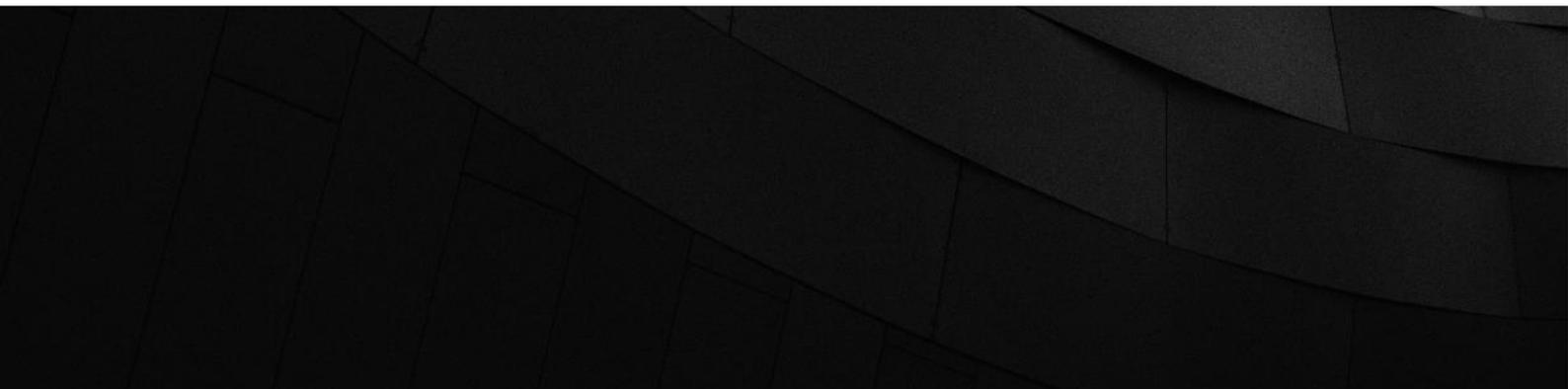


Real Insurance
FAMILY TRAVEL

JULY 2017



KEY FINDINGS

Aussies go on holidays for family quality time

- The majority of the respondents cite family quality time as their main reason for going on holidays and think this is important for family bonding. They also think this is a great way for their families to experience new things.
- Most also feel that their preferences for family holiday destinations have changed, feeling their choices have been geared towards being more child-friendly and affordable. However most feel it's important not to let children dictate the family holiday destination. Relaxing beach holidays followed by big city experiences are the most popular family holiday themes showing some diversity in preferences.
- Respondents emphasise the quality time spent together as a family as the best thing about holidays, along with forming memorable experiences and getting a break from their usual routines. They also say their holidays bring their families closer and makes them feel refreshed and happier.
- However, a significant proportion have taken holidays without their children or partners (or would like to), citing it is healthy to get some time apart.

Many believe people are taking less holidays due to cost of living pressures

- Most respondents think Australians have veered away from the traditional 'once-a-year family holiday' and have been taking less holidays primarily due to the rising cost of living that makes holidays harder to afford. However, there is some polarisation here with many also feeling people are taking more holidays these days because of cheaper flights and greater value placed on travelling experiences these days.
- Few may opt to go on 'staycations' for their family holidays, but many believe this is a good idea. Respondents believe it offers benefits like affordability, convenience and safety.
- Many take family members along for holidays to help take care of their children, often paying for at least some of their costs.
- Respondents say they invest time in making sure they are getting the best deals and choose destinations with budget firmly in mind.
- They are aware that holidays are getting more expensive these days and consider the cost of accommodation as the biggest rip-off when they travel.

Security concerns are abound when deciding where to go for holidays

- Most respondents are concerned about security issues when they plan their holidays and the recent world events have had some significant impact on their travel plans - avoiding places they would have liked to visit due to safety concerns and more likely to opt for local holiday options. Most miss the good old days when they didn't have to worry so much about safety concerns and believe that the world is becoming a more dangerous place to travel with their families.
- Many put in hours of research to carefully plan out where and when they will go on a family holiday to prioritise the safety of their families. Other respondents take extra precautions like having family discussions about security, getting extra travel insurance and even using GPS tracking devices for family members. Respondents place more importance on travel insurance when travelling overseas than domestically, and are more likely to opt for more comprehensive policy covers.

Aussies are becoming better behaved overseas

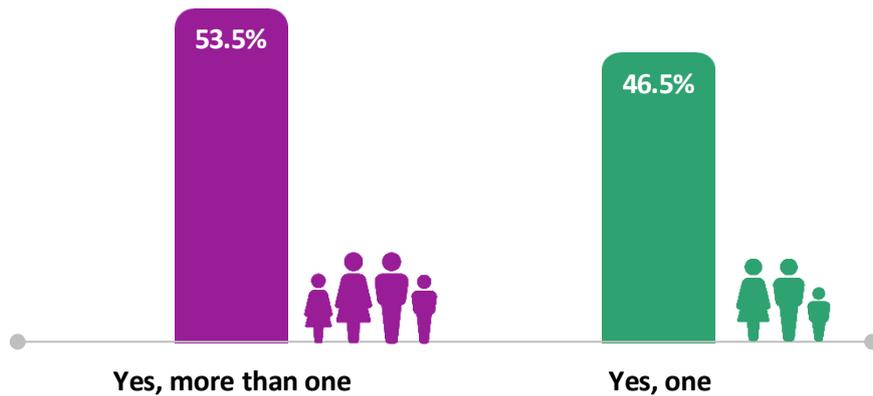
- While not the majority, a considerable proportion of respondents agree that it is fine to live by different social etiquette rules when travelling overseas and that people's manners can change when they go on holidays by being ruder or less considerate.
- When asked about their view on fellow Australians taking family holidays, most agree that 'other' people do tend to have a sense of entitlement once they step on a plane or boat because it is 'their holiday'. Most also agree that other Australians' behaviour can make them cringe when they travel overseas.
- However most also believe that Australian families' behaviour is becoming more respectable/considerate when traveling overseas compared to the past. Many also agree that parents who cannot discipline their children during holidays should be given penalties or fines.

Please note: The sample in this research is restricted to parents who have dependent children 18 years or younger living with them. The final results have been weighted to be representative of the Australian population with this profile i.e. families with dependent non-adults living at home.

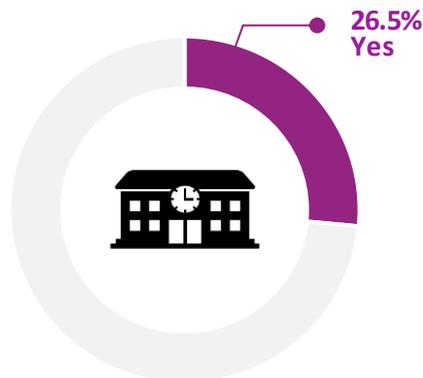
MAIN FINDINGS

PROFILE

Do you have any children 18 years old or younger living at home?
Do any of your children attend private school?



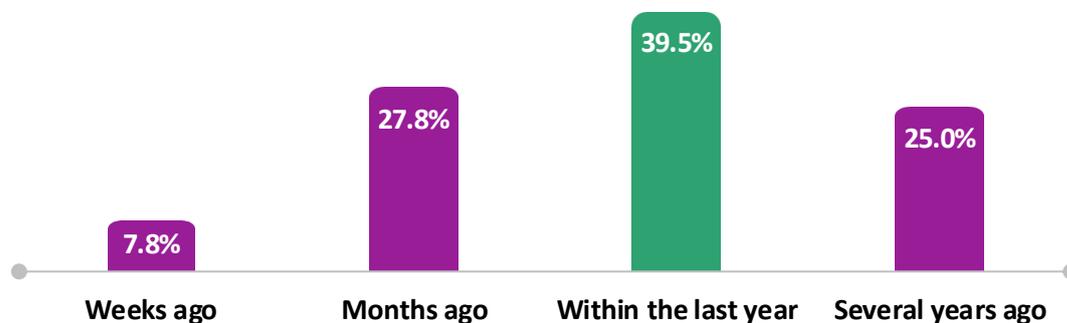
Source: CoreData Family Travel Survey (July 2017)
Question: Do you have any children 18 years old or younger living at home?



Source: CoreData Family Travel Survey (July 2017)
Question: Do any of your children attend private school?

More than half (53.5%) of respondents have one child 18 years old or younger living at home, while the remaining portion (46.5%) say they have more than one child 18 and under. More than a quarter (26.5%) say their children attend private school.

When was the last time you went on a family holiday?



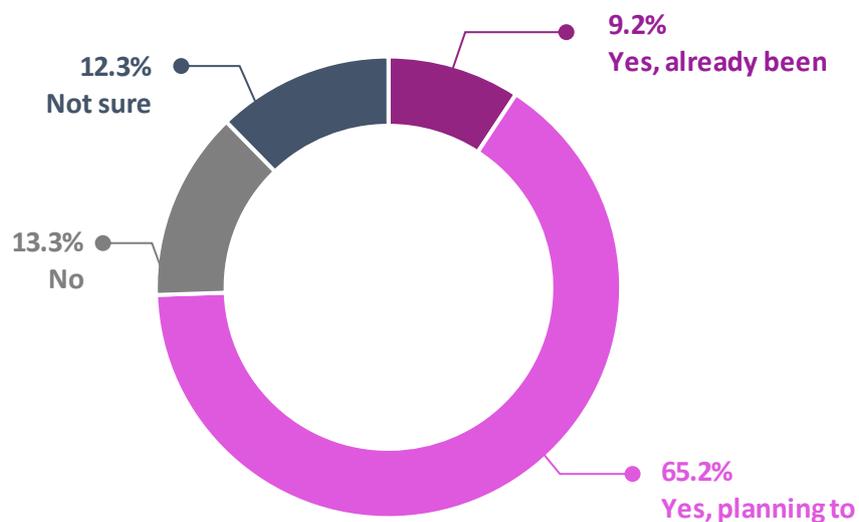
Source: CoreData Family Travel Survey (July 2017)

Question: When was the last time you went on a family holiday?

Three in four (75.1%) respondents say they went on a family holiday at least within the last year, with more than a quarter (27.8%) saying their holiday was just months ago. A similar portion (25.0%) say their last holiday as a family was several years ago.

NSW respondents are the most likely to say the last time they went on a family holiday was months ago (36.7%), while South Australians are the most likely to say the last time they went on a family holiday was several years ago (35.0%).

Are you planning to go on family holiday this year?



Source: CoreData Family Travel Survey (July 2017)
Question: Are you planning to go on family holiday this year?

More than three in five (65.2%) respondents are planning to go on a family holiday this year, while close to one in 10 (9.2%) say they have already been to one. Close to one in seven (13.3%) disclose they are not planning to take a family holiday this year and a further one in eight (12.3%) are unsure.

NSW respondents are the most likely to say they are planning to go on family holidays this year, while South Australians are the least likely to (72.4% and 59.7% respectively).

PREFERENCES

- Most respondents go on holidays at least once a year, spending 13 days on average.
- Beach and big city holidays are the top destinations for respondents for both their past and future holidays. They mainly prefer to travel within their own states or go to other Aussie states.
- Majority of the respondents cite family quality time as their main reason for going on holidays and think this is important. They also think this is a great way for their families to experience new things and bond.
- Most respondents also feel that their preferences for family holiday destinations have changed, feeling their choices have been geared towards being more child-friendly and more affordable.
- More respondents think Australians have veered away from the traditional 'once-a-year family holiday' and have been taking less holidays due to the growing cost of living that makes holidays less affordable.
- Few may opt to go on 'staycations' for their family holidays, but many believe this is a good idea – citing benefits such as affordability, convenience and safety.

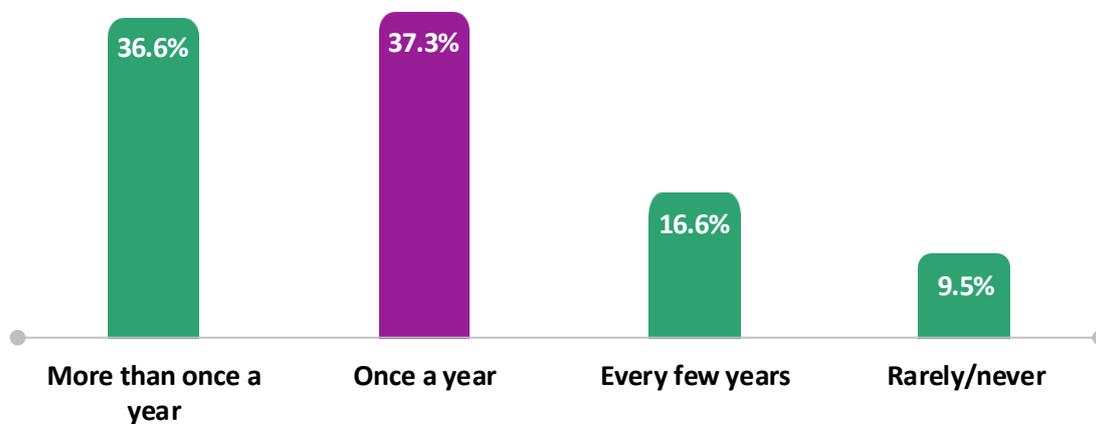
How much time do you typically spend on holidays travelling each year?



*Source: CoreData Family Travel Survey (July 2017)
Question: How much time do you typically spend on holidays travelling each year?*

Respondents spend an average of 13 days travelling on holidays each year.

How often do you usually go travelling on your holidays (whether locally or overseas)?



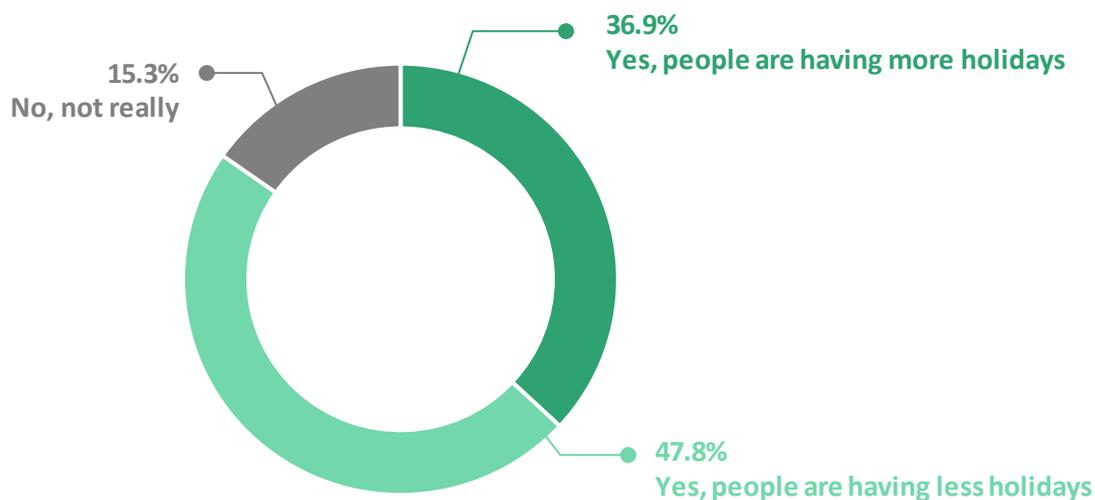
Source: CoreData Family Travel Survey (July 2017)

Question: How often do you usually go travelling on your holidays (whether locally or overseas)?

Close to two in five respondents typically go on holidays either locally or overseas once (37.3%) or more than once (36.6%) a year. One in six (16.6%) take their holidays every few years, while less than one in 10 (9.5%) rarely or never go on one.

NSW respondents are the most likely to travel locally or overseas for their holidays more than once a year, while Western Australians are the least likely to (43.6% and 27.9% respectively).

Do you think the “once-a-year family holiday” tradition in Australia has changed for many these days?



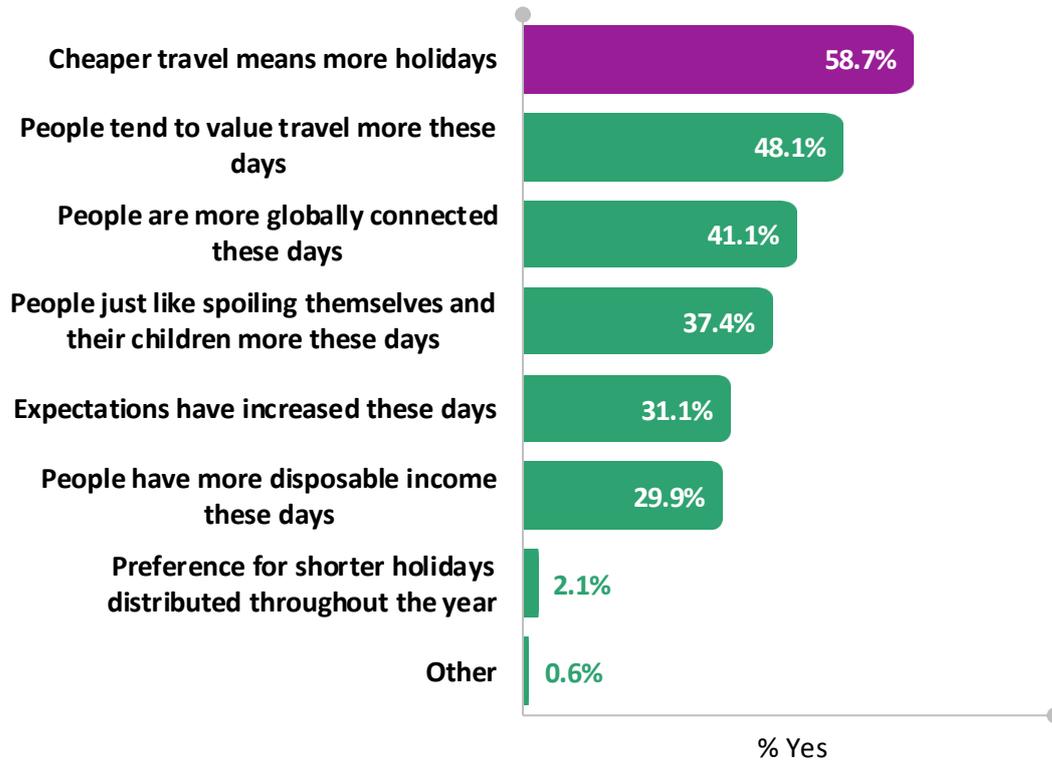
Source: CoreData Family Travel Survey (July 2017)

Question: Do you think the “once-a-year family holiday” tradition in Australia has changed for many these days?

Respondents say the ‘once-a-year family holiday’ Australian tradition has changed, with close to half (47.8%) leaning towards people are taking less holidays while more than a third (36.9%) saying people are taking more holidays.

Queenslander respondents are the most likely to say people are taking less holidays these days (55.7%), while Victorians are the most likely to say people are going off on more holidays or trips (48.4%).

