

**ZA5224**

**Flash Eurobarometer 291  
(Survey on the Attitudes of Europeans towards Tourism in 2010)**

**Country Specific Questionnaire  
Great Britain**

# FLASH 291 – TOURISM (2010)

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**Q1. During 2009, 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 -> GO TO Q4

[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

**Q3. How many times did you go on holiday in 2009, 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 Q3 = 0 OR Q1 = 0**

**Q4. What was the main reason why you did not go on holiday in 2009?**

(ROTATE)

- Personal/private reasons ..... 1
- Financial reasons ..... 2
- Lack of time ..... 3
- Prefer to only make short-stay trips ..... 4
- No motivation to take a holiday in 2009 ..... 5
- Concerns about safety ..... 6
- Prefer to stay at home or with family / friends ..... 7
- Other ..... 8
- [DK/NA] ..... 9

[IF Q3 NOT EQ 0 OTHERWISE GO TO Question 8]

**Q5. What was the major motivation for your main holiday trip in 2009? (choose one)**

(ROTATE)

- 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

**Q6. How did you travel there in 2009? (what was the main method of transport?)**

(ROTATE)

- Airplane .....1
- Boat .....2
- Train .....3
- Bus .....4
- Car / motorbike .....5
- Bicycle (not motorised) .....6
- Other .....7
- [DK/NA] .....9

**Q7. How did you organize your main holiday trip in 2009?**

- 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

**Q8. When you are actually on holiday, what kind of leisure spending are you willing to reduce the most?**

(ROTATE)

- 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

**Q9. 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

**Q10. What would be your main expectation from a non-traditional, emerging destination?**

(ROTATE)

- 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

**Q11a. From the following information sources, which one do you consider to be the most important when you make a decision about your travel plans?**

(ROTATE)

- 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

**Q11b. And what is the second most important?**

(ROTATE)

- 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

**Q12. From the following attractions, please choose the one that has the major influence on your choice of destination?**

(ROTATE)

- Art ..... 1
- Gastronomy ..... 2
- Entertainment ..... 3
- Cultural heritage ..... 4
- Festivals & other events ..... 5
- The environment ..... 6

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

**Q13. What kind of holidays are you planning in 2010?**

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

**Q14. Will you have the necessary financial resources to be able to afford to take your planned holidays in 2010?**

- 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

**Q15. Where do you plan to spend your main holiday in 2010?**

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

\_\_\_\_\_

**D1. Gender**

(DO NOT ASK- MARK APPROPRIATE)

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

**D2. How old are you?**

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

**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. : - professional (employed doctor, lawyer, accountant, architect) ..... 21
  - 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