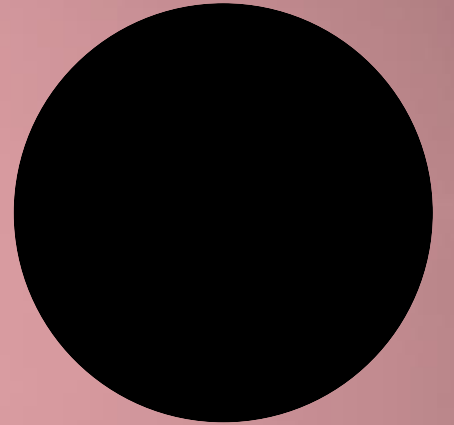


Civil Aviation Authority

UK Aviation Consumer Survey
Wave 10 (Autumn 2021)
Report



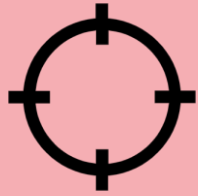
Contents

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Background and method

The Civil Aviation Authority (CAA) has commissioned Savanta ComRes, an independent research organisation, to conduct the tenth wave of its now annual consumer research tracking study. The research is used by the CAA to develop a deeper understanding of UK consumers' flying behaviours and their attitudes towards the aviation industry. This research programme is carried out in accordance with the requirements of the international quality standard for market research and will inform the CAA's policy and strategy as it regulates the aviation market.

Methodology



Sample

A total of 3,502 interviews were conducted with a demographically representative sample of UK adults (18+).



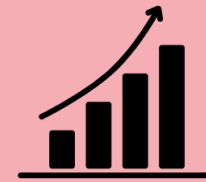
Method

Interviews were conducted online (n=3,000) and over the telephone (n=502).



Fieldwork dates

22nd Sept – 21st October 2021



Interpretation

With a sample size of 3,502 the margin of error on results at a 95 per cent confidence level is ± 1.66 . Findings marked with an asterisk (*) indicate a low base size. These results should be treated with caution.


COVID-19 context

Fieldwork for this survey took place 22nd September – 21st October 2021. Below is a list of conditions present in the last 3 waves of research, and how these differ.

It should be noted that this context will likely have influenced respondents' answers, including whether they have flown recently or not.

Wave 8 11 th Oct – 5 th Nov 2019	Wave 9 13 th Nov – 8 th Dec 2020	Wave 10 22 nd Sept – 21 st Nov 2021
COVID-19 not present	No vaccine roll out	Vaccines available nationwide
COVID-19 not present	Lockdown restrictions (UK second lockdown) until December 2nd 2020	No national lockdowns

Some questions in this survey focus on those who have flown in the last 12 months. This definition is straightforward for wave 10 as COVID-19 was present in the UK for the entirety of this time. For Wave 9, the previous 12 month period covered time both before and during the pandemic in the UK. Therefore, for **Wave 9** (November 2020) tracking data:

 This symbol / colouring highlights results from those who had **flown since the COVID-19 pandemic / lockdown began in the UK (March 2020 – December 2020)**.

 This symbol / colouring highlights results from those who had **flown in the 12 months before answering the survey, but before the COVID-19 pandemic / lockdown began in the UK** (most recent flight c. November 2019 – February 2020).



Demographic (Weighted) Sample Profile

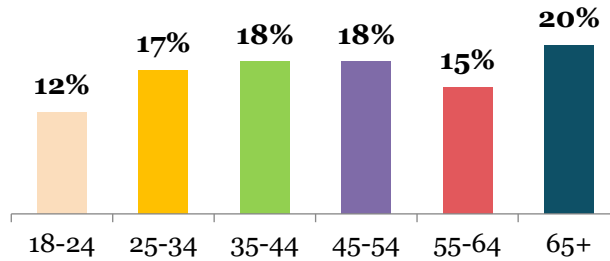
Gender



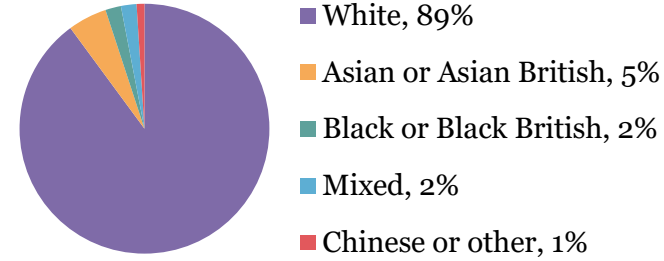
Male
49%

Female
51%

Age



Ethnicity



Internet Access

98 per cent of those interviewed by phone* have internet access



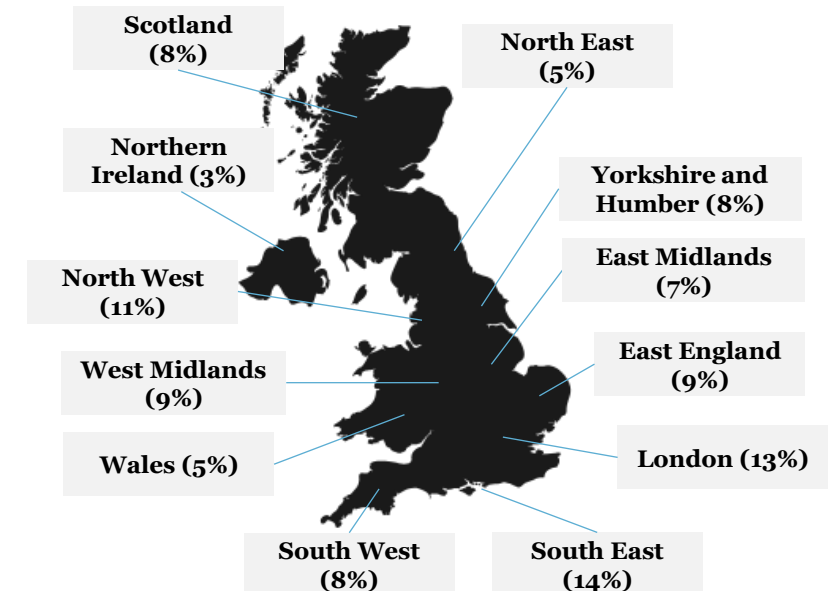
Working Status

Full time (30+ hours per week)	41%
Part time (8-29 hours per week)	15%
Part time (Under 8 hours per week)	2%
Not working	9%
Retired	21%
Homemaker	7%
Student / full time education	4%

Household Income

Up to £14,999	16%
£15,000 - £24,999	17%
£25,000 - £39,999	24%
£40,000 - £74,999	23%
£75,000 or more	12%

Regions



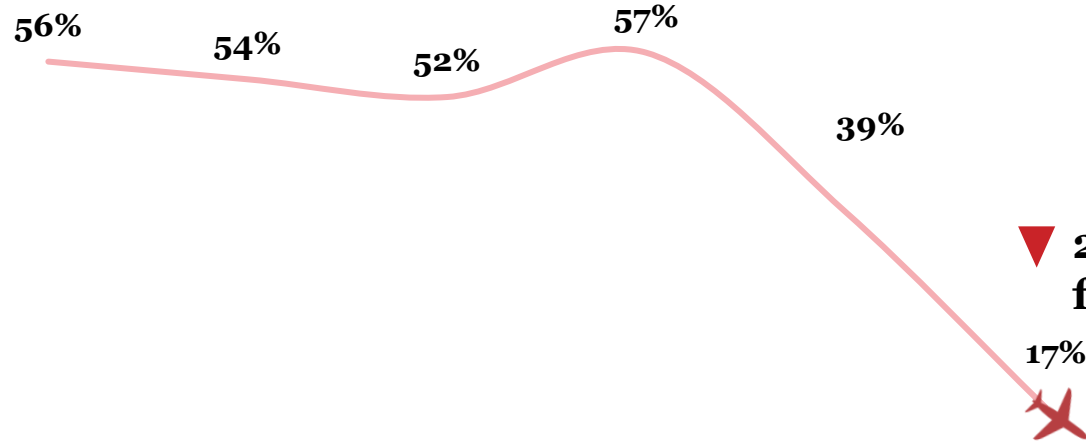


COVID-19



The proportion of respondents who have flown in the last 12 months has continued to fall this wave

Showing % that have flown in the last 12 months



▼ 22 percentage point drop from Wave 9

Nov '20: 1,360



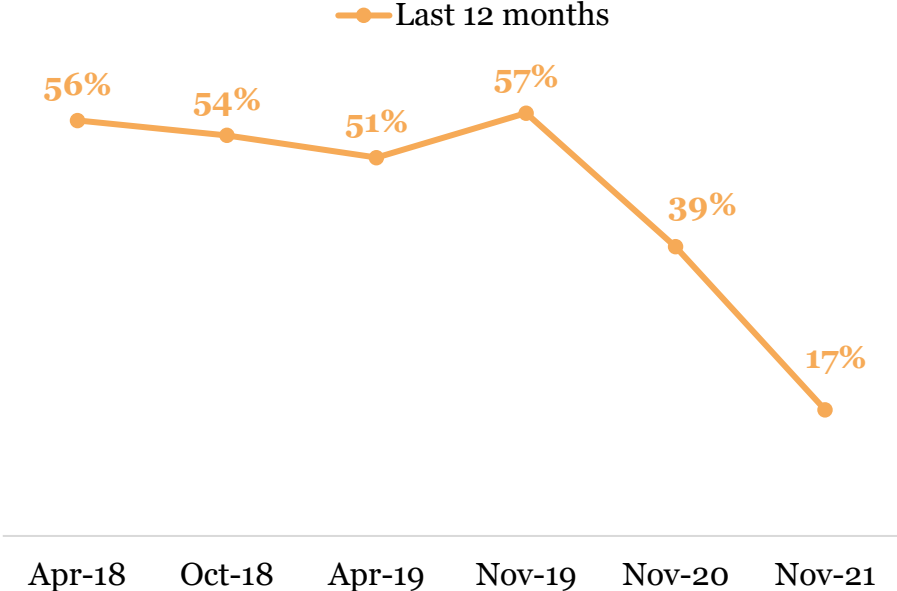
Nov '21: 585



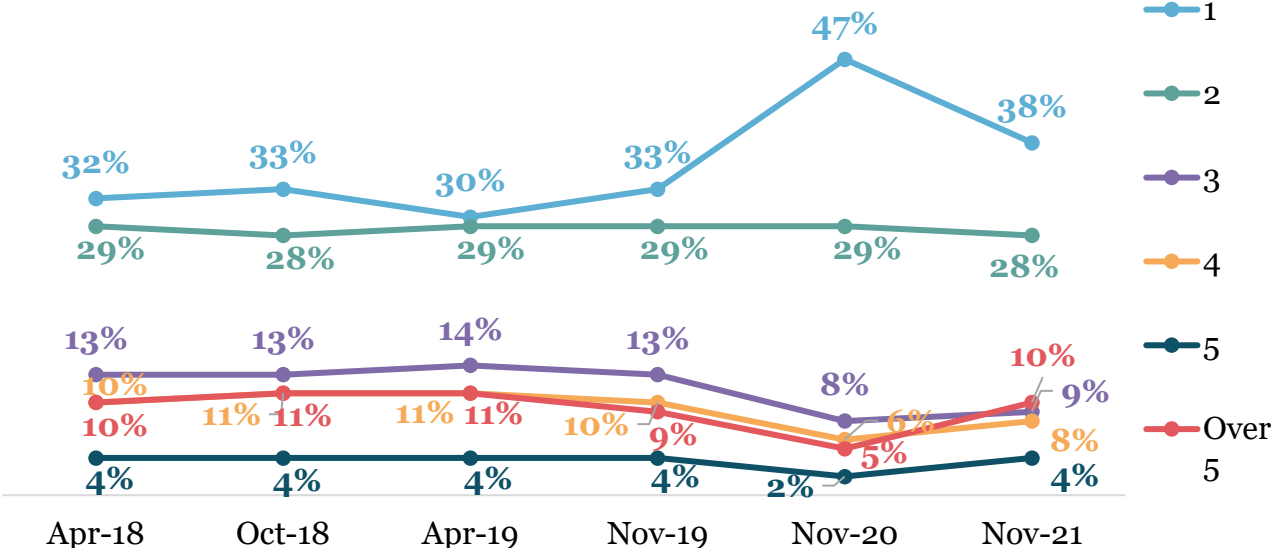
▼ 57% compared to Nov '20

Among those who have flown in the last 12 months, around two in five have taken one flight

Frequency of flying
Tracked since August 2018
Total sample



Number of flights in last 12 months
Tracked since Apr 2018
All those who have flown in the last 12 months

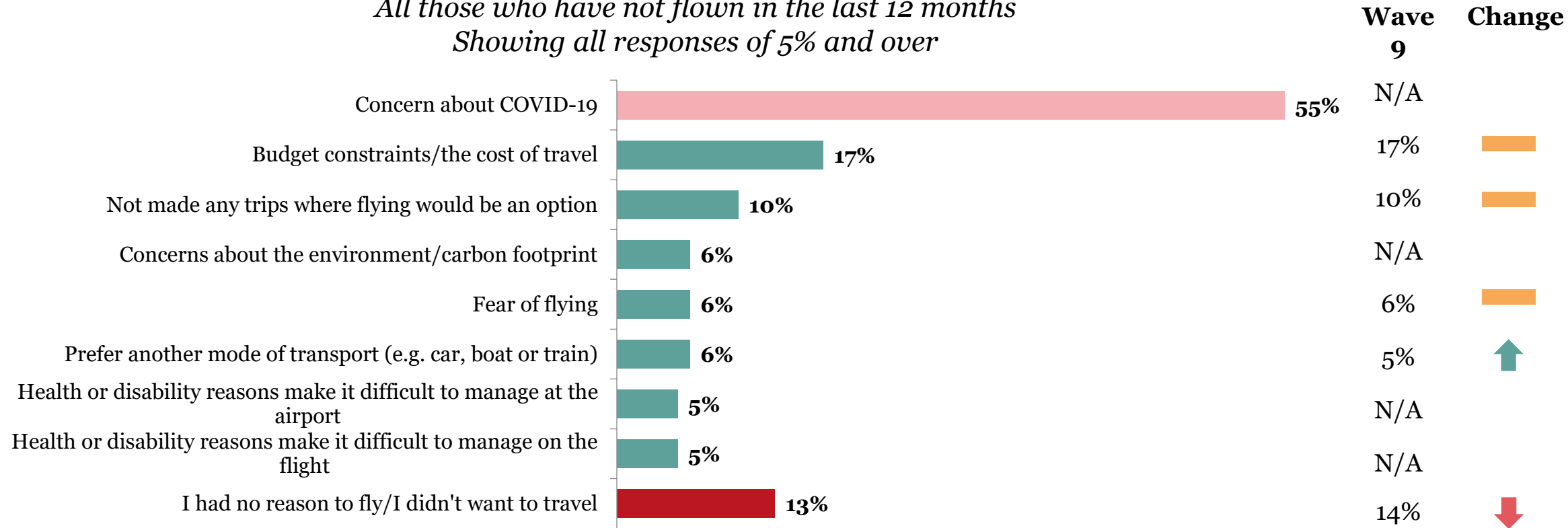


The proportion of respondents who have taken one flight in the last 12 months has fallen nine percentage points since November 2020 overall. However, the proportion taking over 5 flights in the last 12 months has risen by 5 percentage points.

Q1. When was the last time you flew from a UK airport? Q2. How many trips by air have you made in the last 12 months? Please count outward and return flights and any transfers as one trip If you are not sure then your best estimate is fine. Base: All respondents who have flown in the last 12 months (April 2018 n= 1,967; October 2018 n= 1,920; April 2019 n= 1,812; November 2019 n=1,994; November 2020 n=1,360; November 2021 n=585)

More than half of those who have not flown within the last 12 months cite pandemic-related concerns as the reason

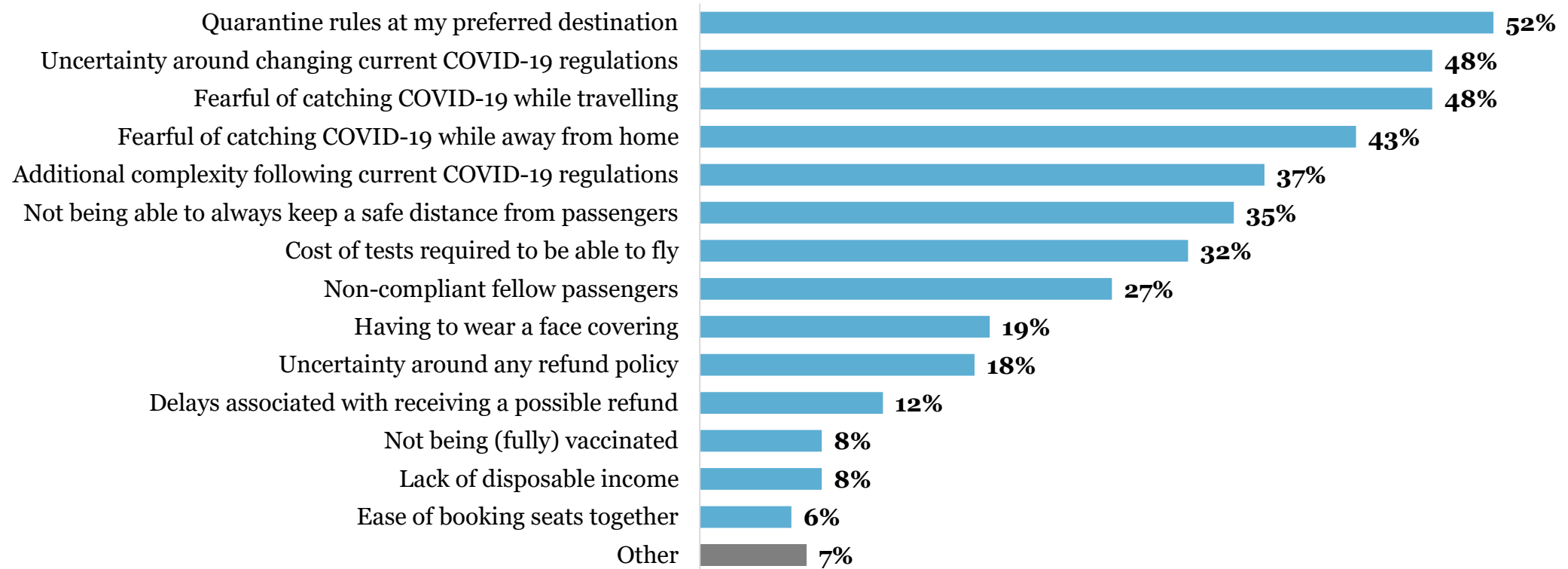
Barriers to flying in the past 12 months
All those who have not flown in the last 12 months
Showing all responses of 5% and over



More than half (55%) of respondents stated that concern about COVID-19 was the main reason that they had not flown in the last 12 months. In line with last wave, budget constraints are the top non-COVID-19 barrier to flying (17%).

Quarantine rules at respondents' preferred destination is the top COVID related reason for not flying in the last 12 months

Barriers to flying
All respondents who have not flown because of COVID-19



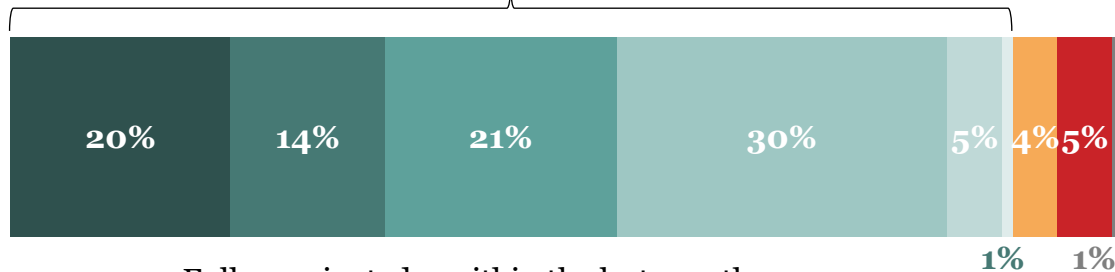
Half (52%) of respondents who have not flown because of COVID-19 say this is due to quarantine rules at their preferred destination. A similar proportion cite uncertainty around changing COVID-19 restrictions and being fearful of catching COVID-19 when away from home (48% for both).

