

ZA5217

**Flash Eurobarometer 281
(Survey on the Attitudes of Europeans Towards Tourism,
Autumn 2009)**

**Country Specific Questionnaire
Great Britain**

FLASH 281 - TOURISM

- D1. Gender**
[DO NOT ASK - MARK APPROPRIATE]
- [1] Male
 - [2] Female
- D2. How old are you?**
- [][] years old
 - [00] [REFUSAL/NO ANSWER]
- D3. How old were you when you stopped full-time education?**
[Write in THE AGE WHEN EDUCATION WAS TERMINATED]
- [][] years old
 - [00][STILL IN FULL TIME EDUCATION]
 - [01][NEVER BEEN IN FULL TIME EDUCATION]
 - [99] [REFUSAL/NO ANSWER]
- D4. As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...**
[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES]
- **Self-employed**
 - i.e. :
 - farmer, forester, fisherman11
 - owner of a shop, craftsman12
 - professional (lawyer, medical practitioner, accountant, architect,...)13
 - manager of a company14
 - other15
 - **Employee**
 - i.e. :
 - professional (employed doctor, lawyer, accountant, architect).....21
 - general management, director or top management22
 - middle management23
 - Civil servant24
 - office clerk.....25
 - other employee (salesman, nurse, etc...)26
 - other27
 - **Manual worker**
 - i.e. :
 - supervisor / foreman (team manager, etc...)31
 - Manual worker32
 - unskilled manual worker33
 - other34
 - **Without a professional activity**
 - i.e. :
 - looking after the home41
 - student (full time)42
 - retired43
 - seeking a job44
 - other45
 - [Refusal]99
- D6. Would you say you live in a ...?**

- metropolitan zone..... 1
- other town/urban centre..... 2
- rural zone..... 3
- [Refusal]..... 9

Q1. Did you go on a holiday or take a short private trip in 2009 where you were away from home for a minimum of one night? This excludes business travel.

[READ OUT]

- Yes, I went on a holiday or took a short trip in 2009, and I am not planning any other holidays or short trips in 2009 1
- Yes, I went on a holiday or took a short trip in 2009, and I still plan other holidays or short trips in 2009
 2
- No, but I still plan to go on a holiday or take a short trip in 2009..... 3
- No, I will not go on any holiday in 2009 4
- [DK/NA] 9

ASK ALL RESPONDENTS

Q2. Under the current economic conditions, did you have to cut back in 2009 on the budget that you normally spend on holidays?

- Yes, I had to cut back..... 1
- No, but I decided to cut back as a precaution..... 2
- No 3
- [I never go on holiday]..... 4
- [DK/NA] 9

ASK IF [Q1=1] AND [Q2= 1 OR 2]

Q3a. How did you cut back on your holiday budget in 2009? What was the most important change that you made?

ASK IF [Q1=2] AND [Q2= 1 OR 2]

Q3a. How did you – or will you – cut back on your holiday budget in 2009? What was – or will be – the most important change that you made – or will make?

ASK IF [Q1=3] AND [Q2= 1 OR 2]

Q3a. How will you cut back on your holiday budget in 2009? What will be the most important change that you will make?

[ROTATE - READ OUT - ONLY ONE ANSWER]

- Fewer holidays or short trips..... 1
- Reduced length of holiday or short trips..... 2
- Cheaper means of transport 3
- Cheaper accommodation 4
- A holiday closer to home 5
- Changes in the period of travel (not peak season)..... 6
- [Other]..... 7
- [DK/NA] 9

ASK IF [Q1=1] AND [Q2= 1 OR 2]

Q3b. And what was the second most important change?

ASK IF [Q1=2] AND [Q2= 1 OR 2]

Q3b. And what was – or will be – the second most important change?

ASK IF [Q1=3] AND [Q2= 1 OR 2]

Q3b. And what will be the second most important change?

[ROTATE - READ OUT - ONLY ONE ANSWER]

- Fewer holidays or short trips.....1
- Reduced length of holiday or short trips.....2
- Cheaper means of transport3
- Cheaper accommodation4
- A holiday closer to home5
- Changes in the period of travel (not peak season).....6
- [Other].....7
- [DK/NA]9

ASK IF [Q1=1]

Q4. If you had to reduce your spending on leisure activities when you were on holiday in 2009, on which kind of leisure activity did you make the most reduction?

[ROTATE - READ OUT - ONLY ONE ANSWER]

- Entertainment (movies; theatres).....1
- Cultural activities.....2
- Restaurants and cafes3
- Shopping.....4
- Beauty/Wellness treatments5
- Sports and other activities6
- Other7
- I did not have to reduce spending.....8
- [DK/NA]99

[INTERVIEWER]

IF [Q1=1]

I would now like to ask you some questions about your main holiday in 2009. If you went on only one holiday or took only one short trip in 2009, this was your main holiday. If you went on more than one holiday or short trip in 2009, your main holiday was the longest one, or if two or more were of equal length, then it would be the one in – or nearest to – the peak summer period.

IF [Q1=2]

I would now like to ask you some questions about your main holiday in 2009. Your main holiday would be your longest holiday or short trip in 2009, or if you took – or will take – two or more trips of equal length in 2009, your main holiday would be the one in – or nearest to – the peak summer period.