Why do you think this is? (More holidays)



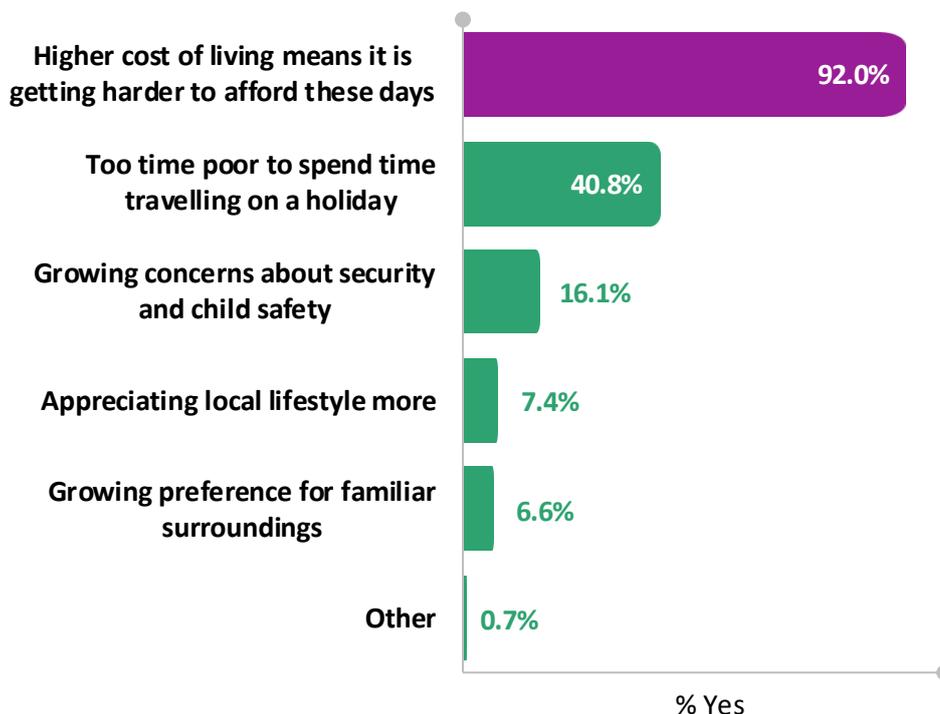
*Multiple answers allowed

Source: CoreData Family Travel Survey (July 2017)

Question: Why do you think people are having more holidays?

For respondents who think people are having more holidays these days, close to three in five (58.7%) say travel is cheaper now and close to half (48.1%) say people tend to value travel more these days. Other respondents think people are more globally connected now (41.1%) and like to spoil themselves and their children more these days (37.4%).

Why do you think this is? (Less holidays)



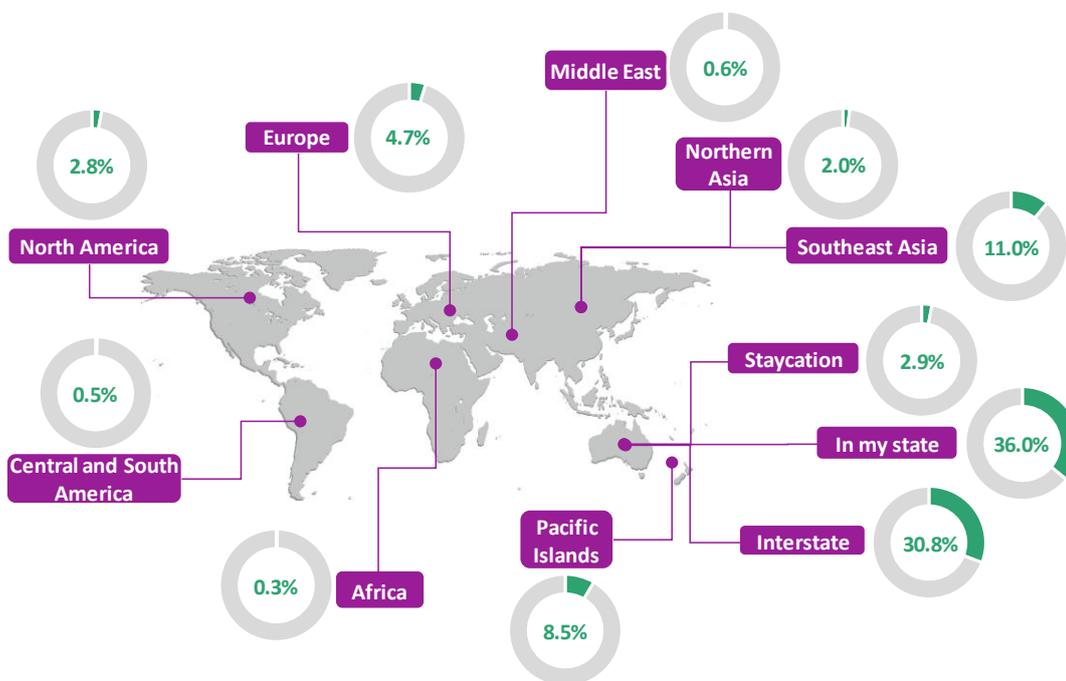
*Multiple answers allowed

Source: CoreData Family Travel Survey (July 2017)

Question: Why do you think people are having less holidays?

For respondents who think people are having less holidays these days, the overwhelming majority (92.0%) point to the higher cost of living that makes it harder to afford to go on holidays. Fewer respondents cite being too time poor to spend time on holidays (40.8%) and the growing concerns about security and child safety (16.1%).

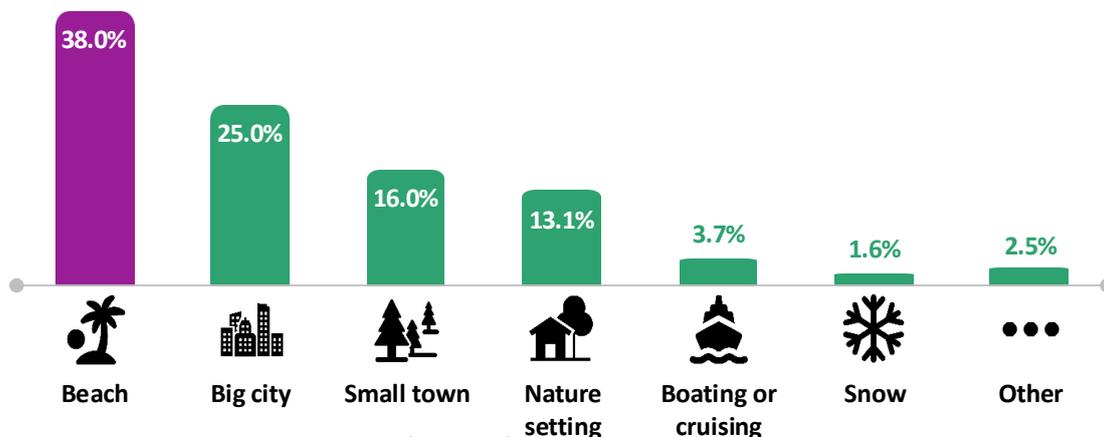
Where did you go for your last family holiday?



More than a third (36.0%) of respondents say they traveled within their state for their last family holiday, while three in ten (30.8%) say they went interstate. One in nine (11.0%) say they travelled to Southeast Asia when they last went on a family holiday.

Queenslander respondents are the most likely to say they traveled within their state for their last family holiday (46.1%), while Victorians are the most likely to say they went on an interstate trip (38.9%).

How would you best describe the type of destination where you spent most of your holiday time?



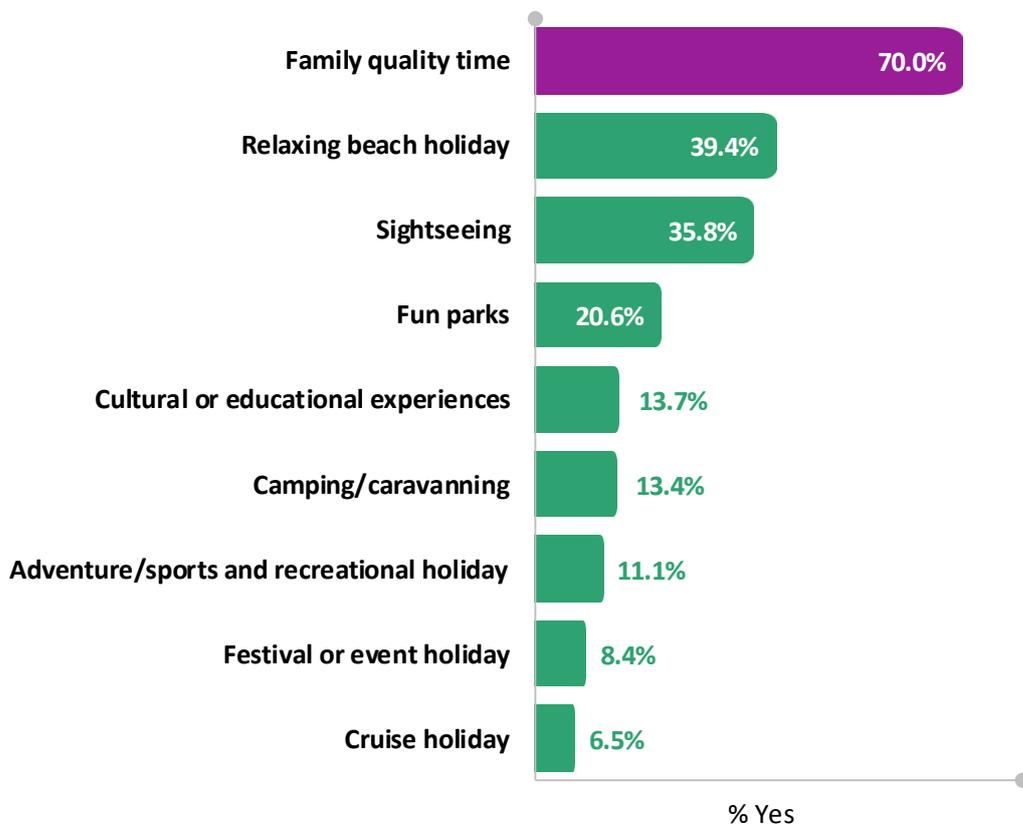
Source: CoreData Family Travel Survey (July 2017)

Question: How would you best describe the type of destination where you spent most of your holiday time?

Close to two in five (38.0%) respondents say they spent most of their holiday time at the beach, while a quarter (25.0%) say a big city is where they spent their holiday time the most. Fewer respondents cite a small town (16.0%) or a nature setting (13.1%).

Queenslander respondents are the most likely to say they spend most of their family holiday time on a beach (47.9%), while South Australians are the most likely to cite a small town (23.9%).

How would you best describe the main theme(s) or experience(s) of your holidays?



*Multiple answers allowed

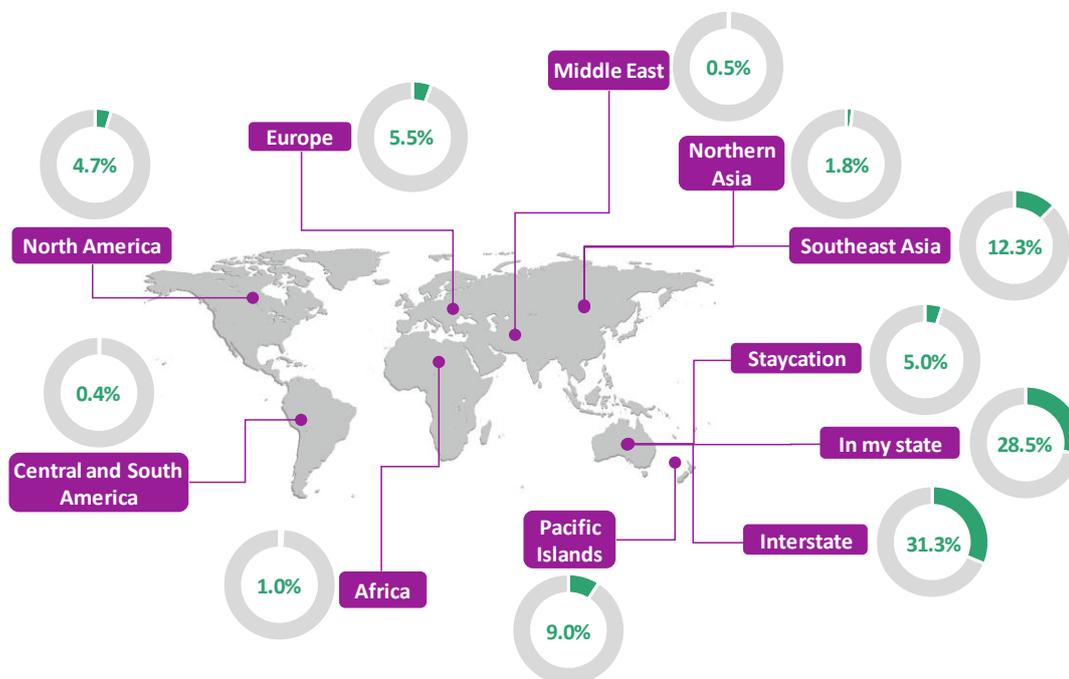
Source: CoreData Family Travel Survey (July 2017)

Question: How would you best describe the main theme(s) or experience(s) of your holidays?

By far, the main theme or experience of their holidays as described by respondents is having ‘family quality time’ (70.0%). To a lesser extent, they also cite a ‘relaxing beach holiday’ (39.4%) and ‘sightseeing’ (35.8%).

Fewer respondents say the main theme or experience of their holidays is either camping/caravanning (13.4%) or adventure/sports and recreation (11.1%).

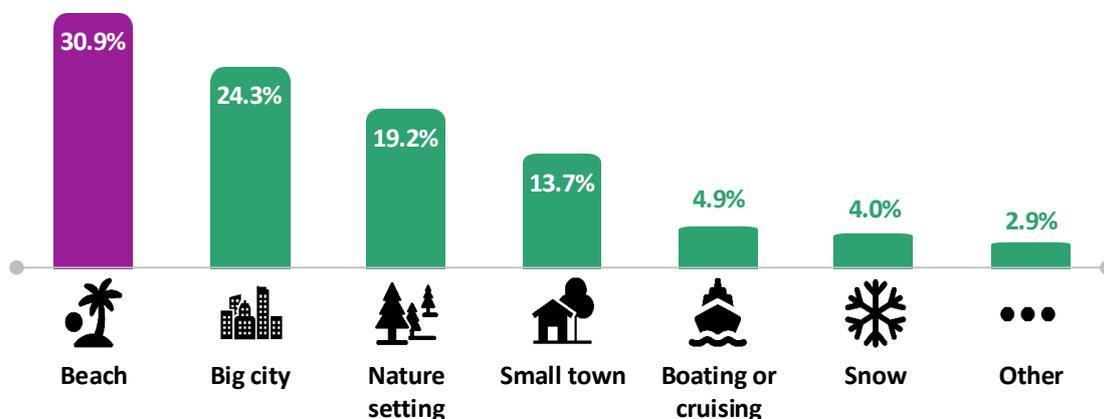
Where are you planning to go for your next family holiday?



Close to a third (31.3%) of respondents say they are planning an interstate trip for their next family holiday, while more than a quarter (28.5%) say they plan to go within their own states. Close to one in eight are planning to go to Southeast Asia (12.3%).

Queenslander respondents are the most likely to say they plan to travel within their state for their next family holiday (39.3%), while Victorians are the most likely to say they will take an interstate trip (44.0%). NSW respondents are the most likely to go to the Pacific Islands for their next family holiday (19.5%).

How would you best describe the type of destination where you are planning to spend most of your holiday time?



Source: CoreData Family Travel Survey (July 2017)

Question: How would you best describe the type of destination where you spent most of your holiday time?

Three in 10 (30.9%) respondents say they would spend most of their holiday time at the beach, while close to a quarter (24.3%) say a big city is where they would spend their holiday time the most. Fewer respondents mention a nature setting (19.2%) or a small town (13.7%).

Victorians are the most likely to say they are planning to spend the most of their holiday at a beach (36.6%) or a big city (30.8%).

How would you best describe the main theme(s) or experience(s) of your planned holiday?



*Multiple answers allowed

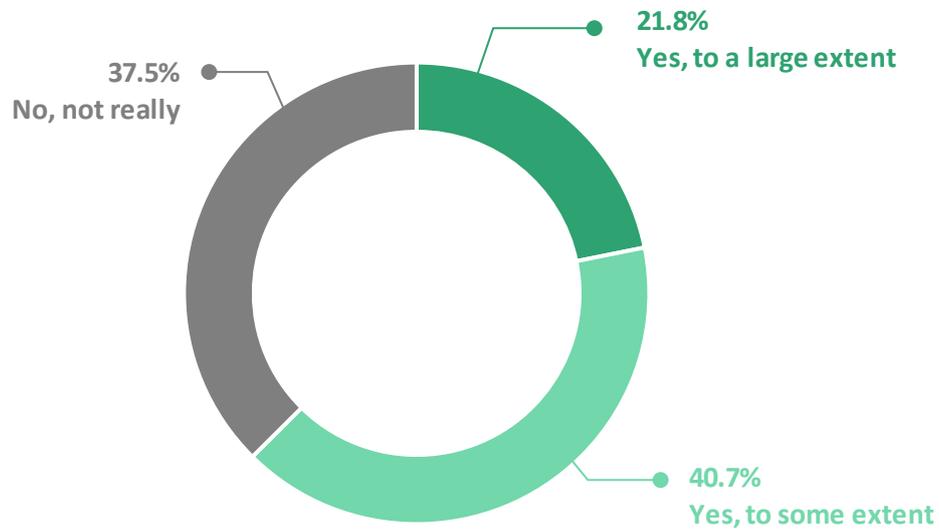
Source: CoreData Family Travel Survey (July 2017)

Question: How would you best describe the main theme(s) or experience(s) of your holidays?

By far, the main theme or experience of their planned holidays as described by respondents is having ‘family quality time’ (69.3%). To a lesser degree, they also cite ‘sightseeing’ (37.7%) and ‘relaxing beach holiday’ (32.1%).

Queenslander respondents are the most likely to say their planned holidays are family quality time (74.3%), while Western Australians are the most likely to go sightseeing (44.4%). Victorian respondents are the most likely to go on a relaxing beach holiday (39.5%).

Do you think your preference for family holiday destinations or experiences have changed over the last five years?

