SURVEY NAME

# CHRISTMAS TRAVEL

DATE
Friday, November 15, 2024

## SQ

# What are your travel plans for celebrating Christmas this year?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|-----------------|
| A1 | I will travel by car to somewhere other than my home to celebrate Christmas | 100.00% | 160 | 100.00% | 160.0 |
| A2 | I will stay at home to celebrate Christmas and not travel | 0.00% | 0 | | |
| A3 | I am not sure yet | 0.00% | 0 | | |

COMPLETES 160

## Q1
TYPE: SINGLE SELECTION

# What type of car will you use?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Petrol | 51.25% | 82 | 52.10% | 83.36 |
| A2 | Diesel | 25.00% | 40 | 23.65% | 37.83 |
| A3 | Full Electric | 8.75% | 14 | 11.41% | 18.25 |
| A4 | Hybrid | 14.37% | 23 | 12.26% | 19.62 |
| A5 | Other | 0.62% | 1 | 0.59% | 0.94 |

COMPLETES 160

## Q2

### How far will you be travelling for Christmas (including both legs of the journey)?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | 0 - 10 miles | 17.50% | 28 | 23.84% | 38.15 |
| A2 | 11 - 50 miles | 37.50% | 60 | 31.30% | 50.08 |
| A3 | 51 - 100 miles | 20.00% | 32 | 20.68% | 33.09 |
| A4 | 101 - 200 miles | 13.12% | 21 | 14.79% | 23.67 |
| A5 | Over 200 miles | 11.88% | 19 | 9.39% | 15.02 |

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How long will you stay at your destination after arriving for Christmas?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---|---|---|---|---|
| A1 | Only Christmas day | 26.88% | 43 | 33.12% | 53.0 |
| A2 | 1 Night | 16.88% | 27 | 16.26% | 26.01 |
| A3 | 2 - 3 Nights | 39.38% | 63 | 33.01% | 52.82 |
| A4 | 4 - 5 Nights | 11.25% | 18 | 13.31% | 21.3 |
| A5 | 6 + Nights | 5.62% | 9 | 4.29% | 6.86 |

COMPLETES 160

## Q4

## Will you be travelling with young children for Christmas?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|------------|-------|------------------------|------------------|
| A1 | Yes | 51.25% | 82 | 44.13% | 70.6 |
| A2 | No | 48.75% | 78 | 55.87% | 89.4 |

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## Q5
TYPE: SINGLE SELECTION

## Will pets be accompanying you on your Christmas journey?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Yes | 45.00% | 72 | 36.71% | 58.73 |
| A2 | No | 55.00% | 88 | 63.29% | 101.27 |

COMPLETES 160

## Q6

How many other people will you be travelling with for Christmas?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|------------|-------|----------------------|------------------|
| A1 | 0 | 6.25% | 10 | 5.78% | 9.25 |
| A2 | 1 | 31.87% | 51 | 32.73% | 52.37 |
| A3 | 2 - 3 | 48.12% | 77 | 47.27% | 75.63 |
| A4 | 4 - 5 | 13.75% | 22 | 14.22% | 22.75 |
| A5 | 6 + | 0.00% | 0 | | |

COMPLETES 160

## Q7

## What is your main reason for travelling for Christmas this year?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|-----------------|
| A1 | Visiting Family | 80.00% | 128 | 84.13% | 134.61 |
| A2 | Visiting Friends | 10.00% | 16 | 9.63% | 15.41 |
| A3 | Going on Holiday | 8.12% | 13 | 4.65% | 7.44 |
| A4 | Other | 1.88% | 3 | 1.59% | 2.55 |
| A5 | meal out | | | | |
| A6 | Just always fancied it | | | | |

COMPLETES 160

## Q8

## When do you plan to set off for your Christmas journey?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Early morning | 43.75% | 70 | 44.68% | 71.48 |
| A2 | Late morning | 34.38% | 55 | 32.26% | 51.61 |
| A3 | Afternoon | 18.75% | 30 | 17.43% | 27.89 |
| A4 | Evening | 3.12% | 5 | 5.64% | 9.02 |
| A5 | Other | 0.00% | 0 | | |

COMPLETES 160

## Q9

## How do you feel about your travel plans for Christmas this year?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Excited | 51.88% | 83 | 50.30% | 80.48 |
| A2 | Stressed | 18.75% | 30 | 15.78% | 25.24 |
| A3 | Neutral | 28.75% | 46 | 33.61% | 53.77 |
| A4 | Other | 0.62% | 1 | 0.32% | 0.5 |
| A5 | Anxious | | | | |

