

Are big cities still made for families ?

Results report



Methodology

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Sample

- Representative sample of **500 parents of children under the age of 14 in each of the countries surveyed (Italy, Spain, the UK, Germany and the Netherlands)**
- **Quota method** (gender, age, socio-professional category and region)
- **For France**, results come from a previous survey of a representative sample of **1,500 parents of children under the age of 14 surveyed from June 6 to 18, 2025**
- Each country has been adjusted according to its own socio-demographic characteristics; for the results for all countries, an **overall adjustment has been made to bring each country back to its real weight**



Data collection method

- Quantitative **online** panel survey



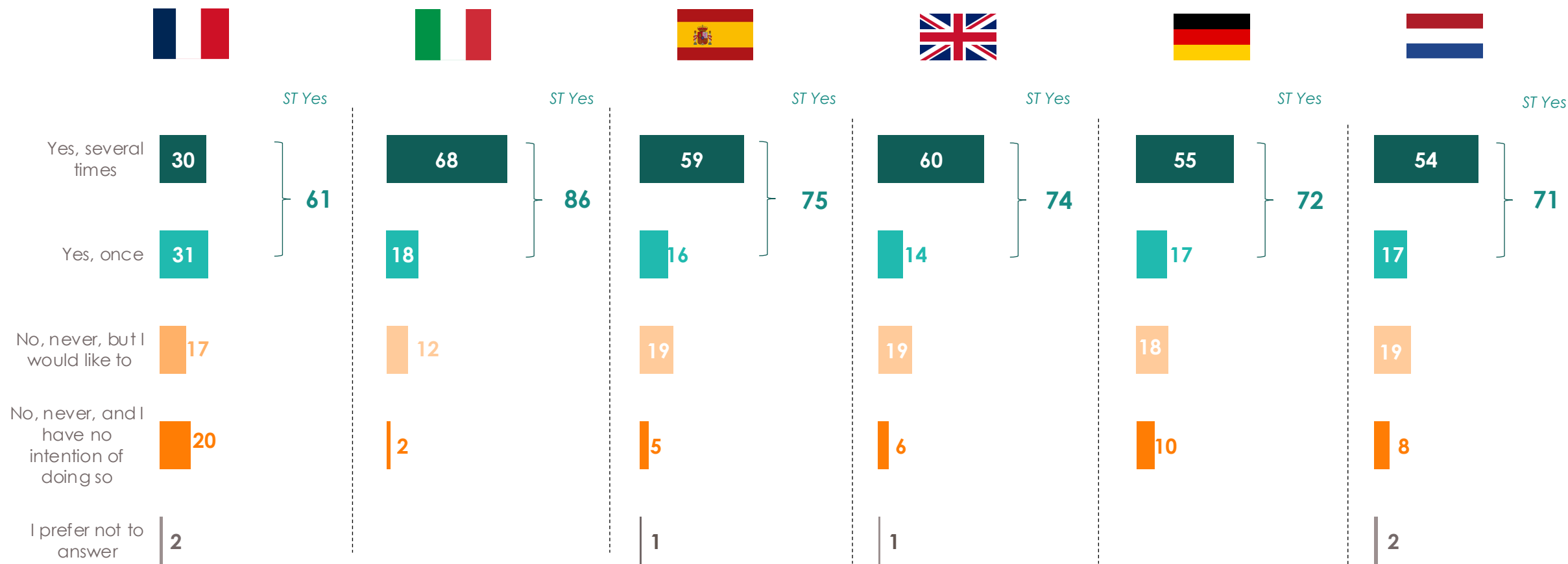
Ground dates

- The fieldwork took place **from July 3 to 9, 2025**

Detailed results

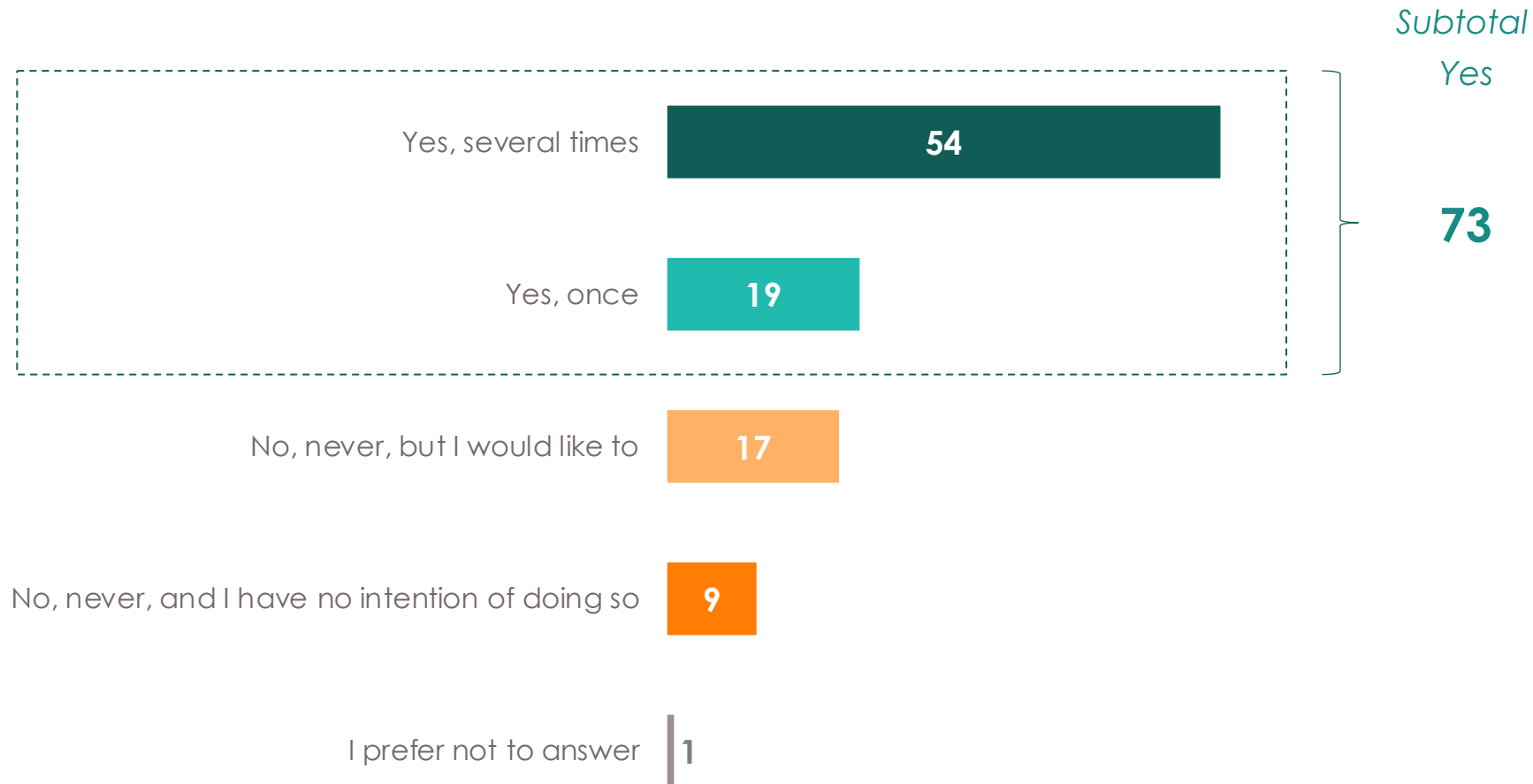
Q1. Have you ever gone on vacation to big cities with your children?