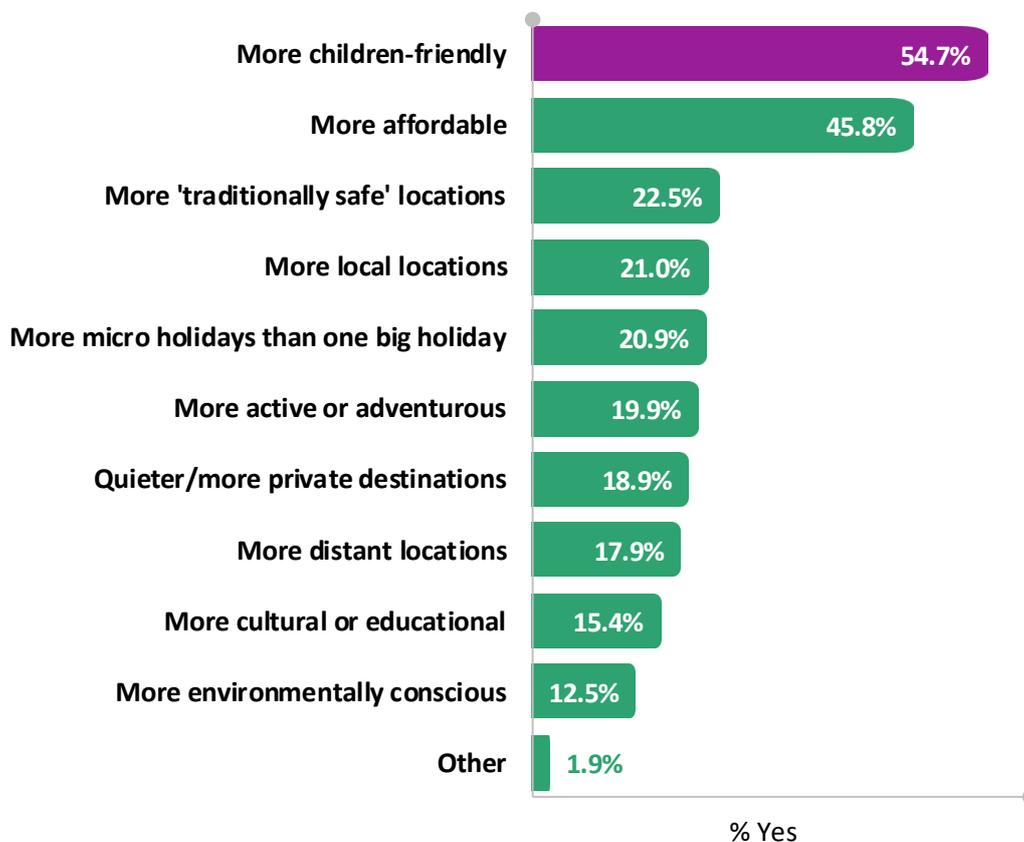


Source: CoreData Family Travel Survey (July 2017)

Question: Do you think your preference for family holiday destinations or experiences have changed over the last five years?

More than three in five (62.5%) respondents say their preference for family holiday destinations or experiences have changed to at least some extent over the last five years, while the remaining portion say it has hardly changed (37.5%).

How have your preferences changed these days?



*Multiple answers allowed

Source: CoreData Family Travel Survey (July 2017)

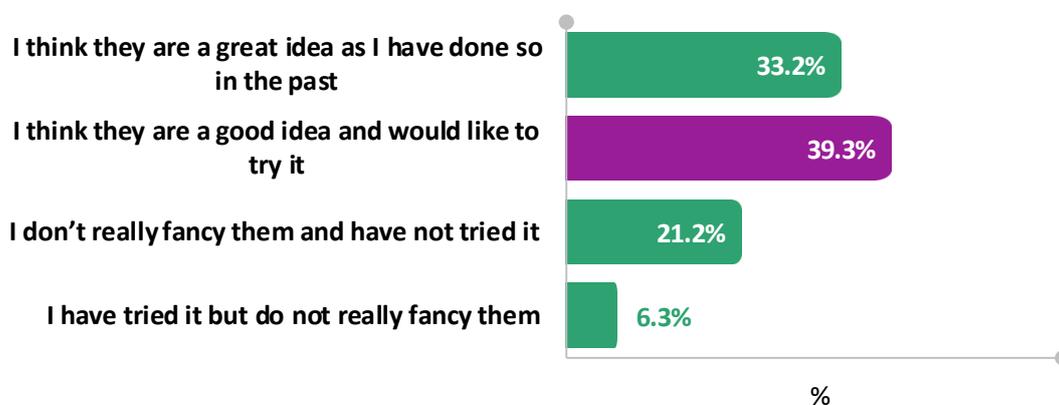
Question: How have your preferences changed these days?

For respondents whose preferences for family holiday destinations or experiences have changed over the last five years, more than half (54.7%) say their preferences have become more children-friendly and more than two in five (45.8%) say it has become more affordable.

Some respondents say their preferences for holiday destinations have been geared towards more 'traditionally safe' (22.5%), more local (21.0%) or quieter/more private (18.9%) locations.

Other respondents say they have chosen more active or adventurous destinations (19.9%), more distant locations (17.9%) or more micro holidays than one big holiday (20.9%).

How do you feel about family 'staycations' (i.e. staying at home, sleeping in your own beds at night but getting out of work routine and participating in leisure activities within driving distance)?



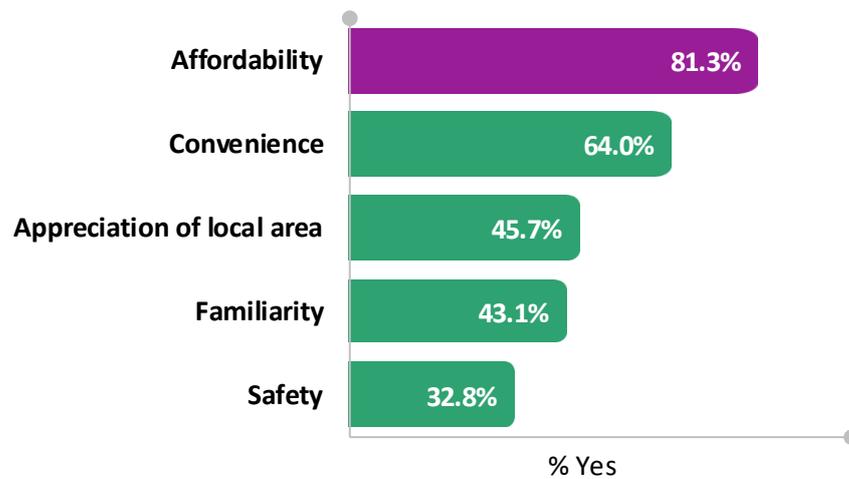
Source: CoreData Family Travel Survey (July 2017)

Question: How do you feel about family 'staycations' (i.e. staying at home, sleeping in your own beds at night but getting out of work routine and participating in leisure activities within driving distance)?

Close to two in five (39.3%) respondents think having family 'staycations' are a good idea and would like to try them, while a third (33.2%) feel the same way as they have done this in the past.

More than one in five (21.2%) say they do not really fancy the idea and have not tried one, while only few (6.3%) say they have tried 'staycationing' but did not fancy the experience.

What do you see are the benefits of 'family staycationing'?



*Multiple answers allowed

Source: CoreData Family Travel Survey (July 2017)

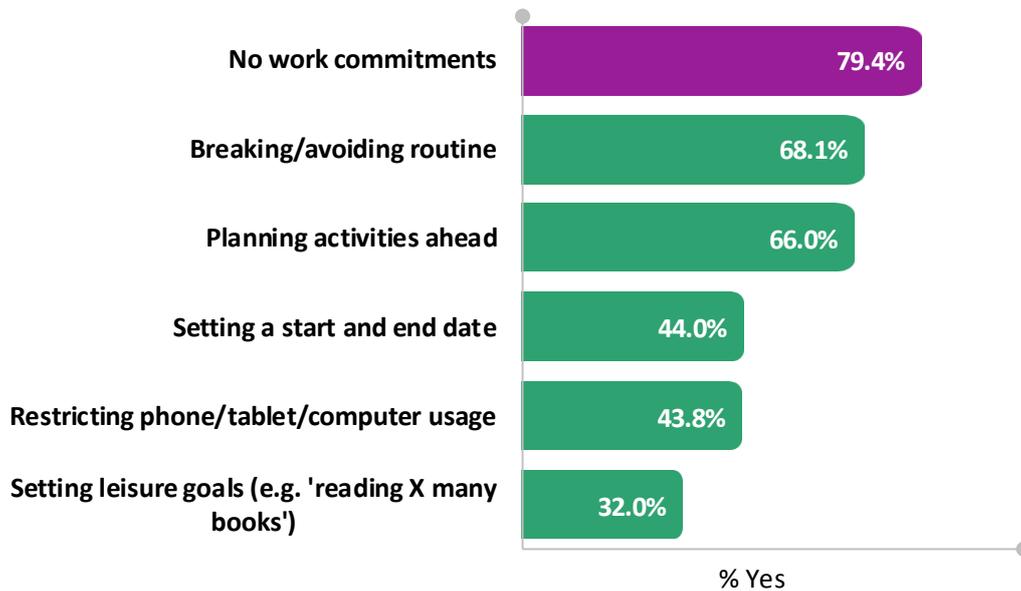
Question: What do you see are the benefits of 'family staycationing'?

For respondents who think 'family staycations' are a good idea (either they have or not have tried it), more than four in five (81.3%) point to affordability as a main benefit, while close to two-thirds (64.0%) cite convenience.

To a lesser extent, respondents also cite appreciation of their local area (45.7%), familiarity (43.1%) and safety (32.8%) as benefits of 'family staycationing'.

Queenslander respondents are the most likely to say that one of the benefits of 'family staycationing' is affordability, while NSW respondents are the least likely to (87.5% and 74.0% respectively).

Do you set any specific 'staycation' rules to make it feel more like a real holiday?



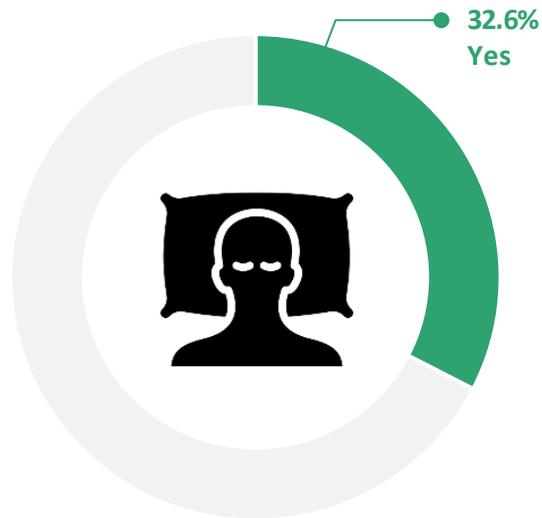
Source: CoreData Family Travel Survey (July 2017)

Question: Do you set any specific 'staycation' rules to make it feel more like a real holiday?

For respondents who have gone on 'family staycations', many set specific 'staycation' rules beforehand to make it feel more like a real holiday. Close to four in five (79.4%) say absolutely no work has to be done on a staycation. Similar portions say breaking/avoiding routine (68.1%) and planning certain activities ahead (66.0%) are rules they enforce on staycations.

Other rules of 'staycationing' include restricting phone/tablet/computer usage (43.8%), setting a start and end date (44.0%) and setting leisure goals (32.0%).

Have you ever felt (or do you feel) pressure to choose a 'staycation' family holiday option by necessity rather than choice?



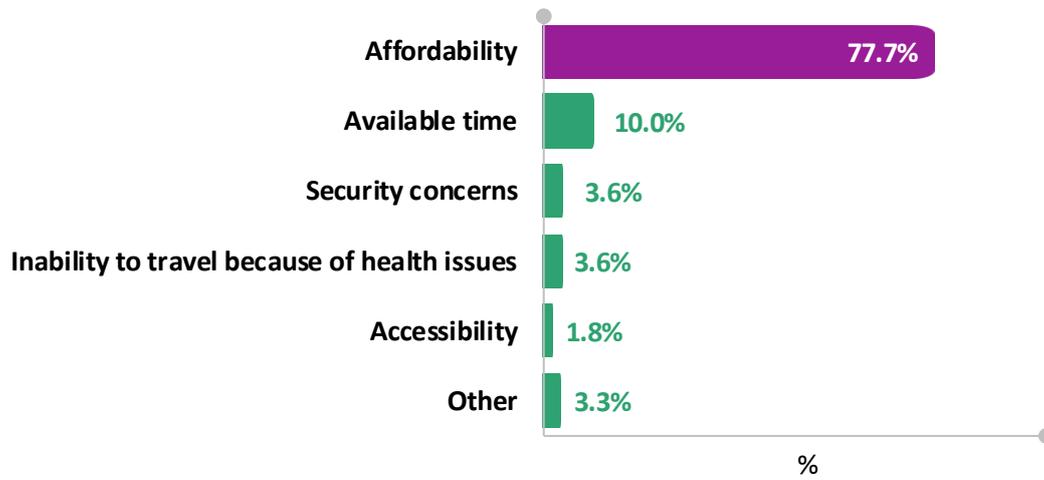
Source: CoreData Family Travel Survey (July 2017)

Question: Have you ever felt (or do you feel) pressure to choose a 'staycation' family holiday option by necessity rather than choice?

Close to a third (32.6%) of respondents feel or felt pressure to opt for a 'staycation' family holiday by necessity rather than choice, while the rest say otherwise (67.4%).

South Australian respondents are the most likely to feel or have felt pressure to choose a 'staycation' family holiday, while NSW respondents are the least likely to say so (38.8% and 27.7% respectively).

What is driving the necessity you feel to choose a 'staycation' family holiday option?



Source: CoreData Family Travel Survey (July 2017)

Question: What is driving the necessity you feel to choose a 'staycation' family holiday option?

For respondents who feel or have felt pressure to opt for 'staycation' family holiday option, the large majority (77.7%) cite affordability as the main reason while only one in 10 (10.0%) say the availability of time is a factor.

How important do you think the following are?



Source: CoreData Family Travel Survey (July 2017)
 Question: How important do you think the following are?

Nearly all respondents say choosing a destination that allows them to find family quality time together (98.4%) and taking their families on local holidays to expose them to the great outdoors in Australia (94.5%) is important.

To a lesser degree, respondents also think taking their families on international holidays to open their eyes to the rest of the world (84.5%) and not allowing their kids to dictate where they go on holidays (73.2%) is important.

How much do you agree with the following statements?

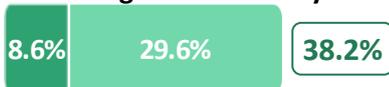
Travelling with the family is a great way to experience new things together and bring us closer



A family that travels together stays together



Travelling with the family tends to cause a lot of tension and fights



Source: CoreData Family Travel Survey (July 2017)

Question: How much do you agree with the following statements?

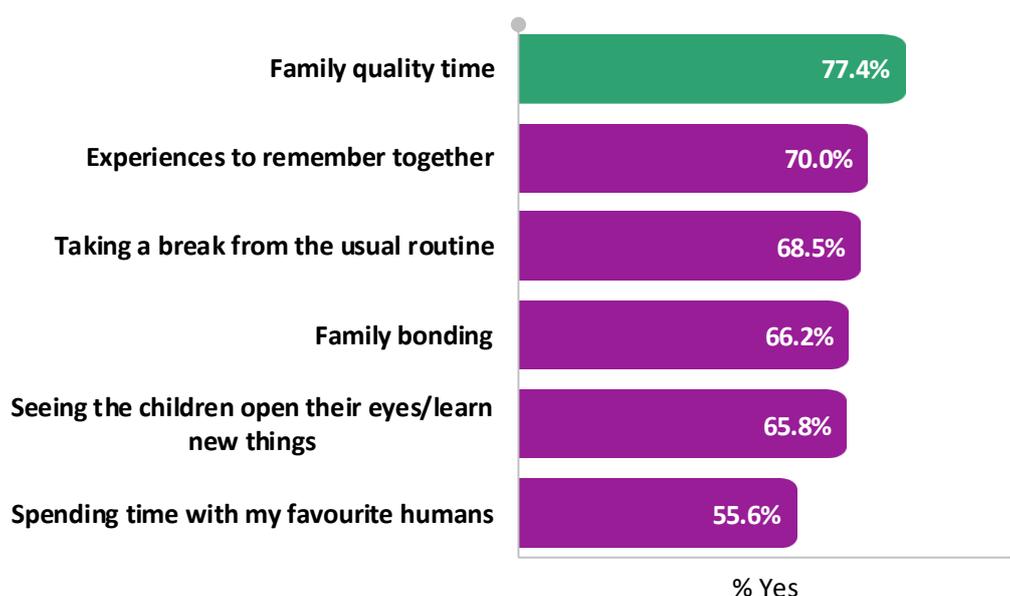
Nearly all respondents agree that travelling with the family is a great way to experience new things together and bring them closer (98.6%). A large number also agree that a family that travels together stays together (88.8%).

Fewer respondents agree that travelling with the family tends to cause a lot of tension and fights (38.2%).

THE GOOD, THE BAD AND THE UGLY

- Respondents emphasise the quality time spent together as a family as the best thing about holidays, along with the memorable experiences and breaks from their usual routines.
- Respondents think the worst things about family holidays are grumpy and tired children as well as their kids getting sick in foreign or unfamiliar circumstances.

What are the best things about holidaying with your family?



*Multiple answers allowed

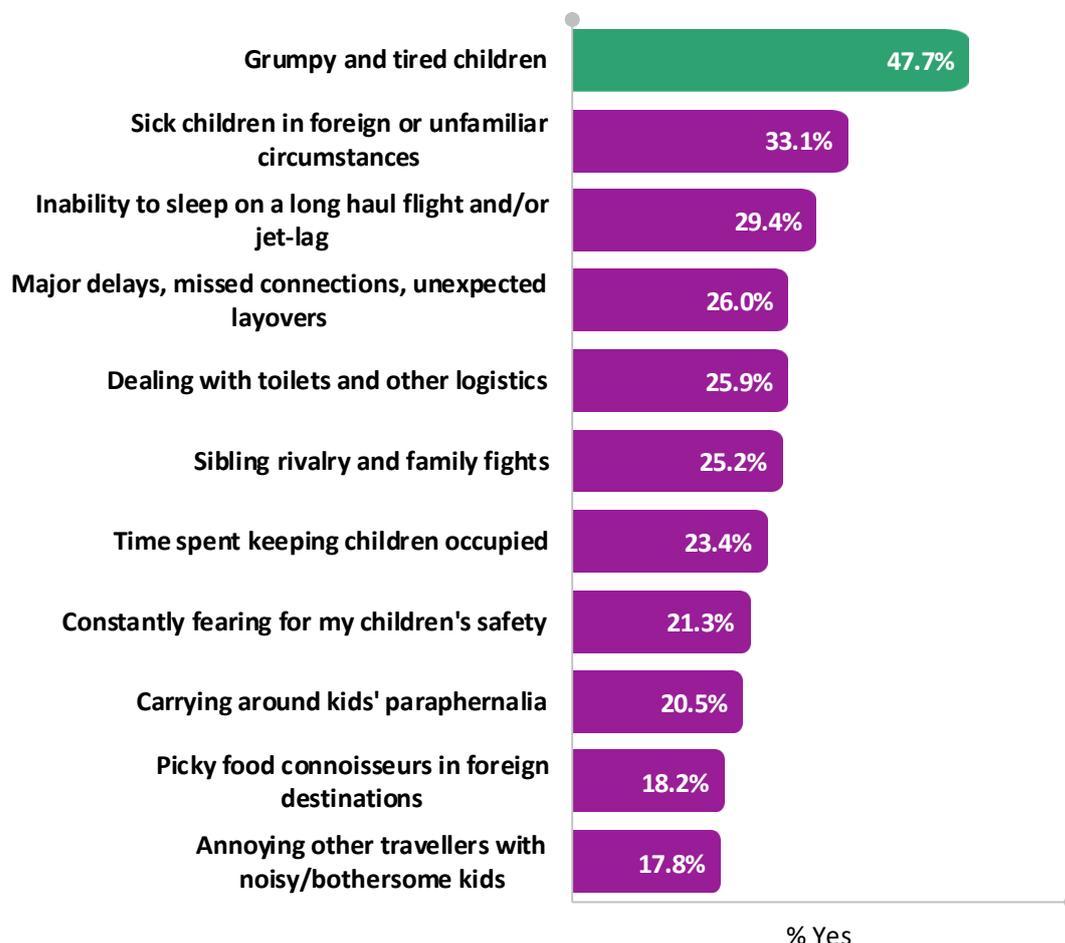
Source: CoreData Family Travel Survey (July 2017)

Question: What are the best things about holidaying with your family?