COMPLETES 160

## Q10

### To what extent will you consider fuel costs when planning your Christmas travel?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|------------|-------|----------------------|------------------|
| A1 | Not at all | 28.75% | 46 | 30.35% | 48.56 |
| A2 | A little | 32.50% | 52 | 29.84% | 47.74 |
| A3 | Somewhat | 23.12% | 37 | 22.59% | 36.14 |
| A4 | Quite a bit | 8.75% | 14 | 10.28% | 16.44 |
| A5 | A great deal | 6.88% | 11 | 6.95% | 11.12 |

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## Q11

TYPE: RANKING

How concerned are you about the following factors when travelling this Christmas? Please rank them in order of importance, with 1 being your biggest concern.

| # | ANSWERS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | MEAN |
|---|---|---|---|---|---|---|---|---|---|
| A1 | Traffic | 32.0 | 19.0 | 23.0 | 13.0 | 18.0 | 16.0 | 39.0 | 4.1 |
| A2 | Weather | 29.0 | 40.0 | 16.0 | 26.0 | 17.0 | 22.0 | 10.0 | 3.4 |
| A3 | Travel Costs | 9.0 | 21.0 | 31.0 | 22.0 | 27.0 | 33.0 | 17.0 | 4.3 |
| A4 | Travel Time | 13.0 | 20.0 | 30.0 | 35.0 | 29.0 | 21.0 | 12.0 | 4.0 |
| A5 | Road conditions | 29.0 | 21.0 | 31.0 | 39.0 | 22.0 | 14.0 | 4.0 | 3.4 |
| A6 | Vehicle Reliability (e.g. breakdowns) | 20.0 | 19.0 | 12.0 | 15.0 | 32.0 | 31.0 | 31.0 | 4.5 |
| A7 | Managing Family Logistics (e.g. pets and/or children) | 28.0 | 20.0 | 17.0 | 10.0 | 15.0 | 23.0 | 47.0 | 4.4 |
| A8 | | | | | | | | | |
| A9 | Post Stratified data | | | | | | | | |
| A10 | Traffic | 29.7 | 22.0 | 20.0 | 15.4 | 18.5 | 13.5 | 40.9 | 4.1 |

| # | ANSWERS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | MEAN |
|---|---------|----|----|----|----|----|----|----|------|
| A11 | Weather | 35.4 | 40.0 | 13.5 | 25.1 | 14.1 | 23.5 | 8.4 | 3.3 |
| A12 | Travel Costs | 7.3 | 19.3 | 36.7 | 19.3 | 27.0 | 36.9 | 13.5 | 4.3 |
| A13 | Travel Time | 9.1 | 21.1 | 23.2 | 41.9 | 34.7 | 20.9 | 9.2 | 4.1 |
| A14 | Road conditions | 35.0 | 24.7 | 31.7 | 29.7 | 27.0 | 9.7 | 2.4 | 3.2 |
| A15 | Vehicle Reliability (e.g. breakdowns) | 23.3 | 15.1 | 11.7 | 16.7 | 28.4 | 28.8 | 36.1 | 4.5 |
| A16 | Managing Family Logistics (e.g. pets and/or children) | 20.2 | 17.9 | 23.3 | 12.0 | 10.4 | 26.8 | 49.4 | 4.6 |

## Q12

What is the estimated total cost for your Christmas return journey (including fuel, tolls, food for the journey etc)?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Less than £30 | 33.12% | 53 | 38.26% | 61.22 |
| A2 | £30 - £50 | 16.25% | 26 | 16.11% | 25.77 |
| A3 | £51 - £100 | 29.38% | 47 | 26.49% | 42.39 |
| A4 | £101 - £150 | 9.38% | 15 | 7.71% | 12.33 |
| A5 | Over £150 | 11.88% | 19 | 11.43% | 18.29 |

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## Q13
TYPE: SINGLE SELECTION

## Will you check traffic or weather conditions before setting off on Christmas journey?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Yes | 78.75% | 126 | 77.63% | 124.21 |
| A2 | No | 21.25% | 34 | 22.37% | 35.79 |

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## Q14

Will you carry a car safety kit (breakdown & emergency kit) in your vehicle for your Christmas journey?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|------------|-------|----------------------|------------------|
| A1 | Yes | 73.12% | 117 | 69.74% | 111.58 |
| A2 | No | 26.88% | 43 | 30.26% | 48.42 |

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## Q15

## What will your main source of entertainment be during your Christmas journey?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Music | 60.00% | 96 | 63.32% | 101.3 |
| A2 | Audiobooks | 2.50% | 4 | 2.60% | 4.16 |
| A3 | Podcasts | 4.38% | 7 | 3.97% | 6.36 |
| A4 | Conversations | 26.25% | 42 | 21.22% | 33.96 |
| A5 | Games | 6.25% | 10 | 8.28% | 13.24 |
| A6 | Other | 0.62% | 1 | 0.61% | 0.97 |

