

ZA6654

**Flash Eurobarometer 432
(Preferences of Europeans towards Tourism, January 2016)**

**Country Questionnaire
United Kingdom**

FL432 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 2015, how many times did you travel for professional or personal reasons 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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FL414 Q1

ASK Q2A, Q2B AND Q2C IF RESPONDENTS TRAVELLED A MINIMUM OF ONE NIGHT, Q1>0 AND ≠ 999 – OTHERS GO TO Q3

Q2A1,2,3: RANGE IS: 0-50

Q2A1,2,3: IF "DON'T KNOW" CODE 99

Q2A1 Thinking only about your personal travel in 2015, how many times did you take holidays of each of the following lengths? Please consider all the occasions when you stayed away from home for more than one night, including any short stays with relatives or at your second home.

(READ OUT – ONE ANSWER ONLY) INT: ENTER A NUMBER FROM 0 TO 50 - IF "DON'T KNOW", CODE 99

		Holidays with more than 13 consecutive nights away
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NEW based on FL414 Q2A

Q2A2 Thinking only about your personal travel in 2015, how many times did you take holidays of each of the following lengths? Please consider all the occasions when you stayed away from home for more than one night, including any short stays with relatives or at your second home.

(READ OUT – ONE ANSWER ONLY) INT: ENTER A NUMBER FROM 0 TO 50 - IF "DON'T KNOW", CODE 99

		Holidays between 4 and 13 consecutive nights away
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NEW based on FL414 Q2A

1	Holidays with more than 13 consecutive nights away	1	2	3	4	5	6	7
2	Holidays between 4 and 13 consecutive nights away	1	2	3	4	5	6	7
3	Short-stay trip (up to 3 consecutive nights away)	1	2	3	4	5	6	7

NEW based on FL414 Q2B

ASK Q2C1 IF 1 TO 50 IN Q2A1

ASK Q2C2 IF 1 TO 50 IN Q2A2

ASK Q2C3 IF 1 TO 50 IN Q2A3

Q2C In 2015, what type of holiday did you take most often? Please answer for each of the following holiday durations.

(READ OUT - ONE ANSWER ONLY)

		All-inclusive holiday (transport + accommodation + food + drinks)	Other types of package travel (not all-inclusive)	Tourist services purchased separately	DK/NA (DO NOT READ OUT)
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1	Holidays with more than 13 consecutive nights away	1	2	3	4
2	Holidays between 4 and 13 consecutive nights away	1	2	3	4
3	Short-stay trip (up to 3 consecutive nights away)	1	2	3	4

NEW based on FL414 Q6

ASK Q3 ONLY IF THE RESPONDENT SAYS THAT HE OR SHE DID NOT TRAVEL FOR PERSONAL REASONS IN 2015 (Q1=0) OR (Q2A1 AND Q2A2 AND Q2A3=0) - OTHERS GO TO Q4A

Q3A: ROTATE ITEMS 1 TO 7

Q3A: ITEM 6 SHOULD ALWAYS BE ASKED AFTER ITEM 5

Q3A What were the main reasons why you did NOT go on holiday in 2015? Firstly?

(READ OUT - ONE ANSWER ONLY)

Financial reasons	1
Lack of free time due to work or study commitments	2
Lack of free time due to family commitments	3
Prefer to stay at home, no motivation to travel	4
Lack of facilities for persons with disabilities	5
Health reasons	6
Administrative problems (getting a visa, etc.)	7
Other (DO NOT READ OUT)	8
DK/NA (DO NOT READ OUT)	9

FL414 Q3A

Q3B: ROTATE ITEMS 1 TO 7

Q3B: ITEM 6 SHOULD ALWAYS BE ASKED AFTER ITEM 5

Q3B: CODE 9 IS EXCLUSIVE

Q3B: EXCLUDE ANSWER GIVEN IN Q3A

Q3B And then?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Financial reasons	1,
Lack of free time due to work or study commitments	2,
Lack of free time due to family commitments	3,
Prefer to stay at home, no motivation to travel	4,
Lack of facilities for persons with disabilities	5,
Health reasons	6,
Administrative problems (getting a visa, etc.)	7,
Other (DO NOT READ OUT)	8,
DK/NA (DO NOT READ OUT)	9,