More than three-quarters (77.4%) say the best thing about holidaying with family is the quality time spent together, while similar proportions cite 'experiences to remember together' (70.0%) and 'taking a break from the usual routine' (68.5%).

To a slightly lesser extent, respondents also say family bonding (66.2%), seeing their children learn new things (65.8%) and spending time with their favourite humans (55.6%) are the best parts of going on family holidays.

What are the worst things about holidaying with your family?



*Multiple answers allowed

Source: CoreData Family Travel Survey (July 2017)

Question: What are the worst things about holidaying with your family?

By far the worst thing about holidaying with family is having to deal with grumpy and tired children, with close to half (47.7%) of respondents citing this. A third point to sick children in foreign or unfamiliar circumstances (33.1%) and close to three in 10 (29.4%) say it's the inability to sleep on a long haul flight and/or jet-lag as the worst bits of going on family holidays.

Other respondents cite major delays, missed connections, unexpected layovers (26.0%) and sibling rivalry and family fights (25.2%) as other parts of holidaying with family they consider to be the worst parts.

Can you tell us briefly about your best family holiday experience and why?

"We travelled to an island of Malta called Gozo. We stayed at the grand hotel on Gozo. The hotel looked down onto the harbour, our balcony looked on to the swimming pool and an ancient church on a hill. The people were so friendly, the culture was amazing, attending the feasts and festivals. The food was the best food we had ever tasted. Our four year-old daughter called it her home as that's how we felt. We had a tour guide that drove us around the island. We visited The Basilica of the National Shrine of the Blessed Virgin of Ta' Pinu. On the inside of the church was stories of miracles that had happened once they had prayed to Virgin Mary. We decided to pray for our daughter who had chronic eczema within two months of praying at the church her eczema had completely disappeared. A miracle or a coincidence? We like to see it as our own little miracle." (Mum, 40 years old, WA)

"Our Dubai trip was amazing with lots of interesting and distinctive sightseeing options and activities. Skydiving over 'The Palm Island' was breathtaking. The food is authentic and we loved their specialty shawarmas. Local people, including the immigrants, are friendly and help us when needed. Amazing climate, especially during winter season in December. Culturally rich and embraces all religion, caste and race. Safe for women who can walk outside late at night. Unlike Melbourne, police patrol can always be seen in every corner of the city which helps in controlling crime rates." (Mum, 35 years old, VIC)

"Trip to Shark Bay. It was our biggest camping trip yet, we stopped overnight each way in Geraldton, having not been further than there before. We went with another friend and her kids. We got to share fabulous experiences which the kids all loved, such as seeing the dolphins at Monkey Mia, and sharks being fed. So much exploring and outdoor play for the kids, and still got relaxing beach and pool time. No electronics for the kids. No television or tech. We've always loved camping and love exploring WA. Plus, the weather was gorgeous, much warmer compared to Perth at Easter time." (Mum, 39 years old, WA)

"We went to Bali and had a wonderful time. I, my mother and my three children went. My mother paid for the holiday and the kids and I saved as much as we could as well. The children, surprisingly the older child, caused us some grief but all in all we had a wonderful holiday. I would love to take my children on holidays, but unfortunately, I haven't been able to afford it and the two have moved out of home now so it's very hard. As a child, I went on many local holidays with my family and looking back on it now I think it was a wonderful time and a must for families to do." (Mum, 48 years old, WA)

"We have been lucky to go to Fiji twice and also Thailand and Singapore for family holidays. We all love seeing and experiencing new things. Spending quality time together is great without the requirements of the daily grind at home with chores etc., having someone else cook and clean for us and seeing our son have a great time. With all these holidays, we stayed at a resort which allowed us to spend quality time together, relax if we wanted to, but also be active and go on tours when we wanted to." (Dad, 36 years old, NSW)

Can you tell us briefly about your worst family holiday experience and why?

"We visited Fuerteventura, the second largest of Spain's Canary Islands. We visited off-season in February, most of the eateries were closed down on the resort or was overcast the whole time and I had prickly heat the whole holiday, we couldn't walk two minutes down the road without getting harassed to buy sunglasses and other paraphernalia. Where we stayed there had no sense of culture, it was more British pubs and walked into bars and they were playing British soaps on the TV, it just wasn't my cup of tea." (Mum, 40 years old, WA)

"First and only family holiday since coming to Australia with my ex-husband, a 4-day trip to Busselton. We had two young kids, a baby I was still breast feeding and I was pregnant and had awful morning sickness. Husband was unhappy with me not wanting to do much, because I was exhausted and sick. We really didn't have much money. I still had to do laundry in that time because of the children. And I remember my daughter vomiting all over the pool area." (Mum, 39 years old, WA)

"My worst holiday experience was when I was a child and my mum, dad, brother and I went to Rottnest Island. I was about 8 I think and my mum and I had a serious pushbike accident and were raced back to the mainland as my mother had a broken arm and leg and I was severely bruised and cut up. The ferry was called especially for us and we were raced back to Fremantle with the police boat in front and an ambulance on the jetty awaiting our arrival." (Mum, 48 years old, WA)

"Going to a cousins wedding on Stradbroke Island. We were pushed for time and constantly worrying about flight delays, ferry connections, etc., and we had a toddler and a breast feeding baby to take care of. On the ferry the toddler threw up over my back, down my shorts and into my shoes and when I got off the ferry I was greeted by dozens of relatives with me covered in vomit! And I spent the wedding chasing my kids around..." (Dad, 46 years old, VIC)

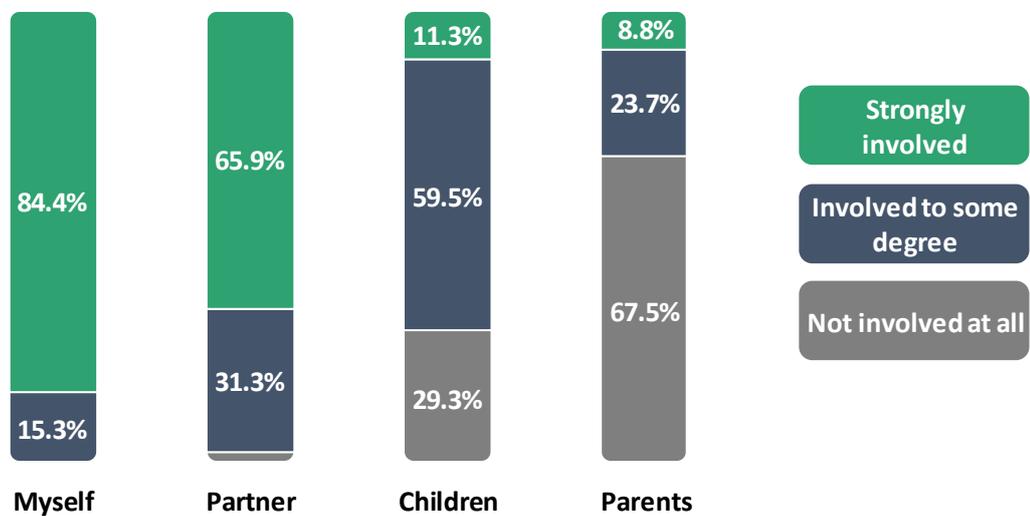
"When one of my children got gastro and was ill all over the provided bedding and I felt intimidated when I had to explain this to the owners. I got the impression they weren't very happy, put me off, returning to the same place. The washing machine provided was not big enough to wash the bedding in and they had to send the bedding to a dry cleaners. I would have been happy to pay for this if they had asked." (Mum, 44 years old, WA)

"Our worst family holiday was staying at a villa in Bali. We were the first customers to stay at the villa and the owner wasn't sure of his responsibilities. On the way to the villa, the owner stopped at a store by the side of the road and asked us to buy our electricity for the week. We were then basically stuck at the villa for a week with limited transportation available and stuck eating noodles." (Dad, 39 years old, TAS)

LOGISTICS AND PLANNING

- Respondents are strongly involved in deciding where to go on family holidays, often arranging all their requirements themselves.
- It takes them approximately 22 hours to research and plan big holidays and around 6 weeks to decide on where they will exactly go.
- Many respondents have taken holidays without their children or partners, citing it is healthy to get some time apart for the latter.
- Respondents opt to care for their children themselves when on holidays; however, when they bring their parents or other family members, they cover most of their costs.

Who in your family is involved in the decision making on where to go on family holidays?

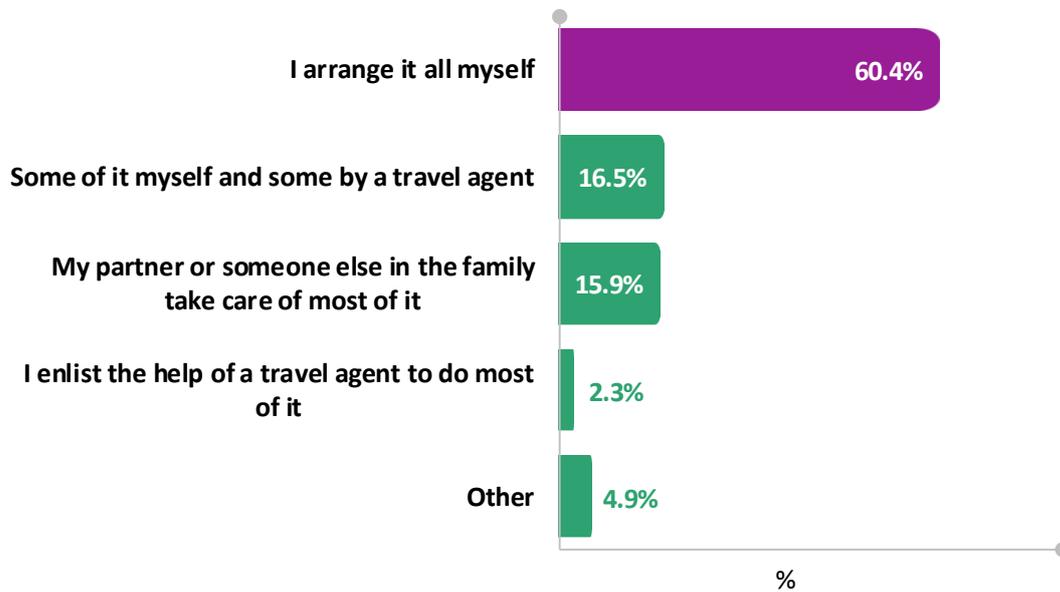


Source: CoreData Family Travel Survey (July 2017)
 Question: Who in your family is involved in the decision making on where to go on family holidays?

More than four in five (84.4%) respondents say they are strongly involved in the making the decision on where to go on family holidays, while close to two-thirds (65.9%) say their partners are strongly involved.

Respondents say their children (59.5%) and parents (23.7%) are only involved to some degree in the decision making on the location of their family holidays.

Who arranges all of your holiday requirements?

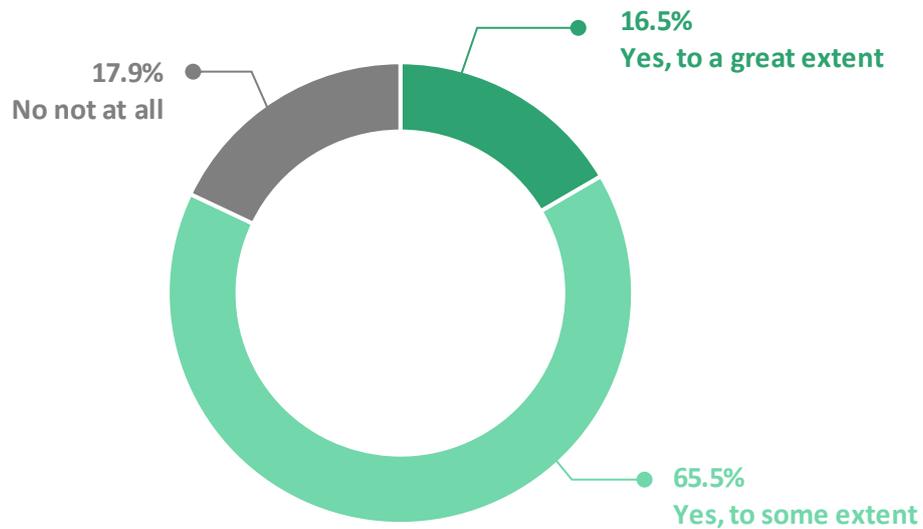


Source: CoreData Family Travel Survey (July 2017)

Question: Who arranges all of your holiday requirements?

Three in five (60.4%) respondents say they arrange all their holiday requirements by themselves. To a lesser degree, similar portions say they arrange part of the requirements and the other bits are done by a travel agent (16.5%) or their partners or other family members take care of most of the requirements (15.9%).

Do considerations of your children's preferences dictate where you go on family holidays?



Source: CoreData Family Travel Survey (July 2017)
Question: Do considerations of your children's preferences dictate where you go on family holidays?

More than four in five (82.0%) respondents say considerations of their children's preferences dictate to at least some extent where they go on family holidays, with one in six (16.5%) saying it affects their decision making to a great extent.

How much time do you typically spend researching and planning a big holiday?



Source: CoreData Family Travel Survey (July 2017)
Question: How much time do you typically spend researching and planning a big holiday?

Respondents typically spend an average of 23 hours researching and planning a big holiday.

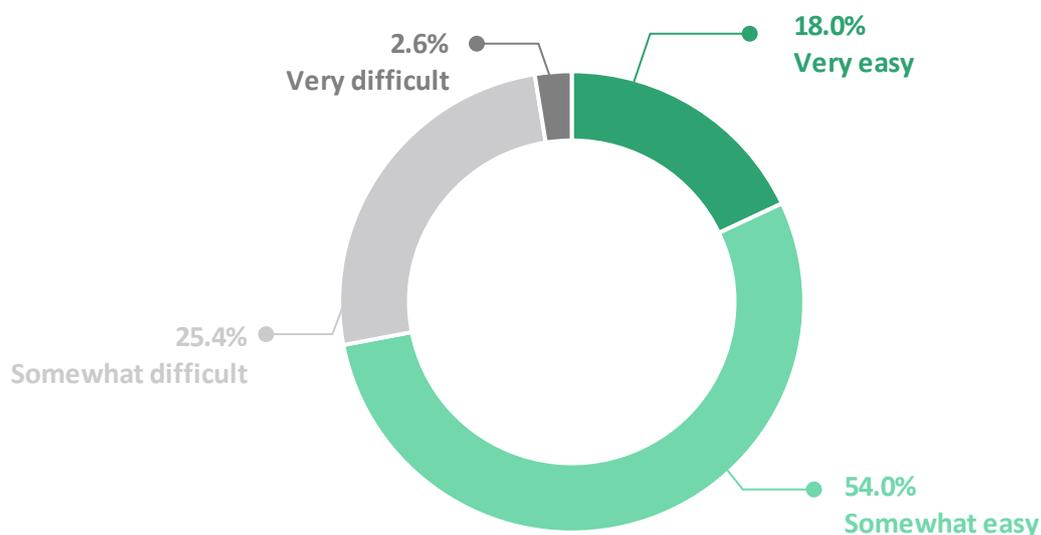
Over how long a period do you usually take to decide where exactly you will book or go?



Source: CoreData Family Travel Survey (July 2017)
Question: Over how long a period do you usually take to decide where exactly you will book or go?

Respondents usually take approximately 6 weeks on average to decide where exactly they will book or go on a big holiday.

How difficult do you find the process of planning and preparing for family holidays?

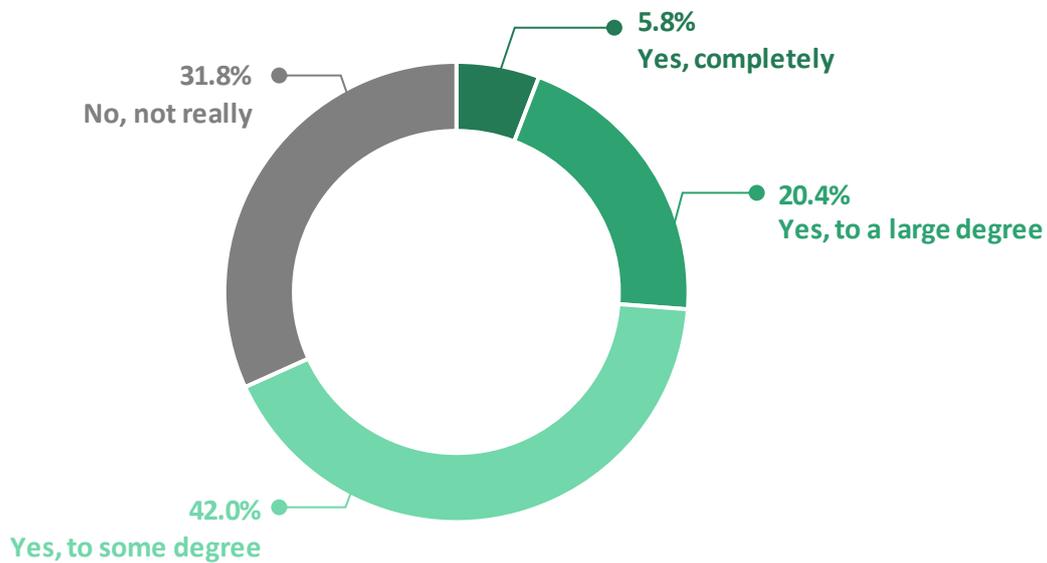


Source: CoreData Family Travel Survey (July 2017)
 Question: How difficult do you find the process of planning and preparing for family holidays?

More than seven in 10 (72.0%) respondents find the process of planning and preparing for family holidays at least somewhat easy, with close to one in five (18.0%) finding it very easy. The remaining portion (28.0%) of respondents find the process somewhat or very difficult.

NSW respondents are the most likely to find the process of planning and preparing for family holidays easy, while Western Australians are the least likely to do so (79.0% and 65.1% respectively).

Do the planning and preparation challenges deter you from booking a big holiday?