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## Q16

Will you make any stops or breaks during your Christmas journey?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Yes | 47.50% | 76 | 44.24% | 70.79 |
| A2 | No | 52.50% | 84 | 55.76% | 89.21 |

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## Q17

# What apps or tools will you use to help plan your Christmas journey?

| # | ANSWERS | RESPONDENTS(%) | ANSWERS(%) | COUNT | STRATIFIED RESPONDENTS(%) | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|----------------|------------|-------|---------------------------|-----------------------|------------------|
| A1 | Google Maps | 80.62% | 59.45% | 129 | 78.64% | 60.30% | 125.82 |
| A2 | Apple Maps | 13.12% | 9.68% | 21 | 12.81% | 9.83% | 20.5 |
| A3 | Waze | 13.12% | 9.68% | 21 | 10.93% | 8.38% | 17.49 |
| A4 | RAC | 8.75% | 6.45% | 14 | 9.54% | 7.32% | 15.26 |
| A5 | Car Sharing App | 5.62% | 4.15% | 9 | 3.96% | 3.03% | 6.33 |
| A6 | Parking App (e.g Ringo) | 6.88% | 5.07% | 11 | 5.03% | 3.86% | 8.05 |
| A7 | Taxi App (e.g. Uber) | 3.75% | 2.76% | 6 | 3.18% | 2.44% | 5.09 |
| A8 | Fuel cost estimator | 3.75% | 2.76% | 6 | 6.31% | 4.84% | 10.1 |

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## Q18

## How far in advance will you plan your Christmas travel this year?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---|---|---|---|---|
| A1 | On the day | 19.38% | 31 | 22.94% | 36.7 |
| A2 | Less than a week in advance | 36.25% | 58 | 39.13% | 62.61 |
| A3 | 1 - 2 weeks in advance | 25.62% | 41 | 22.57% | 36.11 |
| A4 | 3 - 4 weeks in advance | 12.50% | 20 | 10.42% | 16.67 |
| A5 | Over a month in advance | 6.25% | 10 | 4.94% | 7.9 |

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## Q19

To what extent are you trying to reduce your carbon footprint while travelling this Christmas?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Not at all | 30.00% | 48 | 33.27% | 53.24 |
| A2 | Slightly | 31.25% | 50 | 31.88% | 51.02 |
| A3 | Moderately | 22.50% | 36 | 21.08% | 33.72 |
| A4 | Very much | 9.38% | 15 | 8.02% | 12.83 |
| A5 | Completely | 6.88% | 11 | 5.75% | 9.19 |

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## Q20

## How do your Christmas travel plans compare to those of your family or friends?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|------------|-------|----------------------|------------------|
| A1 | I'll be travelling more | 27.50% | 44 | 28.22% | 45.15 |
| A2 | I'll be travelling less | 26.25% | 42 | 29.95% | 47.92 |
| A3 | About the same | 46.25% | 74 | 41.83% | 66.93 |

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## Q21
TYPE: SINGLE SELECTION

Do you think public transport (e.g. Train/Bus) is a viable alternative to driving to your destination this Christmas?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Yes | 26.88% | 43 | 22.02% | 35.23 |
| A2 | No | 73.12% | 117 | 77.98% | 124.77 |

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## Q22
TYPE: SINGLE SELECTION

Do you think your journey this Christmas is part of the Christmas experience?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Yes | 71.88% | 115 | 72.03% | 115.24 |
| A2 | No | 28.12% | 45 | 27.97% | 44.76 |

COMPLETES 160

## Q23

Would you prefer to have family or friends travel to you for Christmas instead of you travelling to them?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Yes | 47.50% | 76 | 45.63% | 73.01 |
| A2 | No | 52.50% | 84 | 54.37% | 86.99 |

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## Q24

## Do you think younger generations will travel more or less for Christmas in the future?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|------------|-------|----------------------|-------------------|
| A1 | More | 32.50% | 52 | 28.10% | 44.96 |
| A2 | Less | 33.12% | 53 | 35.49% | 56.78 |
| A3 | About the same | 34.38% | 55 | 36.41% | 58.26 |

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## Q25

## Will you be spending as much on presents this Christmas as in previous years?

| # | ANSWERS | ANSWERS(%) | COUNT | STRATIFIED ANSWERS(%) | STRATIFIED COUNT |
|---|---------|-----------|-------|----------------------|------------------|
| A1 | Yes, I'll be spending more | 23.75% | 38 | 25.27% | 40.44 |
| A2 | Yes, about the same amount | 62.50% | 100 | 60.33% | 96.53 |
| A3 | No, I'll be spending less | 13.75% | 22 | 14.39% | 23.03 |

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