Base : For each country, n = 500 , France n= 1500 - Question asked to all



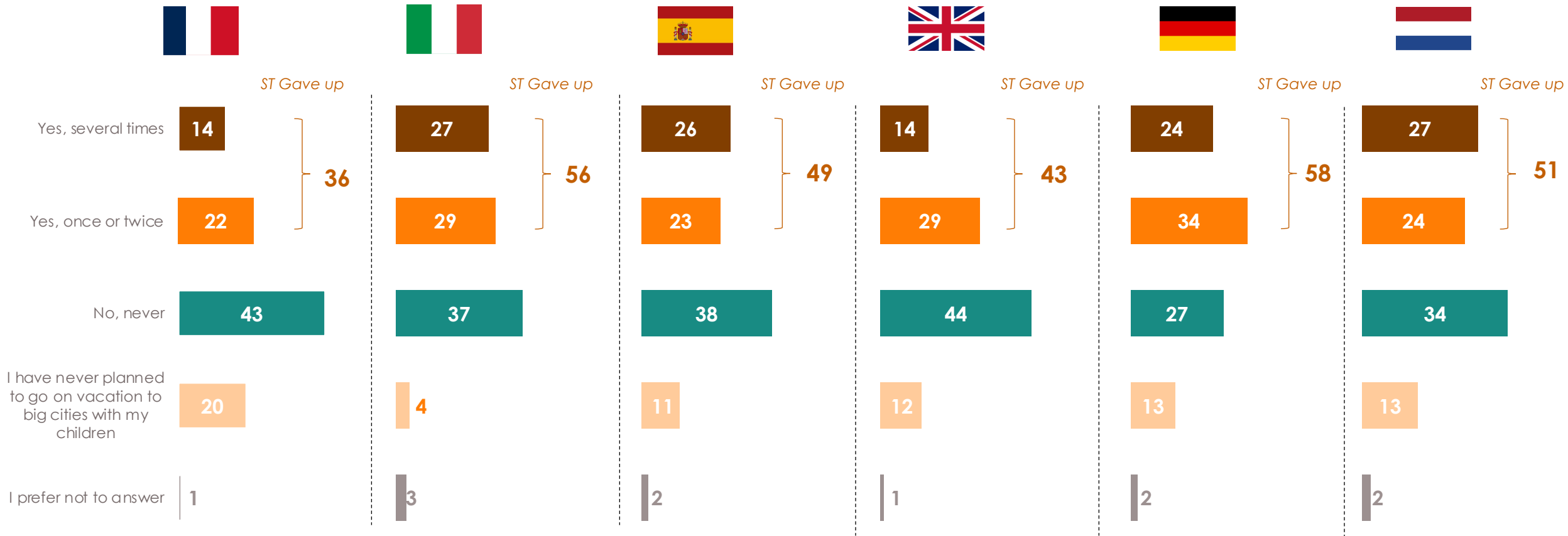
Q1. Have you ever gone on vacation to big cities with your children?

Base : All 6 countries surveyed, n = 4000 - Question asked to all



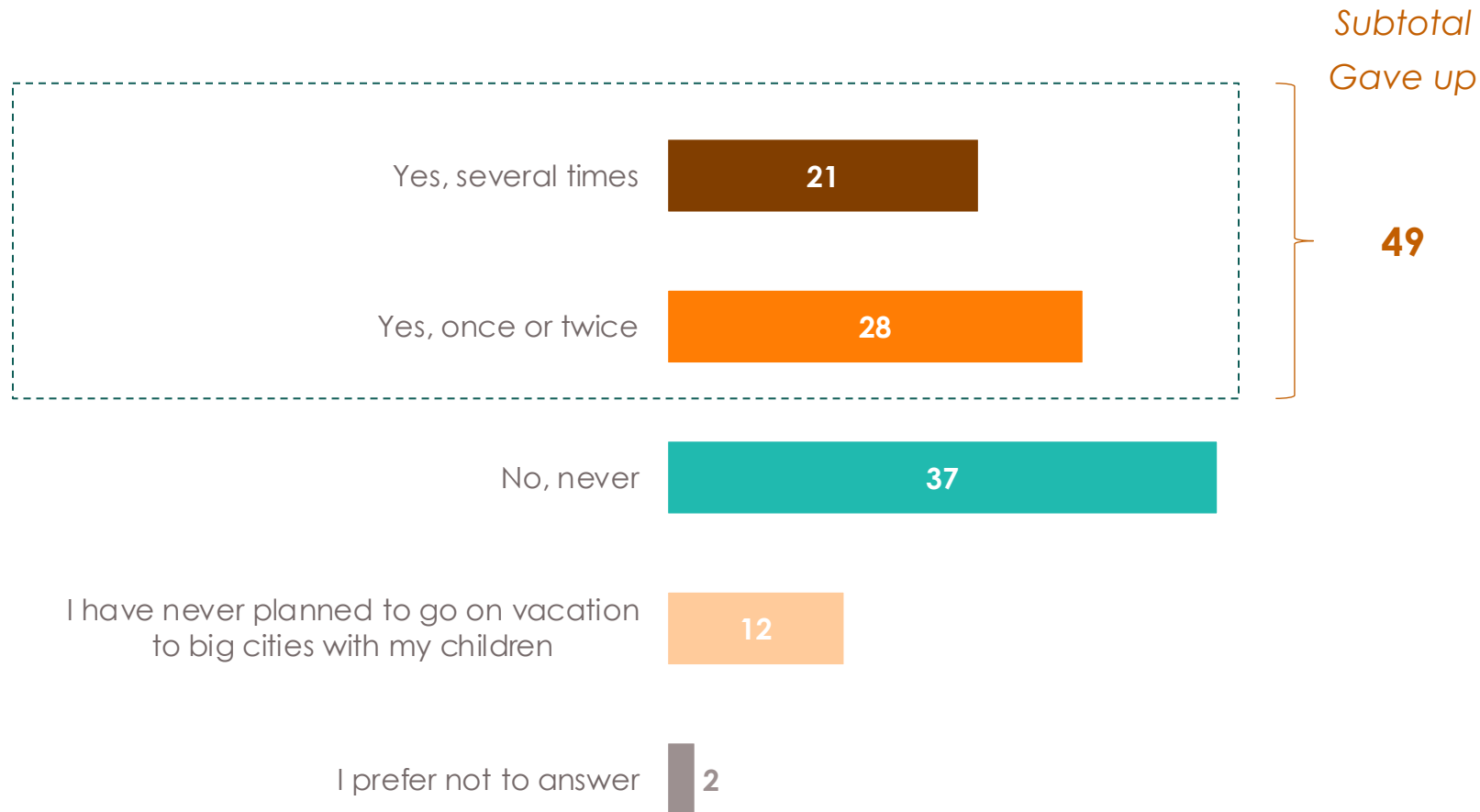
Q2. Have you ever limited or given up on spending your vacation in a big city with your children, either in your own country or abroad ?