Nine in ten of those who have flown in the last 12 months were fully vaccinated, with four in five of those fully vaccinated when they travelled last

Current Vaccination Status

All those who have flown in the last 12 months

91% fully vaccinated



- Fully vaccinated – within the last month
- Fully vaccinated – within the last TWO months
- Fully vaccinated – within the last THREE months
- Fully vaccinated – within the last SIX months
- Fully vaccinated – within the last TWELVE months
- Fully vaccinated – more than TWELVE months ago
- Partially vaccinated (had one dose of a two dose vaccine)
- Not vaccinated
- Prefer not to say

Vaccination status last time travelled

All those who are now fully vaccinated



- Fully vaccinated
- Partially vaccinated
- Not vaccinated
- Can't remember
- Prefer not to say

Nine in ten respondents who have flown in the last 12 months are fully vaccinated (91%). Men who have flown in the last 12 months were more likely than women to be fully vaccinated (94% vs. 86% respectively), and older respondents aged 35-54 and 55+ were also more likely to be fully vaccinated than those aged 18-34 (95% and 97% vs. 81% respectively).

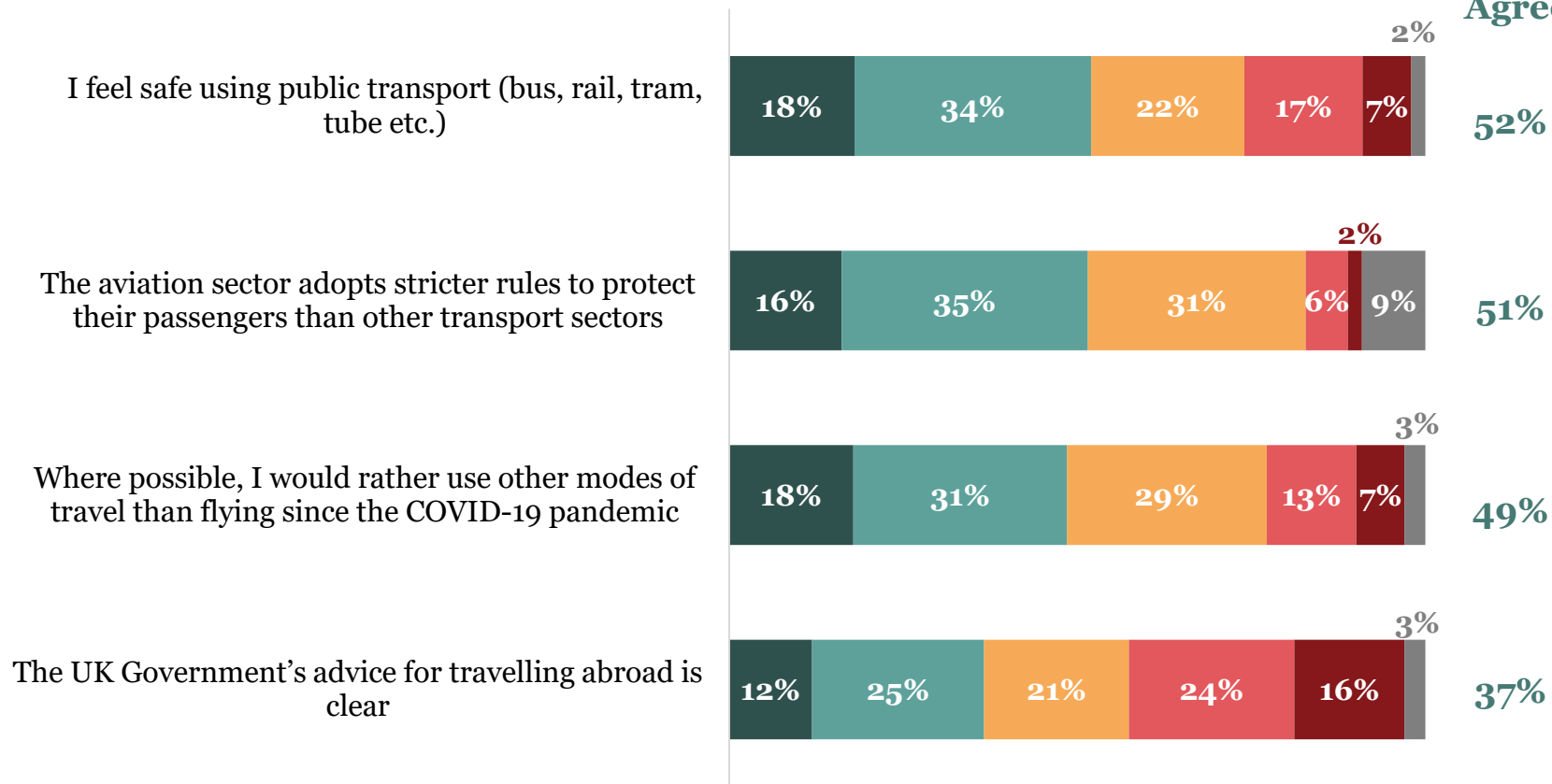
Among those who are fully vaccinated, four in five (80%) were fully vaccinated when they last travelled by air. Again, men were more likely to be fully vaccinated than women (83% vs. 74% respectively), and respondents aged 35-54 were more likely to be fully vaccinated than those 18-34 (84% vs. 75% respectively).

11 Q31. What is your COVID-19 vaccination status? Base: All those who have flown in the last 12 months (n=585)
 Q32. Thinking back to the last time you travelled by air, what was your COVID-19 vaccination status? Base: All those who are fully vaccinated (n=532)

Half of all UK adults agree the aviation sector adopts stricter rules to protect passengers than other transport sectors

Statements about travelling during COVID-19

■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Don't know



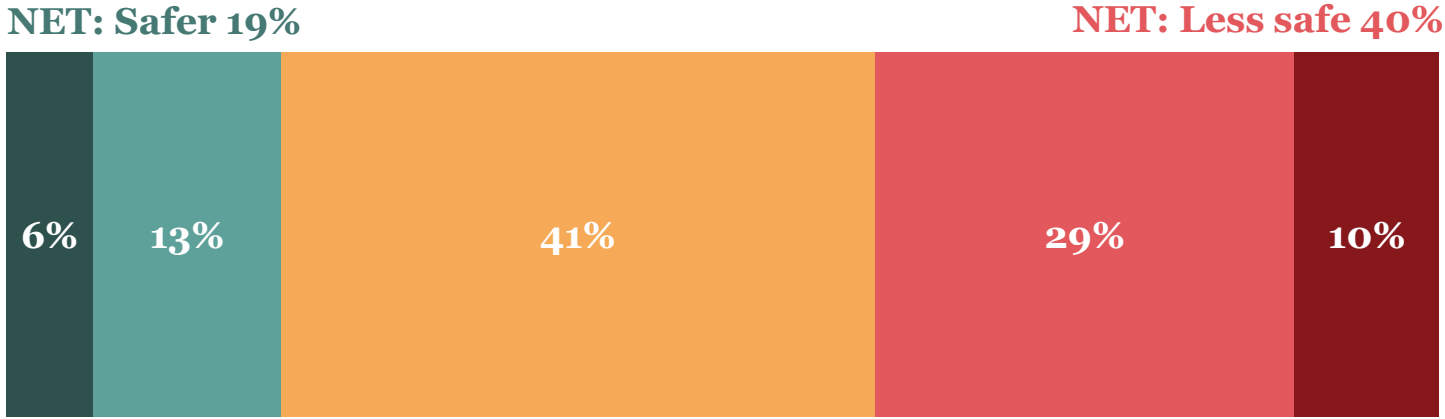
Among all UK adults, half (51%) agree that the aviation sector adopts stricter rules to protect passengers than other transport sectors. However, the same proportion (49%) say they would rather use other modes of travel than flying since the COVID-19 pandemic. This suggests that while the aviation sector might outperform other sectors in this regard, respondents are discouraged to go back to flying.

Younger respondents aged 18-34 (53%) and 35-54 (54%) were more likely than those 55+ (48%) to agree the aviation sector adopts stricter rules than other transport sectors. However, they were also slightly more likely to agree that, where possible, they would rather use other modes of travel than flying since the pandemic (51% and 51% vs. 45% respectively).

Two in five respondents feel less safe about flying when flying since the COVID-19 pandemic began

Feelings of safety when flying during COVID-19 *All those who have flown since the pandemic*

■ Significantly safer ■ Safer ■ No change ■ Less safe ■ Significantly less safe



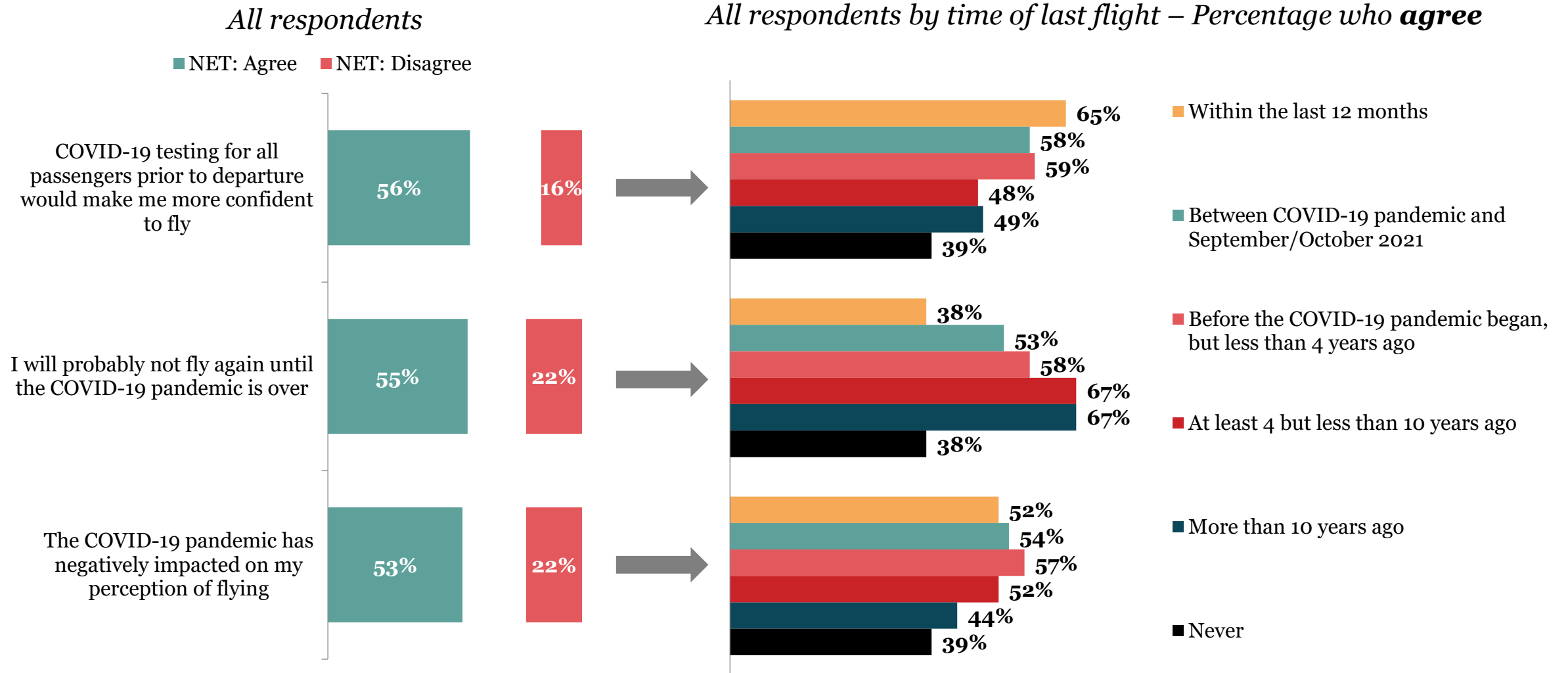
Among all UK adults, two in five (40%) feel less safe flying since the pandemic. However, the same proportion (41%) feel no change.

Those who have flown in the last 12 months are significantly more likely to say they feel safer flying since the pandemic began, than those who last flew before the pandemic began but less than 4 years ago (47% vs. 13% respectively).

Respondents aged 18-34 (30%) are more likely than those aged 35-54 (22%) or 55+ (7%) to say they feel safer.

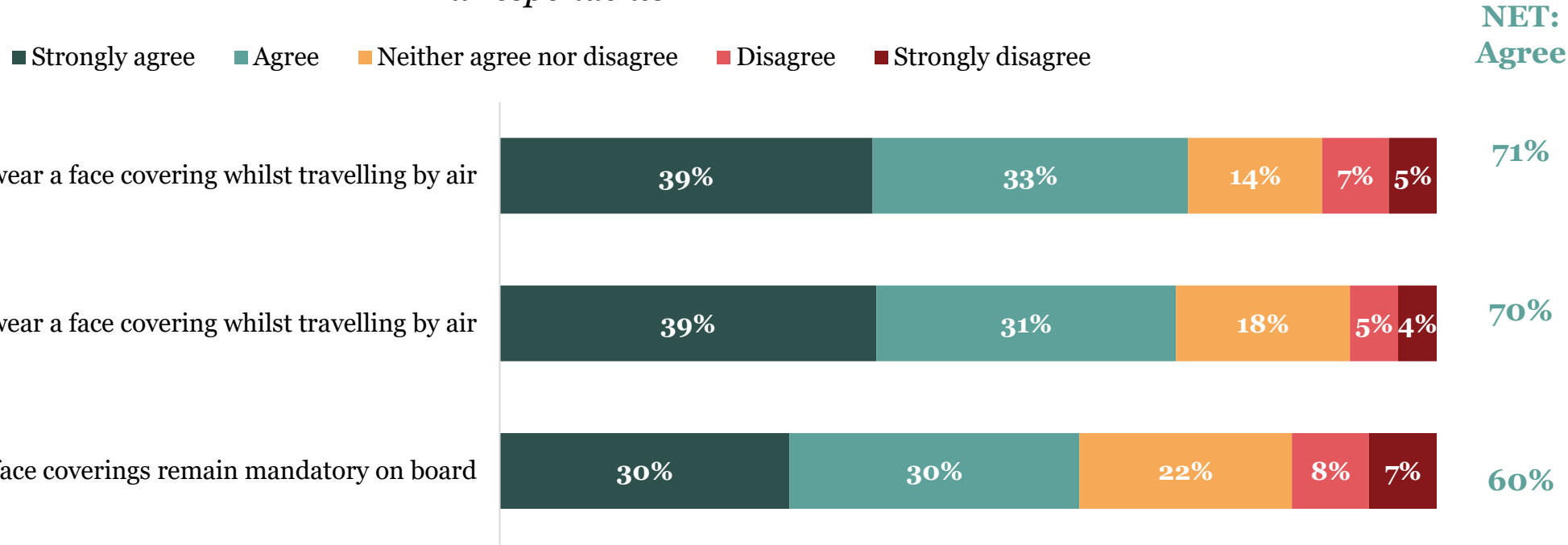
Respondents from Scotland are the most likely to say they feel less safe flying since the COVID-19 pandemic (52% vs. 40% average). One in eight say they feel significantly less safe (15%). Conversely, Londoners are the most likely to say they feel safer flying since the pandemic (38% vs. 19% average).

More than half of respondents agree they will probably not fly again until the COVID-19 pandemic is over



Seven in ten respondents would choose to wear a face covering whilst travelling by air, and a similar proportion would prefer others to do the same

Statements about wearing face coverings while travelling
All respondents

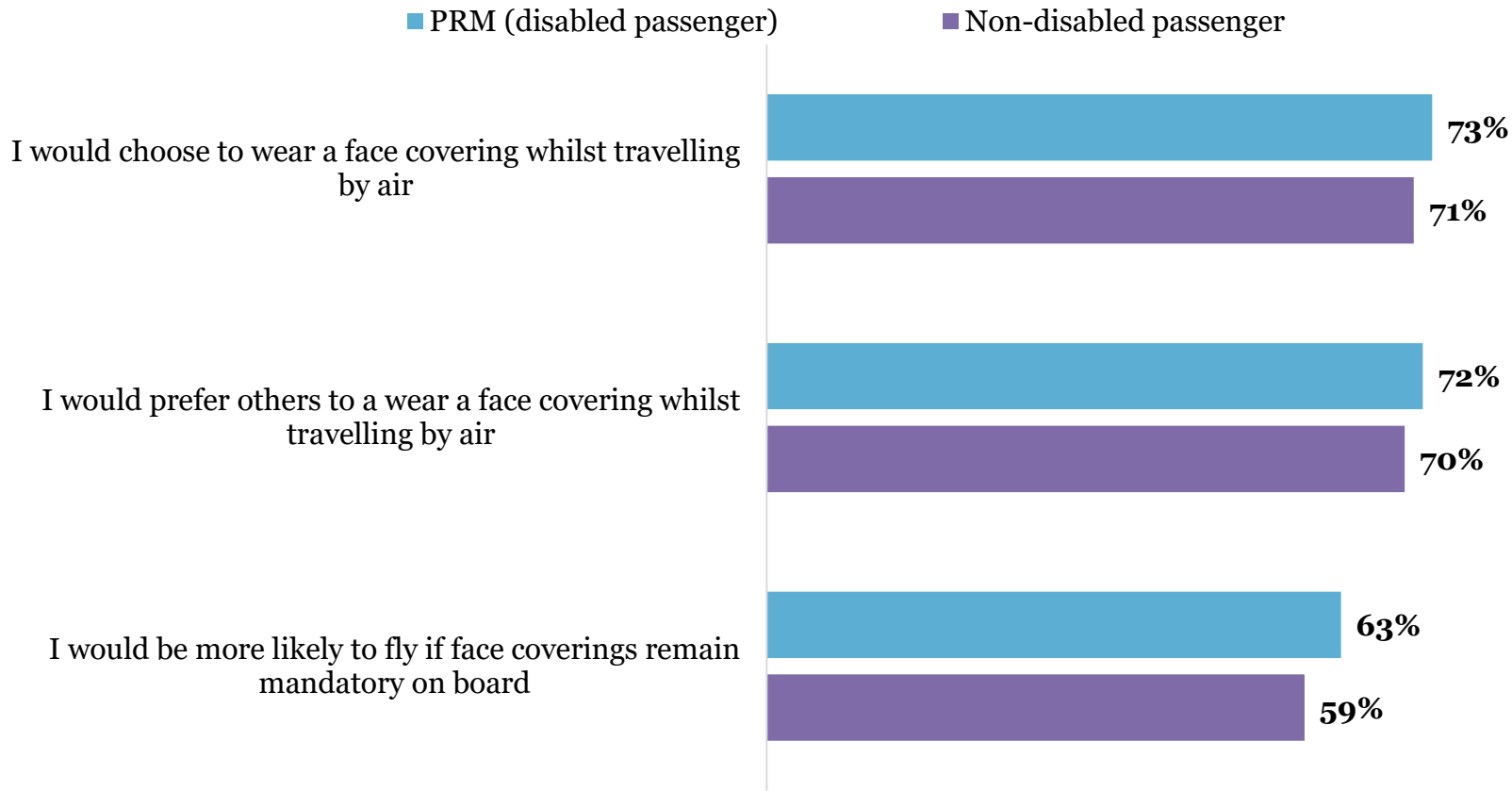


Older respondents aged 35-54 (73%) or 55+ (75%) are more likely than those aged 18-34 (64%) to say they would choose to wear a face covering when travelling by air. Older respondents aged 55+ (62%) were also more likely than those 18-34 (57%) to say they would be more likely to fly if face coverings remain mandatory on board. Respondents from Northern Ireland (71%) and London (67%) were more likely to say they would be more likely to fly if face coverings remain mandatory on board, than most other regions tested (60% average).