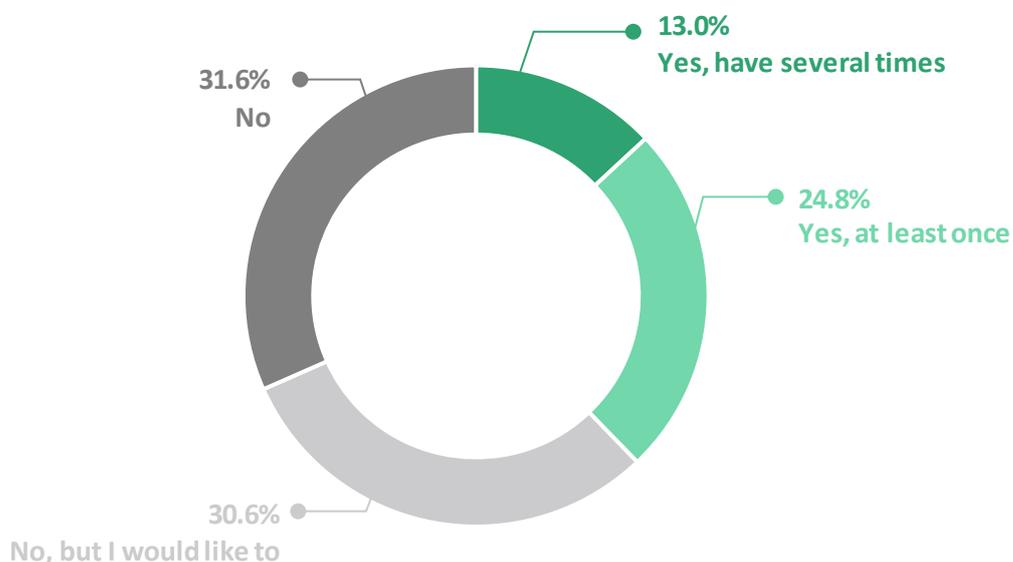
Source: CoreData Family Travel Survey (July 2017)

Question: Do the planning and preparation challenges deter you from booking a big holiday?

More than two-thirds (68.2%) of respondents say planning and preparation challenges deter them at least to some degree from booking a big holiday.

South Australians are the most likely to say facing challenges during the planning and preparation stages deter them from booking a big holiday at least to some degree, while NSW respondents are the least likely to say so (83.1% and 63.4% respectively).

Do you ever take holidays without your children?



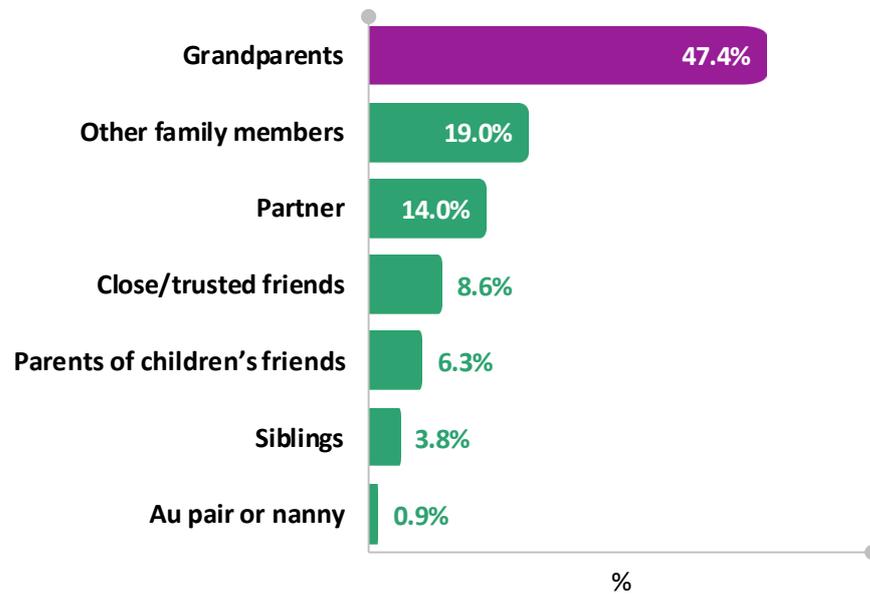
Source: CoreData Family Travel Survey (July 2017)

Question: Do you ever take holidays without your children?

Close to two in five (37.8%) say they have taken holidays without their children once or several times. Three in 10 (30.6%) say they have not but they would want to, while close to a third (31.6%) say they have not gone on holidays without their children.

NSW respondents are the most likely have taken holidays without their children once or several times, while Western Australians are the least likely to have done so (43.8% and 31.0% respectively).

Who looked after your children while you were away on holiday?

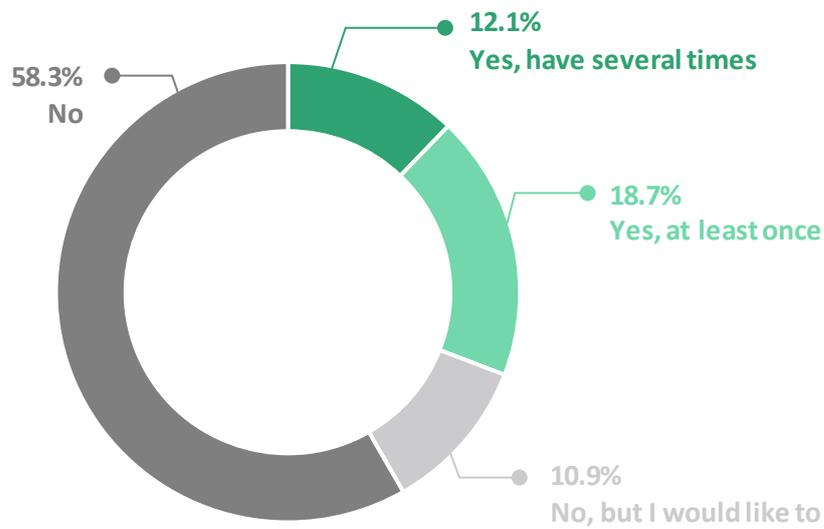


Source: CoreData Family Travel Survey (July 2017)

Question: Who looked after your children while you were away on holiday?

For respondents who have taken holidays without their children at least once, close to half (47.4%) say the grandparents were the ones who looked after their kids while they were away on holiday. Fewer respondents cite other family members (19.0%) or their partners (14.0%).

Do you ever take holidays without your partner?

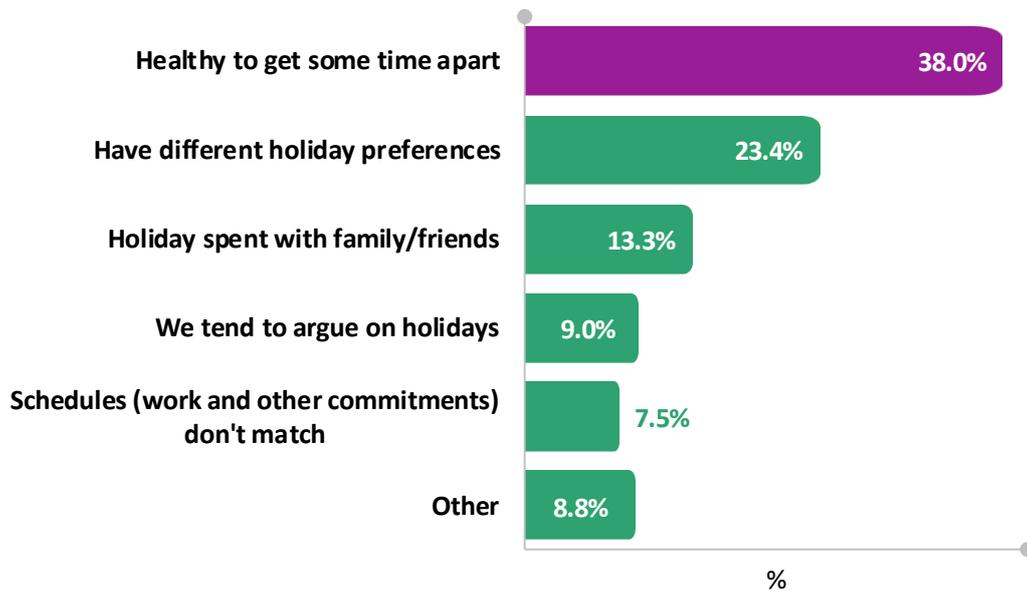


Source: CoreData Family Travel Survey (July 2017)

Question: Do you ever take holidays without your partner?

Three in 10 (30.8%) respondents say they have taken holidays without their partners at least once or several times. One in 10 (10.9%) say they have not but would want to go on one, while the majority (58.3%) say they have not gone on holidays without their partner.

Why would you like to/did you take holidays without your partner?

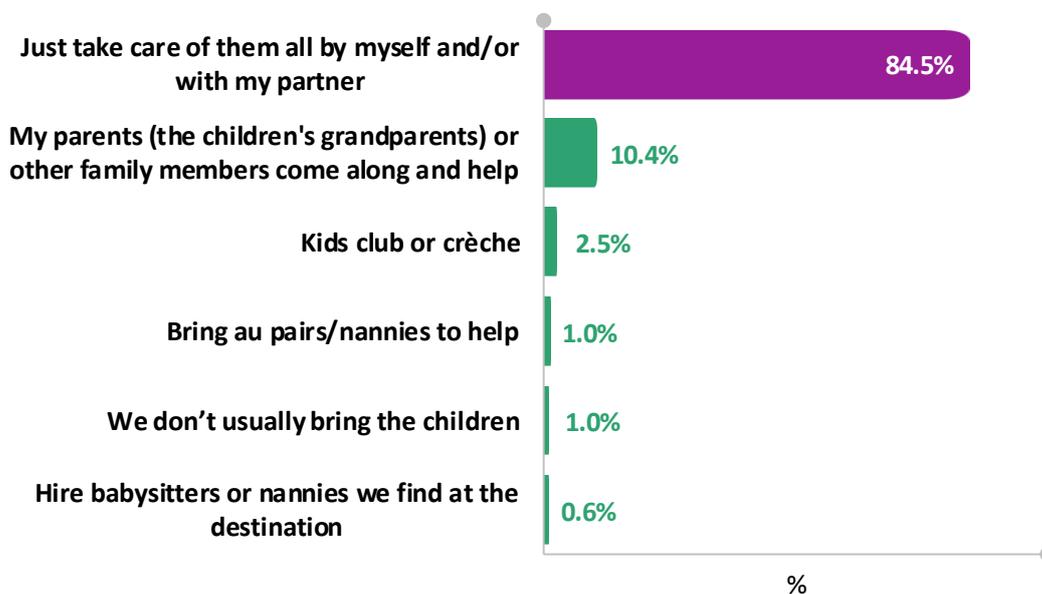


Source: CoreData Family Travel Survey (July 2017)

Question: Why would you like to/did you take holidays without your partner?

For respondents who have taken holidays without their partner at least once or would want to go on one, close to two in five (38.0%) say it is healthy to get some time apart, while close to a quarter (23.4%) say they have different holiday preferences from their partners.

How do you usually deal with taking care of the kids when you are on family holidays?



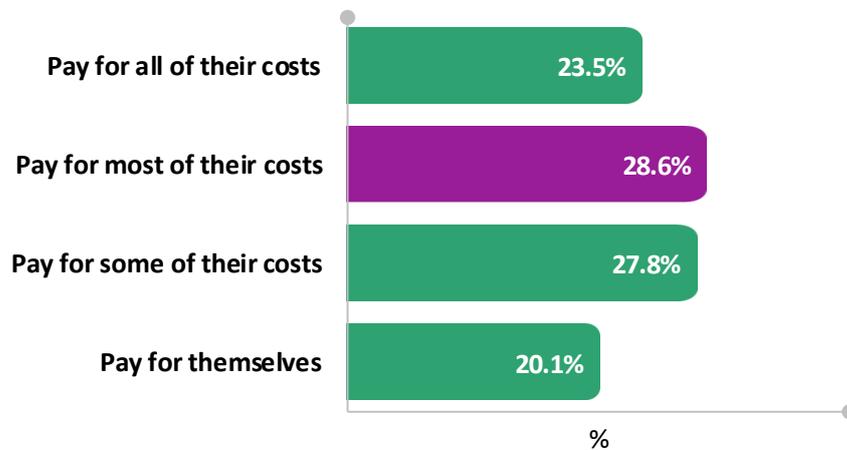
Source: CoreData Family Travel Survey (July 2017)

Question: How do you usually deal with taking care of the kids when you are on family holidays?

The vast majority (84.5%) of respondents say they take care of their children by themselves (and/or with their partners) when they are on family holidays. Only a few (10.4%) say their parents or other family members come along to help take care of the children.

Western Australians are the most likely to take care of their children by themselves (and/or with their partners) when they are on family holidays, while NSW respondents are the least likely to say so (88.6% and 76.9% respectively).

Do you usually pay for or contribute to the costs of your parents or other family members that come along and help on your family holidays?



Source: CoreData Family Travel Survey (July 2017)
 Question: Do you usually pay for or contribute to the costs of your parents or other family members that come along and help on your family holidays?

For respondents who say their parents or other family members come along to help take care of the children when they are on family holidays, close to a quarter (23.5%) say they pay for all of their costs, while close to three in 10 (28.6%) say they cover most of the costs. One in five (20.1%) say their parents or other family members pay for themselves.

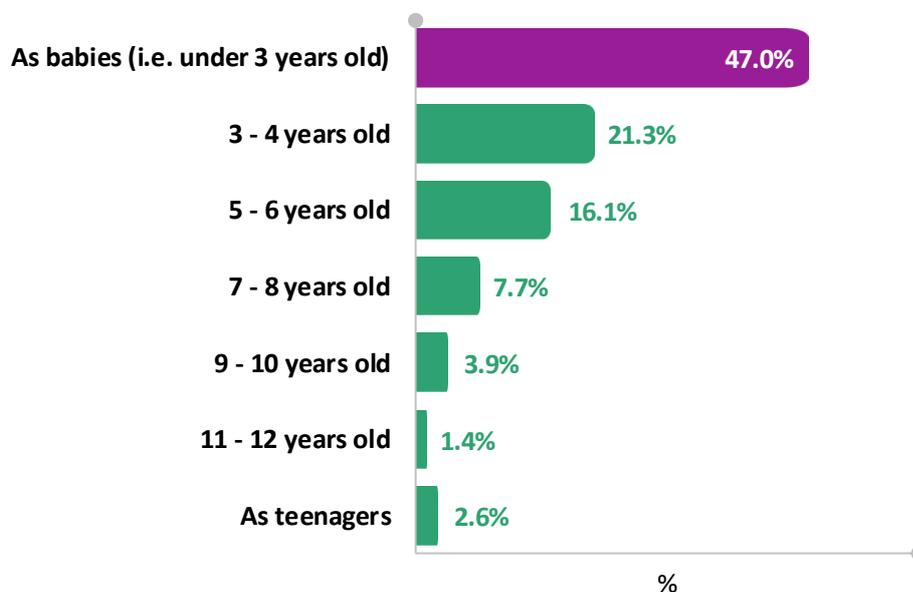
How much would you estimate paying for your parents or other family members to come along to help adds to your holiday expenses on average per year?



Source: CoreData Family Travel Survey (July 2017)
 Question: How much would you estimate paying for your parents or other family members to come along to help adds to your holiday expenses on average per year?

For respondents who pay for at least some of the costs of their parents or other family members who come along on family holidays, they estimate paying an average of \$902 that gets added to their holiday expenses.

From what age do you think children should be taken on holidays?



Source: CoreData Family Travel Survey (July 2017)
 Question: From what age do you think children should be taken on holidays?

Close to half (47.0%) of respondents think children as young as babies (or under 3 years old) should already be taken on holidays, while a further 21.3% say children aged 3 to 4 years can start to come along on holidays.

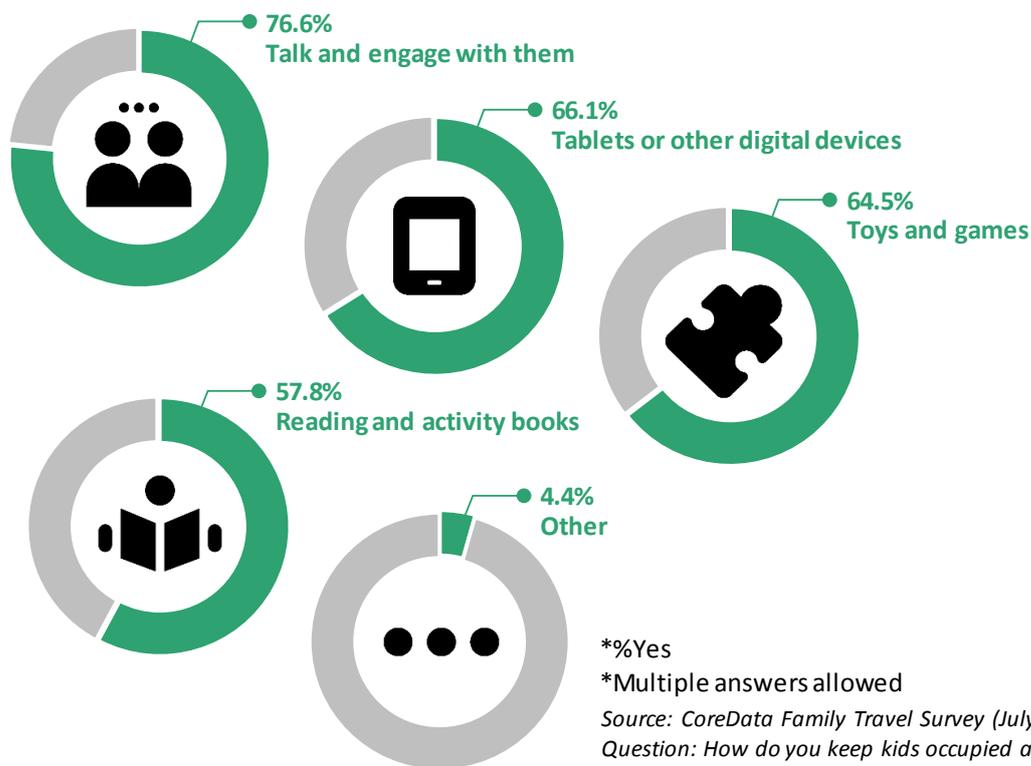
How much would you estimate taking the kids adds to your holiday expenses on average per year?



Source: CoreData Family Travel Survey (July 2017)
 Question: How much would you estimate taking the kids adds to your holiday expenses on average per year?

Respondents estimate that taking the kids adds around \$1,518 on average per year to their holiday expenses. NSW respondents have the highest estimate at \$2,126 while Queenslanders respondents have the lowest added expense estimate of \$953.

How do you keep kids occupied and happy when you are travelling on family holidays?



