

**ZA4889**

**Flash Eurobarometer 258  
(Attitudes of Europeans towards tourism)**

**Country Specific Questionnaire  
United Kingdom**

## Eurobarometer FLASH- 258

### D2. How old are you?

[ ][ ] years old  
[99] [REFUSAL/NO ANSWER]

On tourist attitudes and destination preferences covering the year 2008 (reference period of 12 months) and outlook for 2009

### Q1. During 2008, how many times have you travelled for business or private purposes where you were away from home for a minimum of one night?

Record the actual number: \_\_\_\_\_

[00] – Have not travelled at all → IF 0, GO TO Q3A  
[99] – DK/NA

### Q2. And how many of these were short private trips, where you stayed away for less than four nights?

Record the actual number: \_\_\_\_\_

[00] – None  
[99] – DK/NA

### IF Q1 NOT EQ 0

#### Q3. Was this more, less or the same number of short trips that you took in 2007?

- Less ..... 1
- Same ..... 2
- More than in the previous year (2007) ..... 3
- [DK/NA] ..... 9

### IF Q1 EQ 0

#### Q3A. Did you make a trip in 2007 where you were away from home for a minimum of one night?

- Yes ..... 1
- No ..... 2
- [DK/don't remember] ..... 9

### AFTER Q3A GO TO Q5

### Q4. How many times did you go on holiday in 2008, where you either stayed in paid accommodation / or in your second home for a minimum of four nights?

Record the actual number: \_\_\_\_\_

- [00] – None
- [99] – DK/NA

**IF Q1=0 OR Q4=0 OR Q4=99**

**Q5. What was the main reason why you did not go on holiday in 2008?**

- Personal/private reasons ..... 1
- Financial reasons ..... 2
- Lack of time ..... 3
- Prefer to only make short-stay trips [INTERVIEWER: LESS THAN 4 NIGHTS]4
- No motivation to take a holiday in 2008 ..... 5
- Concerns about safety ..... 6
- Prefer to stay at home or with family / friends ..... 7
- Other ..... 8
- [DK/NA] ..... 9

**[ASK IF Q1 NOT 0 OR Q4 NOT 0 OR Q4 NOT 99,  
OTHERWISE GO TO Q11]**

**Q6. What was the major motivation for your main holiday trip in 2008? (choose one)**

**( ONE ANSWER ONLY)**

- Sun/beach ..... 1
- Wellness/health treatment ..... 2
- Rest/recreation ..... 3
- City trips ..... 4
- Sports-related ..... 5
- Nature ..... 6
- Culture / religion ..... 7
- Visiting friends / relatives ..... 8
- [DK/NA] ..... 9

**Q7. Where did you travel for your main holiday in 2008? (if more than one place, where did you stay most of the time?)**

**At home, in country  
Precoded list**

**Other .....**

**Q8. How did you travel there in 2008? (what was the main method of transport?)**

- Airplane ..... 1
- Boat ..... 2
- Train ..... 3
- Bus ..... 4
- Car / motorbike ..... 5
- Bike (not motorised) ..... 6

- Other .....	7
- [DK/NA] .....	9

**Q9. In which month in 2008 did you start your main holiday trip?**

- January .....	1
- February .....	2
- March .....	3
- April .....	4
- May.....	5
- June.....	6
- July .....	7
- August .....	8
- September.....	9
- October .....	10
- November .....	11
- December .....	12
- [DK/NA] .....	99

**Q10. How did you organize your main holiday trip in 2008?**

- Travel / accommodation organised individually .....	1
- Travel or accommodation booked through a travel agency .....	2
- Package tour/All Inclusive holiday booked via the Internet.....	3
- Package tour /All Inclusive holiday booked through a travel agency	4
- Other .....	5
- [DK/NA] .....	9

ASK ALL

**Q11. In 2008, did you spend more, less or the same amount of money for all your holidays compared to 2007?**

- More .....	1
- Less .....	2
- Same .....	3
- [DK/NA] .....	9

**Q12. Did changes in your cost of living have an impact on your 2008 travel /holiday plans?**

- Yes .....	1
- No, no changes in cost of living .....	2
- No, no impact on travel plans.....	3
- [DK/NA] .....	9

**Q12a. If yes: How did it impact your 2008 travel /holiday plans?**

- It had an influence on how much I spent on travels .....	1
- It influenced the length of my trips/holidays .....	2
- It meant that I took no holidays at all .....	3
- [DK/NA] .....	9

**Q13. If you had to make savings on your holiday budget, where would you save?**

- On accommodation ..... 1
- On the type of transportation ..... 2
- On the destination (i.e. the distance I would consider travelling) ..... 3
- On the timing of booking (e.g. a last-minute decision) ..... 4
- On the timing of the holidays (low season)..... 5
- [DK/NA] ..... 9

**Q14. If you would have to make savings on your travel plans and holidays, what kind of holidays or trips would you be prepared to give up or to reduce first?**