A slightly higher proportion of disabled passengers say they are more likely to fly if face coverings remain mandatory on board than non disabled passengers

Statements about wearing face coverings while travelling

NET: Agree - by disabilities

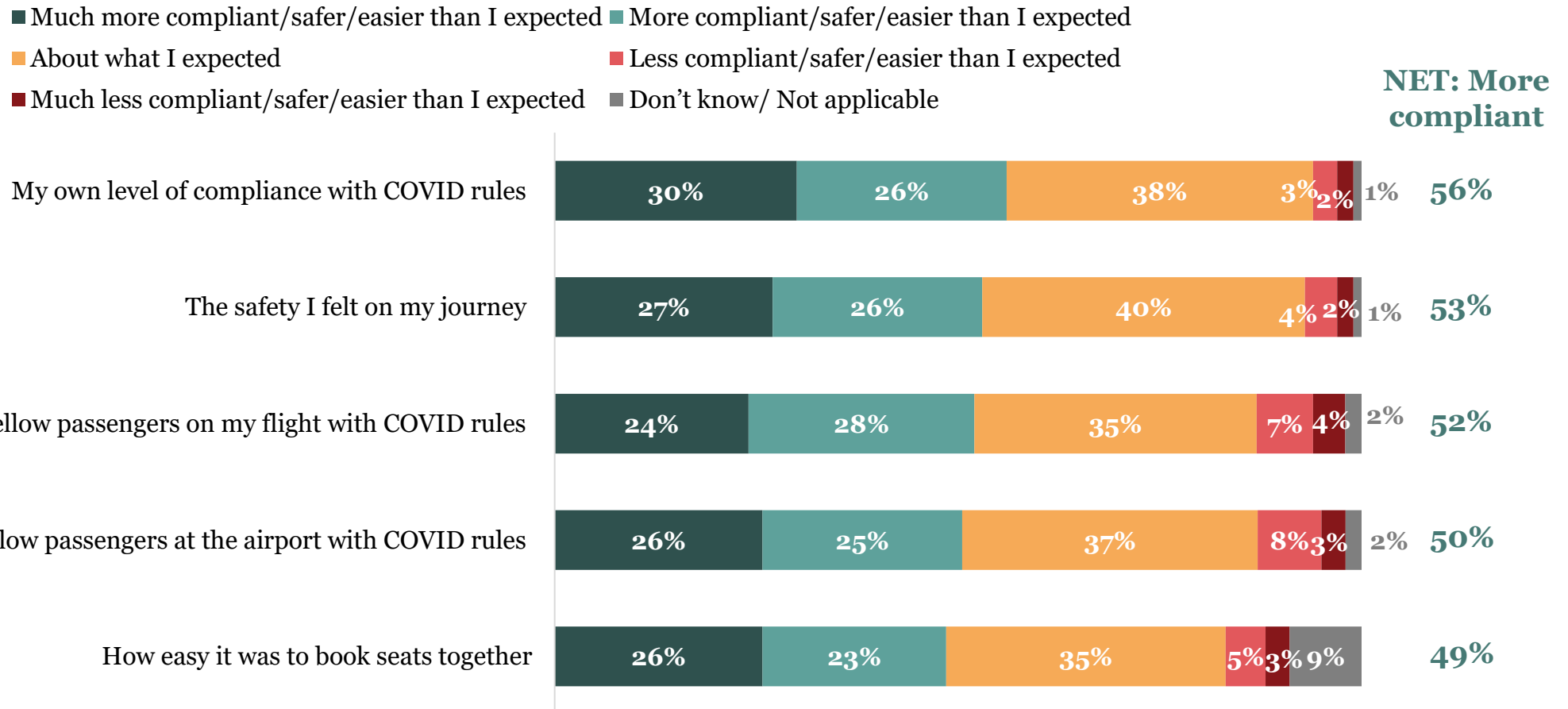


While disabled passengers are slightly more likely than non disabled passengers to say they would be more likely to fly if face coverings remain mandatory on board (63% vs. 59%), opinions about face coverings while travelling do not differ significantly between disabled and non disabled passengers.

However, among disabled passengers, those with hidden disabilities are more likely than those with non-hidden disabilities to choose to wear a face covering while travelling by air (72% vs. 64% respectively) or to prefer others to wear a face covering while travelling by air (74% vs. 61% respectively).

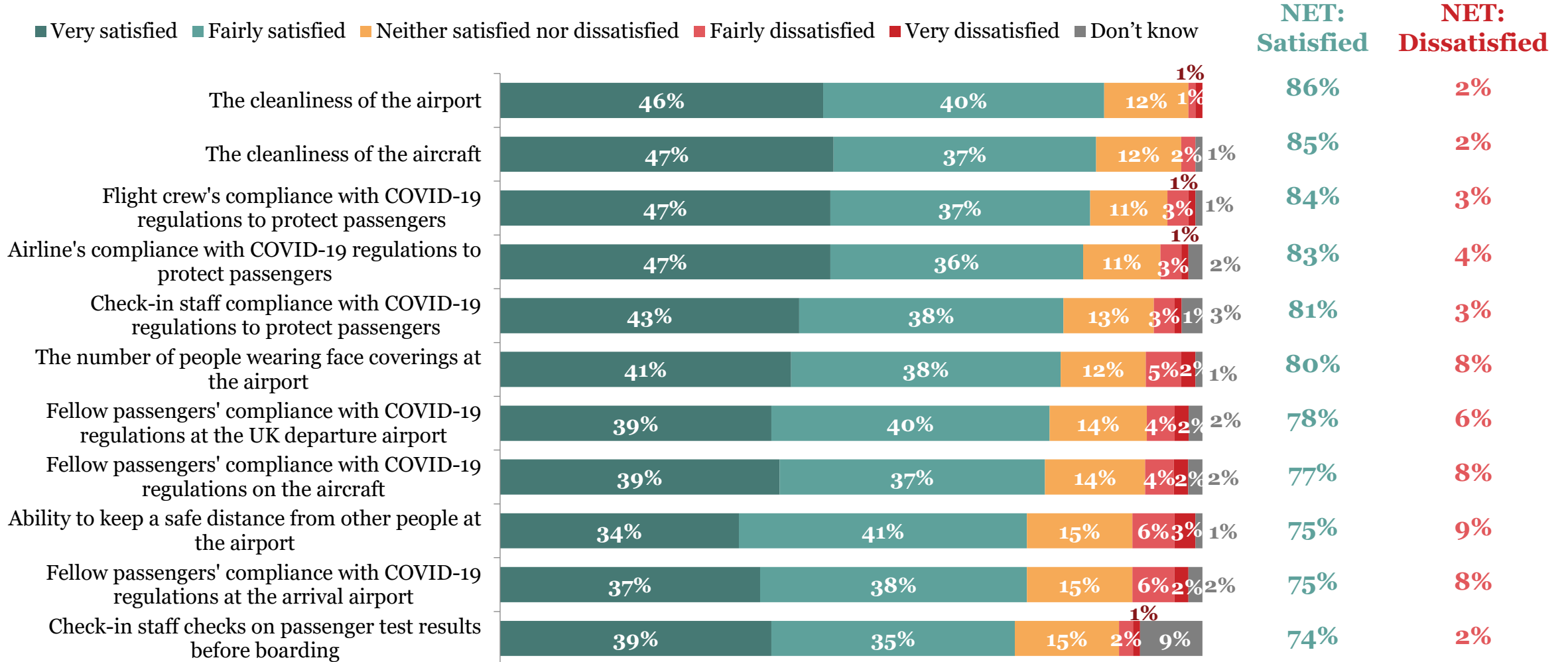
Half of those who have flown in the last 12 months say the compliance of fellow passengers with COVID-19 rules was better than expected

Compliance with COVID-19 safety *All respondents who have flown in the last 12 months*



Approaching nine in ten of those who have flown recently are satisfied with the cleanliness of their airport and aircraft on their most recent flight

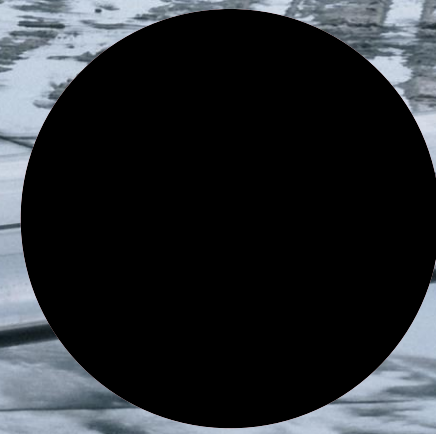
Last flight: Satisfaction with elements of the journey



Headline measures

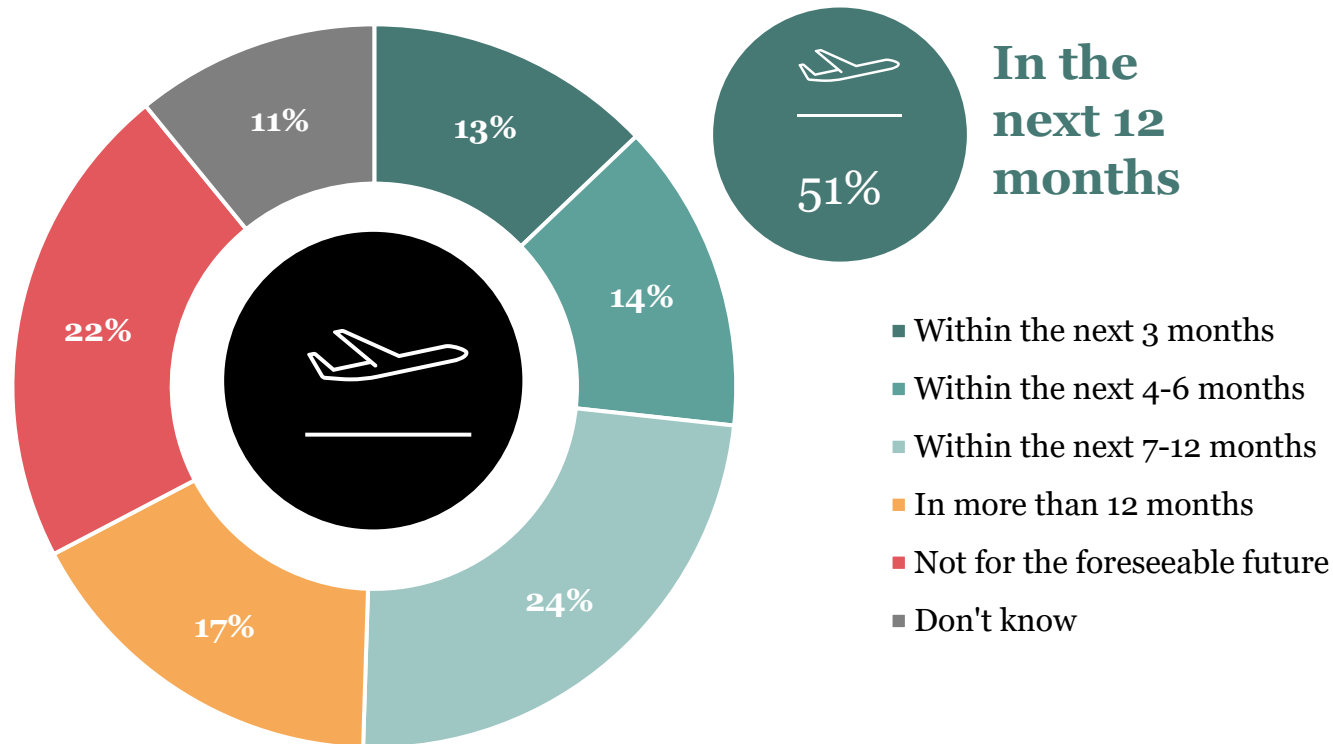
LINES 

BOEING 777-300ER



Half of respondents expect to travel by air in the next 12 months, but one in five do not expect to travel by air in the foreseeable future

When do you next expect to travel by air *Showing % saying the following*



Half of respondents (51%) expect to fly in the next 12 months. One in six (13%) expect to fly in the next 3 months. However, one in five (22%) do not expect to travel by air in the foreseeable future. This is an increase from 2020, where one in ten (8%) said they do not plan to fly again.

Younger people aged 18-34 (57%) or 35-54 (54%) are significantly more likely than those aged 55+ to say they will travel again in the next 12 months (42%). Men are also significantly more likely than women to say this (56% vs. 45% respectively).

Respondents from London are most likely of all regions to say they will travel in the next 12 months (69% vs. 51% average). Those from the South West are the least likely to say they will travel in the next 12 months (41%), they are also the most likely, along with those from the East of England, to say they do not expect to travel in the foreseeable future (27% for both).

Two in three UK adults have confidence in the safety of UK airlines and airports

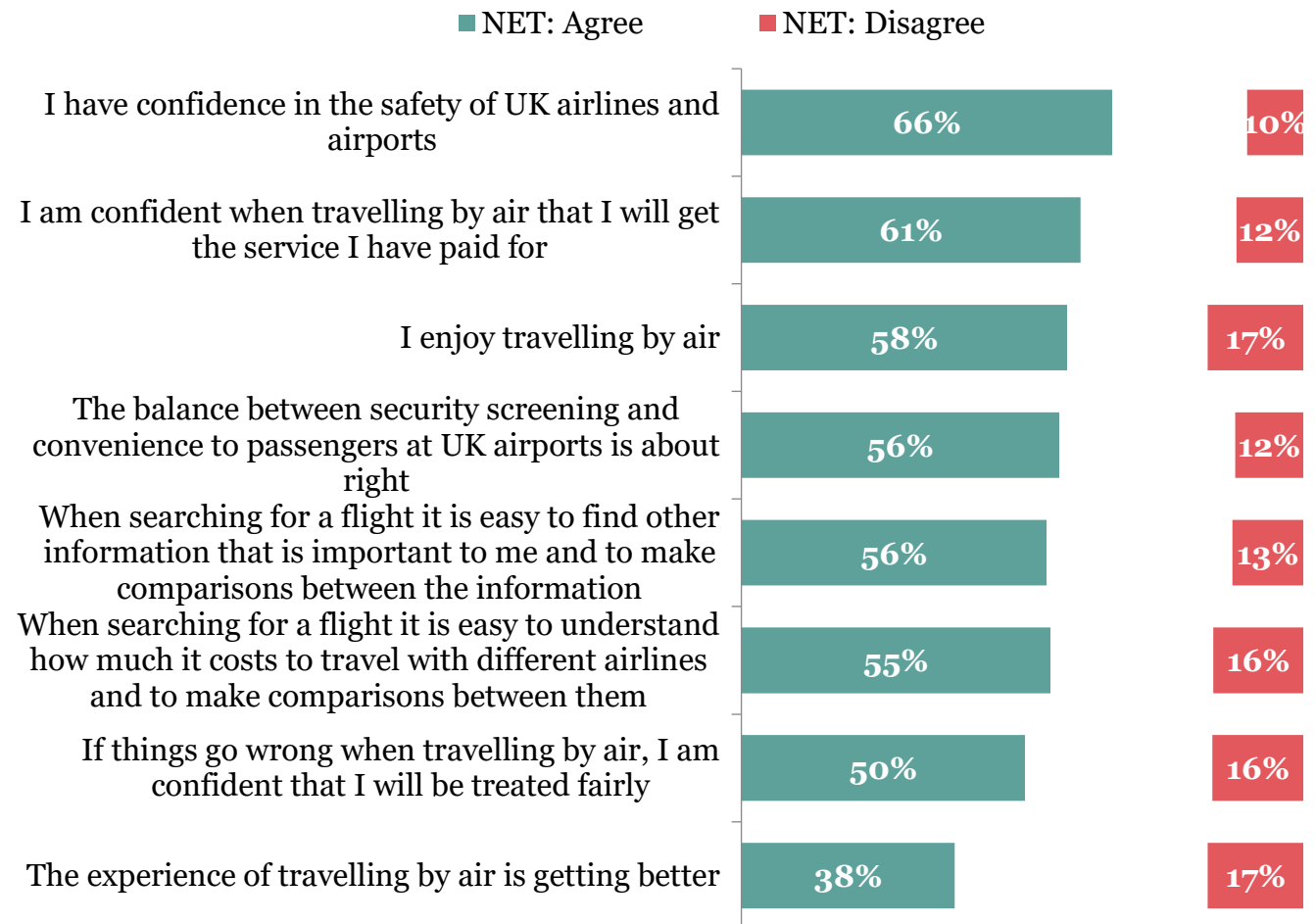
Among statements tested, respondents are most likely to agree they have confidence in the safety of UK airlines and airports (66%). However, they are least likely to agree the experience of travelling by air is getting better (38%).

Respondents aged 35-54 are more likely to say they enjoy travelling by air than those 55+ (62% vs. 55% respectively). This is also notably higher in the North West (63%) and London (69%) than other regions (58% average).

Those aged 18-34 or 35-54 are significantly more likely to say that the experience of travelling by air is getting better than those 55+ (46% and 41% vs. 28% respectively). This is notably higher in London also (50% vs. 38% average).

Those who have flown in the last 12 months are much more likely to have confidence in the safety of UK airlines and airports than average (80% vs. 66% overall).

Statements about travelling by air - General *All respondents*



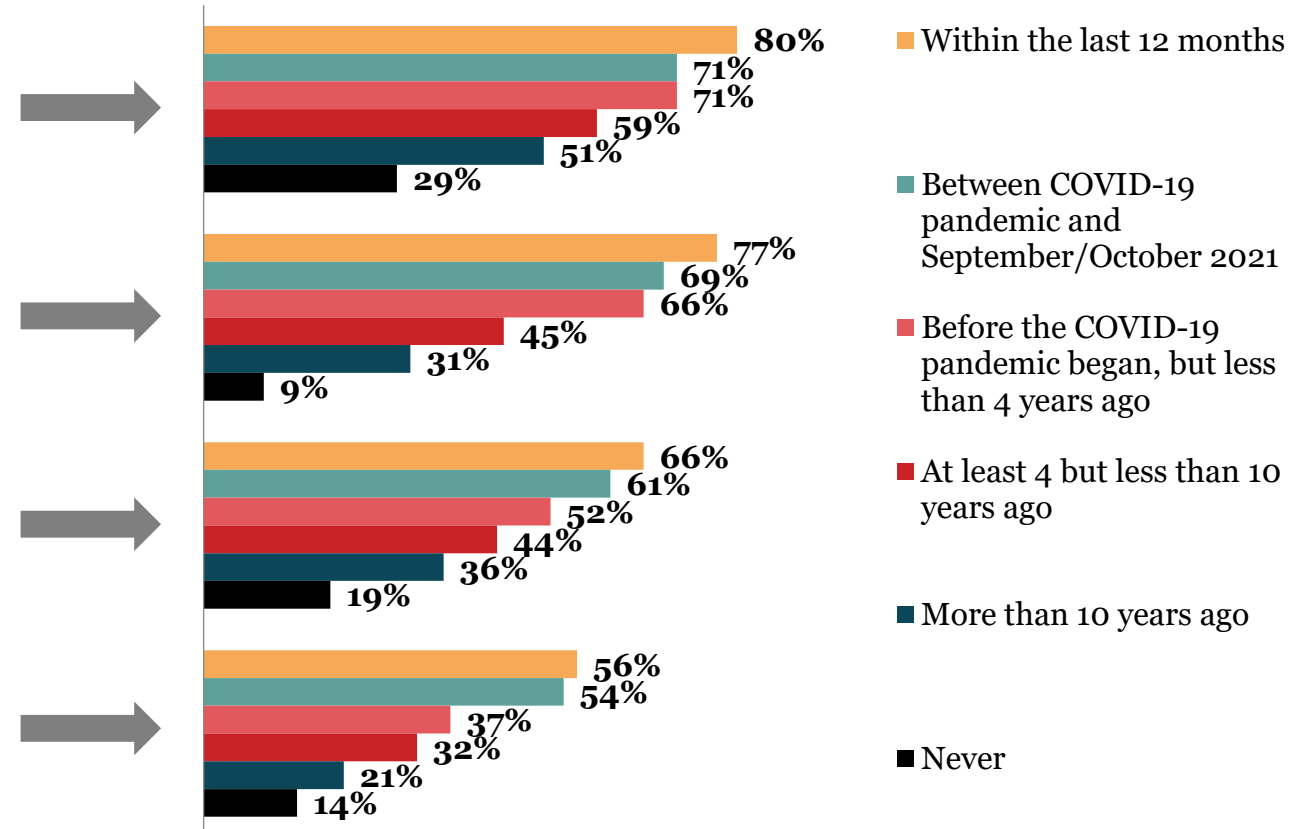
Negative opinions about travelling by air are much more common amongst those who have not flown recently or have never flown