Base : For each country, n = 500 , France n= 1500 - Question asked to all



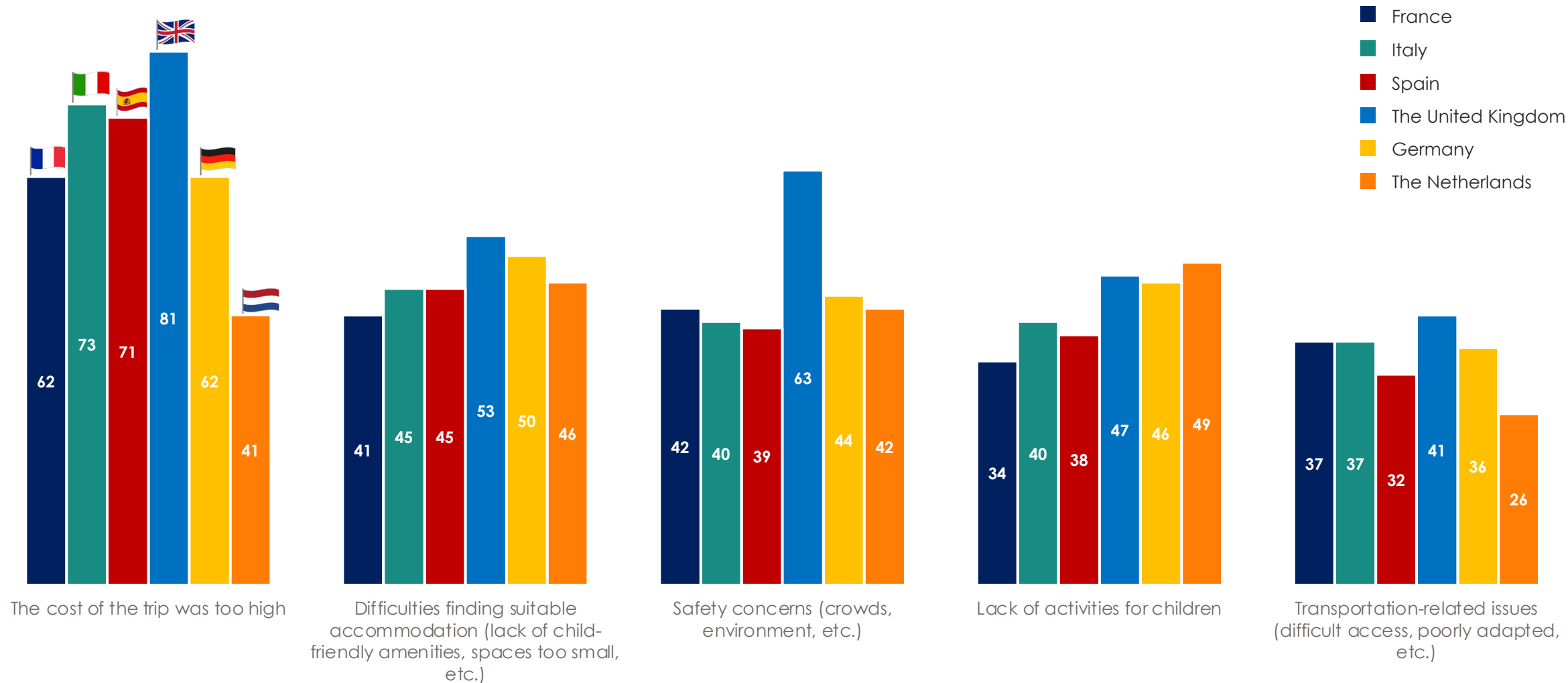
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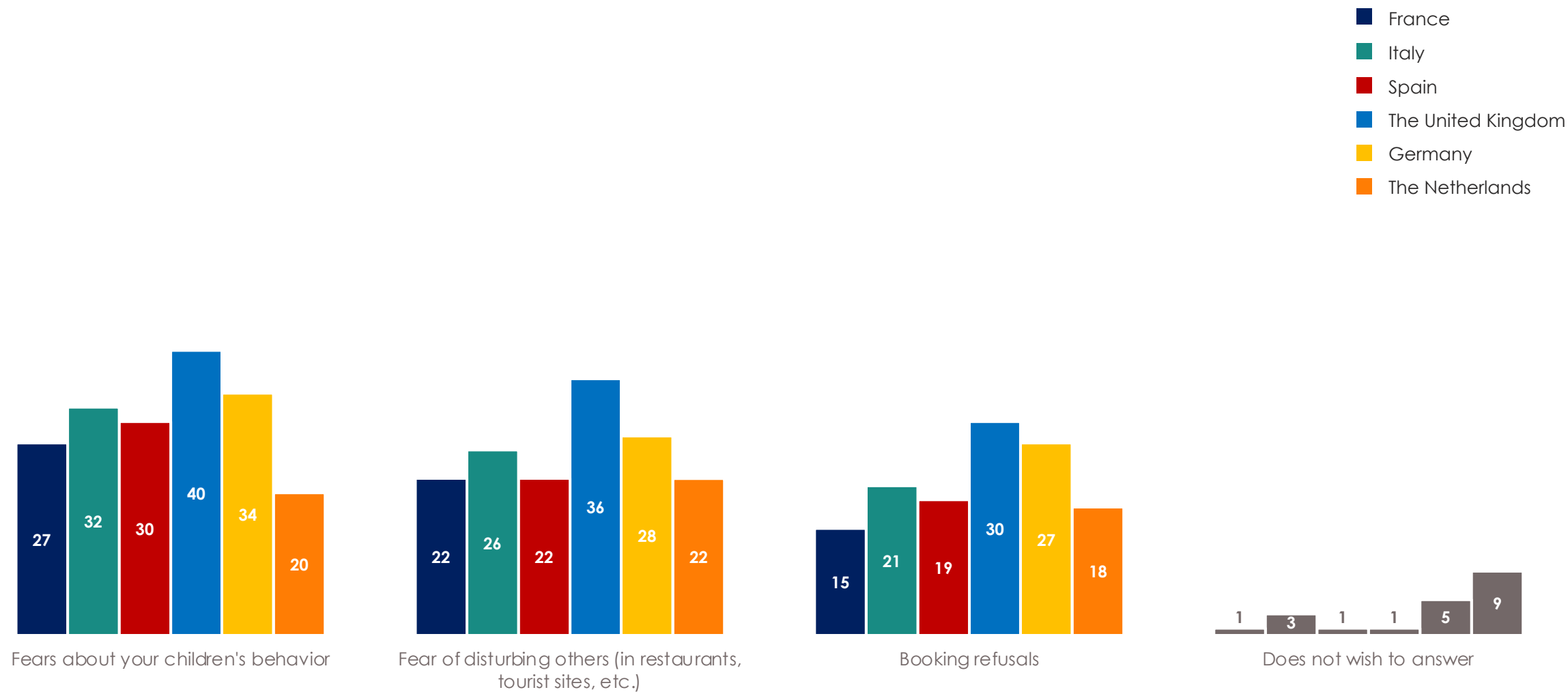
Q3. If so, for what reasons have you limited or given up on these vacations with your children in big cities ?