FL414 Q3B

ASK Q4A TO Q6 IF RESPONDENTS SAY THAT THEY TRAVELLED AT LEAST ONCE FOR A MINIMUM OF ONE NIGHT FOR PERSONAL REASONS IN 2015 (Q1>0 AND ≠ 999) AND (Q2A1 OR Q2A2 OR Q2A3>0) – OTHERS GO TO Q7

Q4A: EXCLUDE 'OWN COUNTRY' FROM THE COUNTRY LIST

Q4A In which country did you spend your main holiday in 2015? By “main holiday”, we mean the holiday that was the most important for you in 2015.

(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
Croatia	5
Cyprus	6
Czech Republic	7
Denmark	8
Estonia	9
Finland	10
France	11
Germany	12
Greece	13
Hungary	14
Ireland	15
Italy	16
Latvia	17
Lithuania	18
Luxembourg	19
Malta	20
Netherlands	21
Poland	22
Portugal	23
Romania	24
Slovakia	25
Slovenia	26
Spain	27
Sweden	28
United Kingdom	29
OUTSIDE THE EUROPEAN UNION	
USA or Canada	30
The Caribbean, Central or South America	31
North Africa / The Middle East	32
Asia / Oceania	33
Other	34
DK/NA	35

FL414 Q4A

Q4B: EXCLUDE ANSWER GIVEN IN Q4A

Q4B: CODE 35 AND 36 ARE EXCLUSIVE

Q4B: EXCLUDE 'OWN COUNTRY' FROM THE COUNTRY LIST

Q4B And to which other country or countries did you go in 2015?

(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,
Croatia	5,
Cyprus	6,
Czech Republic	7,
Denmark	8,
Estonia	9,
Finland	10,
France	11,
Germany	12,
Greece	13,
Hungary	14,
Ireland	15,
Italy	16,
Latvia	17,
Lithuania	18,
Luxembourg	19,
Malta	20,
Netherlands	21,
Poland	22,
Portugal	23,
Romania	24,
Slovakia	25,
Slovenia	26,
Spain	27,
Sweden	28,
United Kingdom	29,
OUTSIDE THE EUROPEAN UNION	
USA or Canada	30,
The Caribbean, Central or South America	31,
North Africa / The Middle East	32,
Asia / Oceania	33,
Other (DO NOT READ OUT)	34,
None (DO NOT READ OUT)	35,
DK/NA	36,

FL414 Q4B

Q5A: ROTATE ITEMS 1 TO 8

Q5A What were your main reasons for going on holiday in 2015? Firstly?

(READ OUT – ONE ANSWER ONLY)

Sun/beach	1
Wellness/Spa/health treatment	2
City trips	3
Sport-related activities (e.g. scuba-diving, cycling etc.)	4

Nature (mountain, lake, landscape, etc.)	5
Culture (e.g. religious, gastronomy, arts)	6
Visiting family/friends/relatives	7
Specific events (sporting events/festivals/clubbing)	8
Other (DO NOT READ OUT)	9
DK/NA (DO NOT READ OUT)	10

FL414 Q5A

Q5B: ROTATE ITEMS 1 TO 8 - ROTATION SHOULD BE THE SAME AS IN Q5A

Q5B: CODE 10 IS EXCLUSIVE

Q5B: EXCLUDE ANSWER GIVEN IN Q5A

Q5B And then?

READ OUT – MAX. 3 ANSWERS)

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

FL414 Q5B

Q6: ITEMS 1 AND 2 SHOULD ALWAYS BE ASKED IN THIS ORDER AT THE BEGINNING

Q6: ROTATE ITEMS 3 TO 7

Q6: CODE 9 AND 10 ARE EXCLUSIVE

Q6 Did you book your holiday in 2015 by any of the following methods?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Online commercial services listing private housing offers from individuals	1,
Other online commercial services such as tour operators, airline companies, etc.	2,
Over the phone	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,

I did not need to book anything (DO NOT READ OUT)	8,
Other (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

FL414 Q7 TREND MODIFIED

ASK ALL

Q7A: ROTATE ITEMS 1 TO 7

Q7A Which of the following would make you go back to the same place for a holiday? Firstly?