*%Yes

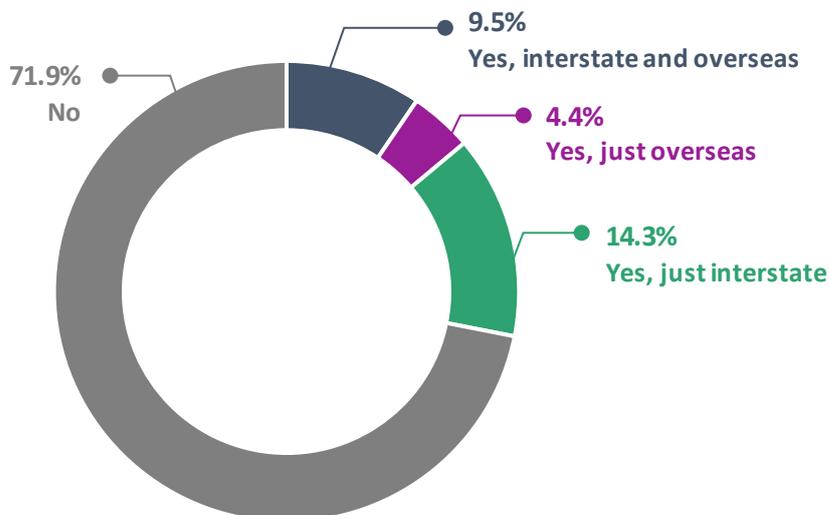
*Multiple answers allowed

Source: CoreData Family Travel Survey (July 2017)

Question: How do you keep kids occupied and happy when you are travelling on family holidays?

More than three-fourths (76.6%) of respondents say they talk and engage with their kids to keep them occupied and happy when they are travelling on family holidays. Other respondents say they give their kids tablets or other digital devices (66.1%), toys and games (64.5%) and reading and activity books (57.8%) to keep them happy and occupied.

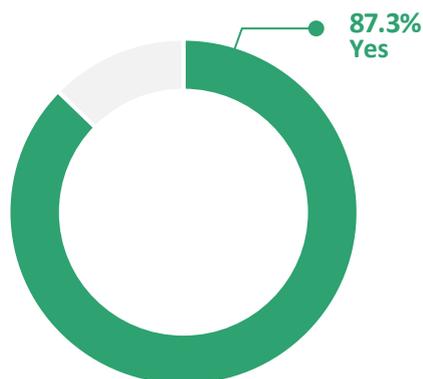
Does your children’s school or sports club ever organise interstate or overseas trips for the kids?



Source: CoreData Family Travel Survey (July 2017)
 Question: Does your children’s school or sports club ever organise interstate or overseas trips for the kids?

Less than one in 10 (9.5%) respondents say their children’s school or sports club organises both interstate and overseas trips for their kids, while close to one in seven (14.3%) say these trips are just interstate. The majority (71.9%) of respondents say their children’s school or sports club does not organize trips for their kids.

Do you usually allow them to attend these trips?



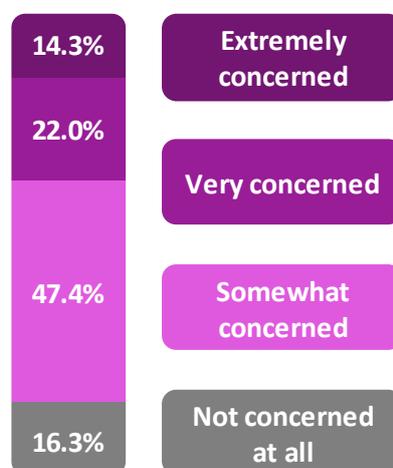
Source: CoreData Family Travel Survey (July 2017)
 Question: Do you usually allow them to attend these trips?

For respondents who say their children’s school or sports club organises interstate and/or overseas trips for their kids, the vast majority (87.3%) say they allow their children to attend these trips.

SAFETY AND SECURITY

- Most respondents are concerned about security issues when they plan their holidays and the recent world events have some impact on their travel plans, mainly having to avoid places they would have liked to visit due to safety concerns.
- Many put in hours of research to carefully plan out where and when they will go on a family holiday to prioritise the safety of their families.
- Other respondents take extra precautions like having family discussions about security and getting extra travel insurance. Due to this, they spend an extra amount of approximately \$630 on top of their holiday expenses.

How concerned do you tend to be about security issues when you plan your holidays?

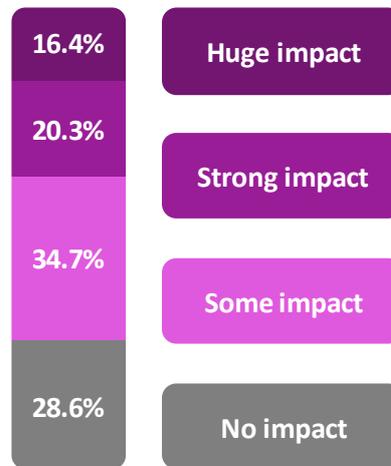


Source: CoreData Family Travel Survey (July 2017)
 Question: How concerned do you tend to be about security issues when you plan your holidays?

More than four in five (83.7%) respondents say they tend to be at least somewhat concerned about security issues when they plan their holidays, with 14.3% saying they tend to be extremely concerned. A minimal portion (16.3%) say they are not concerned at all about security issues when they plan their holidays.

NSW respondents are the most likely to say they tend to be at least somewhat concerned about security issues when they plan their holidays, while Queenslanders are the least likely to (89.0% and 76.5% respectively).

Do recent world events have much impact on your holiday travel plans?



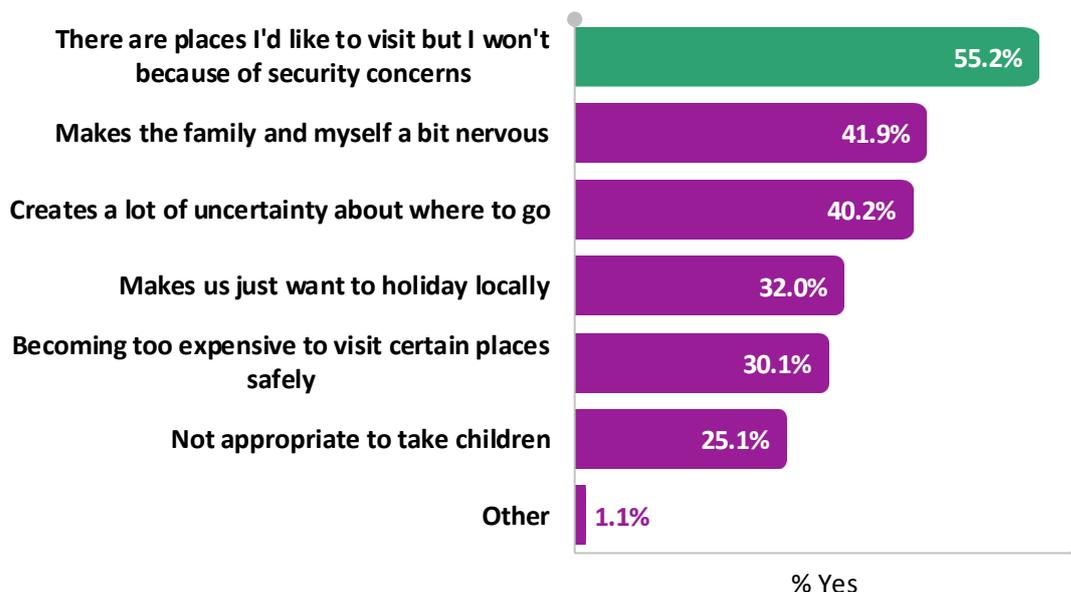
Source: CoreData Family Travel Survey (July 2017)

Question: Do recent world events have much impact on your holiday travel plans?

More than seven in 10 (71.4%) say the recent world events have at least some impact on their holiday travel plans, with close to one in six (16.4%) saying it has a huge impact.

Western Australians are the most likely to say the recent world events have at least some impact on their holiday travel plans, while South Australians are the least likely to (75.5% and 61.2% respectively).

Why do you feel they have this impact on your holiday travel plans?



*Multiple answers allowed

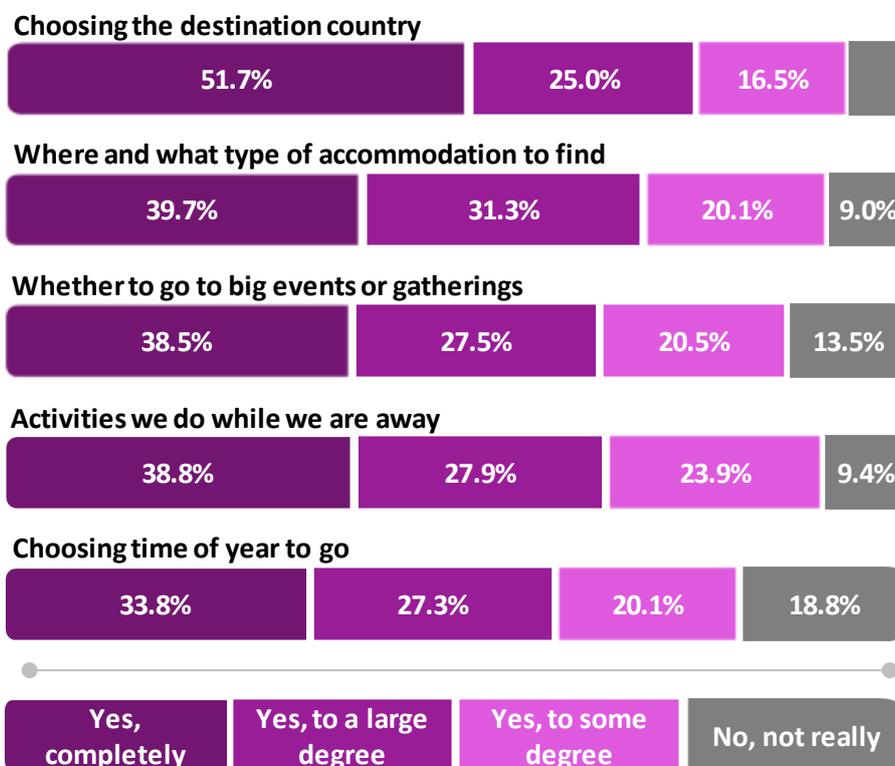
Source: CoreData Family Travel Survey (July 2017)

Question: Why do you feel they have this impact on your holiday travel plans?

For respondents who say the recent world events have at least some impact on their holiday travel plans, close to three in five (55.2%) say there are places they would like to visit but they won't because of security concerns. Two in five respondents say it impacts them in such a way that it makes them and their families a bit nervous (41.9%) and creates a lot of uncertainty about where to go (40.2%).

Other respondents cite the impacts of recent world events include making them want to holiday locally (32.0%), becoming too expensive to visit certain places safely (30.1%) and not being able to take the children because it not appropriate (25.1%).

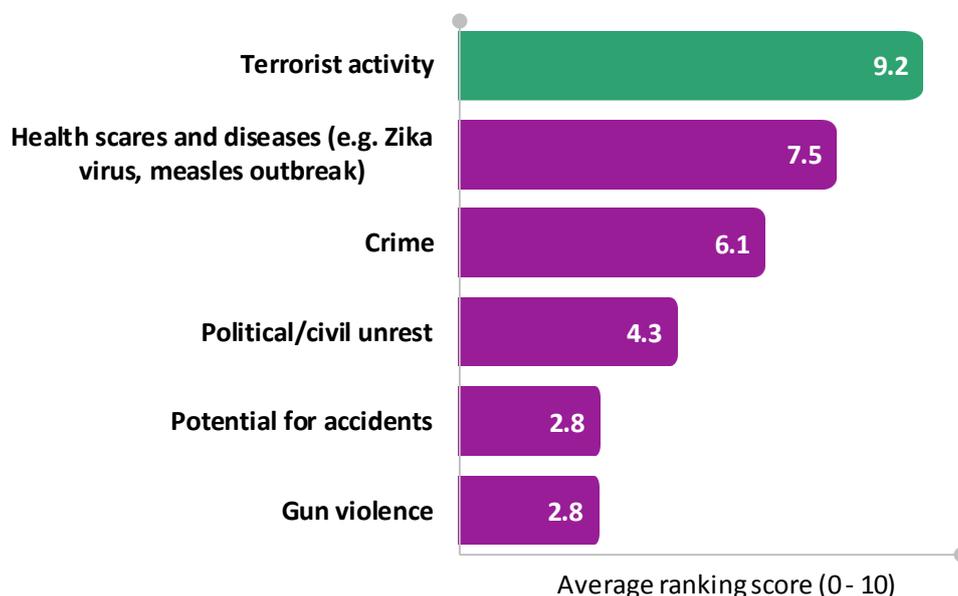
Is the safety of your children and family the top priority when making the following decisions about your holiday?



Source: CoreData Family Travel Survey (July 2017)
 Question: Is the safety of your children and family the top priority when making the following decisions about your holiday?

The safety of their children and family is paramount to respondents when choosing the destination country (93.2%), deciding on where and what type of accommodation to find (91.1%) and selecting the activities they do while on holidays (90.6%). Deciding on whether to go to big events (86.5%) and choosing the time of year to go on holidays (81.2%) are still priorities for respondents when making decisions on their holidays.

What are your key security concerns when planning and enjoying an overseas family holiday?
Please rank your top three wherein the topmost option concerns you the most?

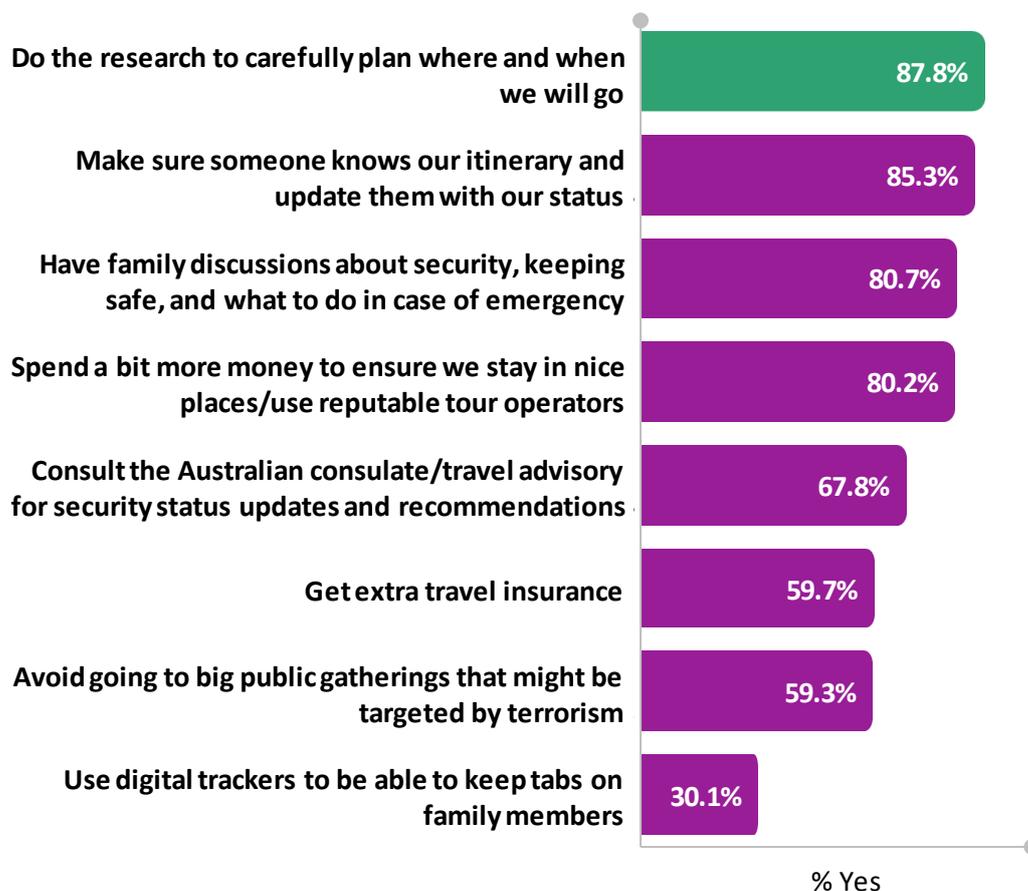


Source: CoreData Family Travel Survey (July 2017)

Question: What are your key security concerns when planning and enjoying an overseas family holiday? Please rank your top three wherein the topmost option concerns you the most.

Respondents rank ‘terrorist activity’ as their top security concern when planning and enjoying an overseas family holiday, with an average ranking score of 9.2 out of 10. This is followed by health scares and diseases (7.5) and crime (6.1).

What precautions do you take to help ensure the safety of your family when on holiday overseas?



Source: CoreData Family Travel Survey (July 2017)

Question: What precautions do you take to help ensure the safety of your family when on holiday overseas?

The vast majority of respondents say they do the research to carefully plan where and when they will go (87.8%) and make sure someone knows their itinerary and update them with their status (85.3%) as precautions they take to ensure the safety of their families when they holiday overseas.

Four in five respondents cite having family discussions about security, keeping safe, and what to do in case of emergency (80.7%) and spending a bit more money to ensure they stay in nice places (80.2%). Some respondents also consult the Australian consulate/travel advisory for security status updates and recommendations (67.8%), get extra travel insurance (59.7%) and avoid going to big public gatherings that might be targeted by terrorism (59.3%).

Only a few respondents (30.1%) say they use digital trackers to be able to keep tabs on family members as an additional precaution in keeping their families safe while on holiday overseas.

How much do you agree with the following statements?

I miss the good old days when you didn't have to worry so much about safety concerns for the family on holiday



The world is becoming a more dangerous place to travel with my family



There are several places I would like to take my family on holiday but do not because of security concerns



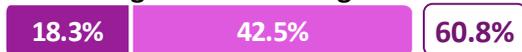
Safety concerns are making me more likely to opt for local holiday options rather than overseas



Security concerns make me worry about letting my kids go on big organised school/sport club trips without me



Adventurous/challenging family holidays are much less appealing now after witnessing a number of tragic events or fear around terrorist attacks



I would rather my family and I visit rural locations than busy areas because of safety concerns



Source: CoreData Family Travel Survey (July 2017)

Question: How much do you agree with the following statements?

The vast majority of respondents agree that they miss the good old days when they didn't have to worry so much about safety concerns for the family on holiday (85.0%) and that the world is becoming a more dangerous place to travel with their families (81.5%).

To a lesser degree, respondents also agree that there are several places they would like to take their families on holiday but do not because of security concerns (71.4%) and safety concerns are making them more likely to opt for local holiday options rather than overseas (68.2%).

Respondents also agree that security concerns make them worry about letting their kids go on big organised school/sport club trips without them (62.6%), adventurous/challenging family holidays are much less appealing (60.8%) and they would rather visit rural locations than busy areas (55.1%).

Thinking about the additional precautions you take to ensure your family’s security when on holiday, how much extra do you think this is adding to your costs on average per year?



Source: CoreData Family Travel Survey (July 2017)

Question: Thinking about the additional precautions you take to ensure your family’s security when on holiday, how much extra do you think this is adding to your costs on average per year?

For respondents who take extra precautions to ensure the safety of their families when holidaying overseas, they estimate paying an average of \$630 that gets added to their holiday expenses per year. South Australians have the highest estimate at \$769 while Queenslanders have the lowest added expense estimate of \$489. This translates to \$4,643,788,554 Australia-wide per year.

