

ZA5905

**Flash Eurobarometer 392
(Preferences of Europeans towards Tourism, 2014)**

**Country Questionnaire
Great Britain**

FL 392 - Preferences of Europeans towards 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 2013, how many times did you travel for professional or personal reasons where you were away from home for a minimum of one night? (M)

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

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FL370 Q1

ASK Q2A AND Q2B IF RESPONDENTS TRAVELLED A MINIMUM OF ONE NIGHT, Q1>0 AND ≠ 99 –OTHERS GO TO Q3 (M)

Q2A: CODES 4 AND 5 ARE EXCLUSIVE

Q2A Thinking only about your personal travels in 2013, which of the following types of holiday did you take?

(READ OUT –MULTIPLE ANSWERS POSSIBLE EXCEPT ANSWER 4 = EXCLUSIVE)

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 trip at all (DO NOT READ OUT)	4,
DK/NA (DO NOT READ OUT)	5,

NEW

Q2B Thinking only about your personal travels in 2013, how many times did you stay for a minimum of four consecutive nights in the following types of accommodation? (M)

(SHOW SCREEN - SINGLE CODE)

		1	2	3	4	5 time s or more	Non e/ zero	DK/ NA (DO NOT REA D OUT)
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1	In paid accommodation (such as a hotel, a rented apartment or house) with less than 20 guests (N)	1	2	3	4	5	6	7
2	In paid accommodation with more than 20 guests (N)	1	2	3	4	5	6	7
3	In own property/ second home	1	2	3	4	5	6	7
4	At friends or relatives	1	2	3	4	5	6	7
5	On a camping site (tent, motorhome, caravan, etc.) (M)	1	2	3	4	5	6	7
6	In another type of accomodation	1	2	3	4	5	6	7

FL 370 Q2 MODIFIED TREND

ASK Q3 ONLY IF THE RESPONDENT SAYS THAT HE OR SHE DID NOT STAY AWAY IN 2013, Q2A =4 OR Q1=0, OTHERS GO TO Q4A (M)

Q3A: ROTATE ITEMS 1 TO 7

Q3A What were the main reasons why you did not go on holiday in 2013? Firstly? (M)

(READ OUT - ONE ANSWER ONLY)

Personal/private reasons	1
Financial reasons	2
Job/career related reasons	3
Lack of time	4
Prefer to stay at home or with family / friends (M)	5
Problems of accessibility of transport or accommodation	6
Administrative problems (getting a visa, etc. ...) (N)	7
You did not want to go on holiday in 2013 (DO NOT READ OUT)	8
Other (DO NOT READ OUT)	9
DK/NA (DO NOT READ OUT)	10

FL 370 Q3 MODIFIED TREND

Q3B: ROTATE ITEMS 1 TO 7

Q3B: CODES 8 AND 10 ARE EXCLUSIVE

Q3B: EXCLUDE ANSWER GIVEN IN Q3A

Q3B And then? (N)

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Personal/private reasons	1,
Financial reasons	2,
Job/career related reasons	3,
Lack of time	4,
Prefer to stay at home or with family/friends	5,
Problems of accessibility of transport or accommodation	6,
Administrative problems (getting a visa, etc. ...)	7,
You did not want to go on holiday in 2013 (DO NOT READ OUT)	8,
Other (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

NEW

ASK Q4A TO Q7 IF RESPONDENTS SAY THAT THEY TRAVELLED AT LEAST ONCE FOR A MINIMUM OF FOUR NIGHTS (Q2A=1 OR 2 – OTHERS GO TO Q8 (M))

Q4A To which country did you go for your main holiday in 2013? By 'main holiday' we mean the holiday that was the most important for you in 2013.

(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
OUTSIDE THE EUROPEAN UNION (M)	
Croatia	29
USA or Canada (N)	30
Latin America / The Caribbean (N)	31
North Africa / The Middle East (N)	32

Asia / Oceania (N)	33
Other	34
DK/NA	35

FL 370 Q4A MODIFIED TREND

Q4B: EXCLUDE ANSWER GIVEN IN Q4A

Q4B And to which other country or countries did you go in 2013? (M)

(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,
OUTSIDE THE EUROPEAN UNION (M)	
Croatia	29,
USA or Canada (N)	30,
Latin America / The Caribbean (N)	31,
North Africa / The Middle East (N)	32,
Asia / Oceania (N)	33,
Other (DO NOT READ OUT)	34,
DK/NA	35,

FL 370 Q4B MODIFIED TREND

Q5B: ROTATE ITEMS 1 TO 8

Q5A What were your main reasons for going on holiday in 2013? Firstly? (M)

(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

NEW

Q5B: ROTATE ITEMS 1 TO 8

Q5B: CODE 10 IS EXCLUSIVE (N)

Q5B: EXCLUDE ANSWER GIVEN IN Q5A

Q5B And then? (N)

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) (M)	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,

FL 370 Q5 MODIFIED TREND

Q6 In 2013, how many times did you go on any of the following types of holiday?