Statements about travelling by air
All respondents

■ NET: Agree ■ NET: Disagree

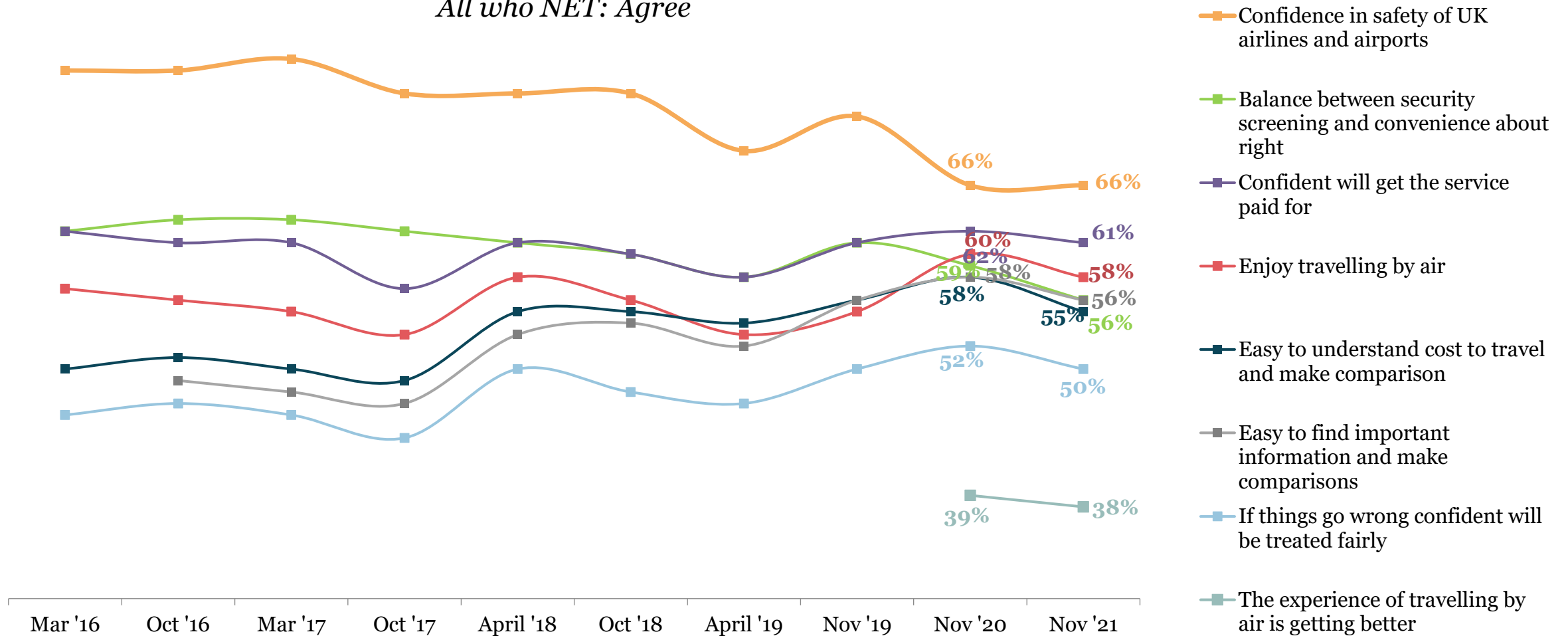


Statements about travelling by air
Showing percentage who **agree** – by time of last flight



Most headline measures have remained static or seen slight decreases since last wave

Headline Measures: Trend
All who NET: Agree

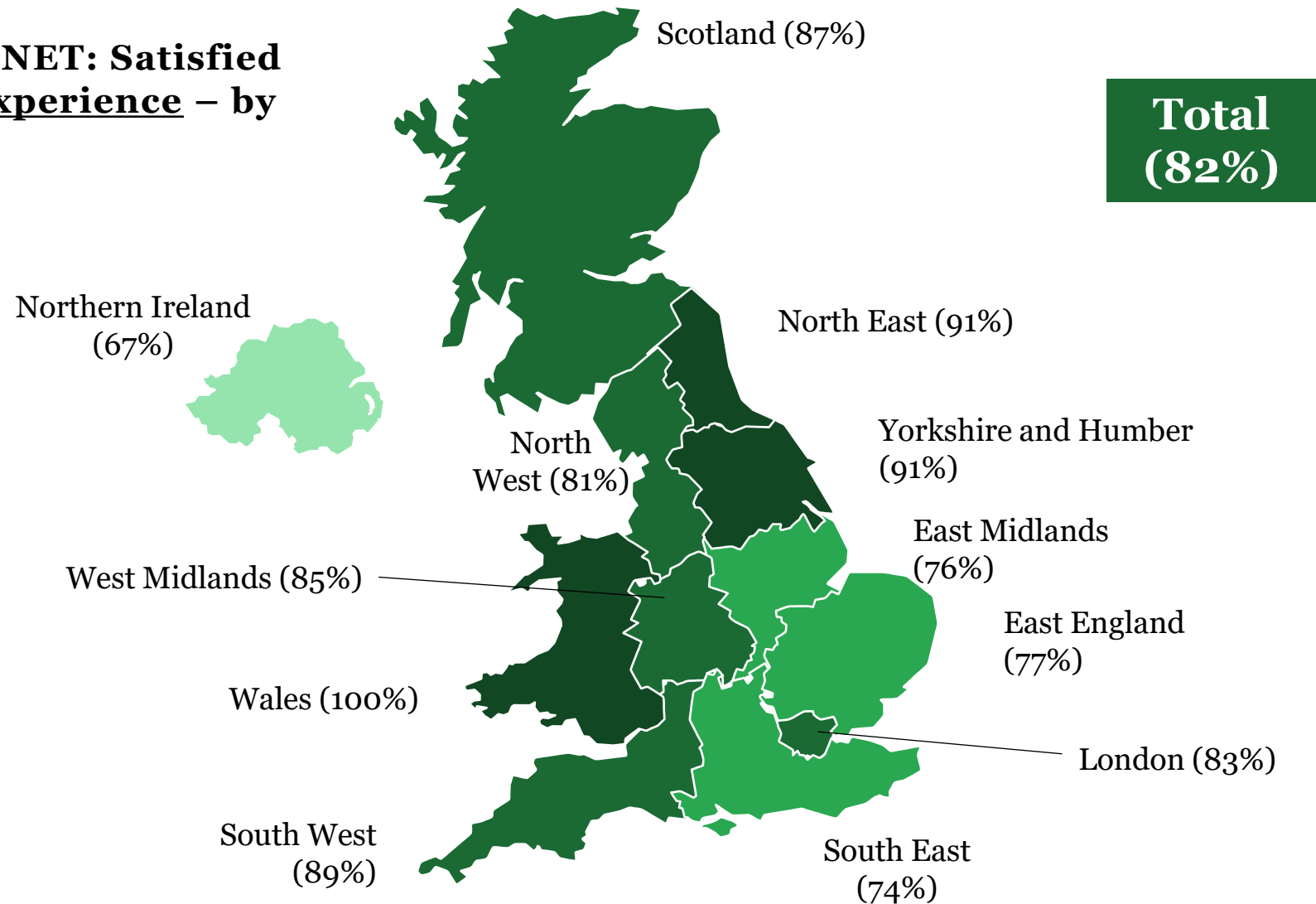




Satisfaction Ratings

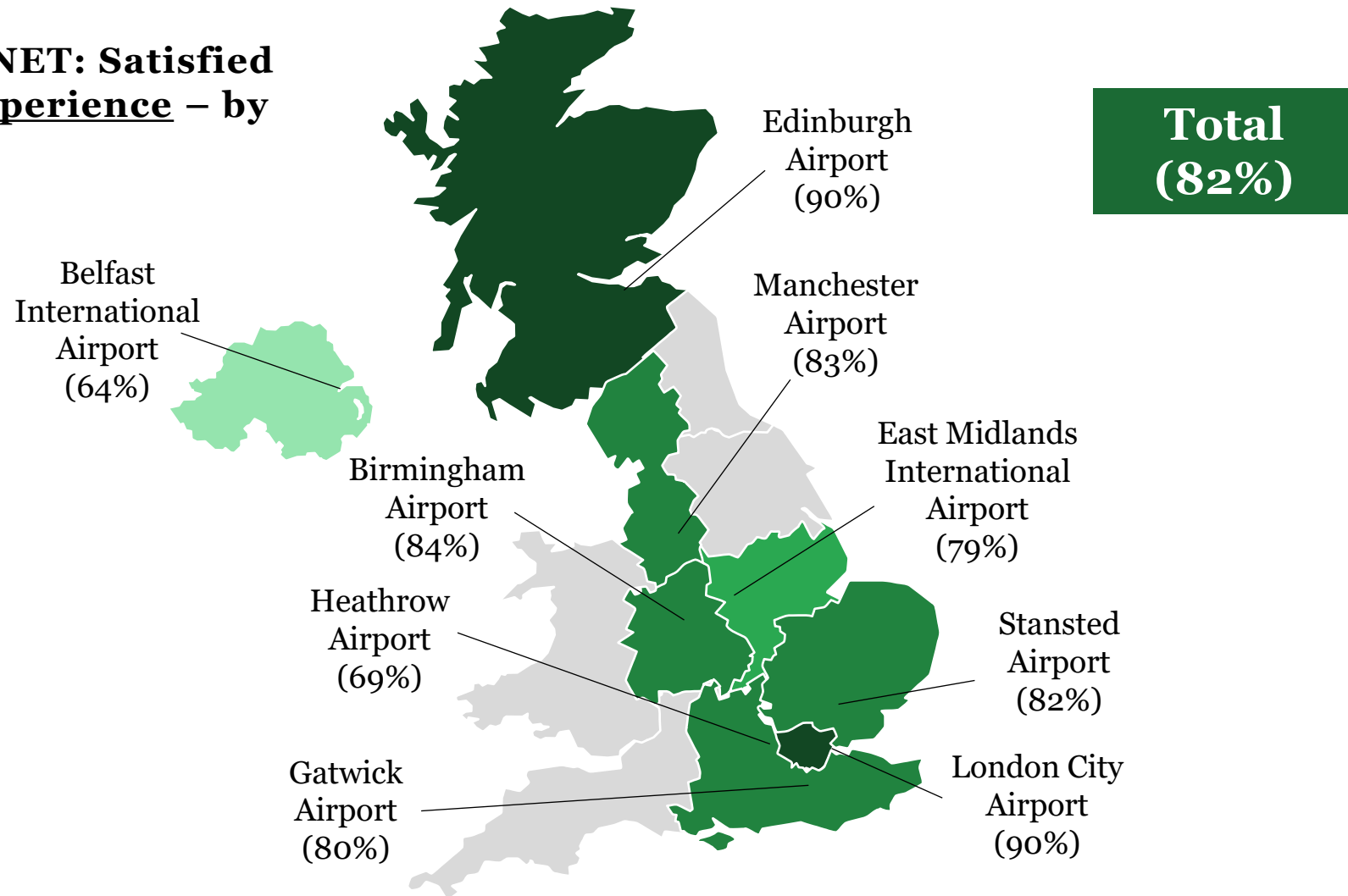
Passengers from Wales and the North East are most satisfied with the overall travel experience from their most recent flight

Last flight: Showing NET: Satisfied with overall travel experience – by region



Passengers who flew from Edinburgh and London City are most satisfied with their overall travel experience

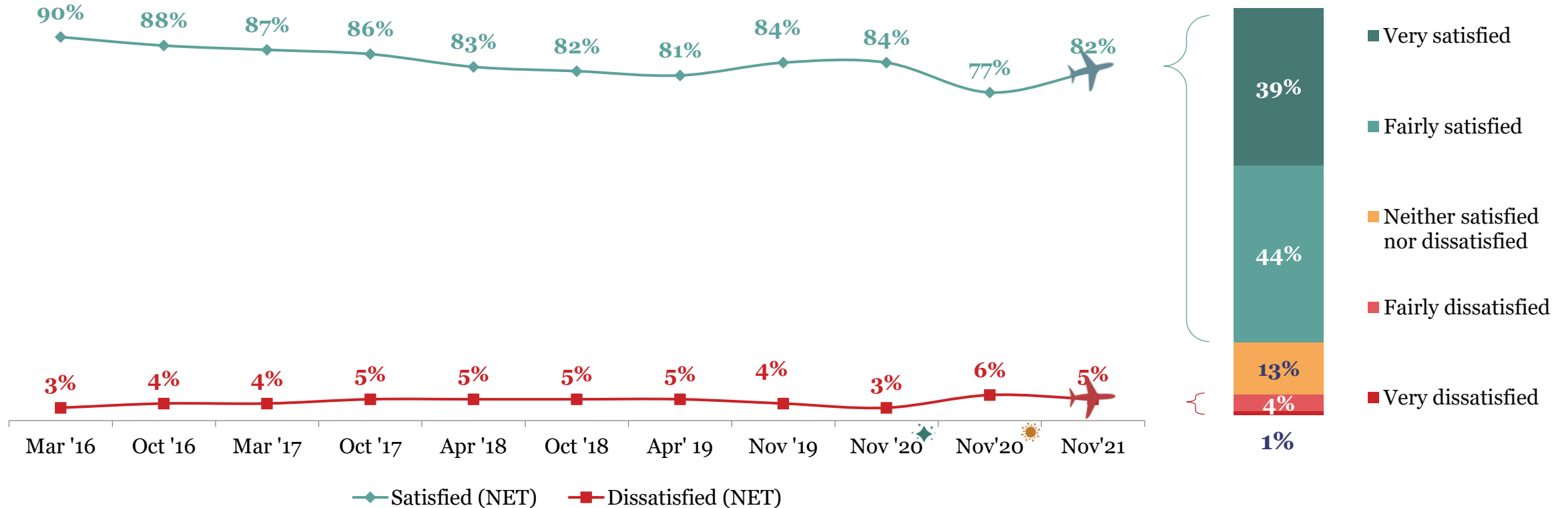
Last flight: Showing NET: Satisfied with overall travel experience – by major airports



Overall satisfaction has returned to a level similar to that recorded before the pandemic began

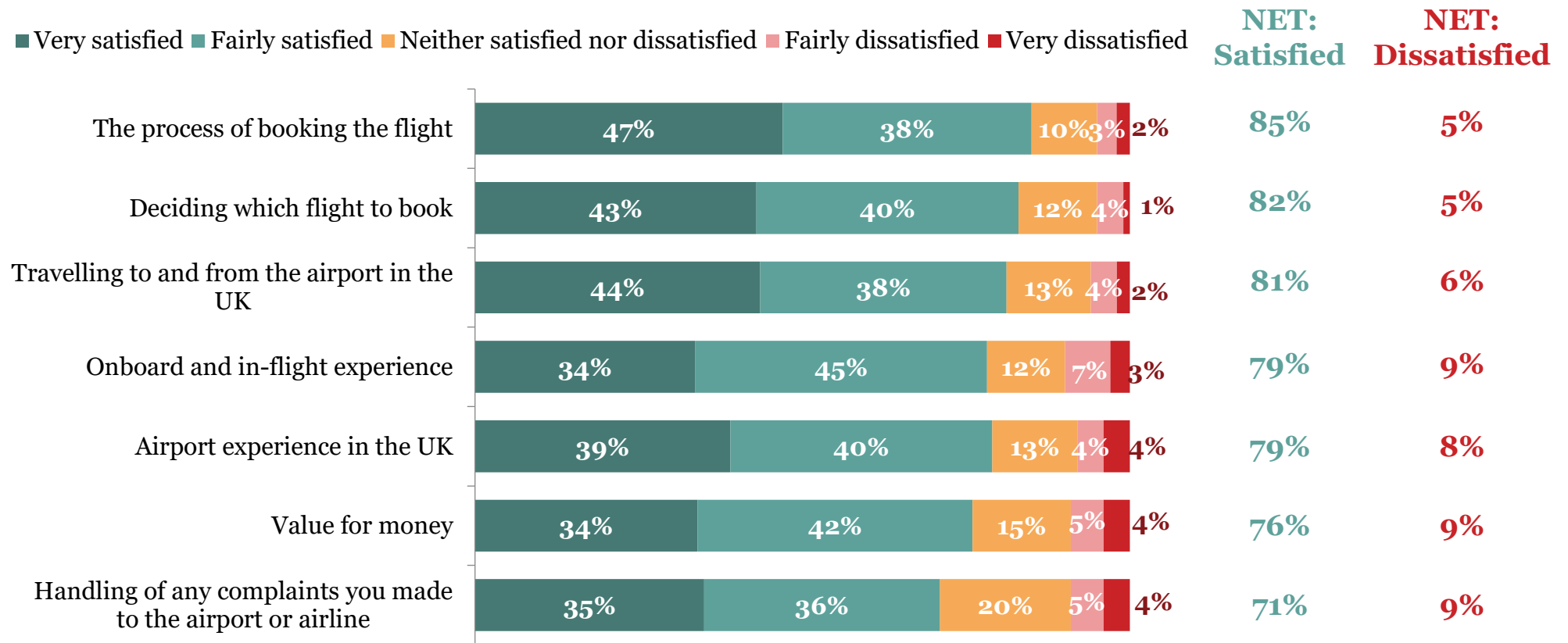
Last flight: Overall satisfaction

All those who have flown in the last 12 months, excluding 'Don't know' and 'Not applicable'



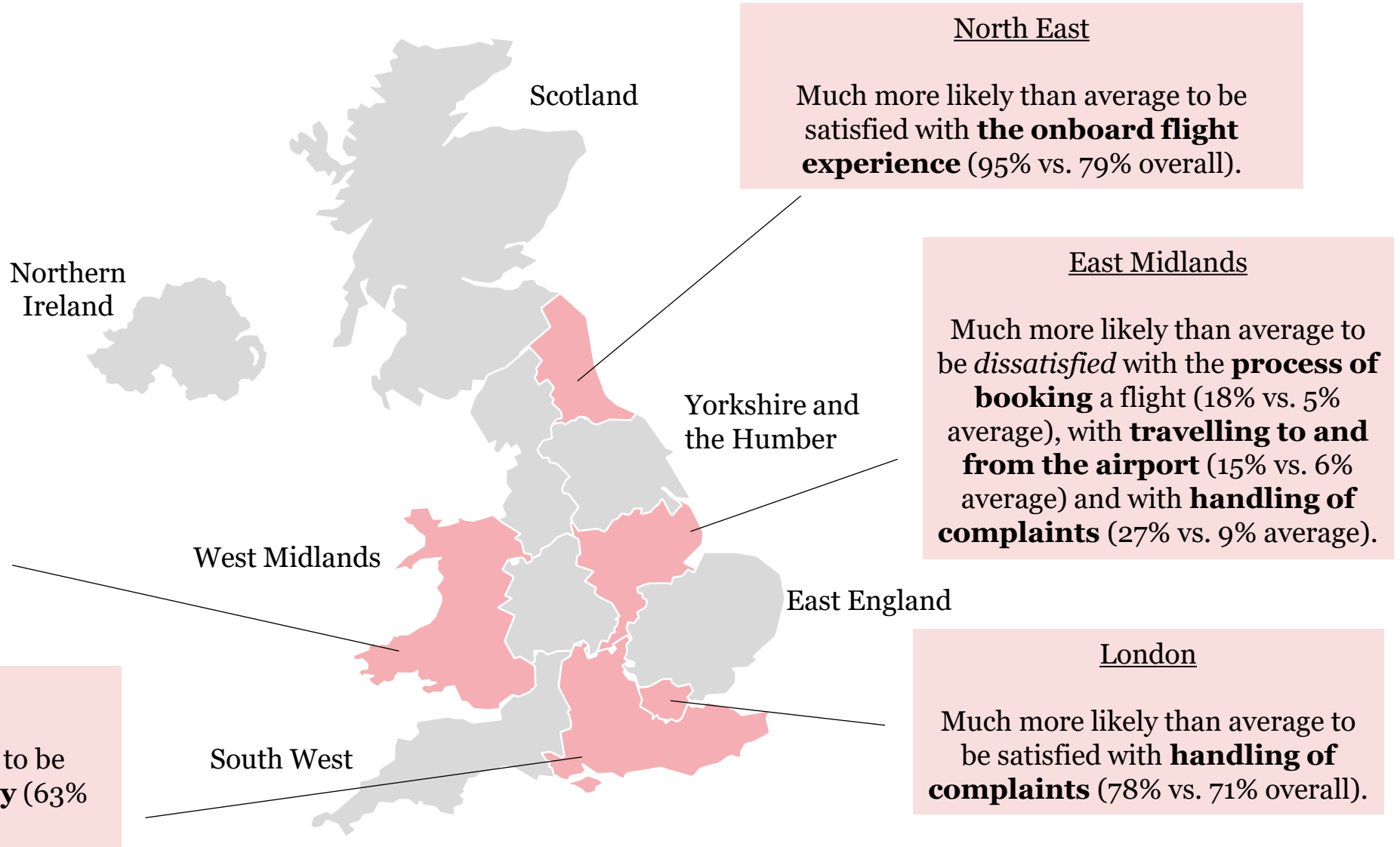
Respondents are least satisfied with handling of complaints made to the airport or airline