Australia Wide Annual Cost Estimation Calculation

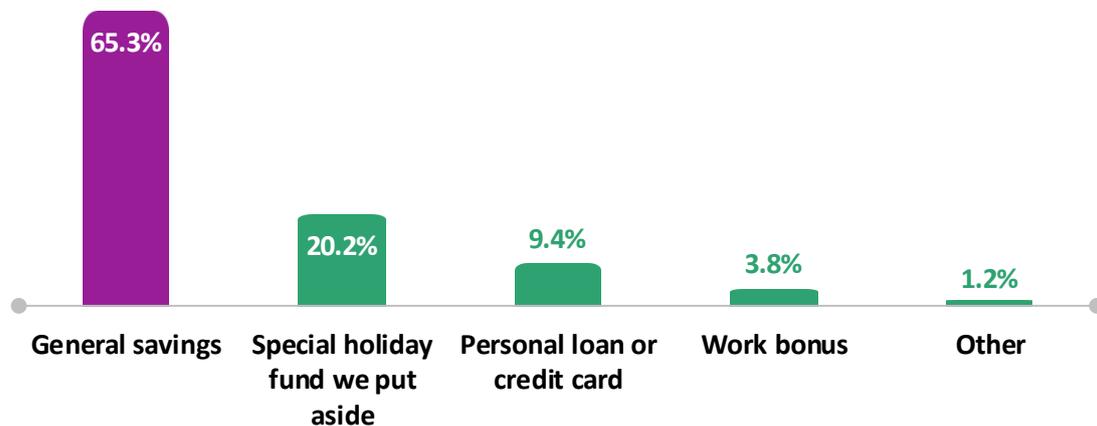
1. We used ABS estimate of 6,200,000 families with dependent children 18yrs or younger at home as our base denominator
2. Based on survey data we then adjusted estimates based on how many holidays people report typically taking every year:

<i>More than once a year</i>	<i>37%</i>
<i>Once a year</i>	<i>37%</i>
<i>Every few years</i>	<i>17%</i>
<i>Rarely/never</i>	<i>10%</i>
3. We then multiplied these population size estimates by the average cost figures per family from the survey to get the Australia wide estimates.

PAYING FOR IT

- The majority of respondents use their general savings to pay for their family holidays, taking them a few months to at least a year to set aside money for their holidays.
- Respondents spend almost thrice as much more as when they bring their children with them on holidays (\$4,280 vs. \$1,440). They also tend to exchange their cash to local currency and use credit or debit cards during their family holidays overseas.
- Respondents say they invest time in making sure they are getting the best deals and choose destinations with the budget firmly in mind.
- They are aware that holidays are getting more expensive these days and considers the cost of accommodation as the biggest rip-off when they travel.

How do you usually pay for family holidays?

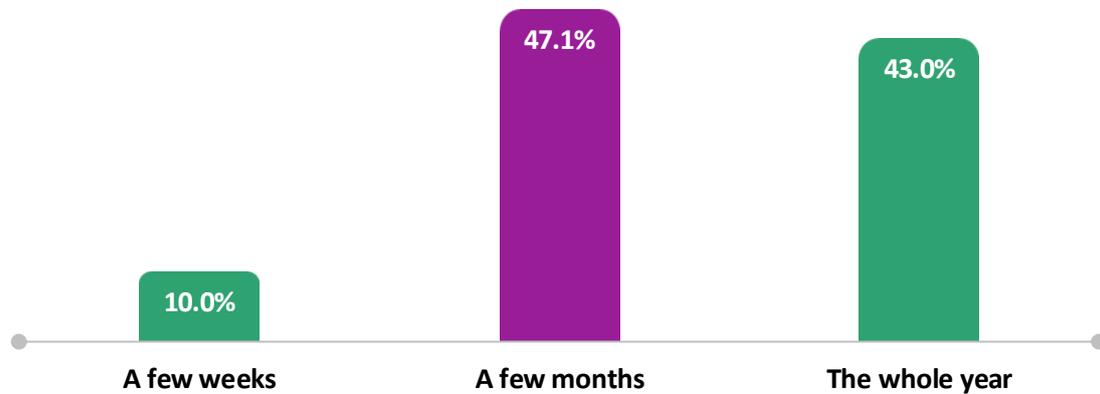


Source: CoreData Family Travel Survey (July 2017)

Question: How do you usually pay for family holidays?

Close to two-thirds (65.3%) of respondents say they usually use their general savings to pay for family holidays. One in five (20.2%) say they use a special holiday fund they have set aside, while fewer respondents say they get a personal loan or use a credit card (9.4%).

How long does it usually take you to save for your annual family holiday?

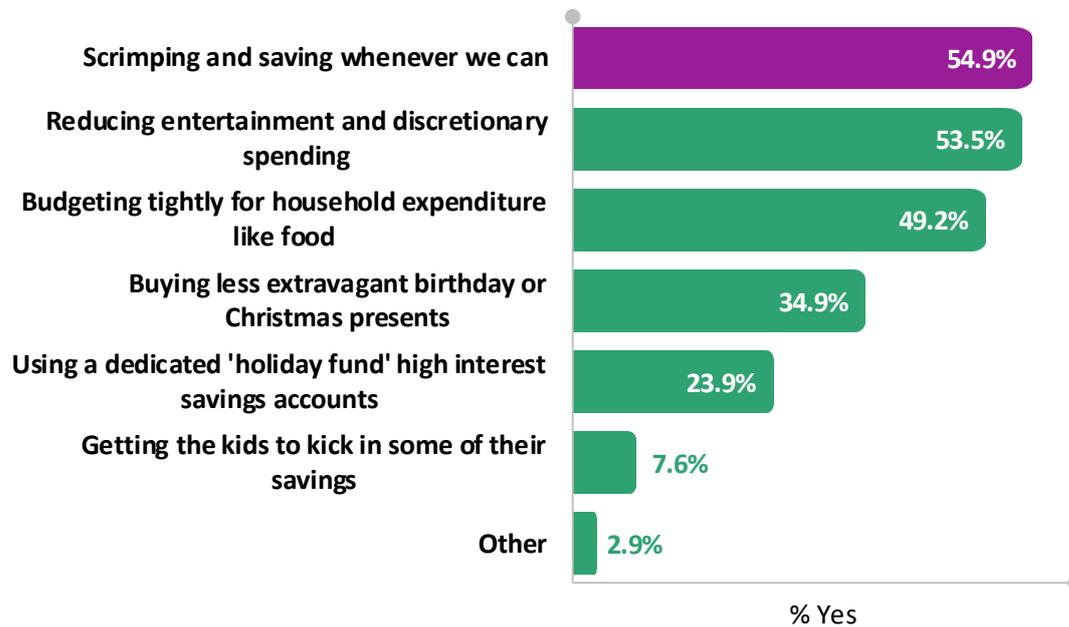


Source: CoreData Family Travel Survey (July 2017)

Question: How long does it usually take you to save for your annual family holiday?

For respondents who usually go travelling on holidays at least once a year, close to half say it takes them a few months (47.1%) or the whole year (43.0%) to save for their annual family holiday.

What are some of the ways you help save for family holidays?



*Multiple answers allowed

Source: CoreData Family Travel Survey (July 2017)

Question: What are some of the ways you help save for family holidays?

More than half of respondents say they help save for family holidays by scrimping and saving whenever they can (54.9%) and reducing their entertainment and discretionary spending (53.5%).

Other respondents cite budgeting tightly for household expenditure like food (49.2%), buying less extravagant birthday or Christmas presents (34.9%) or using dedicated 'holiday fund' high interest savings accounts (23.9%).

How much do you typically spend on family holidays (i.e. those with your children) every year? (Including total costs of travel, accommodation, entertainment, tour packages, sightseeing, insurance, etc.)



Source: CoreData Family Travel Survey (July 2017)

Question: How much do you typically spend on family holidays (i.e. those with your children) every year? (Including total costs of travel, accommodation, entertainment, tour packages, sightseeing, insurance, etc.)

Respondents estimate spending approximately \$4,280 on average per year for their family holidays that they take their children with them. Victorian respondents have the highest family holiday spend estimated at \$5,091 while South Australian respondents have the lowest estimate of \$3,019. This translates to \$34,192,251,164 Australia-wide per year.

Australia Wide Annual Cost Estimation Calculation

1. We used ABS estimate of 6,200,000 families with dependent children 18yrs or younger at home as our base denominator
2. Based on survey data we then adjusted estimates based on how many holidays people report typically taking every year:

<i>More than once a year</i>	37%
<i>Once a year</i>	37%
<i>Every few years</i>	17%
<i>Rarely/never</i>	10%

3. We then multiplied these population size estimates by the average cost figures per family from the survey to get the Australia wide estimates.

How much do you typically spend on non-family holidays (i.e. holidays where you don't take the kids) every year? (Including total costs of travel, accommodation, entertainment, tour packages, sightseeing, insurance etc.)



Source: CoreData Family Travel Survey (July 2017)

Question: How much do you typically spend on non-family holidays (i.e. holidays where you don't take the kids) every year? (Including total costs of travel, accommodation, entertainment, tour packages, sightseeing, insurance, etc.)

Respondents estimate spending approximately \$1,440 on average per year for their non-family holidays where they don't take the children with them. This translates to \$10,609,490,154 Australia-wide per year.

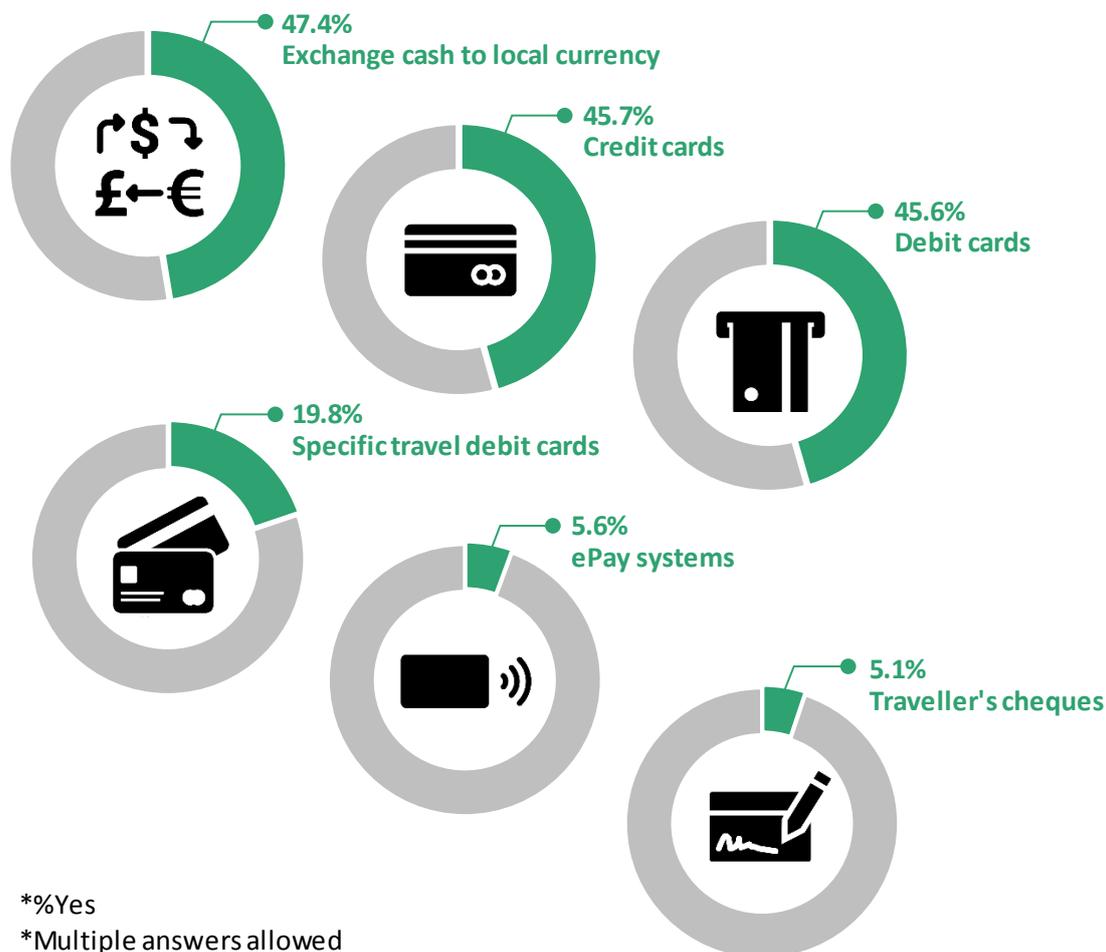
Australia Wide Annual Cost Estimation Calculation

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2. Based on survey data we then adjusted estimates based on how many holidays people report typically taking every year:

<i>More than once a year</i>	37%
<i>Once a year</i>	37%
<i>Every few years</i>	17%
<i>Rarely/never</i>	10%

4. We then multiplied these population size estimates by the average cost figures per family from the survey to get the Australia wide estimates.

How do you usually manage your money while abroad on family holidays?



*%Yes

*Multiple answers allowed

Source: CoreData Family Travel Survey (July 2017)

Question: How do you usually manage your money while abroad on family holidays?

Close to half of respondents say they manage their money by exchanging cash to local currency (47.4%), using credit cards (45.7%) and debit cards (45.6%) while abroad on family holidays. Close to one in five (19.8%) say they use specific debit cards for travel.

How much do you agree with the following statements about spending on family holidays these days?

We invest time in making sure we're getting the best deals and save money where we can



We feel we have earned the right to spend money freely and enjoy ourselves on holiday



We tend to be much less frugal (pennywise) when we go on holidays



We feel pressure to pay for expensive interstate or overseas trips organised by the children's school or sports club



We feel pressure to pay for expensive family holidays to keep up with our friends



Source: CoreData Family Travel Survey (July 2017)
 Question: How much do you agree with the following statements about spending on family holidays these days?

Nearly all respondents (93.0%) agree that they invest time in making sure they're getting the best deals and save money where they can. They also agree that they feel they have earned the right to spend money freely and enjoy themselves on holiday (82.0%) and they tend to be much less frugal when they go on holidays (73.8%).

Fewer respondents agree that they feel the pressure to pay for expensive interstate or overseas trips organised by their children's school or sports club (36.7%) and the pressure to pay for expensive family holidays to keep up with their friends (29.3%).

How much do you agree with the following statements about the affordability of travelling these days?

Holidays are affordable but the high cost of living means there is less cash to spend on travel



We choose destinations with budget firmly in mind



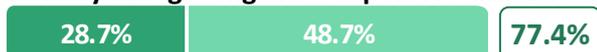
Affordability issues have prevented us from taking the family on holiday as much as we would like



Affordability issues have prevented us from going to places and doing things we would like on family holiday



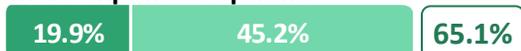
Holidays are getting more expensive and difficult to afford these days



The strength of the Aussie dollar has a big impact on my travel plans



Affordability issues are encouraging us to consider 'staycations' over more expensive options



Source: CoreData Family Travel Survey (July 2017)

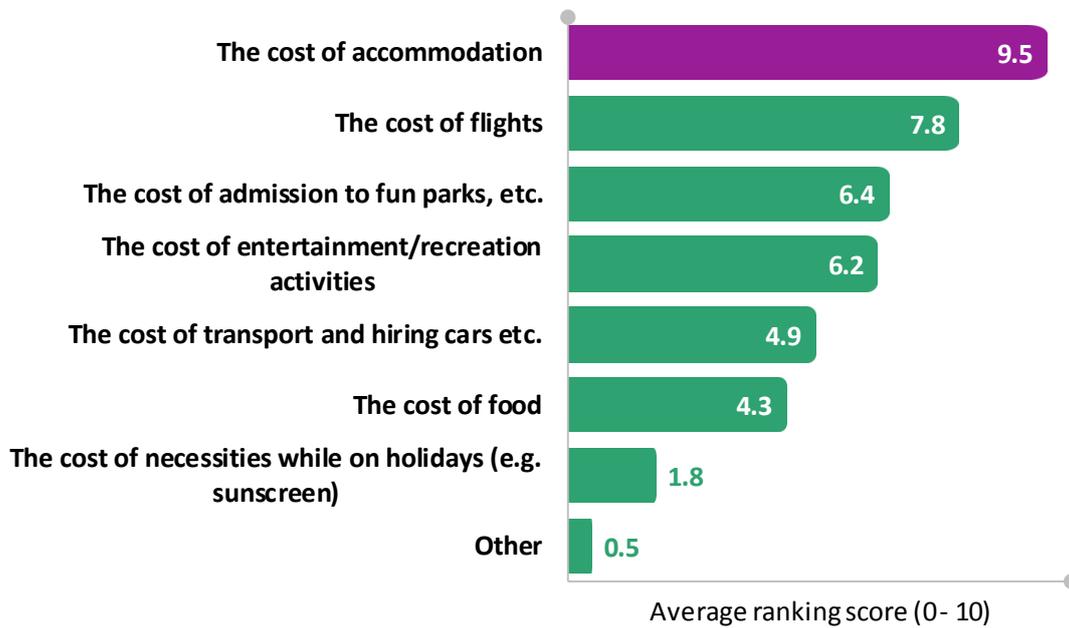
Question: How much do you agree with the following statements about the affordability of travelling these days?

The vast majority of respondents agree holidays are affordable but the high cost of living means there is less cash to spend on travel (87.1%) and they choose destinations with the budget firmly in mind (86.8%).

Many respondents also agree that affordability issues have prevented them from taking the family on holiday as much as they would like (81.6%) and have prevented them from going to places and doing things we would like on family holiday (79.9%) as well as holidays are getting more expensive and difficult to afford these days (77.4%).

To a lesser degree, respondents agree that the strength of the Aussie dollar has a big impact on their travel plans (66.3%) and affordability issues are encouraging them to consider 'staycations' over more expensive options (65.1%).

What do you think are the biggest rip-offs these days when you travel? Please rank your top three wherein the topmost option is the biggest rip-off.



Source: CoreData Family Travel Survey (July 2017)

Question: What do you think are the biggest rip-offs these days when you travel?

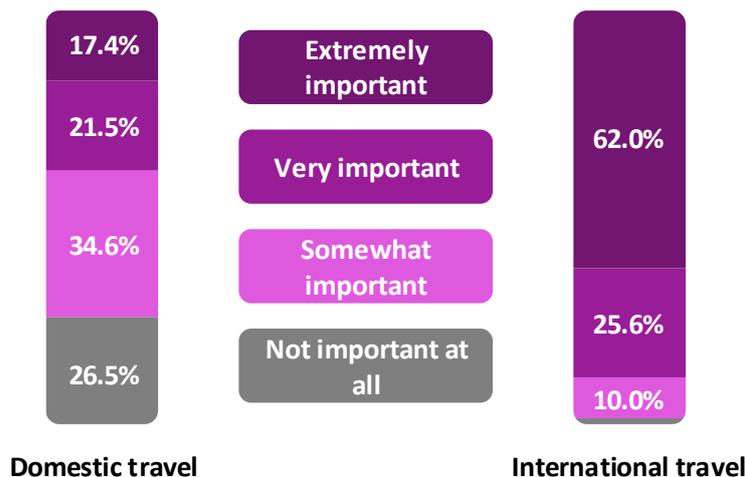
Please rank your top three wherein the topmost option is the biggest rip-off.

