

ZA5478

Flash Eurobarometer 328
(Survey on the Attitudes of Europeans Towards Tourism in 2011)

Country Questionnaire
Great Britain

Questions for Eurobarometer FLASH-survey (February 2011)

Q1. During 2010, 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 2010, 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 2010?

[READ OUT - ROTATE - ONLY ONE ANSWER POSSIBLE]

- 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 2010 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 2010? (choose one)

[READ OUT - ROTATE - ONLY ONE ANSWER POSSIBLE]

- 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 2010? (what was the main method of transport?)

[READ OUT - ONLY ONE ANSWER POSSIBLE]

- 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 2010?

[READ OUT - ONLY ONE ANSWER POSSIBLE]

- 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?

[READ OUT - ROTATE - ONLY ONE ANSWER POSSIBLE]

- 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?

[READ OUT - ROTATE - ONLY ONE ANSWER POSSIBLE]

- 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?

[READ OUT - ROTATE - ONLY ONE ANSWER POSSIBLE]

- Better quality of service1
- Lower prices2
- Better value for money3
- Local culture, lifestyle and traditions4
- Better environmental quality5
- [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?

[READ OUT - ROTATE - ONLY ONE ANSWER POSSIBLE]

- Personal experience1
- Recommendations of friends and colleagues2
- Guidebooks and magazines (commercial).....3
- Catalogues, brochures (non-commercial).....4
- The Internet5
- Travel / tourist agencies6
- Media (newspaper, radio, TV)7
- [DK/NA]9

Q11b. And what is the second most important?

[READ OUT - ROTATE - ONLY ONE ANSWER POSSIBLE]

- Personal experience1
- Recommendations of friends and colleagues2
- Guidebooks and magazines (commercial).....3
- Catalogues, brochures (non-commercial).....4
- The Internet5
- Travel / tourist agencies6
- 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?

[READ OUT - ROTATE - ONLY ONE ANSWER POSSIBLE]

- Art1
- Gastronomy2
- Entertainment3
- Cultural heritage4
- Festivals & other events5
- The environment6
- Others7

- [DK/NA]9

Q13. Where do you plan to spend your main holiday in 2011?

[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