Last flight: Satisfaction with elements of the journey (UK bookings and airports)
All those who have flown in the last 12 months, excluding 'Don't know' and 'Not applicable'



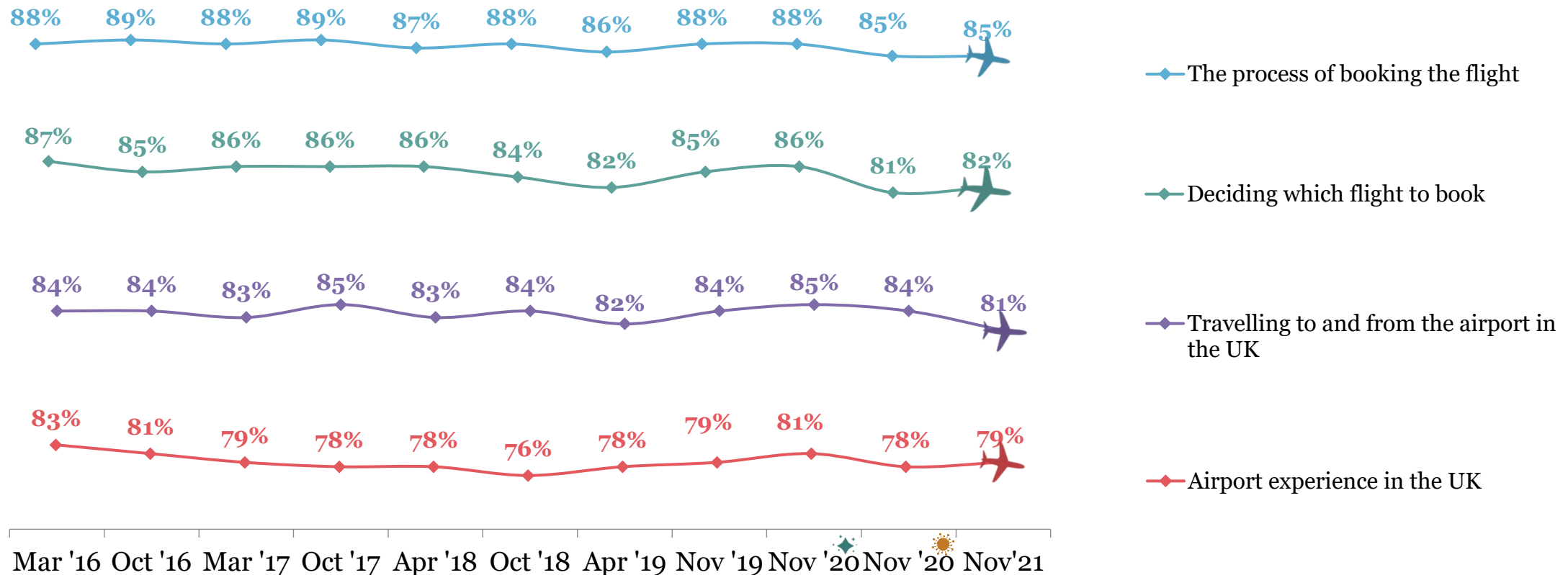
Satisfaction with flight elements varies between UK regions

Last flight: Showing NET: Satisfied with elements of the journey – by region



Satisfaction with travelling to and from the airport and the process of booking the flight is the lowest since tracking began

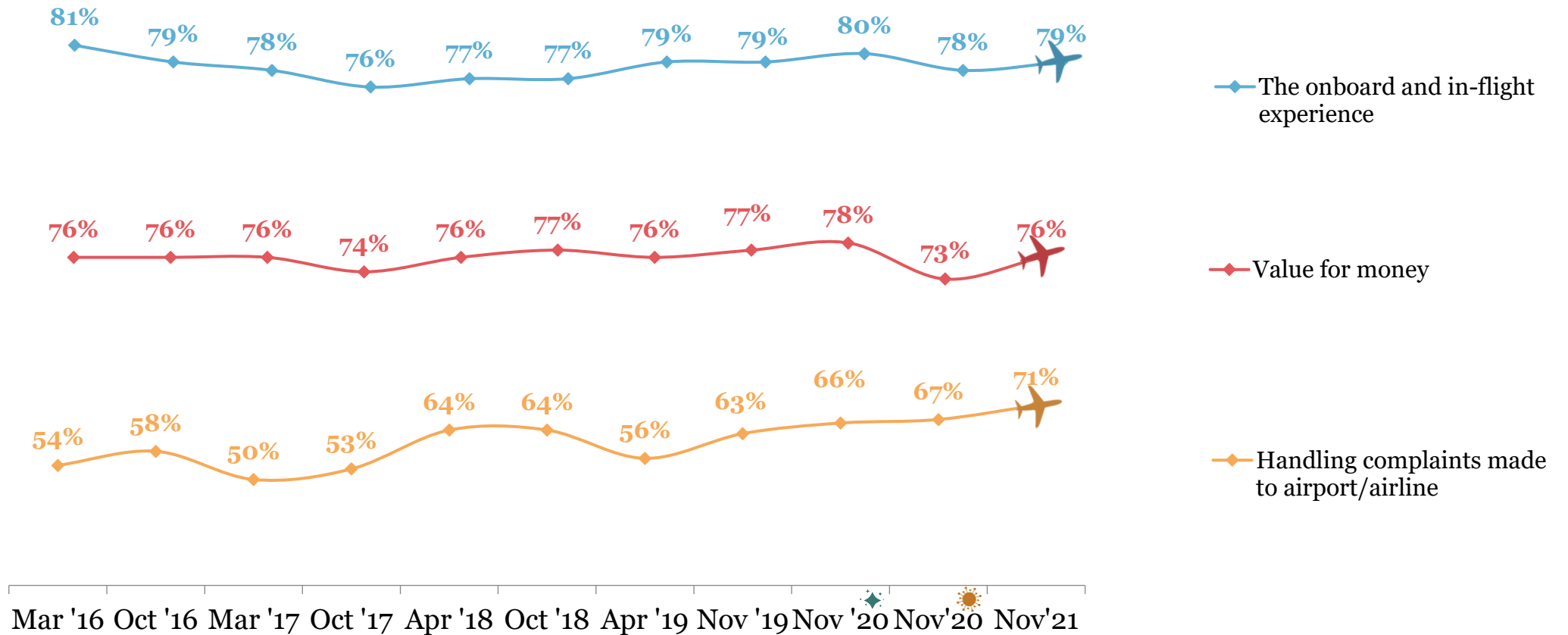
Last flight: Satisfaction with elements of the journey
All who say NET: Satisfied (Part 1)



Satisfaction with handling of complaints made to the airport/airline has improved, to its highest ever level, though still performs worse than other metrics

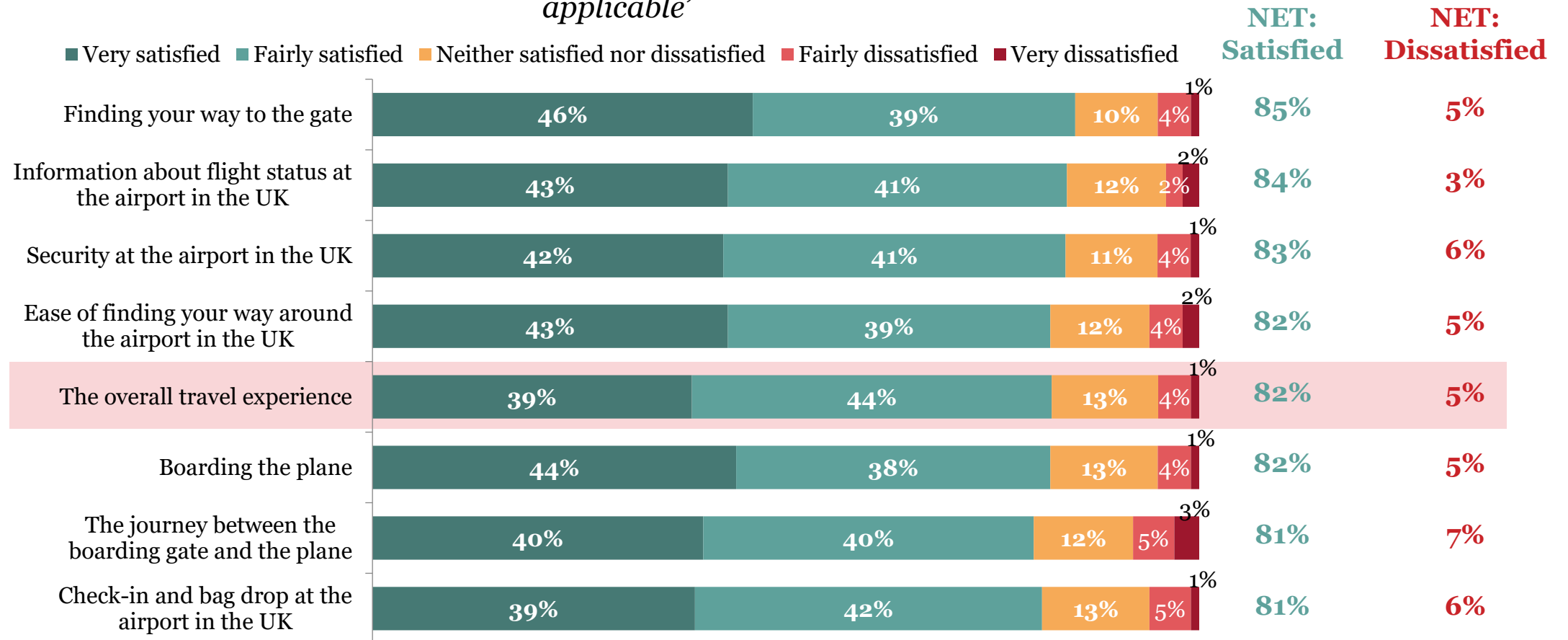
Last flight: Satisfaction with elements of the journey

All who say NET: Satisfied (Part 2)



Four in five of those who have flown recently were satisfied with each aspect of the airport experience, particularly with finding their way to the gate in the UK airport and information about flight status

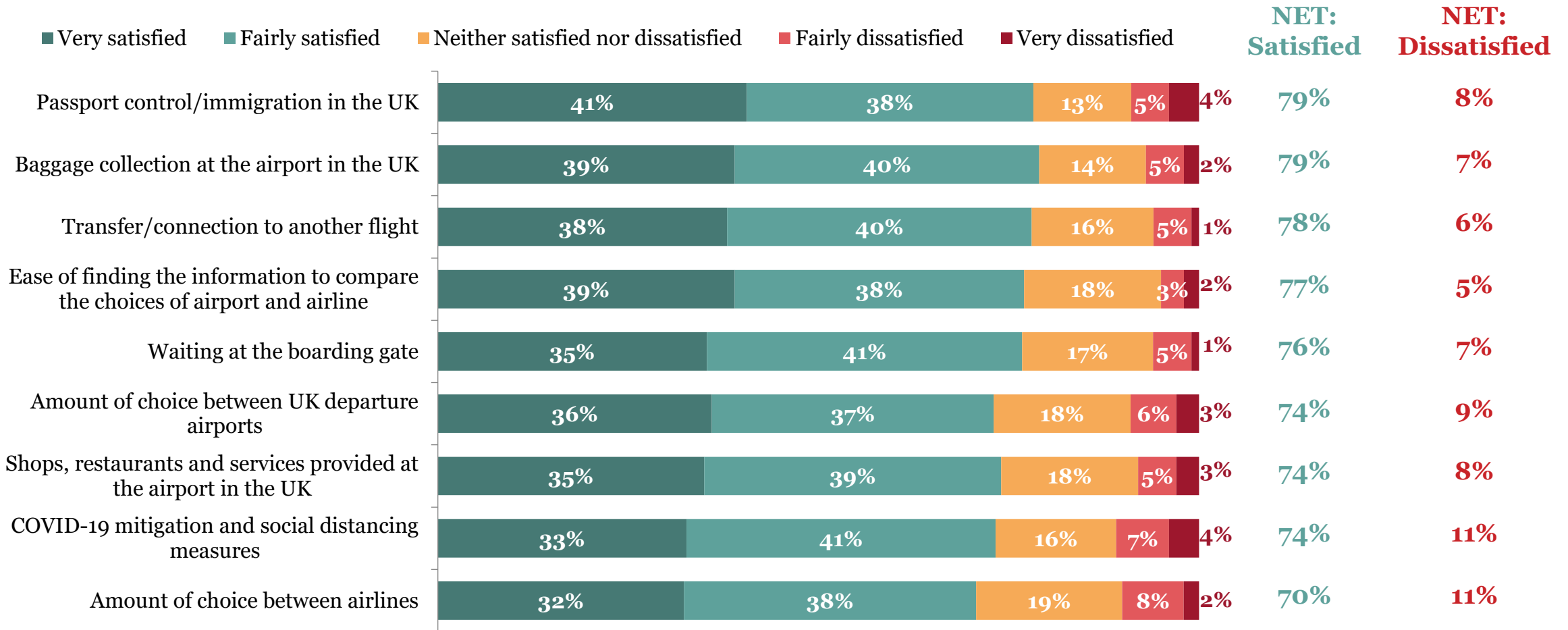
Last flight: Satisfaction with airport experience (UK) – Part 1
All those who have flown in the last 12 months, excluding 'Don't know' and 'Not applicable'



Recent passengers are least likely to have been satisfied with the amount of choice between airlines

Last flight: Satisfaction with airport experience (UK) – Part 2

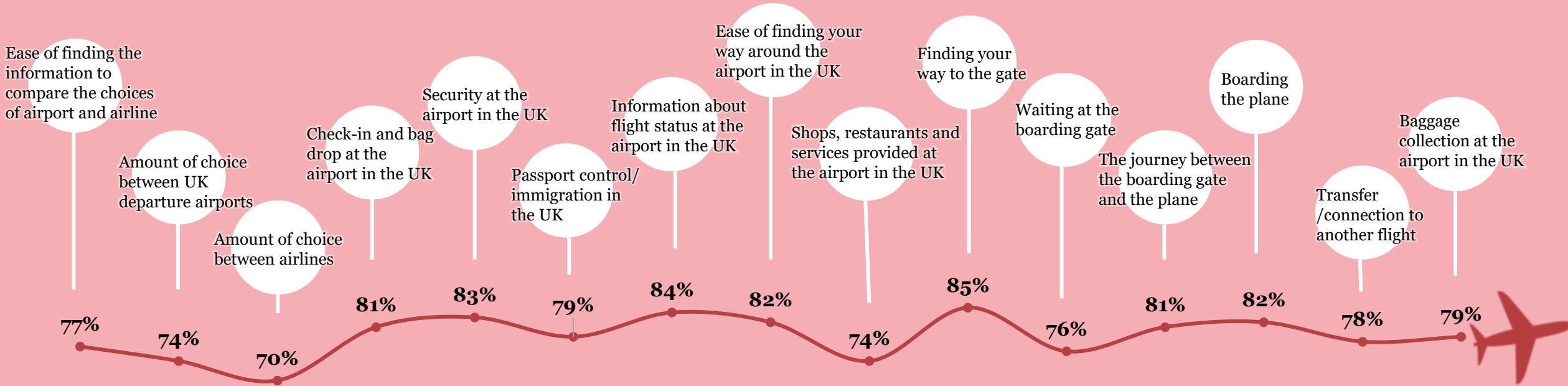
All those who have flown in the last 12 months, excluding 'Don't know' and 'Not applicable'



Satisfaction levels are generally high, but fluctuate throughout the flight experience

Last flight: Satisfaction with airport experience

All who say NET: Satisfied



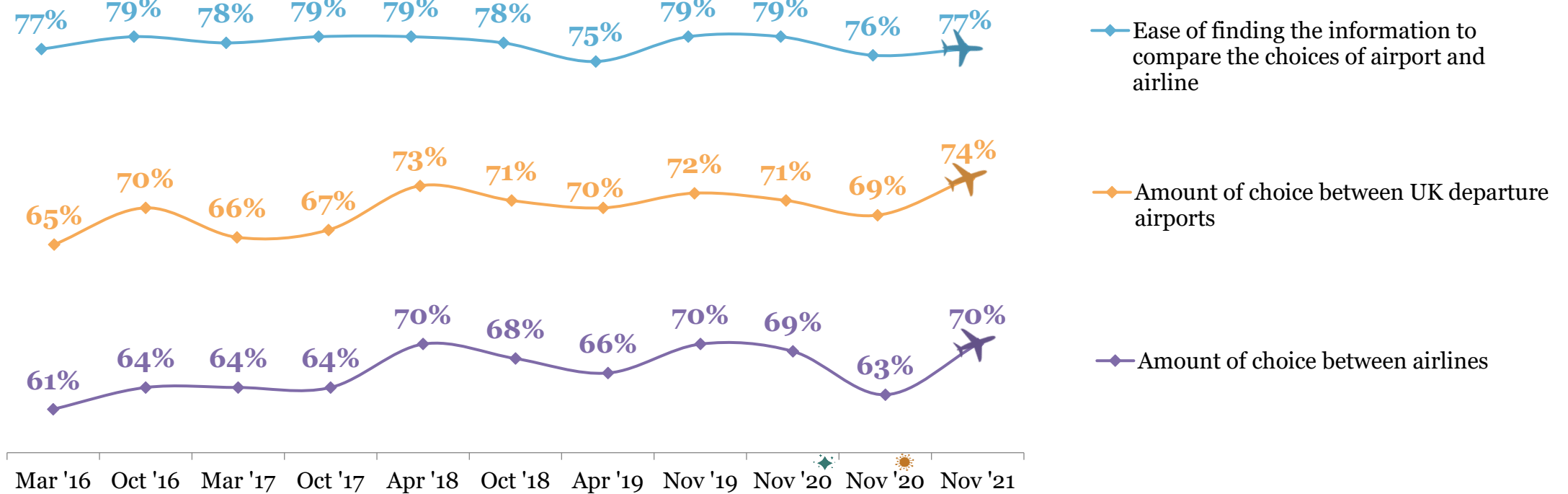
The overall travel experience

All who say NET: Satisfied

82%

Satisfaction with the amount of choice between UK departure airports is the highest since tracking began