(READ OUT - ONE ANSWER ONLY)

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

FL414 Q8A

Q7B: ROTATE ITEMS 1 TO 7 - ROTATION SHOULD BE THE SAME AS IN Q7A

Q7B: CODES 8 AND 10 ARE EXCLUSIVE

Q7B: EXCLUDE ANSWER GIVEN IN Q7A

Q7B And then?

(READ OUT - MAX. 3 ANSWERS)

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

Other (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

FL414 Q8B

ASK Q8A, Q8B, Q8C and Q8D IF RESPONDENTS SAY THAT THEY TRAVELLED AT LEAST ONCE FOR A MINIMUM OF ONE NIGHT FOR PERSONAL REASONS IN 2015, (Q1>0 AND ≠ 999) AND (Q2A1 OR Q2A2 OR Q2A3>0) – OTHERS GO TO Q9

Q8A Thinking about your main holiday in 2015, how satisfied were you with...? By 'main holiday' we mean the holiday that was the most important for you in 2015.

(READ OUT - ONE ANSWER ONLY)

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

FL414 Q9A

Q8B: ROTATE ITEMS 1 TO 6

Q8B: CODE 1 AND 8 ARE EXCLUSIVE

Q8B: ANSWERS 3 AND 4 ARE MUTUALLY EXCLUSIVE

Q8B Again thinking only about your main holiday in 2015, with whom did you travel?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Alone	1,
With my partner/spouse	2,
With my family (adults only)	3,
With my family (including children under 18 years old)	4,
With friend(s)	5,
With an organised group	6,
Other	7,
DK/NA (DO NOT READ OUT)	8,

NEW

Q8C: ROTATE ITEMS 1 TO 4

Q8C: CODE 6 AND 7 ARE EXCLUSIVE

Q8C	Were any of the following aspects relevant for you when you chose the destination(s) to visit during your main holiday in 2015?
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(READ OUT – MAX 3 ANSWERS POSSIBLE)

The local destination (city, village, region) had introduced sustainable/environmentally-friendly practices (e.g. measures to protect natural and cultural resources, to reduce the environmental impact of tourism, or to involve the local population in tourist services and the benefits of tourism)	1,
The hotel/accommodation had introduced environmentally-friendly tourism practices (e.g. energy/water saving measures, recycling, fair-trade food, etc.)	2,
The destination was accessible by a means of transport with low impact on the environment	3,
The destination or service used (e.g. accommodation, attraction) was certified with a label indicating sustainable/environmentally-friendly practices	4,
Other (DO NOT READ OUT)	5,
None of these aspects played a role when I chose my travel destination (DO NOT READ OUT)	6,
DK/NA (DO NOT READ OUT)	7,

NEW

Q8D: ROTATE ITEMS 1 TO 6

Q8D: CODE 8 AND 9 ARE EXCLUSIVE

Q8D	In 2015, did you change your travel plans or destinations due to any of the following situations at the destination?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

The refugee/migration crisis	1,
Recent terrorist attacks	2,
Terrorist threats	3,
Social or political instability	4,
Level of criminality	5,
Natural disasters	6,
Other (DO NOT READ OUT)	7,
I didn't change my travel plans or destinations in 2015 (DO NOT READ OUT)	8,
DK/NA (DO NOT READ OUT)	9,

NEW

ASK ALL

Q9: ROTATE ITEMS 1 TO 8

Q9: CODE 10 IS EXCLUSIVE

Q9 Which of the following information sources do you think are 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,
Websites collecting and presenting comments, reviews and ratings from travellers	4,
Websites run by service provider or by destination	5,
Online Social media pages (for accommodation, restaurants, transport companies, etc.)	6,
Counters of travel agencies and tourism offices	7,
Newspaper, radio, TV	8,
Other (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

