

**ZA5887**

**Flash Eurobarometer 370  
(Attitudes of Europeans towards Tourism in 2013)**

**Country Questionnaire  
Great Britain**

**Tourism - UK**

D1 How old are you?

(WRITE DOWN - IF "REFUSAL" CODE '99')

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D2 Gender.

Male	1
Female	2

ASK ALL

Q1 During 2012, how many times have you travelled for business or private purposes, where you were away from home for a minimum of one night?

INT.: IF "NO TRAVEL", CODE 000 - IF "DON'T KNOW", CODE 999

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FL334 Q1

ASK Q2 IF RESPONDENTS SAY THAT THEY HAVE TRAVELLED MINIMUM ONE NIGHT, Q1>0 OR Q1< 999, OTHERS GO TO Q3

Q2 Thinking only about your personal holidays, how many times did you stay for a minimum of four consecutive nights in the following types of accommodation?

(SHOW SCREEN - SINGLE CODE)

		1	2	3	4	5	Non e/ zero	DK/ NA

1	In paid accommodation (hotel/ rented apartment/house etc....)	1	2	3	4	5	6	7
2	In own property/ second home	1	2	3	4	5	6	7
3	At friends or relatives	1	2	3	4	5	6	7
4	On a camping site	1	2	3	4	5	6	7
5	In another type of accomodation	1	2	3	4	5	6	7

FL 334 Q3 MODIFIED TREND

ASK Q3 ONLY IF THE RESPONDENT SAYS THAT HE OR SHE DID NOT STAY AWAY IN 2012, Q2.1-5 =6 OR Q1=0, OTHERS GO TO Q4A

PROG Q3: ROTATE ITEMS 1 TO 7

Q3	What was the main reason why you did not go on holiday in 2012?
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(READ OUT - ONE ANSWER ONLY)

Personal/private reasons	1
Financial reasons	2
Job/career related reasons	3
Lack of time	4
Concerns about safety of tourism services (e.g. hotel safety, fire safety, transport)	5
Preferred to stay at home or with family / friends	6
Problems of accessibility of transport or accommodation	7
You did not want to go on holiday in 2012 (DO NOT READ OUT)	8
Other (DO NOT READ OUT)	9
DK/NA	10

FL 334 Q4 MODIFIED TREND

ASK Q4A TO Q7 ONLY IF THE RESPONDENT SAYS THAT HE OR SHE STAYED AWAY FOR A MINIMUM OF FOUR CONSECUTIVE NIGHTS, Q2.1-5=1-5 FOR AT LEAST ONE ITEM, OTHERS GO TO Q8

Q4A	To which country did you go for your main holiday in 2012? By 'main holiday' we mean the holiday that was the most important for you in 2012.
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(DO NOT READ OUT - ONE ANSWER ONLY)

IN YOUR COUNTRY	
In the UK	1
OUTSIDE YOUR COUNTRY IN THE EUROPEAN UNION	
Austria	2
Belgium	3
Bulgaria	4
Cyprus	5
Czech Republic	6
Denmark	7
Estonia	8
Finland	9
France	10
Germany	11
Greece	12
Hungary	13
Ireland	14
Italy	15
Latvia	16
Lithuania	17
Luxembourg	18
Malta	19
Netherlands	20
Poland	21
Portugal	22
Romania	23

Slovakia	24
Slovenia	25
Spain	26
Sweden	27
United Kingdom	28
IN ANOTHER COUNTRY OUTSIDE THE EUROPEAN UNION	
Croatia	29
India	30
Morocco	31
Thailand	32
Other	33
DK/NA	34

NEW

PROG Q4B: EXCLUDE ANSWER GIVEN AT Q4A FROM THE LIST

Q4B And to which other country or countries did you go for a minimum of 4 consecutive nights in 2012?