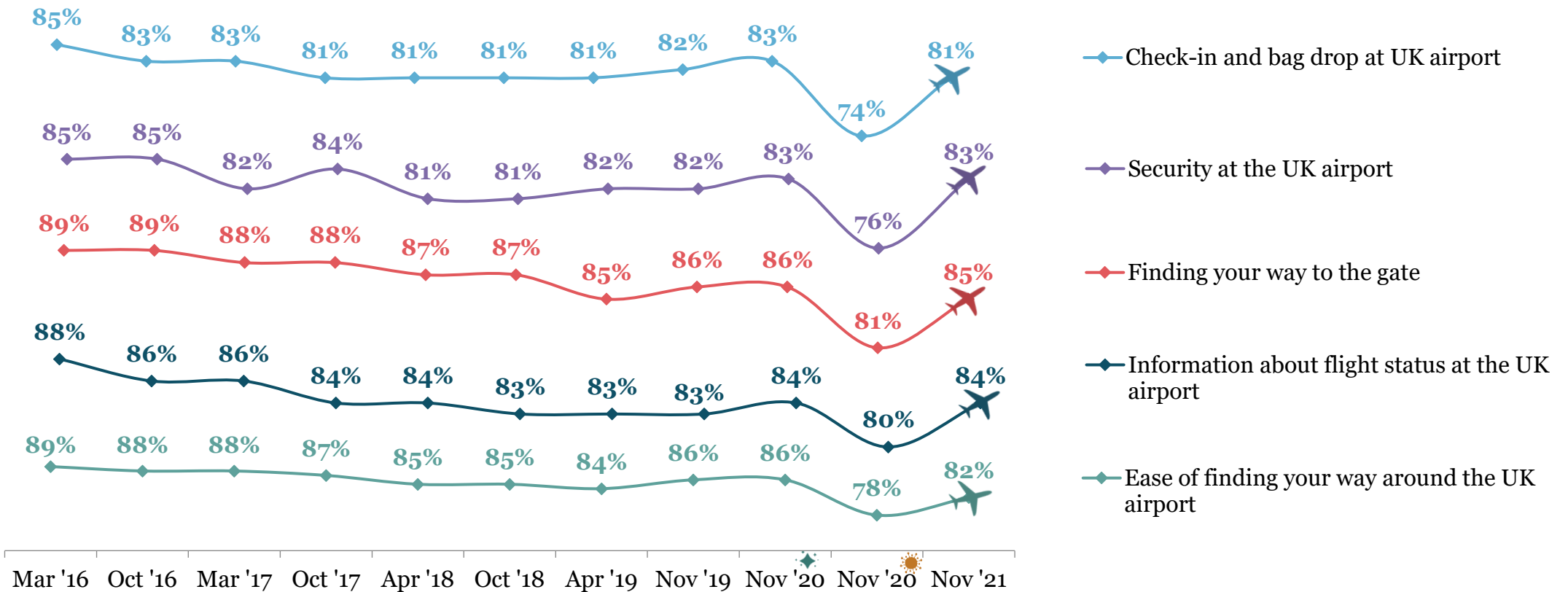
Last flight: Satisfaction with elements of pre-booking
All who say NET: Satisfied



Satisfaction with nearly all elements of the airport experience are bouncing back to pre-pandemic levels

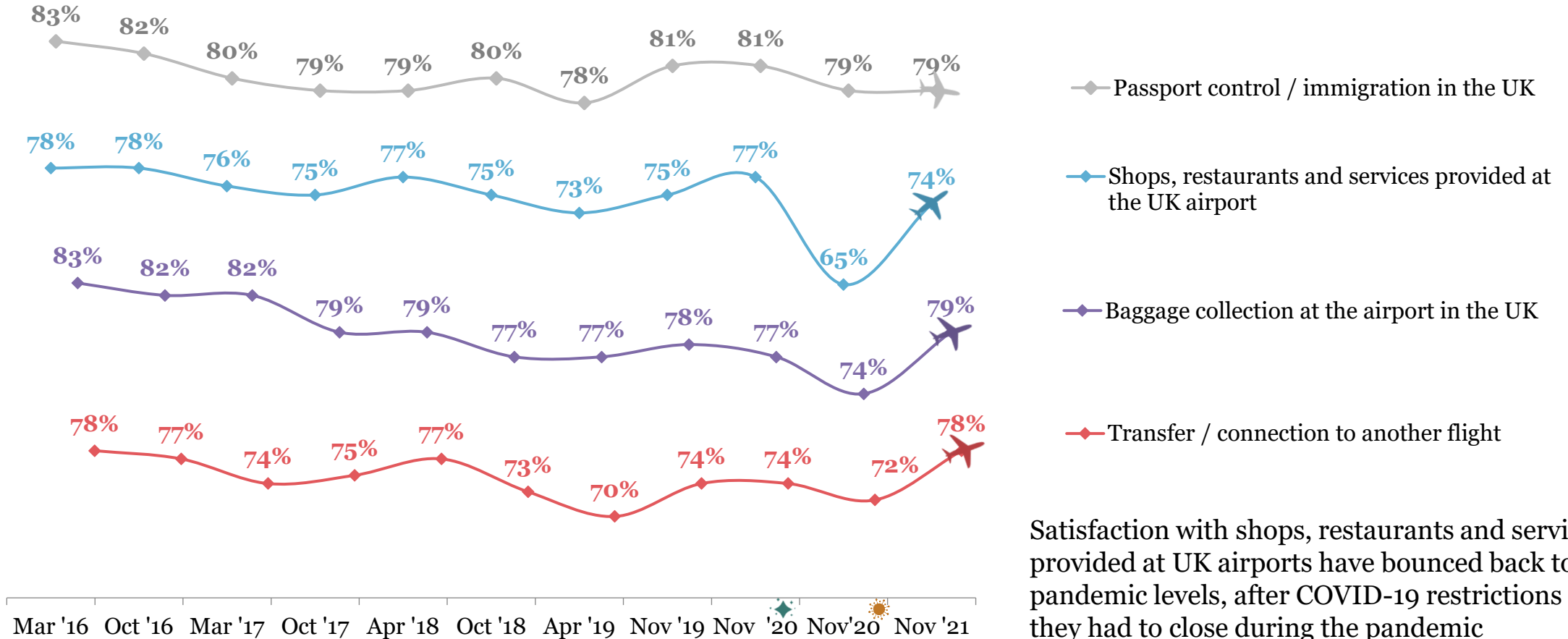
Last flight: Satisfaction with airport experience

All who say NET: Satisfied – Part 1



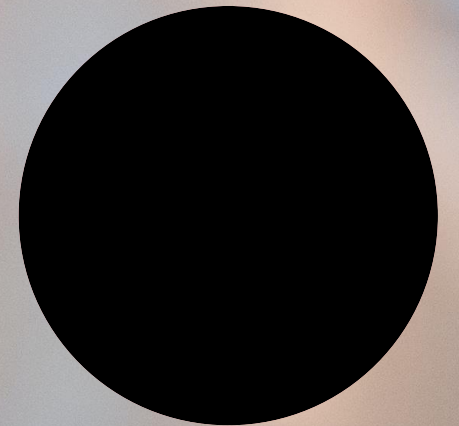
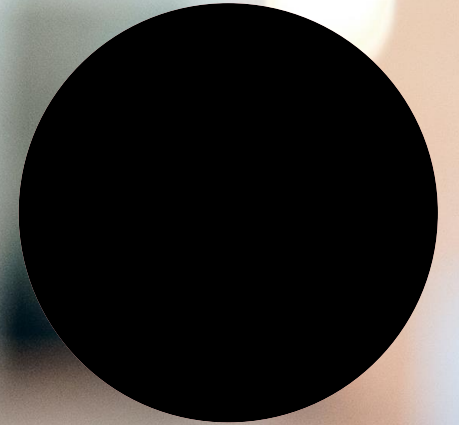
Satisfaction with transfer/connection to another flight has risen to its highest level since March 2016

Last flight: Satisfaction with airport experience
All who say NET: Satisfied – Part 2



Satisfaction with shops, restaurants and services provided at UK airports have bounced back to pre-pandemic levels, after COVID-19 restrictions meant they had to close during the pandemic

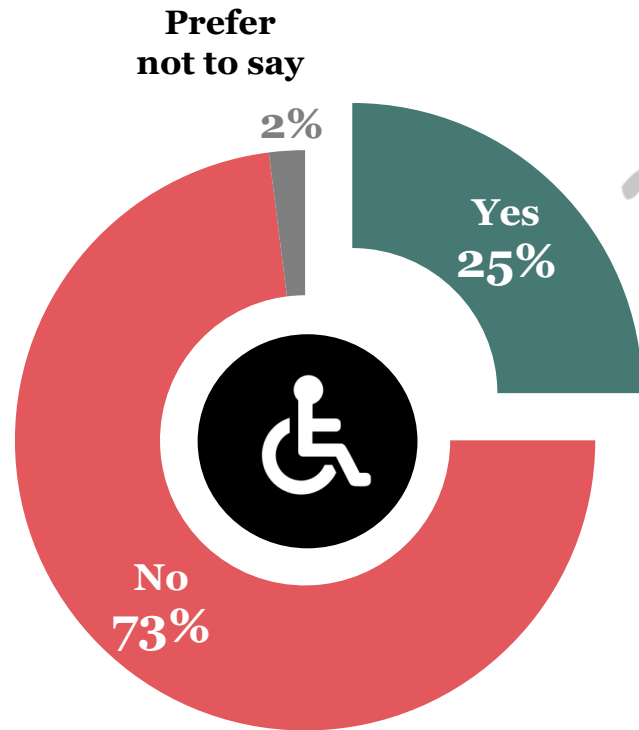
Accessibility and experience of disabled passengers



Three in five of those who have a disability have or would have difficulties accessing and/or using airports or flying

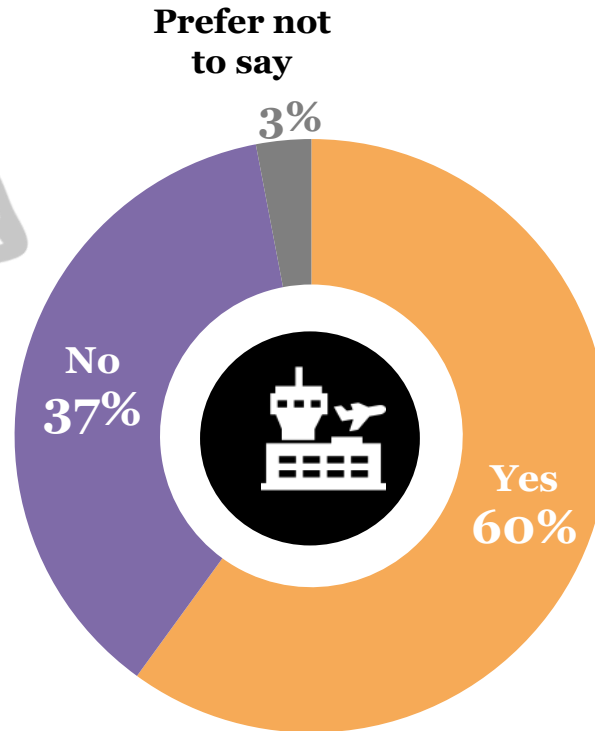
Disability/health condition

Showing % who have a disability



Difficulty in accessing/using airports or flying

All who have a disability



Difficulty in accessing/using airports or flying (% saying yes)



Last flew since the pandemic began

Last flew before the pandemic began but less than 4 years ago

Those who last flew since the pandemic began (68%) are significantly more likely to have difficulty accessing/using airports or flying than those who last flew before the COVID-19 pandemic began but less than 4 years ago (56%).

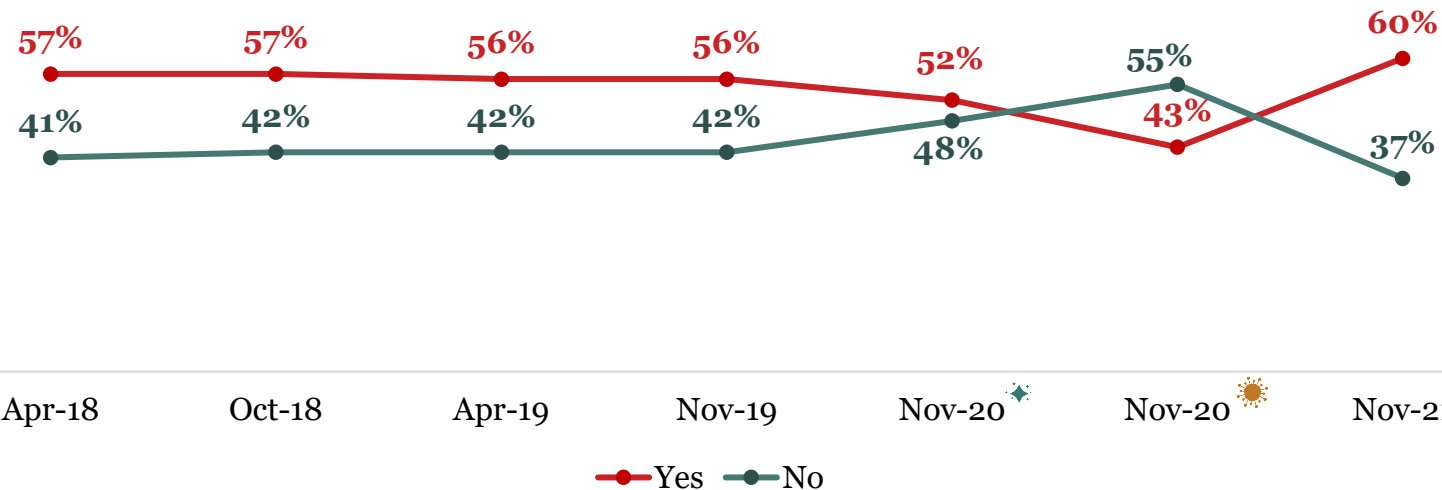
Q7. Do you have any disability or health condition that limits your day-to-day activities? It could include a physical disability or health condition. Base: All respondents (n=3502)

39 Q8. Does your disability or health condition make accessing and/or using airports or flying difficult?/ Would your disability or health condition make accessing and/or using airports or flying difficult? Base: All who have a disability (n=878)

Difficulty accessing/using airports or flying has risen to its highest point since tracking began

Difficulty in accessing/using airports or flying

Showing tracking since April 2018



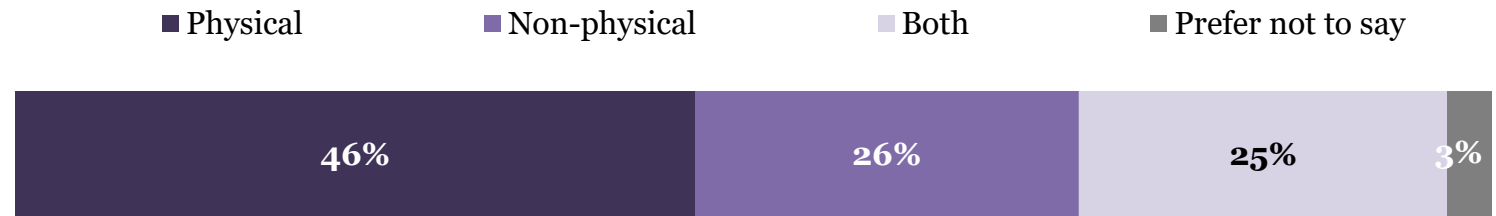
This wave, three in five (60%) disabled respondents reported that their disability makes or would make accessing and using airports difficult. This is the highest proportion since tracking began, after a much lower score of two in five (43%) was recorded in the first months of the pandemic.

Three-quarters of disabled respondents report having a hidden disability

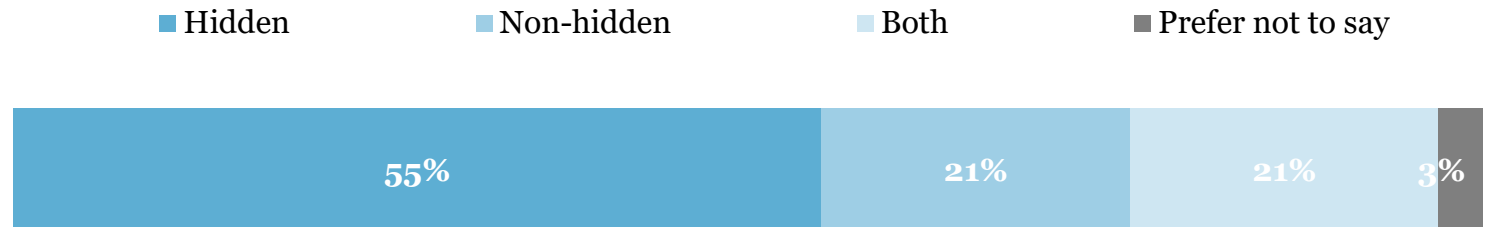
Almost half (46%) of disabled passengers say that their disability is a physical one, compared to one in four (26%) who say they have a non-physical disability.

Just over three-quarters (76%) say either that they have a hidden disability or that they have both a hidden and a non-hidden disability, meaning that the vast majority will not necessarily have their condition immediately recognised by others.

Physical or non-physical disability *All who have a disability (online only)*

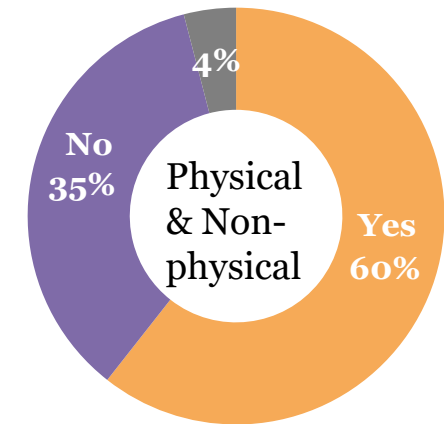
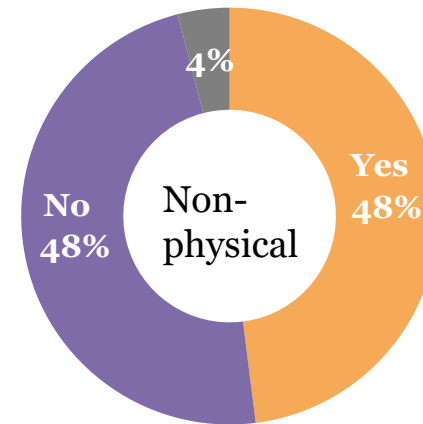
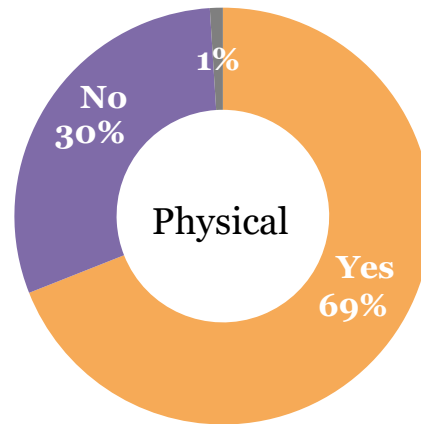
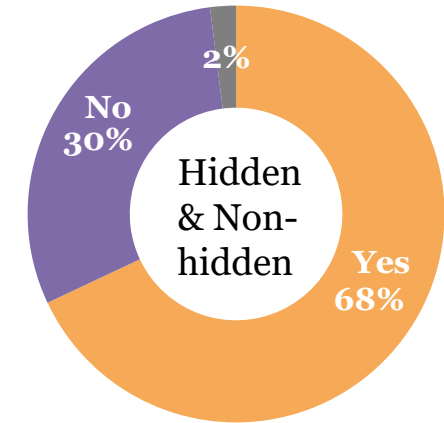
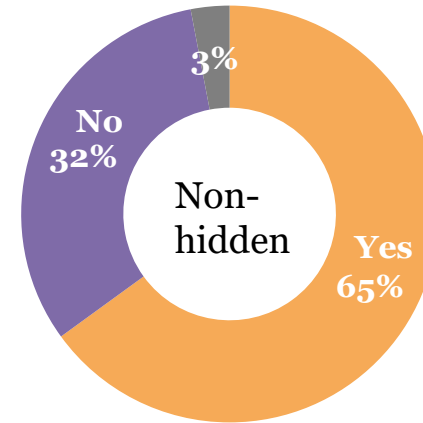
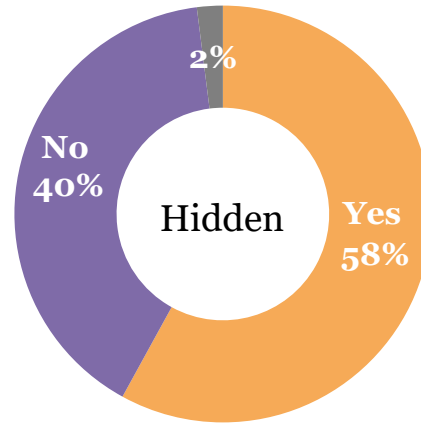
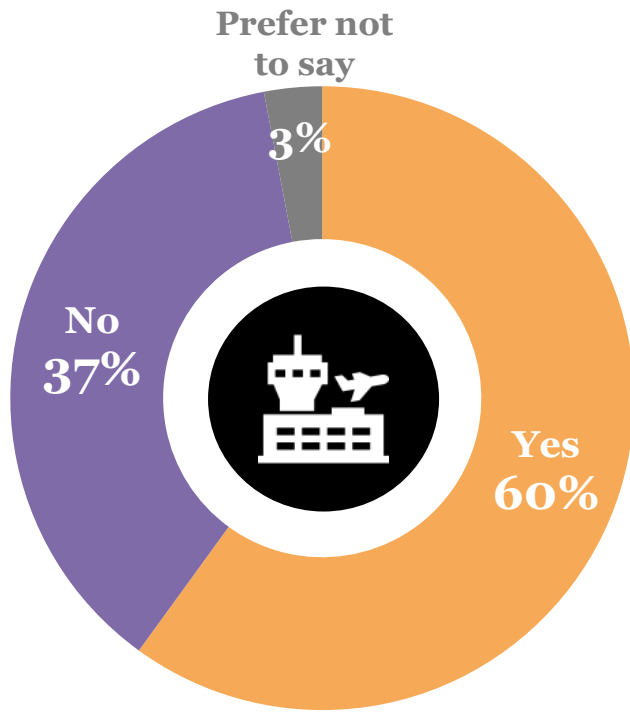


