

April 2021

JourneyWoman Global Survey Women's Personal Safety



88% of Boomer and GenX Women Have Felt Threatened or Unsafe while Travelling

In April, to support a series of classes on women's self-defense skills, we invited women to share their experiences on personal safety in a global survey. Completed by over 350 women, almost 90% of respondents were age 55 and over.

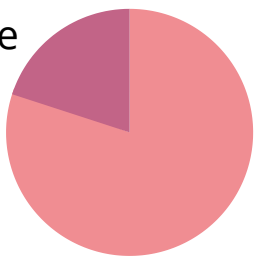
Methodology

We regularly conduct surveys with our global audience of adventurous female travellers to guide our editorial, events and design new services and partnerships.

Respondents

Approximately 54% live in the US. Over 35% live in Canada, with the remaining 10% in 100+ other countries including India, Australia, the UK, and New Zealand.

16% are 75+



79% are Boomers and GenX 45-75

TravelReady Women's Safety Survey, April 2021

#TravelReady

TravelReady is our commitment to elevate women's confidence in travel. Through our editorial, we create opportunities for positive, practical conversations, based on 28 years of experience leading the dialogue on female solo travel.



Safety is a Vital Part of Women's Travel Planning Process

From our research, we know that 81% of women say safety is part of their travel planning process, demonstrating the importance of safety to women.



81% plan ahead

TravelReady Women's Safety Survey, April 2021

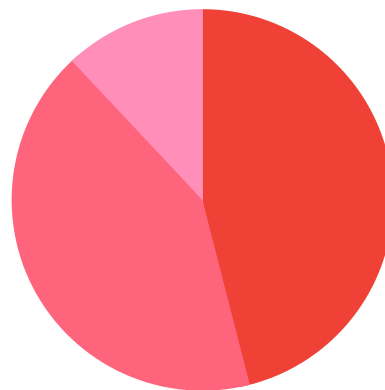
Having a Safety Mindset

1. Maintain awareness of area
2. Avoid certain areas
3. Trust your intuition
4. Walk with confidence
5. Dress appropriately

*Multiple answers permitted

TravelReady Women's Safety Survey, April 2021

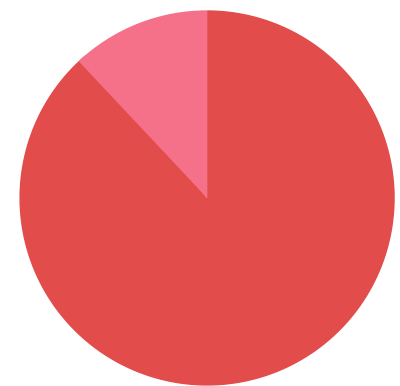
While travelling, have you ever felt threatened or uneasy?



46% Yes, 42% Somewhat, 12% No

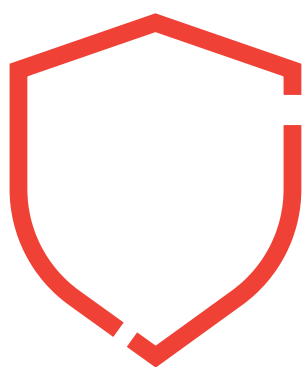
TravelReady Women's Safety Survey, April 2021

While travelling, have you ever been attacked or assaulted?



88% No, 12% Yes

Do you feel you have the skills to defend yourself?



55% Not at all confident
43% Somewhat confident
2% Yes, I'm very confident

TravelReady Women's Safety Survey, April 2021

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If you were attacked, were you able to defend yourself successfully, or did someone help you?

38% I defended myself
15% I had help from another person
38% I have not been attacked
13% I was not able to defend myself

TravelReady Women's Safety Survey, April 2021

*Multiple answers permitted

We hope you find this information helpful to develop content, programs and services for the woman traveller. Learn more about partnership opportunities [here](#). Our Editorial Calendar for 2021 is [here](#).