Base : Question asked of those who have limited or given up their vacations with their children in big cities



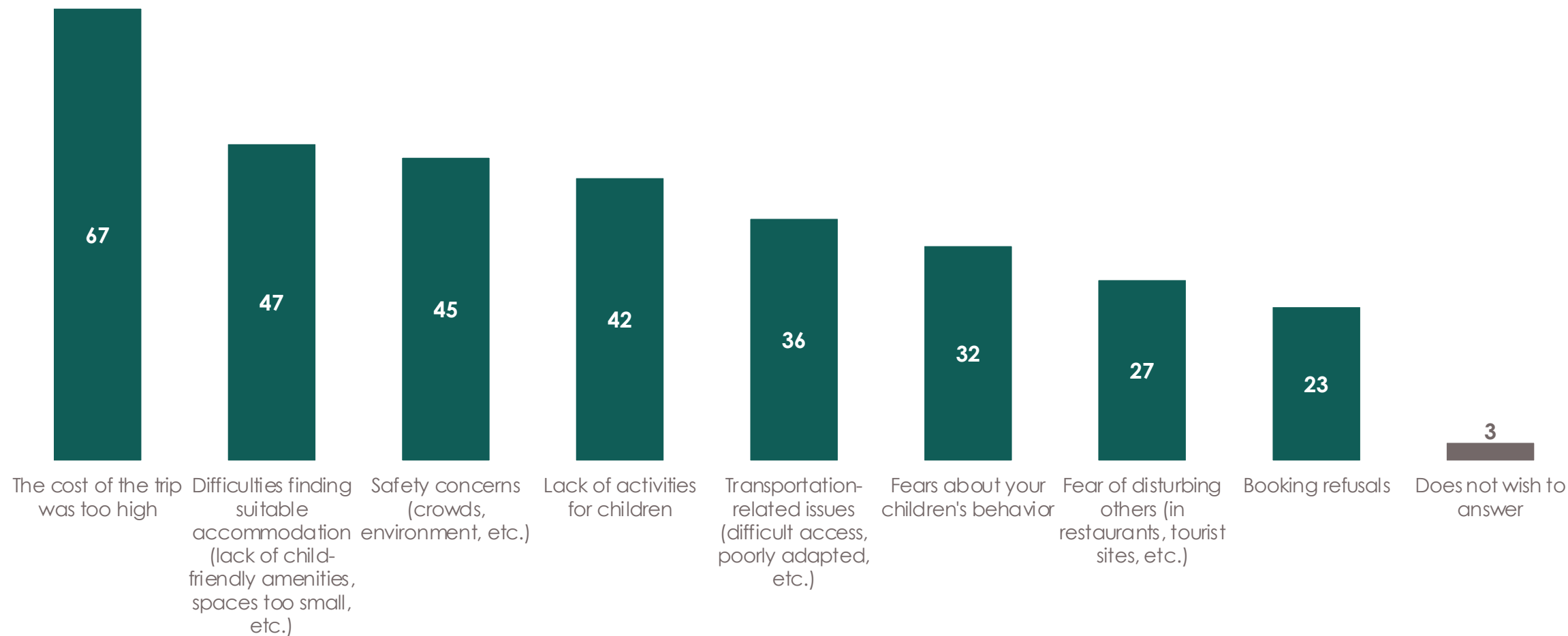
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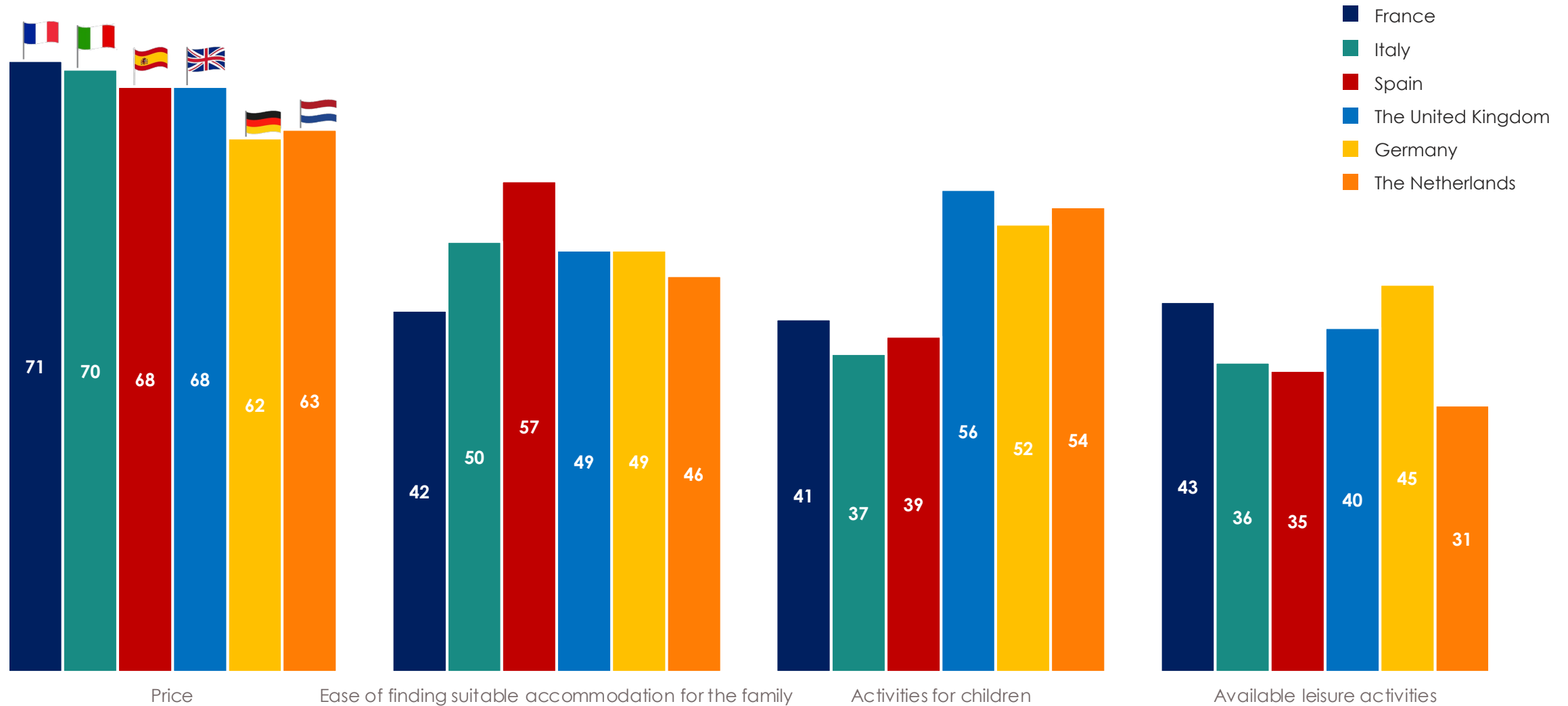
Q3. If so, for what reasons have you limited or given up on these vacations with your children in big cities ?