Respondents rank the cost of accommodation as the biggest rip-off when they travel, with an average ranking score of 9.5 out of 10. This is followed by the cost of flights (7.8) and the cost of admission to fun parks and similar places (6.4).

TRAVEL INSURANCE

- Respondents place more importance on travel insurance when travelling overseas than domestically, typically opting for more comprehensive singular policy cover.
- Most purchase their travel insurance directly online. They cite health, accident and theft/loss cover for possessions as their greatest reasons for purchasing travel insurance.

How important do you think travel insurance is when you go on family holidays?

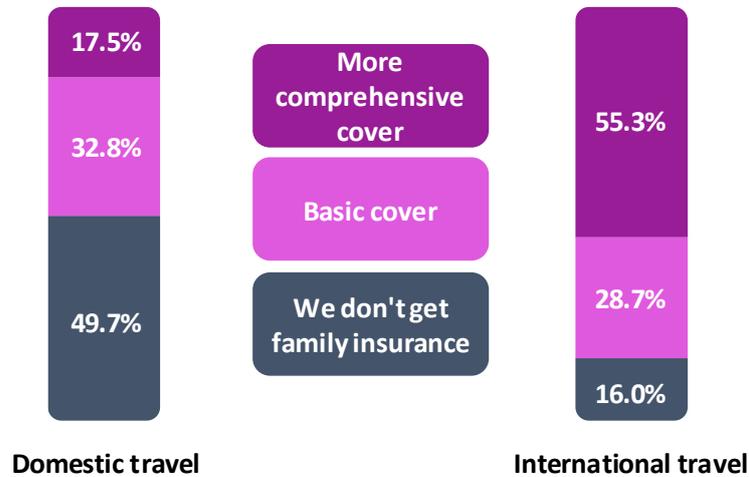


Source: CoreData Family Travel Survey (July 2017)
 Question: How important do you think travel insurance is when you go on family holidays?

Close to three in four (73.5%) respondents think having travel insurance is at least somewhat important when they go on family holidays domestically. This increases significantly for international travel, with nearly all respondents (97.6%) deeming having travel insurance at least somewhat important.

Western Australian respondents are the most likely to say it is important to have travel insurance when going on family holidays domestically, while Queensland respondents are the least likely to say so (80.0% and 66.1% respectively).

What type of travel insurance do you usually get when you go on family holidays?

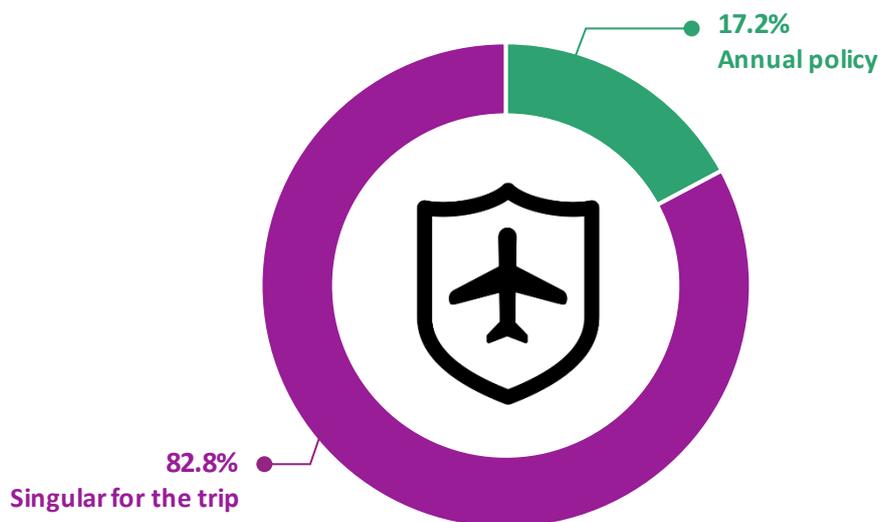


Source: CoreData Family Travel Survey (July 2017)
 Question: What type of travel insurance do you usually get when you go on family holidays?

For domestic travel, close to a third (32.8%) of respondents purchase basic cover while more than one in six (17.5%) say they get a more comprehensive cover.

For international travel, close to three in 10 (28.7%) say they get basic cover while close to three in five (55.3%) purchase a more comprehensive cover.

Do you usually do this through annual or singular policies?

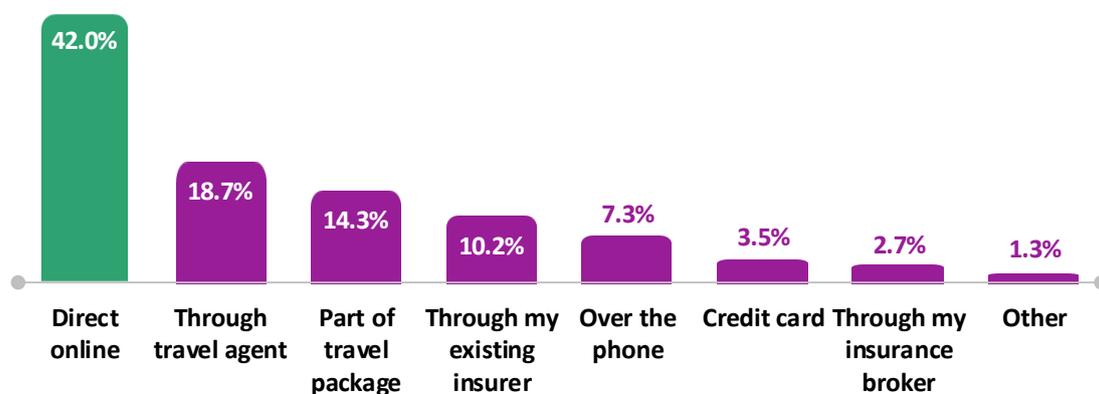


Source: CoreData Family Travel Survey (July 2017)

Question: Do you usually do this through annual or singular policies?

For respondents who purchase basic or comprehensive travel insurance when they go on family holidays either within or outside Australia, the vast majority (82.8%) say they usually get insurance just for that specific trip. More than one in six (17.2%) purchase annual policies.

How do you usually purchase travel insurance for family holidays?

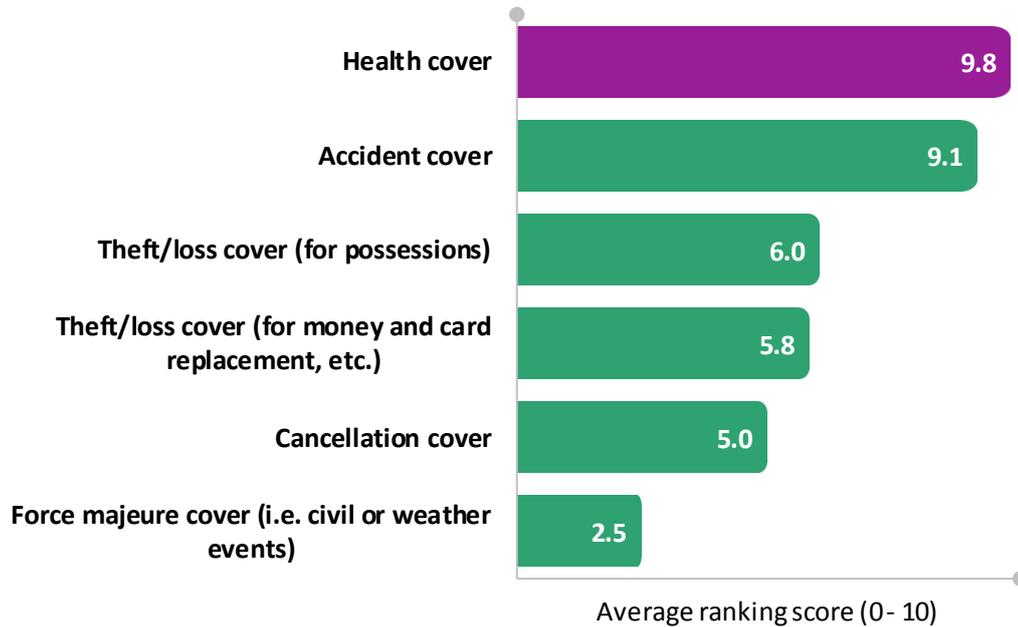


Source: CoreData Family Travel Survey (July 2017)

Question: How do you usually purchase travel insurance for family holidays?

For respondents who purchase basic or comprehensive travel insurance when they go on family holidays either within or outside Australia, more than two in five (42.0%) say they purchase travel insurance directly online. Other respondents say they purchase travel insurance through a travel agent (18.7%) or it is already included in the travel package (14.3%).

What are your greatest reasons for getting travel insurance? Please rank your top five wherein the topmost option is the most important reason for getting travel insurance.



Source: CoreData Family Travel Survey (July 2017)

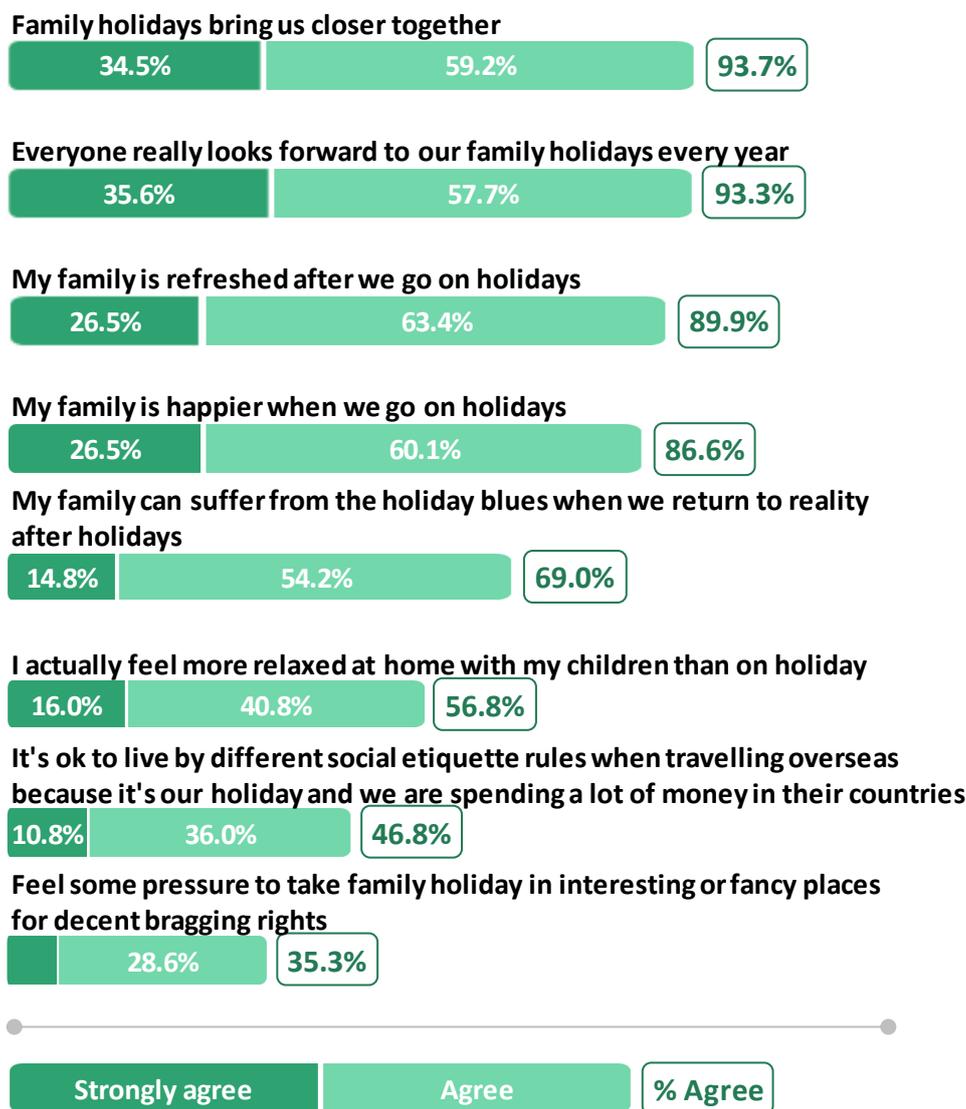
Question: What are your greatest reasons for getting travel insurance? Please rank your top five wherein the topmost option is the most important reason for getting travel insurance.

Respondents rank health cover as their greatest reason for getting travel insurance, with an average ranking score of 9.8 out of 10. This is followed by accident cover (9.1) and theft/loss cover for possessions (6.0).

HOLIDAY BEHAVIOUR

- Respondents say their holidays bring their families closer and makes them feel refreshed and happier. Fewer respondents think it is okay to follow different social etiquette rules when travelling overseas.
- Many respondents think other Australians have a sense of entitlement when they go on their holidays, going as so far as their behaviour making the respondents cringe. They also feel other Aussies tend to get ruder or less considerate when they are on holidays.

How much do you agree with the following statements about your family holidays?



Source: CoreData Family Travel Survey (July 2017)

Question: How much do you agree with the following statements about your family holidays?

The overwhelming majority of respondents agree that family holidays bring them closer together (93.7%) and everyone in their families look forward to their annual holiday (93.3%). They also agree that their families feel refreshed (89.9%) and happier (86.6%) when they go on or after their holidays.

The majority of respondents also agree that their families suffer from holiday blues when they return to reality after taking time off (69.0%) and they feel more relaxed at home with their children than going on holidays (56.8%).

Fewer respondents agree that it is fine to live by different social etiquette rules when travelling overseas (46.8%) and that they feel some pressure take their family holidays in interesting or fancy places for bragging rights (35.3%).

How much do you agree with the following statements about other Australians taking family holidays?

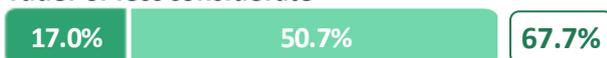
People have a sense of entitlement once they step on a plane or a boat because it is 'their holiday'



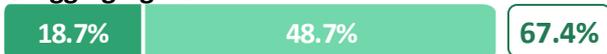
Australians' behaviour can make me cringe when I travel overseas



People's manners change when they go on holiday and they tend to get ruder or less considerate



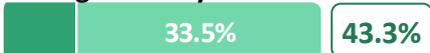
People often choose holiday experiences and destinations for the bragging rights



Australian families' behaviour is becoming more respectable/considerate when traveling overseas compared to the past



There should be penalties for parents who cannot discipline their children during a holiday



Source: CoreData Family Travel Survey (July 2017)
 Question: How much do you agree with the following statements about other Australians taking family holidays?

When asked about their view on fellow Australians taking family holidays, close to three in four (74.5%) respondents agree that people have a sense of entitlement once they step on a plane or boat because it is 'their holiday'. A further seven in 10 (70.8%) agree that other Australians' behaviour make them cringe when they travel overseas.

The majority also agree that people's manners change when they go on holidays by being ruder or less considerate (67.7%) and people often choose holiday experiences or destinations for the bragging rights (67.4%).

More than three in five (61.5%) respondents agree that Australian families' behaviour is becoming more respectable/considerate when traveling overseas compared to the past. More than two in five (43.3%) agree that parents who cannot discipline their children during holidays should be given penalties or fines.

DEMOGRAPHICS

Gender	
Female	55.0%
Male	45.0%
Total	100.0%

Age Range	
29 years old & below	20.7%
30 - 39 years old	36.4%
40 - 49 years old	29.7%
50 - 59 years old	10.7%
60 years old & above	2.4%
Total	100.0%

Age Generation	
Generation Y (36 years old & below)	45.2%
Generation X (37 - 51 years old)	44.9%
Baby Boomers (52 - 71 years old)	9.8%
Pre-Boomers (72 years old and above)	0.0%
Total	100.0%

Area	
The capital city of my state/territory	65.3%
A regional centre	24.6%
A rural area	10.1%
Total	100.0%

State	
ACT	3.0%
NSW	20.9%
NT	0.5%
Qld	19.3%
SA	13.8%
Tas	2.7%
Vic	19.7%
WA	20.2%
Total	100.0%

Marital Status	
Single	9.7%
Living with partner/married	81.9%
Separated/divorced/widowed	8.3%
Other	0.2%
Total	100.0%

Living Arrangements	
Living with your children (under 18 years) at home	86.1%
Living with your children (over 18 years) at home	12.6%
Other	1.3%
Total	100.0%

Educational Attainment	
Primary	0.3%
Part of high school	8.6%
Completed high school	19.7%
Diploma or certificate qualification	31.5%
Degree qualification	25.9%
Postgraduate qualification	13.2%
Rather not say	0.7%
Total	100.0%

Work Status	
Full-time paid employment	40.7%
Part-time paid employment	16.4%
Self-employed	6.4%
Casual employment	3.5%
Transitioning to retirement and working part time	0.2%
Fully retired	0.7%
Full-time home duties	18.4%
Maternity leave	2.7%
Unemployed / not in paid employment	4.4%
Student	4.1%
On a disability pension	2.6%
Total	100.0%

Occupation	
Business owner	6.0%
Manager	16.1%
Professional	29.2%
Technician	3.0%
Trades worker	3.4%
Community and personal service worker	4.5%
Clerical and administrative worker	16.0%
Sales worker	9.1%
Machinery operators and driver	3.5%
Labourer	5.0%
Other	4.1%
Total	100.0%

Personal Income	
\$20,000 or less	28.0%
\$20,001 to \$30,000	12.4%
\$30,001 to \$40,000	10.4%
\$40,001 to \$50,000	8.8%
\$50,001 to \$60,000	6.6%
\$60,001 to \$70,000	7.6%
\$70,001 to \$80,000	5.9%
\$80,001 to \$90,000	4.5%
\$90,001 to \$100,000	6.2%
\$100,001 to \$125,000	4.4%
\$125,001 to \$150,000	2.7%
\$150,001 to \$200,000	1.3%
More than \$200,000	1.3%
Total	100.0%

Household Income	
\$50,000 or less	24.0%
\$50,001 to \$75,000	19.5%
\$75,001 to \$100,000	20.1%
\$100,001 to \$125,000	14.0%
\$125,001 to \$150,000	10.7%
\$150,001 to \$200,000	7.9%
\$200,001 to \$250,000	1.9%
\$250,001 to \$350,000	1.4%
\$350,001 or more	0.5%
Total	100.0%

Investment Portfolio	
I have no investments	38.3%
\$50,000 or less	17.6%
\$50,001 to \$150,000	14.2%
\$150,001 to \$250,000	8.4%
\$250,001 to \$350,000	6.1%
\$350,001 to \$450,000	2.9%
\$450,001 to \$550,000	3.1%
\$550,001 to \$650,000	2.6%
\$650,001 to \$750,000	2.4%
\$750,001 to \$1 million	1.9%
More than \$1 million to \$3 million	2.1%
More than \$3 million to \$5 million	0.0%
More than \$5 million	0.4%
Total	100.0%

Wealth Segment	
Mass Market	50.7%
Mass Affluent	35.3%
Core Affluent	10.5%
HNW	3.5%
Total	100.0%

COREDATA

ABOUT US

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.



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