Hidden or non-hidden disability *All who have a disability (online only)*



Disabled respondents with physical disabilities or health conditions are considerably more likely than others to have difficulties in accessing or using airports and flying

Difficulty in accessing/using airports or flying *All who have a disability*

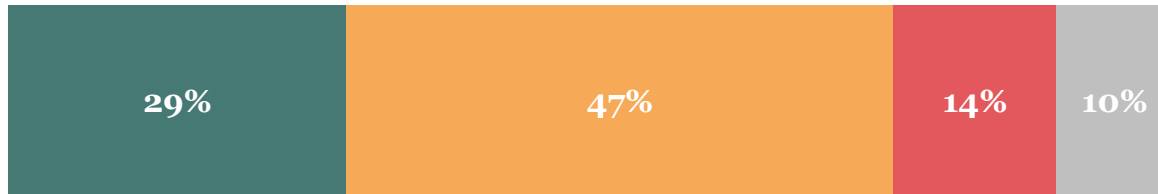


Three in ten disabled respondents expect to fly more in the next 12 months, around double the proportion that say they expect to fly less

Expectations of flying compared to the last 12 months

All who have a disability

■ More ■ Same amount/ no change ■ Less ■ Don't know



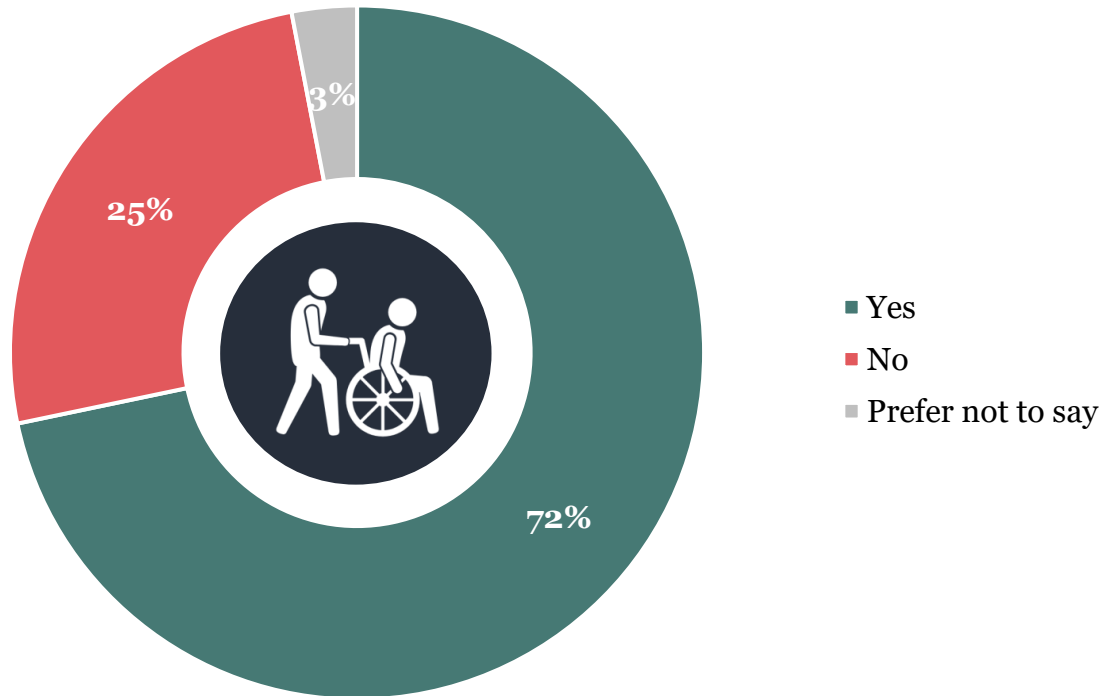
Almost half (47%) of disabled respondents expect there to be no change in the amount of travelling they do over the next 12 months. Three in ten (29%) expect to travel more, whilst just 14% expect to fly less over this period.

The proportion of disabled respondents saying they expect to fly more has risen since last wave, by nearly 10 percentage points (20% in Wave 9 vs. 29% in Wave 10).

Of those who have a disability, seven in ten would require assistance when flying

Would assistance be required?

All who have a disability which makes flying difficult

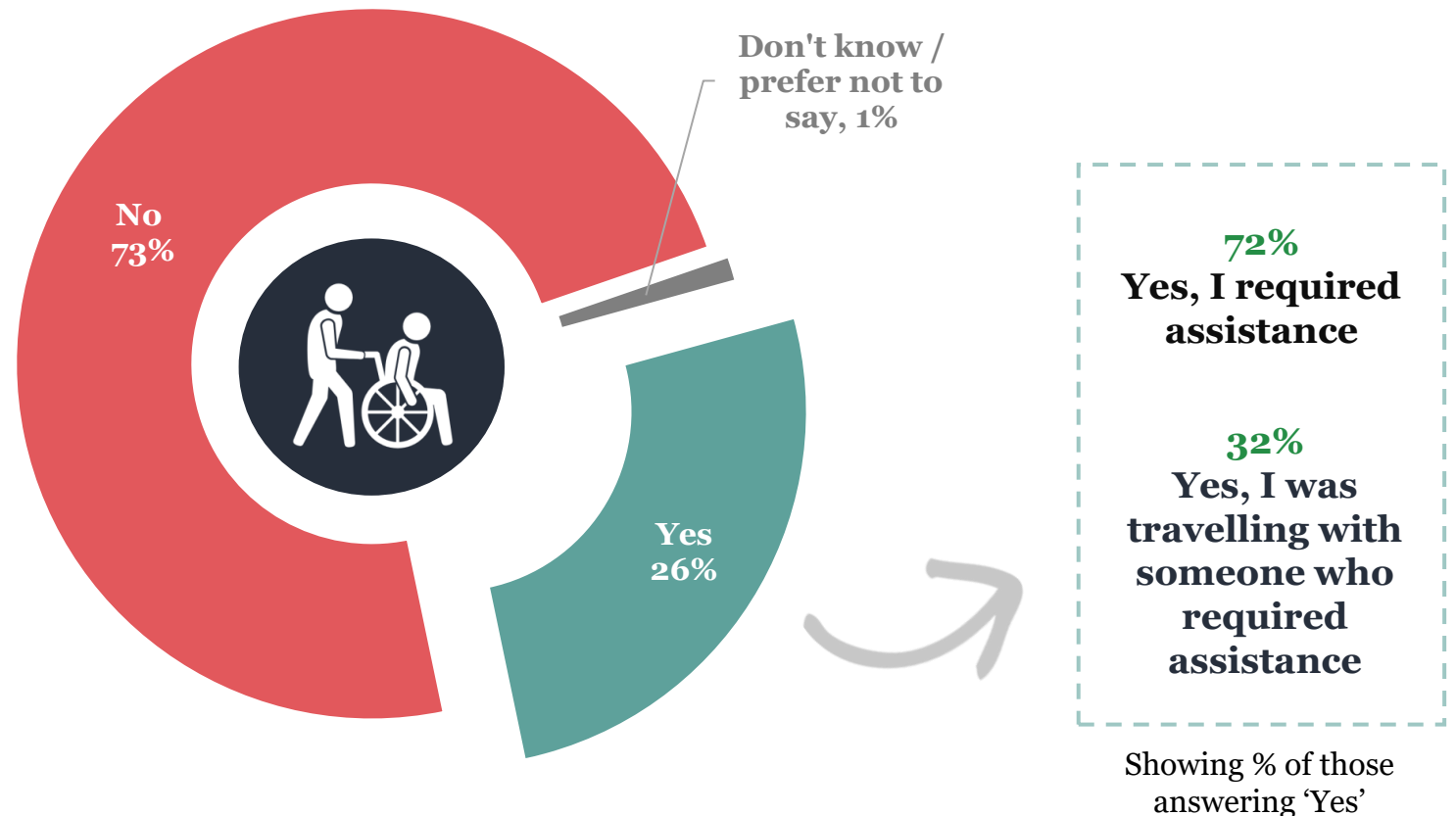


A quarter of recent flyers reported that someone in their party required assistance on their most recent flight

Assistance required
Recent flyers or someone in their party who required assistance

The majority (73%) of flyers did not have anyone in their party requiring assistance. One in four (26%) *did* need assistance, either for themselves (19%) or for another member of their travelling party (8%).

The proportion reporting that someone in their party required assistance has doubled since Wave 9 (26% in W10, 12% in W9).



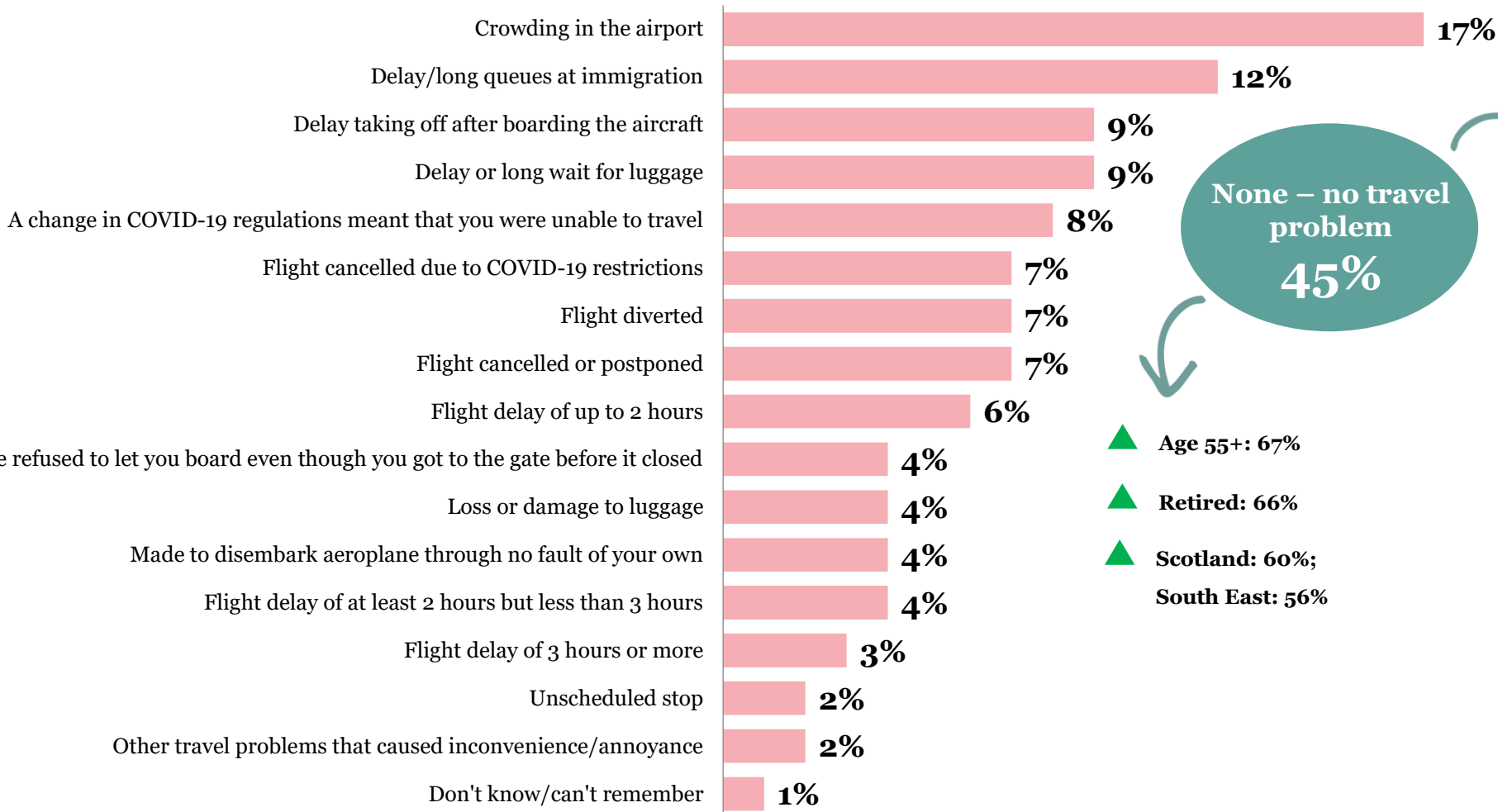


Travel disruption and complaint handling

Crowding in the airport is the most common flight issue, though almost one in two experienced no travel issues

Experience of recent flight issue(s)

All who have flown in the last 12 months

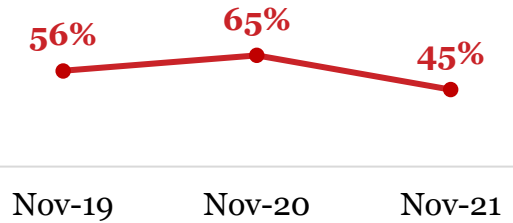


None – no travel problem
45%

- ▲ Age 55+: 67%
- ▲ Retired: 66%
- ▲ Scotland: 60%;
South East: 56%

No travel problems

Showing NET: Agree tracking since March 2017



The proportion of passengers who report no travel problems has fallen by 20 percentage points after a brief high of 65% in Wave 9. This increase being short-lived suggests that low passenger numbers last year made for a smoother flying experience, and this is ceasing to be the case as passenger numbers start to increase again. In fact, with COVID-19 restrictions in place, the numbers suggest that people are experiencing issues more than ever.

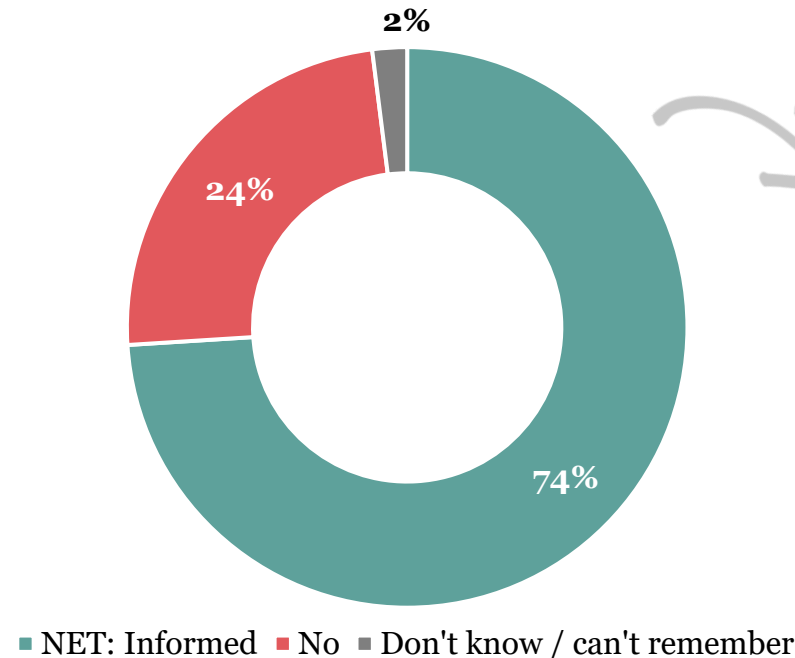
Three-quarters of passengers say they were informed about the cause of travel issues, with airlines the most common source of information

Receiving information on travel issues

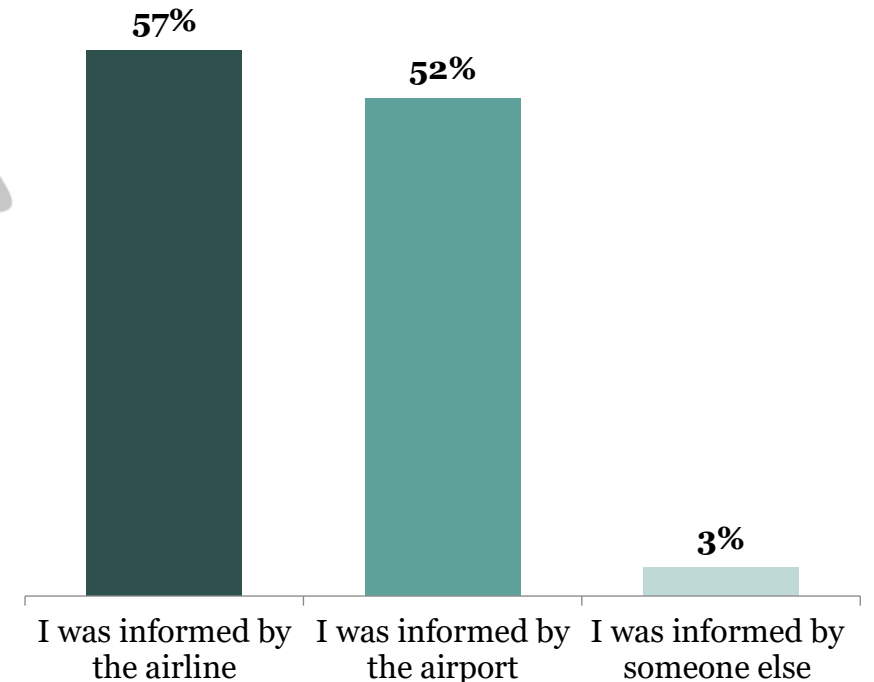
Three quarters of (74%) passengers who travelled in the last 12 months and experienced issues say they received information on the cause of this issue. A quarter (24%) say that they did not receive this information, down 11 percentage points from Wave 9 (35%)

Airlines continue to be the most common source of information, with almost three in five (57%) of those who were informed saying that this information came from the airline. Just over half of respondents (52%) say that they were informed by the airport.