(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)

IN YOUR COUNTRY	
In the UK	1,
OUTSIDE YOUR COUNTRY IN THE EUROPEAN UNION	
Austria	2,
Belgium	3,
Bulgaria	4,
Cyprus	5,
Czech Republic	6,
Denmark	7,
Estonia	8,
Finland	9,
France	10,
Germany	11,
Greece	12,
Hungary	13,
Ireland	14,
Italy	15,
Latvia	16,
Lithuania	17,
Luxembourg	18,
Malta	19,
Netherlands	20,
Poland	21,
Portugal	22,
Romania	23,
Slovakia	24,
Slovenia	25,
Spain	26,
Sweden	27,
United Kingdom	28,
IN ANOTHER COUNTRY OUTSIDE THE EUROPEAN UNION	
Croatia	29,
India	30,

Morocco	31,
Thailand	32,
Other	33,
DK/NA	34,

FL 334 Q5 MODIFIED TREND

PROG Q6: ROTATE CODES 1 TO 8

Q5 What were your main reasons for going on holidays in 2012?

READ OUT – MAX. 3 ANSWERS)

Sun/beach	1,
Wellness/Spa/health treatment	2,
City trips	3,
Sports-related activities (e.g. scuba-diving, cycling etc...)	4,
Nature (mountain, lake, landscape etc...)	5,
Culture (e.g religious, culinary purposes, arts)	6,
Visiting family/ friends / relatives	7,
Specific events (sporting events/festivals/clubbing)	8,
Other (DO NOT READ OUT)	9,
DK/NA	10,

FL 334 Q6 STRONGLY MODIFIED TREND

Q6 In 2012, how many times did you go on any of the following types of holiday?

(READ OUT - ONE ANSWER ONLY)

	1	2	3	4	5 time s or mor e	Non e/ zero	DK/ NA

1	All-inclusive holiday (transport + accommodation + food + drinks)	1	2	3	4	5	6	7
2	Other types of package travel (not all-inclusive)	1	2	3	4	5	6	7
3	Tourism services purchased separately	1	2	3	4	5	6	7

FL 334 Q8 STRONGLY MODIFIED TREND

PROG Q7: ROTATE ITEMS 1 TO 7

Q7 Did you arrange your holidays in 2012 using any of the following methods?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Internet	1,
Over the phone	2,

By post	3,
Over the counter at a travel agency	4,
Through someone you know	5,
Over the counter of a transportation company (airline company, railway company etc...)	6,
On-site (place of holidays)	7,
Other (DO NOT READ OUT)	8,
DK/NA	9,

FL 334 Q9 MODIFIED TREND

ASK ALL

PROG Q8: ROTATE CODES 1 TO 7

PROG Q8: CODE 8 EXCLUSIVE

Q8 Which of the following would make you go back to the same place for a holiday?

(READ OUT – MAX. 3 ANSWERS)

The quality of the accommodation	1,
The natural features (landscape, weather conditions, etc) (M)	2,
The general level of prices	3,
How tourists are welcomed ( e.g. child friendliness, customer care, "pets-welcomed" policy, etc...)	4,
The quality of activities/services available (transport, restaurants, leisure activities, etc)	5,
Cultural and historical attractions	6,
Accessible facilities for people with special needs (e.g. disabled, elderly, families with children)	7,
I don't go back to the same place (DO NOT READ OUT)	8,
Other (DO NOT READ OUT)	9,
DK/NA	10,

FL 334 Q10 STRONGLY MODIFIED TREND

ASK Q9 ONLY IF THE RESPONDENT SAYS THAT HE OR SHE STAYED AWAY FOR A MINIMUM OF FOUR CONSECUTIVE NIGHTS, Q2.1-5=1-5 FOR AT LEAST ONE ITEM, OTHERS GO TO Q10

Q9 Thinking about your main holiday in 2012, how satisfied were you with...? By 'main holiday' we mean the holiday that was the most important for you in 2012.