- Short-stay trips ..... 1
- Winter holidays ..... 2
- Summer holidays ..... 3
- None (I would not give up any trip at all) ..... 4
- [DK/NA] ..... 9

**Q15. When you are actually on holiday, what kind of leisure spending are you willing to reduce the most?**

- Entertainment (movies; theatres) ..... 1
- Restaurants and cafes ..... 2
- Shopping ..... 3
- Beauty/Wellness treatments ..... 4
- Sports and other activities ..... 5
- [None (I would not reduce any)] ..... 6
- [All of these] ..... 7
- [DK/NA] ..... 9

**Q16. When you are deciding on a holiday trip, which of the following considerations are the most important in your decision-making?**

- Quality of service ..... 1
- Price ..... 2
- Value for money ..... 3
- Environmental considerations ..... 4
- Social considerations ..... 5
- Safety/security ..... 6
- Other ..... 7
- [DK/NA] ..... 9

**Q17. What type of holiday destinations do you prefer?**

- Traditional, well-known destinations ..... 1
- Non-traditional, emerging destinations ..... 2
- [Not important, no preference] ..... 3

- [DK/NA] .....9

**Q18. What would be your main expectation from a non-traditional, emerging destination?**

- Better quality of service .....1  
- Lower prices .....2  
- Better value for money .....3  
- Local culture, lifestyle and traditions .....4  
- Better environmental quality .....5  
- [DK/NA] .....9

**Q19a. From the following information sources, which one do you consider to be the most important when you make a decision about your travel /holiday plans?**

- Personal experience .....1  
- Recommendations of friends and colleagues .....2  
- Guidebooks and magazines (commercial) .....3  
- Catalogues, brochures (non-commercial) .....4  
- The Internet .....5  
- Travel / tourist agencies .....6  
- Media (newspaper, radio, TV) .....7  
- [DK/NA] .....9

**Q19b. And what is the second most important?**

- Personal experience .....1  
- Recommendations of friends and colleagues .....2  
- Guidebooks and magazines (commercial) .....3  
- Catalogues, brochures (non-commercial) .....4  
- The Internet .....5  
- Travel / tourist agencies .....6  
- Media (newspaper, radio, TV) .....7  
- [DK/NA] .....9

**Q20. From the following attractions, please choose the one that has the major influence on your choice of destination?**

- Art .....1  
- Gastronomy .....2  
- Entertainment .....3  
- Cultural heritage .....4  
- Festivals & other events .....5  
- The environment .....6  
- Others .....7  
- [DK/NA] .....9

**Q21. What kind of holidays are you planning in 2009?**

- A holiday with more than 13 consecutive nights ..... 1
- A holiday with more than four consecutive nights..... 2
- A combination of longer holidays and shorter trips ..... 3
- Short-stay trip(s) (1 - 3 nights) only ..... 4
- No decision yet ..... 5
- No trip at all ..... 6 --> GO TO D1
- [DK/NA] ..... 9

**Q22. Will you have the necessary financial resources to be able to afford to take your planned holidays in 2009?**

- Yes, without any major difficulties ..... 1
- Yes, but we will need to make extra savings ..... 2
- No, not without going into debt ..... 3
- No, I cannot afford given the current financial situation..... 4
- [DK/NA] ..... 9

**Q23. Where do you plan to spend your main holiday in 2009?**

[Precoded, including the at home and within the country]

**At home, in country**

**Precoded list**

**Other** .....

**D1. Gender**

(DO NOT ASK- MARK APPROPRIATE)

- Male ..... 1
- Female..... 2

**D3. How old were you when you stopped full-time education?**

(Write in THE AGE WHEN EDUCATION WAS TERMINATED)

- [ ][ ] years old
- [99] [REFUSAL/NO ANSWER]
- [01] [NEVER BEEN IN FULL TIME EDUCATION]
- [00] [STILL IN FULL TIME EDUCATION]

**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 - ONE ANSWER ONLY]

- Self-employed
- i.e. :
  - farmer, forester, fisherman ..... 11
  - owner of a shop, craftsman ..... 12
  - professional (lawyer, medical practitioner, accountant, architect,...) 13
  - manager of a company..... 14

- other .....	15	
- Employee		
→ i.e. :		21
- professional (employed doctor, lawyer, accountant, architect)		
- general management, director or top management..	22	
- middle management.....	23	
- Civil servant.....	24	
- office clerk .....	25	
- other employee (salesman, nurse, etc...)	26	
- other .....	27	
- Manual worker		
→ i.e. :		
- supervisor / foreman (team manager, etc...)		31
- Manual worker .....		32
- unskilled manual worker.....		33
- other .....		34
- Without a professional activity		
→ i.e. :		
- looking after the home .....		41
- student (full time).....		42
- retired .....		43
- seeking a job .....		44
- other .....		45
- (Refusal) .....		99

**D6. Would you say you live in a ...?**

- metropolitan zone.....	1
- other town/urban centre .....	2
- rural zone.....	3
- (Refusal) .....	9