Base: Question asked of those who have limited or given up their vacations with their children in big cities – (All 6 countries surveyed, n = 1955)



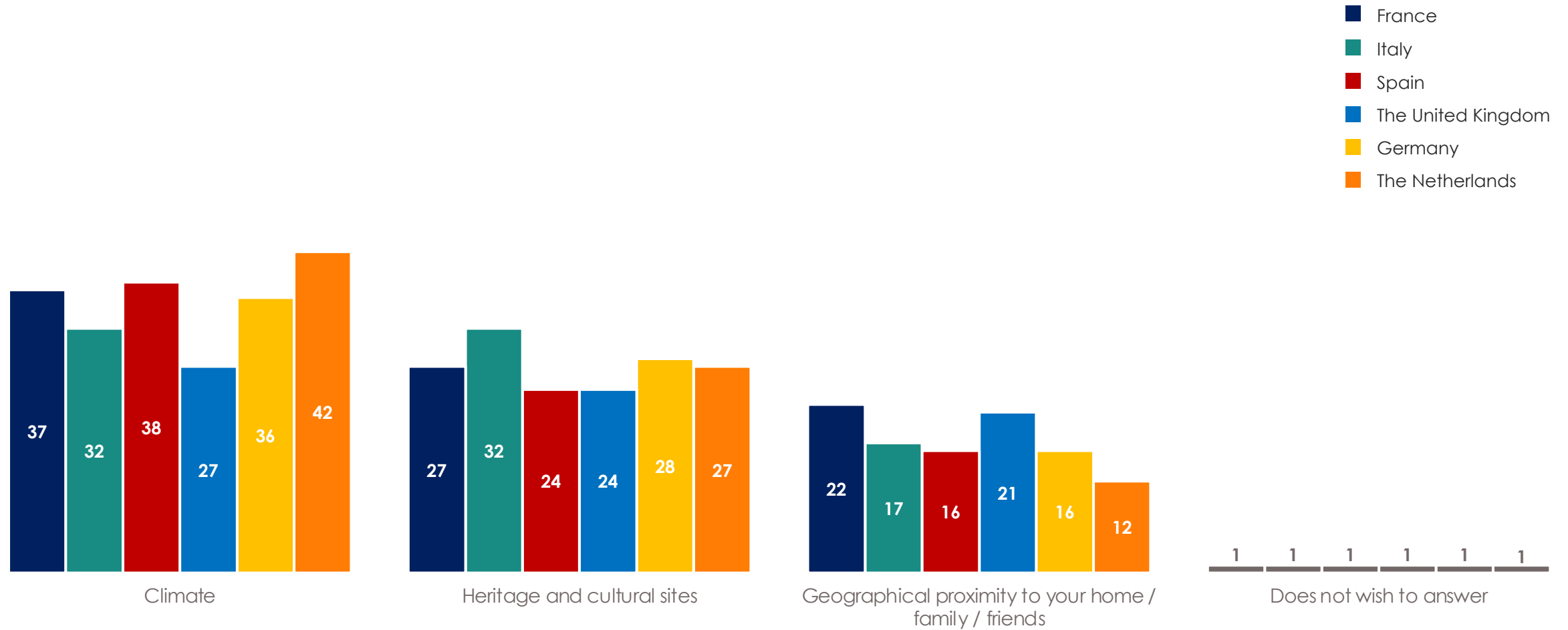
Q4. What are or would be the most important criteria for choosing your vacation destination ?

Base : Question asked of those who have limited or given up their vacations with their children in big cities