(READ OUT - ONE ANSWER ONLY)

		Very satisfied	Fairly satisfied	Not very satisfied	Not at all satisfied	DK/NA
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1	The quality of the accommodation	1	2	3	4	5
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2	The natural features (landscape , weather conditions, etc)	1	2	3	4	5
3	The general level of prices	1	2	3	4	5
4	How tourists are welcomed ( e.g. child friendliness, customer care, "pets-welcomed" policy, etc)	1	2	3	4	5
5	The quality of activities/services available (transport, restaurants, leisure activities, etc)	1	2	3	4	5
6	Accessible facilities for people with special needs (e.g. disabled, elderly, families with children)	1	2	3	4	5

FL334 Q11 MODIFIED TREND

ASK ALL

PROG Q10: ROTATE CODES 1 TO 8

Q10 Of the following information sources, which do you consider to be the most important when you make a decision about your travel plans?

(READ OUT – MAX. 3 ANSWERS)

Personal experience	1,
Recommendations of friends, colleagues or relatives	2,
Paid for guidebooks and magazines	3,
Free catalogues, brochures	4,
Internet websites	5,
Social media sites	6,
Travel agencies / Tourism offices	7,
Newspaper, radio, TV	8,
Other (DO NOT READ OUT)	9,
DK/NA	10,

FL 334 Q12 MODIFIED TREND

PROG Q11: ROTATE CODES 1 TO 3

PROG Q11: ITEMS 4 AND 5 EXCLUSIVE

Q11 In 2013, which of the following type of holidays do you plan to take?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Holidays with more than 13 consecutive nights away	1,
Holidays between 4 and 13 consecutive nights away	2,
Short-stay trip (up to 3 consecutive nights away)	3,
No decisions yet (DO NOT READ OUT)	4,
No trip at all (DO NOT READ OUT)	5,
DK/NA	6,

FL334 Q13 MODIFIED TREND

ASK Q12A and Q12B ONLY IF RESPONDENT ANSWERS THAT HE OR SHE ENVISAGES TO TAKE A HOLIDAY IN 2013, Q11=1-3, OTHERS GO TO Q13

Q12A	In which country do you plan to spend your main holiday in 2013? By 'main holiday' we mean the holiday that will be the most important for you in 2013.
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(DO NOT READ OUT - ONE ANSWER ONLY)

IN YOUR COUNTRY	
In the UK	1
OUTSIDE YOUR COUNTRY IN THE EUROPEAN UNION	
Austria	2
Belgium	3
Bulgaria	4
Cyprus	5
Czech Republic	6
Denmark	7
Estonia	8
Finland	9
France	10
Germany	11
Greece	12
Hungary	13
Ireland	14
Italy	15
Latvia	16
Lithuania	17
Luxembourg	18
Malta	19
Netherlands	20
Poland	21
Portugal	22
Romania	23
Slovakia	24
Slovenia	25
Spain	26
Sweden	27
United Kingdom	28
IN ANOTHER COUNTRY OUTSIDE THE EUROPEAN UNION	
Croatia	29
India	30
Morocco	31
Thailand	32
Other	33
DK/NA	34

NEW

PROG Q12B: EXCLUDE ANSWER GIVEN AT Q12A FROM THE LIST

Q12B And in which other country or countries do you plan to take a holiday in 2013?

(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)

IN YOUR COUNTRY	
In the UK	1,
OUTSIDE YOUR COUNTRY IN THE EUROPEAN UNION	
Austria	2,
Belgium	3,
Bulgaria	4,
Cyprus	5,
Czech Republic	6,
Denmark	7,
Estonia	8,
Finland	9,
France	10,
Germany	11,
Greece	12,
Hungary	13,
Ireland	14,
Italy	15,
Latvia	16,
Lithuania	17,
Luxembourg	18,
Malta	19,
Netherlands	20,
Poland	21,
Portugal	22,
Romania	23,
Slovakia	24,
Slovenia	25,
Spain	26,
Sweden	27,
United Kingdom	28,
IN ANOTHER COUNTRY OUTSIDE THE EUROPEAN UNION	
Croatia	29,
India	30,
Morocco	31,
Thailand	32,
Other	33,
DK/NA	34,

FL334 Q14 MODIFIED TREND

ASK ALL

PROG Q13: 3 ANSWERS POSSIBLE EXCEPT IF 1, 5, 6 OR 7 THEN 1 ANSWER ONLY

Q13 Has the current economic situation had an impact on your holiday plans for 2013?

