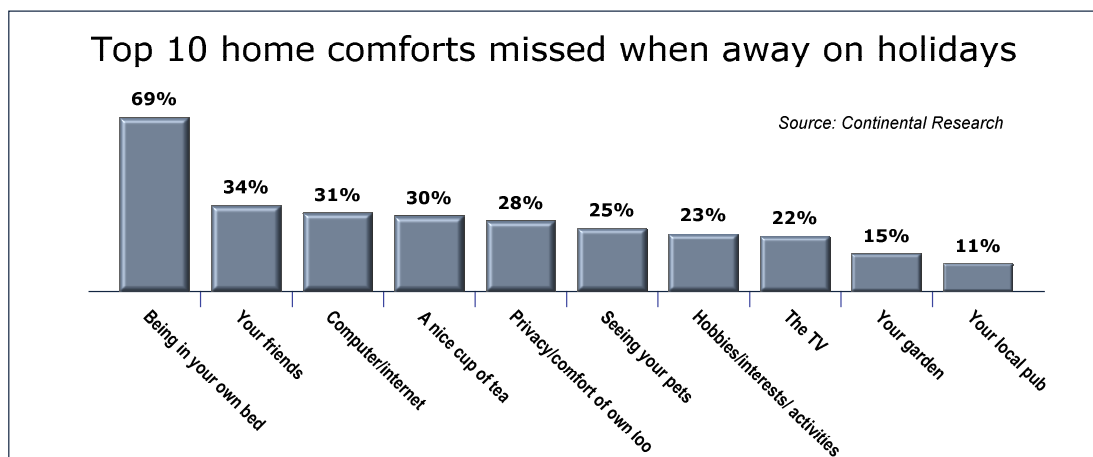


Top home comforts missed when on holiday

London 15th April 2009: We might all long for our holidays, but when we're away the one home comfort we miss the most is retiring to our own bed. Continental Research's 2009 Holiday survey revealed the top ten things most missed by Brits whilst away on holiday.



Spa breaks may be all the rage but after a days pampering thoughts soon turn to more traditional comforts such your own bed, a nice cup of tea and the privacy of your own home loo!

After missing their friends (34%), almost a third of respondents (31%) chose their computer as one of the things they look forward to the most on their return, more even than their pets (25%) and their garden (15%).

Colin Shaddick, Director at Continental Research says, "The power of the computer not only challenges the perceptions of us as a nation of pet lovers and TV viewers; it also calls into question if people really do want to take a holiday to 'get away from it all'. Nearly one in three Brits (31%) when away on holiday can't wait to get back behind their home computer!"

Ends

You can download the summary report 'Travel and the Internet' for free at www.continentalresearch.com

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Note to editors

In December 2008 Continental Research interviewed online a representative sample of 750 UK Internet users aged 20 to 74. Quotas were applied at the interviewing stage to ensure the sample reflected the actual profile of UK Internet users by gender, age, social class and region of the 30 million UK Internet users aged 20 to 74 years.

About Continental Research

Continental Research is a full service market research agency based in London, specialising in transport, business to business, finance, media & advertising and Internet & telecoms research www.continentalresearch.com. The company is part of the BDRC Group. Also part of that Group is BDRC, a leading full service market research agency specialising in hotels, finance, travel and tourism. www.bdrc.co.uk.