comfortable traveling in summer 2021		Total N
	2021						
British Adults	59%	(413)	27%	(189)	14%	(95)	697
Gender: Male	61%	(225)	24%	(88)	15%	(55)	367
Gender: Female	57%	(188)	31%	(101)	12%	(40)	329
Age: 18-34	27%	(56)	50%	(106)	23%	(49)	211
Age: 35-44	49%	(50)	34%	(35)	17%	(17)	101
Age: 45-64	71%	(159)	19%	(42)	10%	(21)	223
Age: 65+	91%	(148)	4%	(6)	5%	(8)	162
London	51%	(47)	31%	(29)	17%	(16)	92
North	58%	(116)	31%	(62)	12%	(23)	201
South	62%	(98)	26%	(41)	13%	(20)	160
Midlands / Wales / East	61%	(95)	21%	(33)	18%	(28)	156
Scotland / Northern Ireland	64%	(57)	27%	(24)	8%	(7)	88
No qualification	88%	(110)	6%	(7)	7%	(8)	125
Level 1 to Level 3	54%	(192)	28%	(101)	17%	(61)	353
Level 4	51%	(111)	37%	(81)	12%	(26)	218
Income(UK): Under 40,000	62%	(272)	24%	(104)	14%	(63)	439
Income(UK): 40,000 - 100,000	55%	(128)	33%	(77)	12%	(29)	233
Community: Urban	52%	(104)	29%	(58)	19%	(37)	200
Community: Suburban	62%	(217)	27%	(93)	11%	(38)	348
Community: Rural	62%	(92)	25%	(37)	13%	(20)	149
Traveling with Children	55%	(106)	33%	(63)	12%	(24)	194
Solo Travelers	68%	(49)	19%	(14)	13%	(10)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBRdem1:** *If a vaccine that protects from the coronavirus became available to you, would you get vaccinated, or not?*

Demographic	Yes, I would get vaccinated		No, I would not get vaccinated		I have received one or both doses of a coronavirus vaccine		Don't Know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
British Adults	36%	(360)	9%	(89)	50%	(498)	5%	(54)	1000
Gender: Male	41%	(199)	7%	(35)	49%	(241)	3%	(13)	488
Gender: Female	31%	(160)	11%	(54)	50%	(257)	8%	(41)	512
Age: 18-34	60%	(170)	17%	(47)	14%	(40)	9%	(26)	283
Age: 35-44	46%	(74)	8%	(13)	35%	(55)	11%	(17)	160
Age: 45-64	25%	(82)	8%	(27)	64%	(208)	3%	(10)	327
Age: 65+	14%	(33)	1%	(2)	85%	(195)	—	(1)	230
London	49%	(64)	12%	(16)	31%	(40)	8%	(11)	131
North	35%	(111)	10%	(33)	49%	(155)	5%	(17)	316
South	30%	(70)	9%	(20)	57%	(132)	5%	(11)	233
Midlands / Wales / East	34%	(71)	8%	(17)	52%	(109)	5%	(11)	208
Scotland / Northern Ireland	39%	(44)	3%	(3)	55%	(61)	4%	(4)	112
No qualification	20%	(47)	13%	(31)	63%	(146)	3%	(8)	232
Level 1 to Level 3	39%	(192)	8%	(41)	47%	(232)	6%	(32)	498
Level 4	45%	(121)	6%	(17)	44%	(119)	5%	(13)	270
Income(UK): Under 40,000	31%	(217)	11%	(74)	51%	(355)	7%	(45)	691
Income(UK): 40,000 - 100,000	46%	(129)	5%	(15)	46%	(131)	3%	(8)	283
Community: Urban	37%	(103)	11%	(30)	44%	(123)	7%	(20)	276
Community: Suburban	38%	(193)	7%	(34)	51%	(257)	4%	(19)	503
Community: Rural	29%	(64)	11%	(25)	53%	(118)	7%	(15)	221
Traveling with Children	38%	(73)	8%	(16)	50%	(98)	4%	(7)	194
Solo Travelers	36%	(26)	6%	(5)	55%	(39)	3%	(2)	72

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	British Adults	1000	100%
xdemGender	Gender: Male	488	49%
	Gender: Female	512	51%
	N	1000	
age	Age: 18-34	283	28%
	Age: 35-44	160	16%
	Age: 45-64	327	33%
	Age: 65+	230	23%
	N	1000	
wt_region_uk	London	131	13%
	North	316	32%
	South	233	23%
	Midlands / Wales / East	208	21%
	Scotland / Northern Ireland	112	11%
	N	1000	
wt_education1_uk	No qualification	232	23%
	Level 1 to Level 3	498	50%
	Level 4	270	27%
	N	1000	
xdemInc3_uk	Income(UK): Under 40,000	691	69%
	Income(UK): 40,000 - 100,000	283	28%
	Income(UK): 100,000+	26	3%
	N	1000	
xdemUsr	Community: Urban	276	28%
	Community: Suburban	503	50%
	Community: Rural	221	22%
	N	1000	
MCBRxdem1	Traveling with Children	194	19%
MCBRxdem2	Solo Travelers	72	7%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