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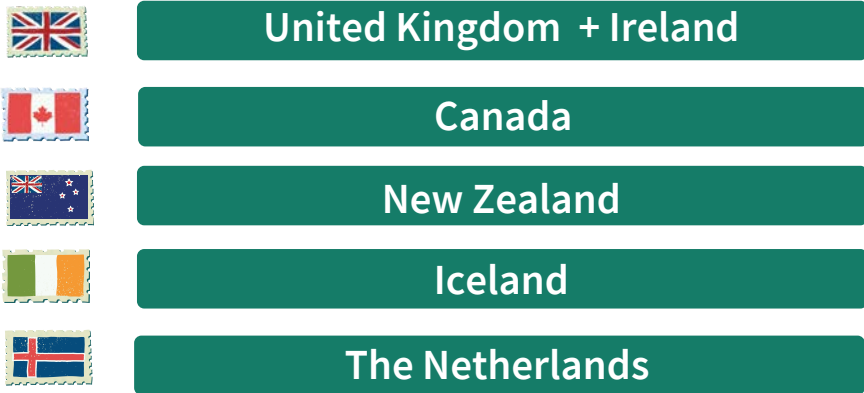
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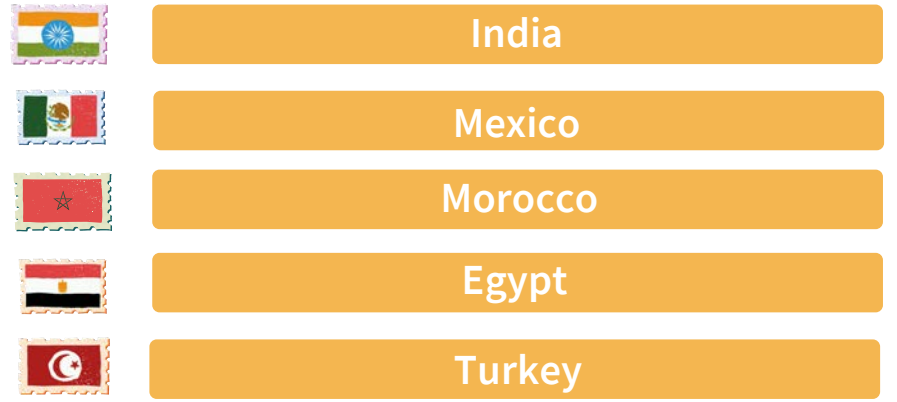
Safety is not destination-specific; it is a mindset

In our survey, most women agreed that safety is more about a mindset, and less about the destination. However, women did offer their recommendations based on personal experiences of the countries they would recommend to solo travellers.

"Safer" Destinations



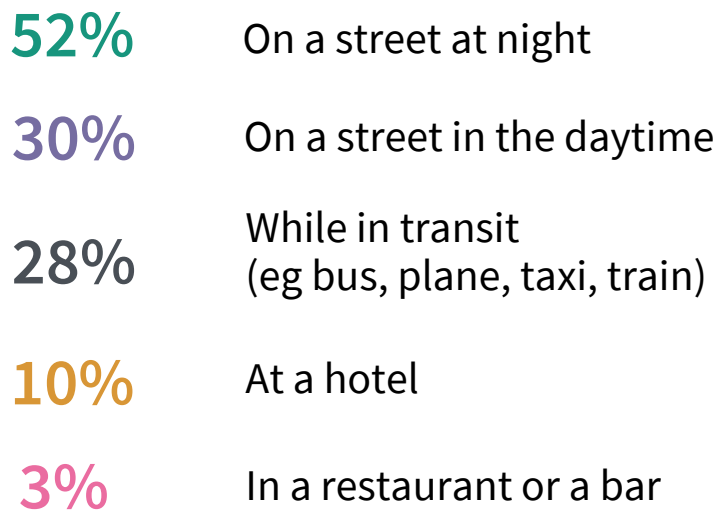
"Less Safe" Destinations



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**As women, we must take charge of our own safety
– we are the only ones who truly can.**

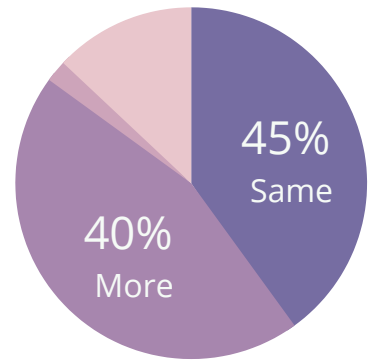
Where women feel most at risk



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Do you think women's safety will be more important post-pandemic?

85% Same or more



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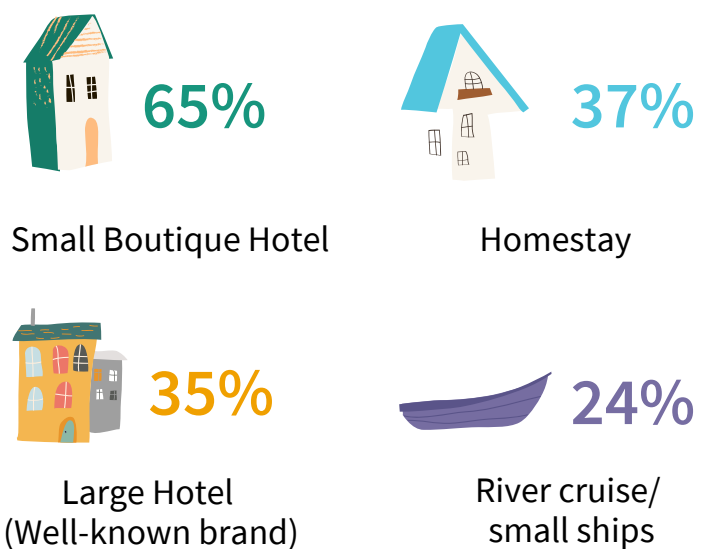
What sources will you use to assess safety and cleanliness in the future?



TravelReady Lifestyles Survey, March 2021

*Multiple answers permitted

Type of Accommodation where women feel safest



TravelReady Lifestyles Survey, March 2021

*Multiple answers permitted

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