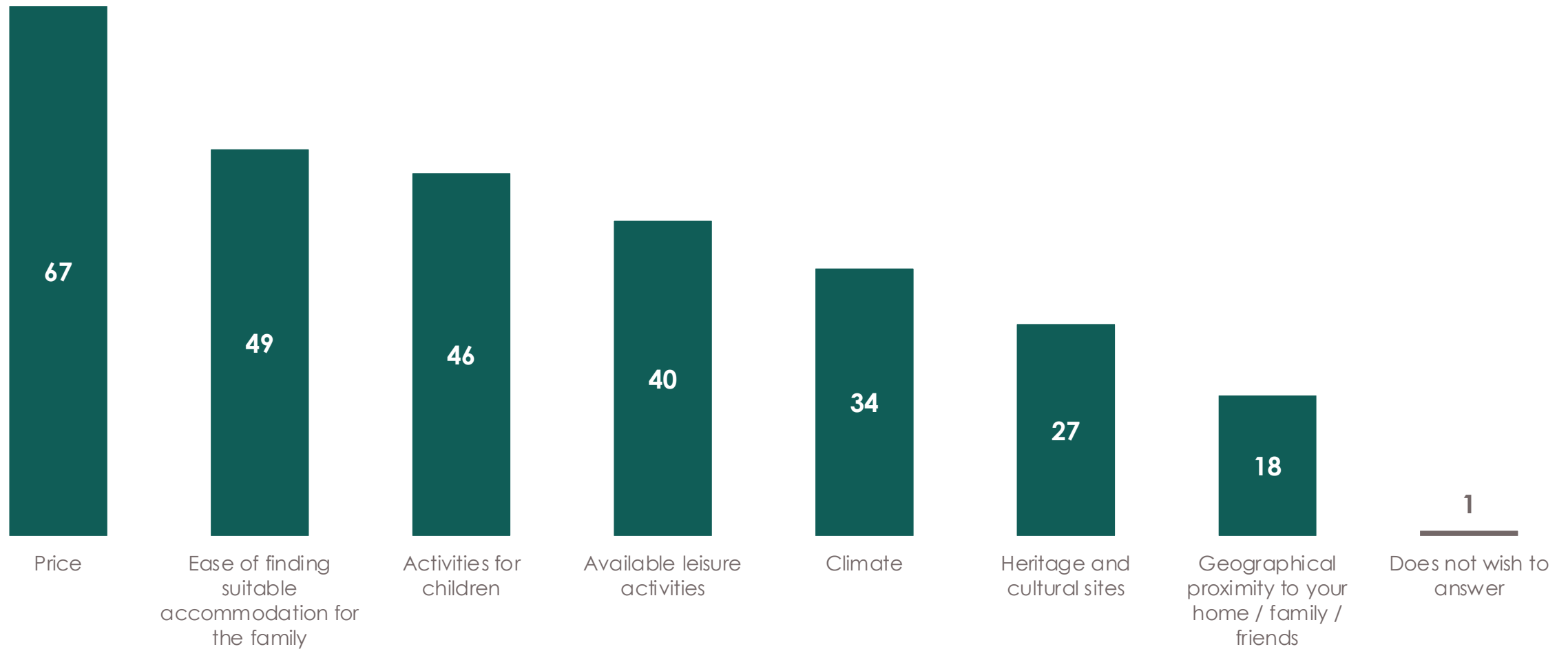
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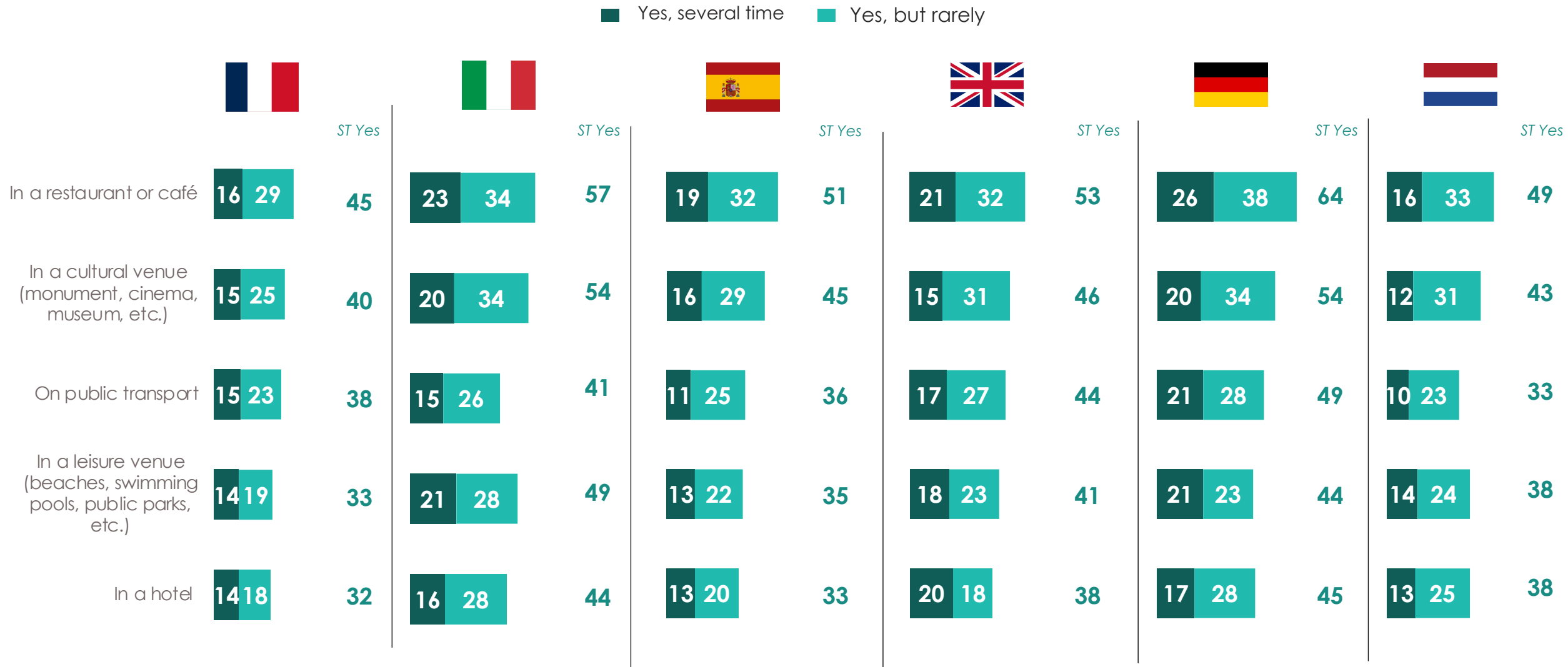
Q4. What are or would be the most important criteria for choosing your vacation destination ?

Base : Question asked of those who have limited or given up their vacations with their children in big cities – (All 6 countries surveyed, n = 1955)



Q4bis. During vacations, have you had the impression that your children's presence bothered other people in the following places ?

Base : Question asked of those who have already been on vacation in big cities



Q4bis. During vacations, have you had the impression that your children's presence bothered other people in the following places ?