Receiving information on the cause of the issue(s)
All who have flown in the last 12 months and experienced travel issue(s)



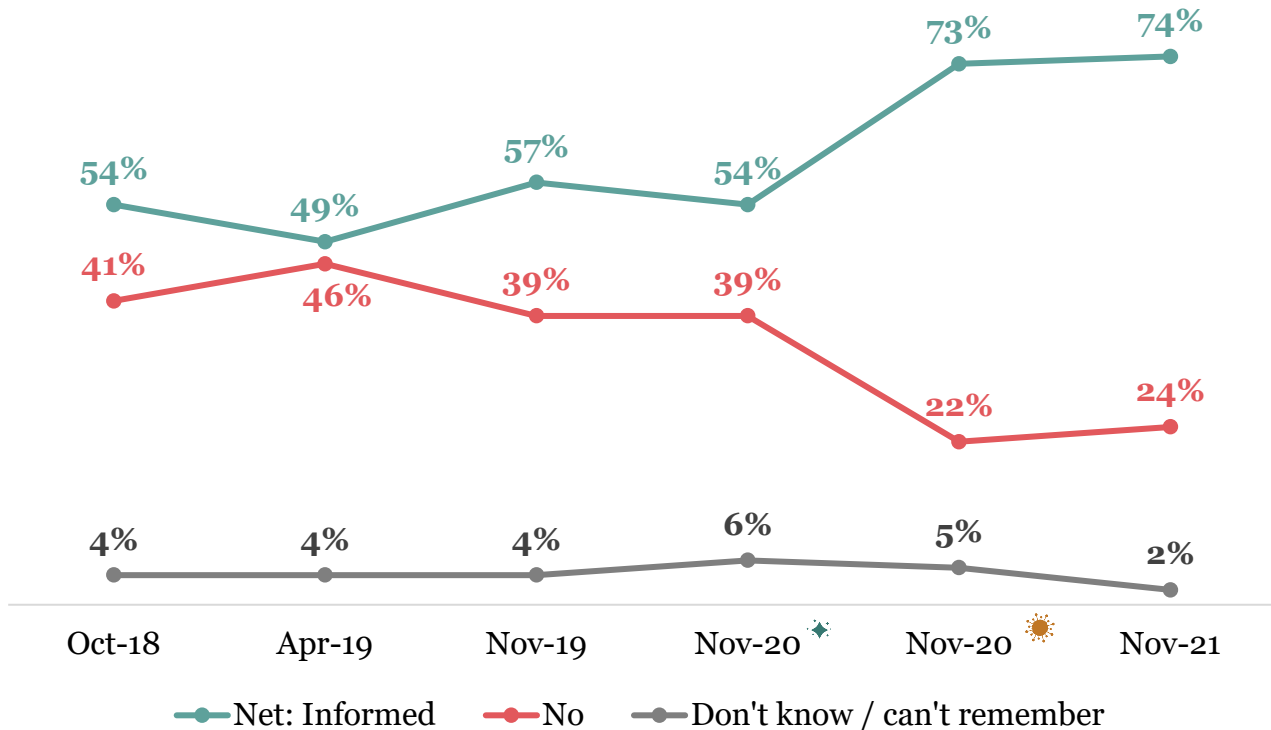
Source of information
All who have flown in the last 12 months and experienced travel issue(s) and received information



Three quarters of passengers continue to receive information on the cause of travel issues

Receiving information on the cause of the issue(s)

All who have flown in the last 12 months and experienced travel issue(s)



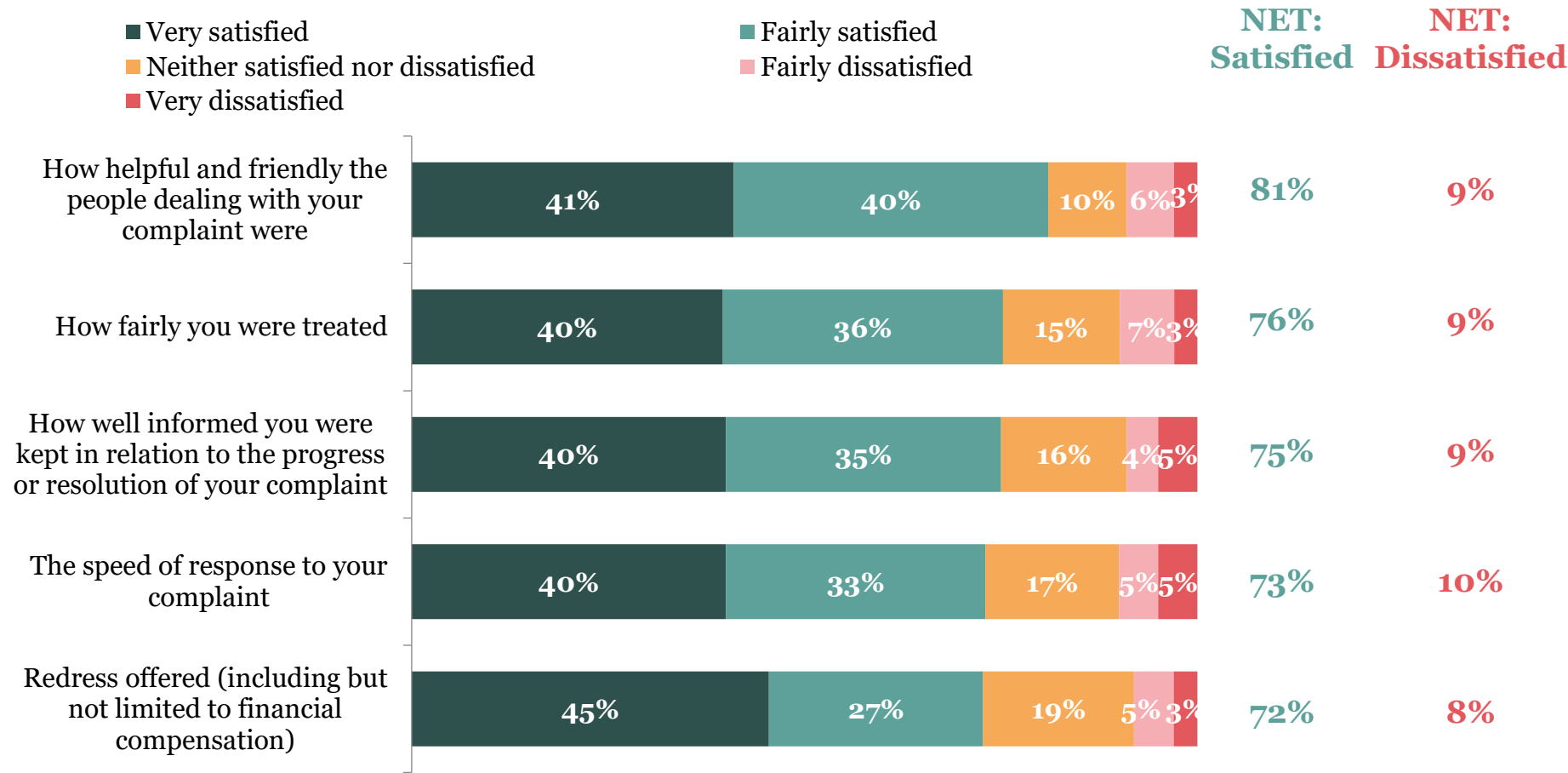
At least seven in ten passengers who made a complaint are satisfied with the services provided

Four in five respondents (81%) say that they were satisfied with how helpful and friendly the people dealing with their complaint were.

Other complaint handling areas also performed strongly, with around three in four being satisfied with how fairly they were treated (76%), how well informed they were kept (75%) and the speed of response (73%).

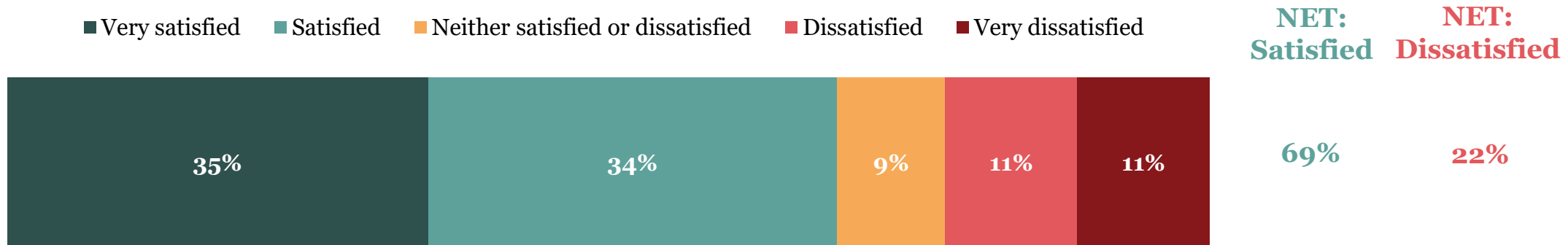
The redress offered was also seen as broadly satisfactory, with almost half (45%) of those who complained being *very* satisfied with this outcome.

Satisfaction with how complaints were handled
All who have flown in the last 12 months, experienced a travel issue and complained, excluding 'Don't know' responses



Over two-thirds of flyers who had to postpone or cancel their flight were satisfied with the process

Satisfaction with postponing or cancelling flight *All respondents who had to postpone or cancel their flight*

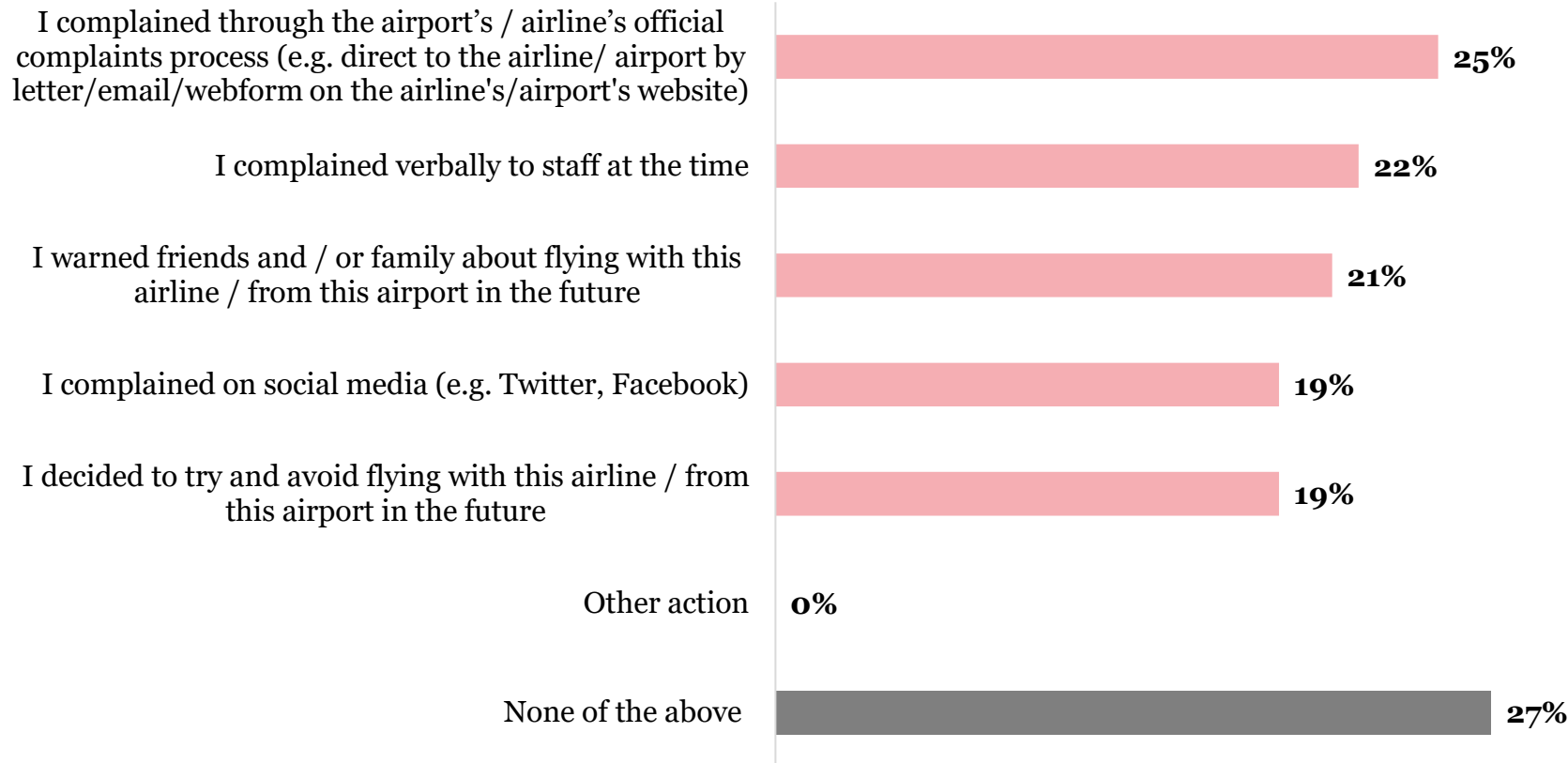


Two-thirds (69%) of those who had to postpone or cancel their flight were happy with the process by which they did this, with around one in three (35%) *very* satisfied with this process. One in ten (9%) were neither satisfied nor dissatisfied, whilst just over a fifth of respondents (22%) were dissatisfied with the process by which they postponed or cancelled their flight.

It should be noted, however, that dissatisfaction with having had to postpone or cancel may have inflated the dissatisfaction figures concerning the *process* of cancellation.

Travellers experiencing a flight issue responded in a variety of ways but one in four took no action at all

Actions during or after flight issue
All respondents who experienced a flight issue



The most common action after experiencing a flight issue was complaining via the official complaints process of the airport or airline, with one in four (25%) saying that they did this.

Two-fifths of those complaining did so because they wanted changes to be made to prevent the issue arising in the future

Expectations after making a formal complaint *All respondents who complained about a travel problem*



The most common expected outcome from making a complaint was changes being made by the airport or airline to ensure that issues were less likely to arise in future, with almost one in five (39%) saying that they were expecting this to happen as a result of their complaint being made.

Aviation and the environment



Two in five think about the impact of flying on the environment when deciding to travel by air, up from pre-pandemic levels and almost doubling in the last five years

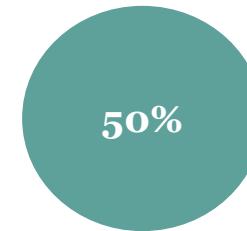
When deciding to travel by air, I think about the impact of flying on the environment
All respondents

■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree ■ Don't know

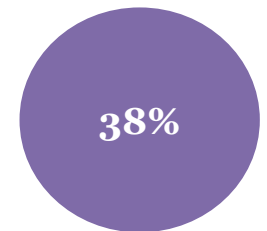
NET: Agree 41%



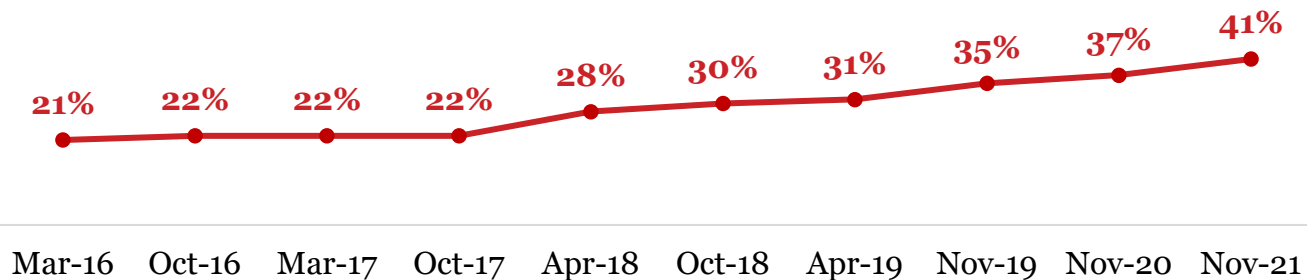
Last flew since the pandemic began
 (% saying NET: Agree)



Last flew before the pandemic began but less than 4 years ago
 (% saying NET: Agree)



When deciding to travel by air, I think about the impact of flying on the environment
NET: Agree tracking since March 2016



Two-fifths of respondents (41%) agree or strongly agree that they think about the impact of flying on the environment when considering travelling by air, which is nearly double the figure recorded in March 2016 (21%).

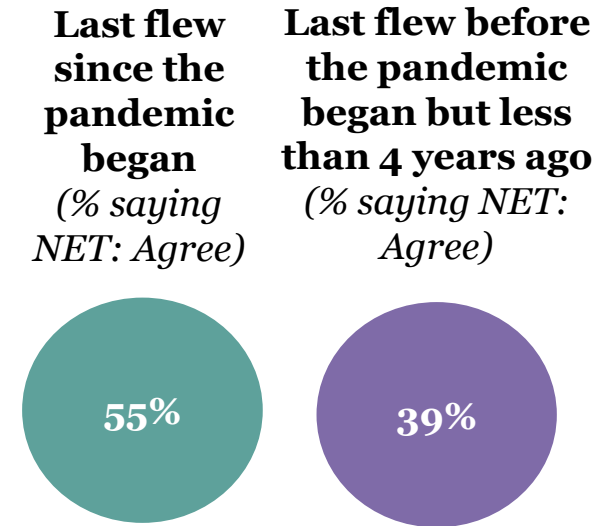
The proportion of respondents who agree or strongly agree is much higher amongst those who last flew since the pandemic began than amongst UK adults in general (at 50% vs. 41% overall this wave).

⁵⁵ Q19.09. When deciding whether to travel by air, I think about the impact of flying on the environment: Below are various statements about travelling by air. Please tell us to what extent you agree or disagree with each of the statements. Base: All respondents (n=3,502)

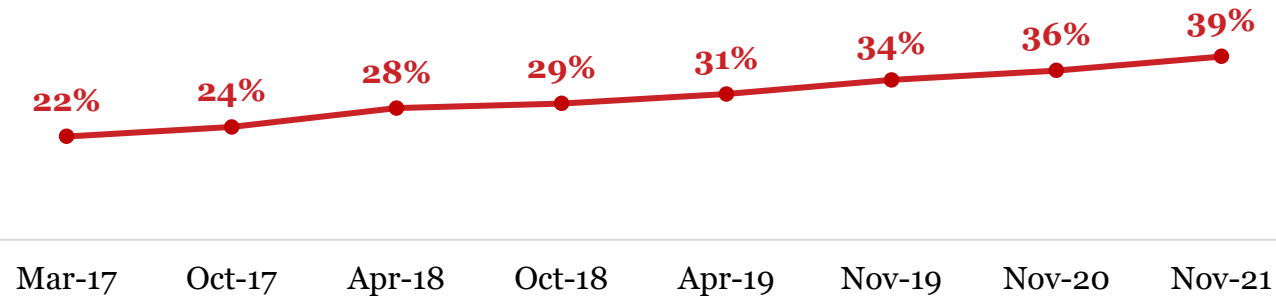
Two in five would pay more for flight tickets to reduce the environmental or noise impact of flying

I would pay more for flight tickets to reduce the environmental and / or noise impact of flying
All respondents

NET: Agree 39%



I would pay more for flight tickets to reduce the environmental and / or noise impact of flying
Showing NET: Agree tracking since March 2017



Two-fifths of respondents (39%) agree or strongly agree that they would pay more for flight tickets to reduce the environmental and / or noise impact of flying. This figure represents a continuation of the steady wave-to-wave increase seen since tracking began, and is nearly double the figure recorded in March 2017 (22%).

ATOL



Savanta:

Almost two-thirds of respondents think that their last holiday was ATOL-protected, though one in five don't know

Was your last holiday ATOL protected?
All respondents

- I am certain it was ATOL protected
- I think it was ATOL protected
- I don't think it was ATOL protected
- I am certain it was not ATOL protected
- Don't know



NET: At least think it was ATOL protected 65%

Two-thirds of respondents (65%) either thought that their last holiday was ATOL protected, or were certain of this.

NET: At least think it was ATOL protected, by age:

- Age 18-34: 56%**
- Age 35-54: 70%**
- Age 55+: 68%**

Four in five respondents think that it is important their holiday is ATOL protected, and three quarters believe this has become more important since the pandemic began

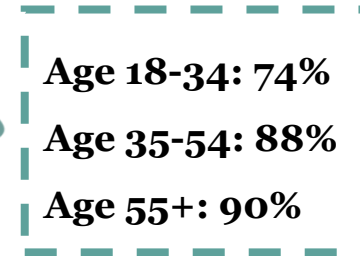
Importance of ATOL protection *All respondents*

- Very important
- Quite important
- Not very important
- Not at all important
- Don't know/not applicable



**NET:
Important**

84%



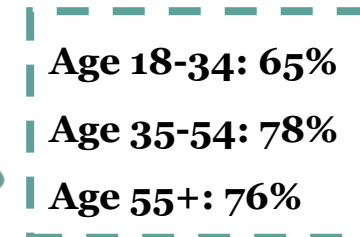
Importance of ATOL protection since COVID-19 *All respondents*

- Much more important
- Slightly more important
- It has had no impact
- Slightly less important
- Much less important
- Don't know/not applicable



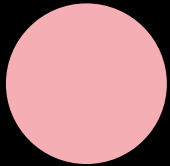
**NET:
More important**

74%



With the pandemic having increased the amount of uncertainty surrounding holidays and travelling, three quarters (74%) regard ATOL protection as more important than before. The precarious position that some travel companies are experiencing or have experienced in the past may have contributed to this figure.

Contact Details

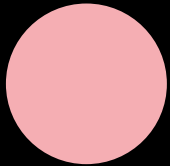


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