IF [Q1=3]

I would now like to ask you some questions about your main holiday in 2009. If you go on only one holiday or take only one short trip in 2009, this will be your main holiday. If you go on more than one holiday or short trip in 2009, your main holiday will be the longest one, or if two or more are of equal length, then it will be the one in – or nearest to – the peak summer period.

ASK IF [Q1=1]

Q5. In which month of 2009 did you start your main holiday?

ASK IF [Q1=2]

Q5. In which month of 2009 did you – or will you – start your main holiday?

ASK IF [Q1=3]

Q5. In which month of 2009 will you start your main holiday?

-Month

- [DK/NA]99

ASK IF [Q1=1]

Q6. Where did you travel for your main holiday in 2009? If more than one place, where did you stay most of the time?

ASK IF [Q1=2]

Q6. Where did you – or will you – travel for your main holiday in 2009? If more than one place, where did you – or you will – stay most of the time?

ASK IF [Q1=3]

Q6. Where will you travel for your main holiday in 2009? If more than one place, where will you stay most of the time?

[PRE-CODED, INCLUDING WITHIN THE COUNTRY]

ASK IF [Q1=1]

Q7. In which type of destination did you spend your main holiday in 2009? If more than one destination, where did you stay most of the time?

ASK IF [Q1=2]

Q7. In which type of destination did you – or will you – spend your main holiday in 2009? If more than one destination, where did you – or you will – stay most of the time?

ASK IF [Q1=3]

Q7. In which type of destination will you spend your main holiday in 2009? If more than one destination, where will you stay most of the time?

[READ OUT - ONLY ONE ANSWER]

- A traditional, well-known destination 1
- A non-traditional, emerging destination 2
- [DK/NA] 9

ASK IF [Q1=1]

Q8. Did you book your main holiday via a last-minute offer?

ASK IF [Q1=2]

Q8. Did you – or will you – book your main holiday via a last-minute offer?

ASK IF [Q1=3]

Q8. Will you book your main holiday via a last-minute offer?

- Yes 1
- No 2
- [DK/NA] 9

ASK IF [Q1=1] AND [Q8=1]

Q9. Why did you do so?

ASK IF [Q1=2] AND [Q8=1]

Q9. Why did you – or will you – do so?

ASK IF [Q1=3] AND [Q8=1]

Q9. Why will you do so?

[READ OUT – UP TO TWO ANSWERS]

- Lower price of holiday 1
- Late decision about going on holiday 2
- Late decision about where to go 3
- [DK/NA] 9

ASK IF [Q1=1]

Q10a. When you decided on your main holiday in 2009, which of the following considerations was the most important in your decision for a holiday destination or accommodation?

ASK IF [Q1=2]

Q10a. When you decided on your main holiday in 2009 – or when you will take a decision about your main holiday in 2009 – which of the following considerations was – or will be – the most important in your decision for a holiday destination or accommodation?

ASK IF [Q1=3]

Q10a. When you will take a decision about your main holiday in 2009, which of the following considerations will be the most important in your decision for a holiday destination or accommodation?

[READ OUT - ONLY ONE ANSWER]

- Quality of service.....1
- Price.....2
- Value for money.....3
- Cultural attractiveness4
- Eco-friendliness5
- Social considerations (e.g. labour conditions, respect for the host community)6
- Safety/security7
- Other8
- [DK/NA]99

ASK IF [Q1=1]

Q10b. And which of these considerations was the second most important?

ASK IF [Q1=2]

Q10b. And which of these considerations was – or will be – the second most important?

ASK IF [Q1=3]

Q10b. And which of these considerations will be the second most important?

[READ OUT - ONLY ONE ANSWER]

- Quality of service.....1
- Price.....2
- Value for money.....3
- Cultural attractiveness4
- Eco-friendliness5
- Social considerations (e.g. labour conditions, respect for the host community)6
- Safety/security7
- Other8
- [DK/NA]99

ASK ALL RESPONDENTS

Q11. Do you consider environmental issues when making decisions about your holidays, such as the facilities provided at the destination or offered by service providers (e.g. accommodation with an eco-label, responsible travel, minimising impact on the local environment)

[READ OUT - ONLY ONE ANSWER]

- Yes, environmental considerations already have an impact on my holiday plans1
- Yes, I will consider environmental issues in the future, but I did not consider them yet2
- No, environmental considerations will not impact my holiday plans ..3
- [I am not aware of the level of environmental protection at my holiday destinations]4
- [I have no knowledge of this topic]5
- [I never go on holiday].....6

- [DK/NA]9

ASK ALL RESPONDENTS

Q12. Will you have the necessary financial resources to be able to afford some type of holiday in 2010?

[READ OUT - ONLY ONE ANSWER]

- Yes, without any major difficulties1
- Yes, but I will need to make extra savings.....2
- No, not without going into debt.....3
- No, I cannot afford a holiday given the current financial situation.....4
- [I never go on holiday].....5
- [DK/NA]9

IF [Q12=1, 2 OR 3]

Q13. What kind of holiday are you planning in 2010?

[READ OUT - ONLY ONE ANSWER IS POSSIBLE]

- A holiday with more than 13 consecutive nights spent away from home1
- A holiday with more than four consecutive nights away from home ..2
- Short-stay trip(s) (1 - 3 nights) only3
- A combination of a long holiday and shorter trips.....4
- No decision yet.....5
- [I will not go on holiday].....6
- [DK/NA]9