Base : Question asked of those who have already been on vacation in big cities



Ever felt their children's presence bothered others



55 %



72 %



61 %



67 %



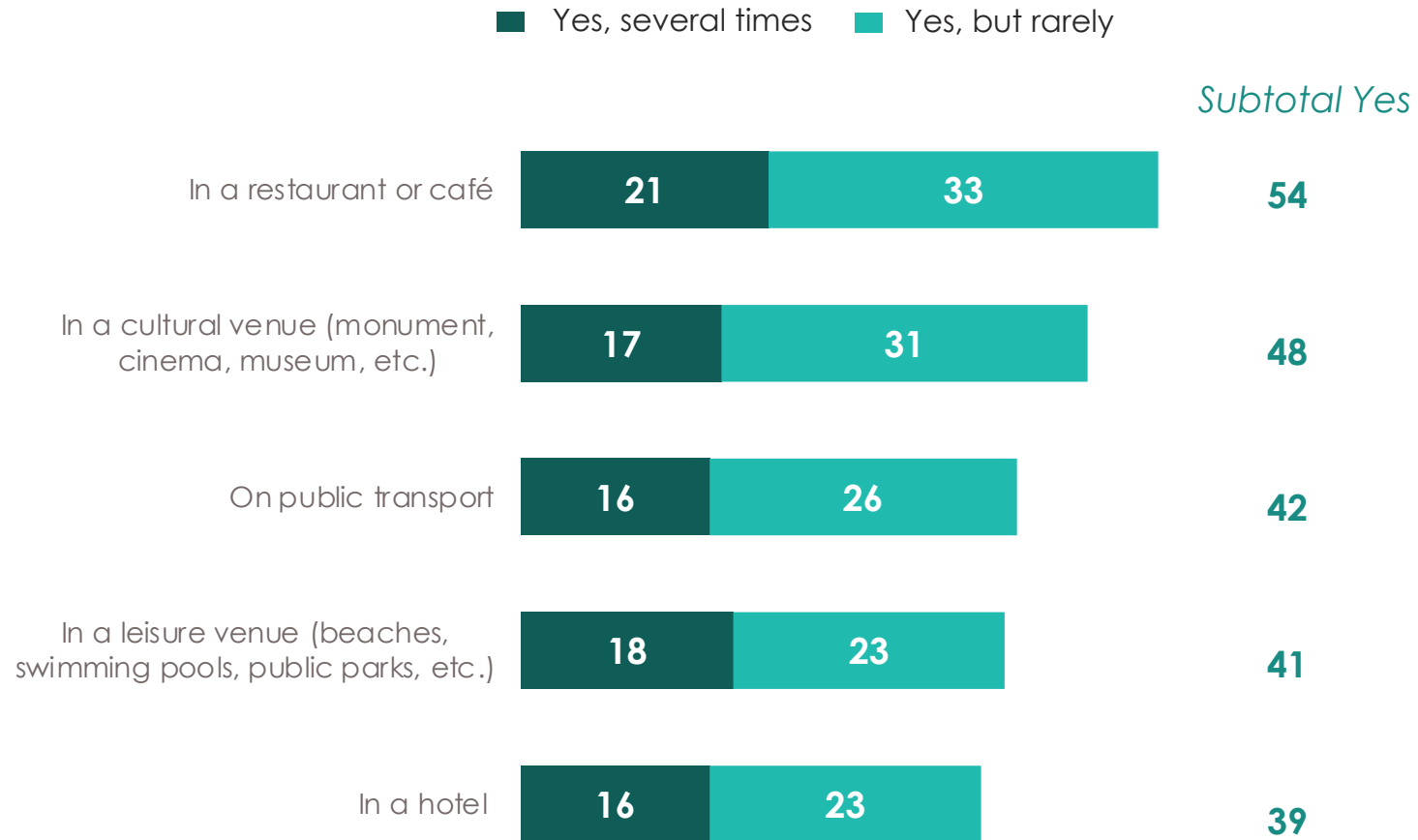
76 %



63 %

Q4bis. During vacations, have you had the impression that your children's presence bothered other people in the following places ?

Base : Question asked of those who have already been on vacation in big cities – (All 6 countries surveyed, n = 2936)



Q6. As a parent, to what extent do you agree with the following statements?

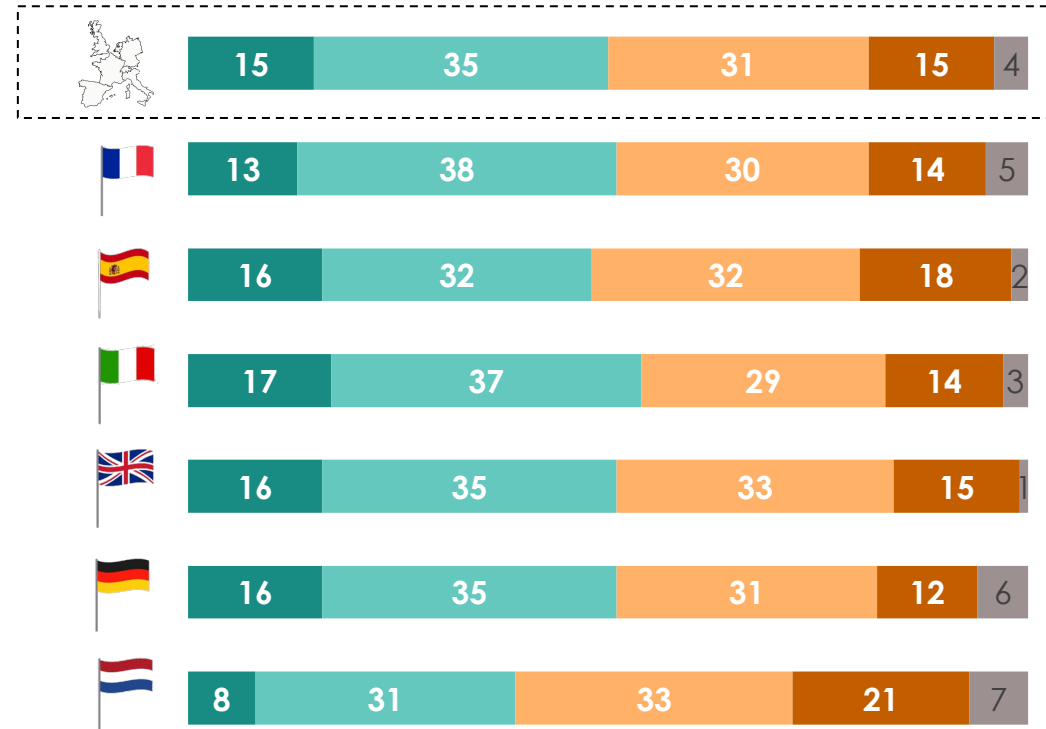


Base : For each country, n = 500 - Question asked to all

It is increasingly difficult to travel and stay with children in big cities

■ Yes, completely agree ■ Yes, somewhat agree ■ No, somewhat disagree ■ No, completely disagree ■ Does not wish to answer

Base : All 6 countries surveyed, n = 4000



Q6. As a parent, to what extent do you agree with the following statements?