FL414 Q10 TREND MODIFIED

Q10: ROTATE ITEMS 1 TO 3

Q10: ITEMS 4, 5 AND 6 ARE EXCLUSIVE

Q10 In 2016, which of the following types 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 (DO NOT READ OUT)

6,

FL414 Q11

ASK Q11A and Q11B ONLY IF RESPONDENT PLANS TO TAKE A HOLIDAY IN 2016 (Q10=1-3),
OTHERS GO TO Q12

Q11A: EXCLUDE 'OWN COUNTRY' FROM THE COUNTRY LIST

Q11A In which country do you plan to spend your main holiday in 2016? By 'main holiday' we mean
the holiday that will be the most important for you in 2016.

(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
Croatia	5
Cyprus	6
Czech Republic	7
Denmark	8
Estonia	9
Finland	10
France	11
Germany	12
Greece	13
Hungary	14
Ireland	15
Italy	16
Latvia	17
Lithuania	18
Luxembourg	19
Malta	20
Netherlands	21
Poland	22
Portugal	23
Romania	24
Slovakia	25
Slovenia	26
Spain	27
Sweden	28
United Kingdom	29
OUTSIDE THE EUROPEAN UNION	
USA or Canada	30
The Caribbean, Central or South America	31
North Africa / The Middle East	32
Asia / Oceania	33
Other	34

DK/NA	35

FL414 Q12A

Q11B: EXCLUDE ANSWER GIVEN IN Q11A

Q11B: CODE 35 AND 36 ARE EXCLUSIVE

Q11B: EXCLUDE 'OWN COUNTRY' FROM THE COUNTRY LIST

Q11B And in which other country or countries do you plan to take a holiday in 2016?

(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,
Croatia	5,
Cyprus	6,
Czech Republic	7,
Denmark	8,
Estonia	9,
Finland	10,
France	11,
Germany	12,
Greece	13,
Hungary	14,
Ireland	15,
Italy	16,
Latvia	17,
Lithuania	18,
Luxembourg	19,
Malta	20,
Netherlands	21,
Poland	22,
Portugal	23,
Romania	24,
Slovakia	25,
Slovenia	26,
Spain	27,
Sweden	28,
United Kingdom	29,
OUTSIDE THE EUROPEAN UNION	
USA or Canada	30,
The Caribbean, Central or South America	31,
North Africa / The Middle East	32,
Asia / Oceania	33,

Other	34,
None (DO NOT READ OUT)	35,
DK/NA	36,

FL414 Q12B

ASK ALL

Q12: 3 ANSWERS POSSIBLE EXCEPT IF 1, 7, 8, 9 and 10, THEN 1 ANSWER ONLY

Q12: CODES 8, 9 AND 10 ARE EXCLUSIVE

Q12: CODES 2 AND 3 ARE MUTUALLY EXCLUSIVE

Q12 Does the current economic situation have an impact on your holiday plans for 2016?

(READ OUT – 3. ANSWERS POSSIBLE EXCEPT IF 1, 7, 8, 9 and 10, THEN 1 ANSWER ONLY – ANSWERS 2 AND 3 ARE MUTUALLY EXCLUSIVE)

No, it does not change my holiday plans for 2016	1,
Yes, I will go on holiday and I am likely to spend less	2,
Yes, I will go on holiday and I am likely to spend more	3,
Yes, I will go on holiday and I am likely to change my destination	4,
Yes, I will go on holiday for a different number of days (shorter/longer)	5,
Yes, I will go on holiday at a different time of year (high/low season)	6,
Yes, I will not go on holiday this year	7,
I do not plan to go on holiday (DO NOT READ OUT)	8,
I haven't yet planned my holiday for 2016 (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

FL414 Q13

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?

(DO NOT READ OUT)

Yes	1
No	2

D20 Have you got a landline phone?

(DO NOT READ OUT)

Yes	1
No	2

D22 Could you tell me how many people aged 15 years or more live in your household, yourself included?

(WRITE DOWN - IF "DK" CODE '98' - IF "REFUSAL" CODE '99')

		Number of people aged 15 or more in the household
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