(READ OUT - MULTIPLE ANSWERS POSSIBLE EXCEPT FOR CODES 1, 5, 6 OR 7)

- |   |    |
|---|----|
| No, it has not changed my holiday plans                     | 1, |
| Yes, I will go on holiday but I changed my destination      | 2, |
| Yes, I will go on holiday but for a shorter period          | 3, |
| Yes, I will go on holiday but I will spend less             | 4, |
| Yes, and I will not go on holiday this year                 | 5, |
| I do not plan to go on holiday (DO NOT READ OUT)            | 6, |
| I haven't yet planned my holiday for 2013 (DO NOT READ OUT) | 7, |
| DK/NA   | 8, |

FL 334 Q15 MODIFIED TREND

Q14 If you would need to complain about any service provided during your holiday (transport, accommodation, leisure activities, etc), how would you prefer to do it?

(READ OUT – ONE ANSWER ONLY)

- |  |   |
|--|---|
| By filling in a paper complaint form                         | 1 |
| By filling in an online complaint form                       | 2 |
| By talking to the member of staff responsible for complaints | 3 |
| Over the phone   | 4 |
| By a letter or email   | 5 |
| I have no preference (DO NOT READ OUT)                       | 6 |
| DK/NA  | 7 |

NEW

D4 How old were you when you stopped full-time education?

(INT.: IF "STILL STUDYING", CODE '00' - IF "NO EDUCATION" CODE '01' - IF "REFUSAL" CODE '98' - IF "DK" CODE '99')

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D5a 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?

(ONE ANSWER ONLY)

- |                                 |   |
|---------------------------------|---|
| Self-employed                   | 1 |
| Employee                        | 2 |
| Manual worker                   | 3 |
| Without a professional activity | 4 |
| Refusal (DO NOT READ OUT)       | 5 |

ASK D5b IF SELF-EMPLOYED, CODE 1 IN D5a

D5b Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Farmer, forester, fisherman	1
Owner of shop, craftsman	2
Professional (lawyer, medical practitioner, accountant, architect,...)	3
Manager of a company	4
Other\ Refusal (DO NOT READ OUT)	5

ASK D5c IF EMPLOYEE, CODE 2 IN D5a

D5c Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Professional (employed doctor, lawyer, accountant, architect, ...)	1
General management, director or top management	2
Middle management	3
Civil servant	4
Office clerk	5
Other employee (salesman, nurse, ...)	6
Other\ Refusal (DO NOT READ OUT)	7

ASK D5d IF MANUAL WORKER, CODE 3 IN D5a

D5d Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Supervisor\ foreman (team manager, ...)	1
Manual worker	2
Unskilled manual worker	3
Other\ Refusal (DO NOT READ OUT)	4

ASK D5e IF WITHOUT A PROFESSIONAL ACTIVITY, CODE 4 IN D5a

D5e Would you say you are...?

(READ OUT – ONE ANSWER ONLY)

Looking after the home	1
Student (full time)	2
Retired	3
Seeking a job	4
Other\ Refusal (DO NOT READ OUT)	5

D12 What county do you live in?

(READ OUT IF NECESSARY - ONE ANSWER ONLY)

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D13 Would you say you live in a...?

(READ OUT - SINGLE CODE)

Rural area or village	1
Small or medium-sized town	2

Large town/city	3
DK (DO NOT READ OUT)	4

D18	Have you got a mobile phone?
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(DO NOT READ OUT)
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Yes	1
No	2

D20	Have you got a landline phone?
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(DO NOT READ OUT)
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Yes	1
No	2

D22	Could you tell me how many people aged 15 years or more live in your household, yourself included?
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(WRITE DOWN - IF "DK" CODE '98' - IF "REFUSAL" CODE '99')
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	Number of people aged 15 or more in the household
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