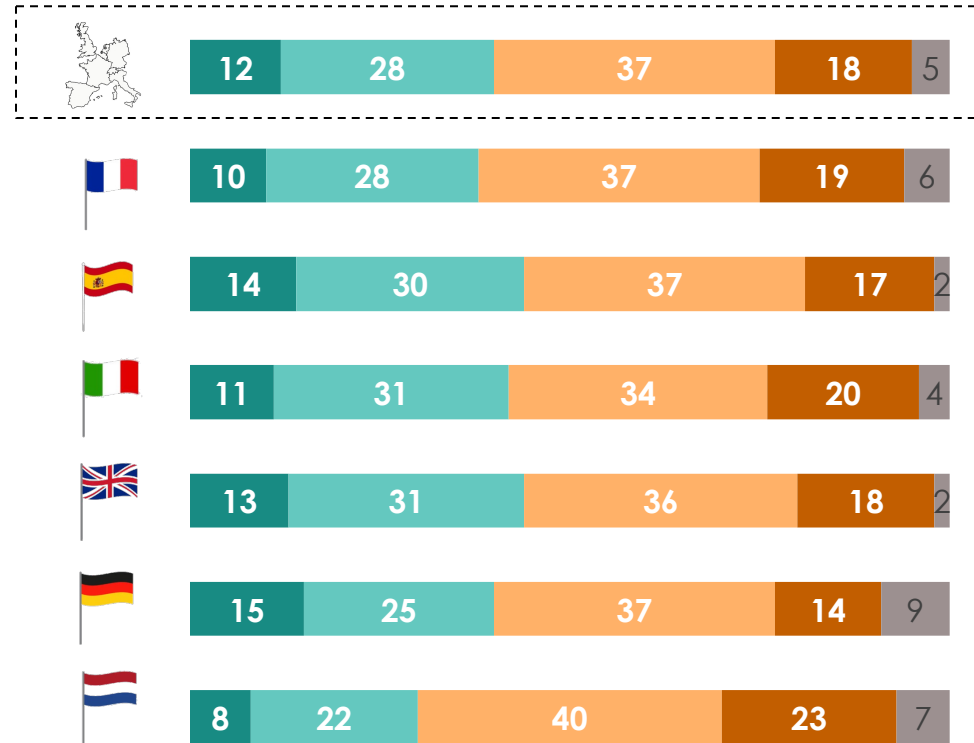


Base : For each country, n = 500 - Question asked to all

Families with children are increasingly excluded from tourism in big cities

■ Yes, completely agree ■ Yes, somewhat agree ■ No, somewhat disagree ■ No, completely disagree ■ Does not wish to answer

Base : All 6 countries surveyed, n = 4000



Q6. As a parent, to what extent do you agree with the following statements?

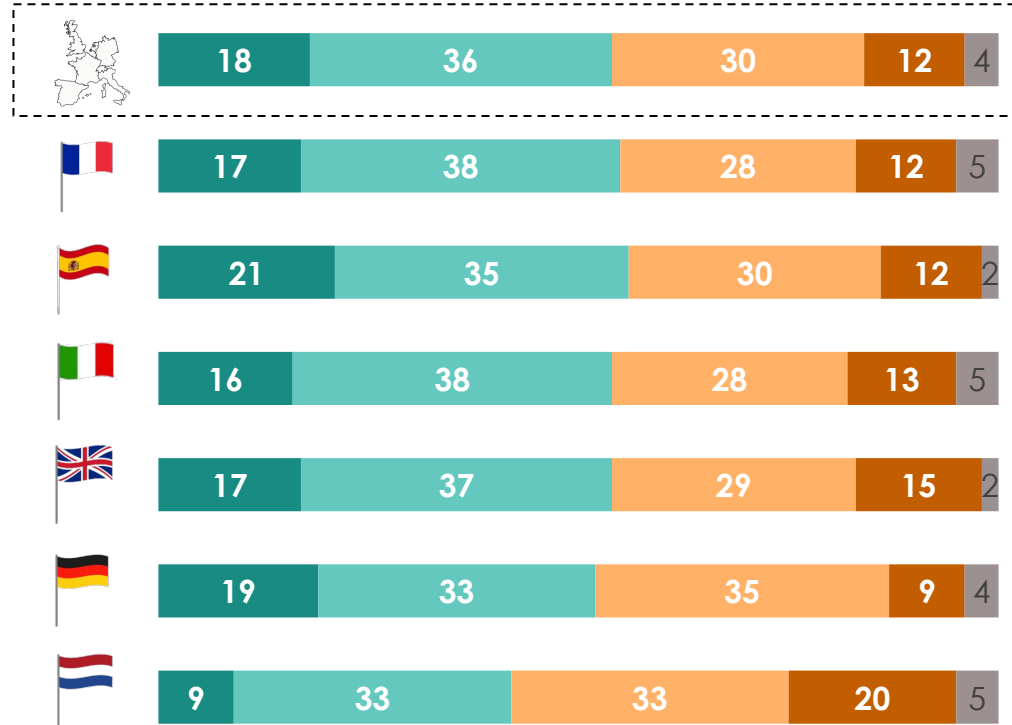


Base : For each country, n = 500 - Question asked to all

In cities, people are becoming less tolerant of children

■ Yes, completely agree ■ Yes, somewhat agree ■ No, somewhat disagree ■ No, completely disagree ■ Does not wish to answer

Base : All 6 countries surveyed, n = 4000



Subtotal Agree

54

55

56

54

54

52

42

Q6. As a parent, to what extent do you agree with the following statements?

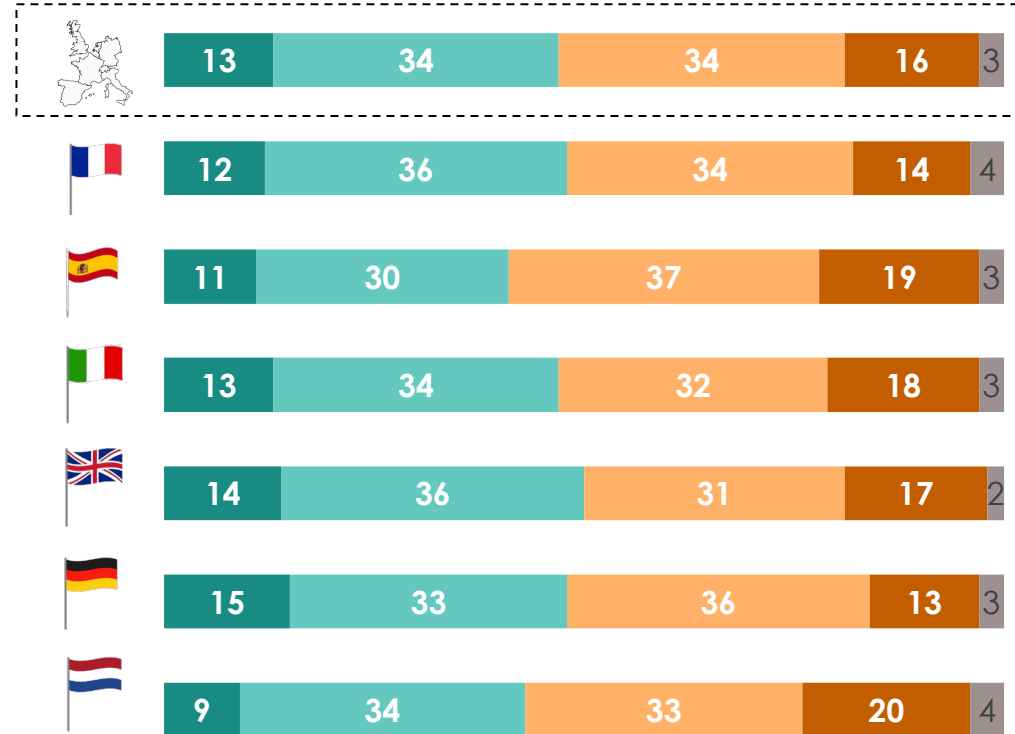


Base : For each country, n = 500 - Question asked to all

**Big cities are not sufficiently adapted to accommodate families with children during vacations
(in terms of transport, infrastructure like parks, etc.)**

■ Yes, completely agree ■ Yes, somewhat agree ■ No, somewhat disagree ■ No, completely disagree ■ Does not wish to answer

Base : All 6 countries surveyed, n = 4000



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Powering decisions
that shape the world.