(READ OUT - ONE ANSWER ONLY)

	1	2	3	4	5 times or more	Non e/ zero	DK/ NA (DO NOT READ OUT)

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 370 Q6

Q7: ROTATE ITEMS 1 TO 7

Q7: CODE 9 IS EXCLUSIVE

Q7 Did you arrange your holiday in 2013 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 (DO NOT READ OUT)	9,

FL 370 Q7

ASK ALL

Q8A: ROTATE ITEMS 1 TO 7

Q8A Which of the following would make you go back to the same place for a holiday? Firstly? (M)

(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 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, 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

NEW

Q8B: ROTATE ITEMS 1 TO 7

Q8B: CODES 8 AND 10 ARE EXCLUSIVE

Q8B: EXCLUDE ANSWER GIVEN IN Q8A

Q8B And then? (N)

(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.) (M)	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, children with prams) (M)	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,

FL 370 Q8 MODIFIED TREND

ASK Q9A IF RESPONDENTS SAY THAT THEY TRAVELLED AT LEAST ONCE FOR A MINIMUM OF FOUR NIGHTS (Q2A=1 OR 2) –OTHERS GO TO Q9B (M)

Q9A Thinking about your main holiday in 2013, how satisfied were you with...? By 'main holiday' we mean the holiday that was the most important for you in 2013.

(READ OUT - ONE ANSWER ONLY)

		Very satisfied	Fairly satisfied	Not very satisfied	Not at all satisfied	DK/NA (DO NOT READ OUT)
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1	The quality of the accommodation	1	2	3	4	5
2	The safety of the accommodation (N)	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.) (M)	1	2	3	4	5
6	The quality of activities/services available (transport, restaurants, leisure activities, etc)	1	2	3	4	5

7	Accessible facilities for people with special needs (e.g. disabled, elderly, children with prams) (M)	1	2	3	4	5
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FL370 Q9 MODIFIED TREND

ASK Q9B ONLY IF THE RESPONDENT STAYED IN PAID ACCOMMODATION, Q2B.1 or Q2B.2=1-5, OTHERS GO TO Q9C

Q9B Did you or any of your party experience any of the following safety issues while using paid accommodation during your main holiday in 2013?

(READ OUT - ONE ANSWER ONLY)

Slip/Trip/Fall within the accommodation (with serious consequences)	1
Food poisoning/sickness outbreak	2
Swimming pool incident (drowning/near drowning)	3
Fire-related emergency situation	4
Balcony fall or near fall	5
Glass doors/windows incident	6
Any other safety incident (DO NOT READ OUT)	7
None (DO NOT READ OUT)	8
DK/NA (DO NOT READ OUT)	9

NEW

ASK Q9C and Q9D IF RESPONDENTS TRAVELLED A MINIMUM OF ONE NIGHT FOR PRIVATE REASONS IN 2013 (Q1>0 and ≠ 99) –OTHERS GO TO Q10

Q9C Did you register a formal complaint about any service provided during your holiday in 2013?

Yes	1
No	2
DK/NA (DO NOT READ OUT)	3

NEW

ASK Q9D ONLY IF THE RESPONDENT REGISTERED A FORMAL COMPLAINT (Q9C=1), OTHERS GO TO Q10

Q9D: ROTATE ITEMS 1 TO 4

Q9D: CODES 6 AND 7 ARE EXCLUSIVE

Q9D For which of the following services did you register a formal complaint?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Accommodation	1,
Transport	2,
Restaurants	3,
Leisure activities	4,

Other (DO NOT READ OUT)	5,
None (DO NOT READ OUT)	6,
DK/NA (DO NOT READ OUT)	7,

NEW

ASK ALL

Q10: ROTATE ITEMS 1 TO 8

Q10: CODE 10 IS EXCLUSIVE

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 (DO NOT READ OUT)	10,

FL 370 Q10

Q11: ROTATE ITEMS 1 TO 3

Q11: ITEMS 4, 5 AND 6 ARE EXCLUSIVE

Q11 In 2014, 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,

FL 370 Q11

ASK Q12A and Q12B ONLY IF RESPONDENT PLANS TO TAKE A HOLIDAY IN 2014 (Q11=1-3), OTHERS GO TO Q13 (M)

Q12A In which country do you plan to spend your main holiday in 2014? By 'main holiday' we mean the holiday that will be the most important for you in 2014.

(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
OUTSIDE THE EUROPEAN UNION (M)	
Croatia	29
USA or Canada (N)	30
Latin America / The Caribbean (N)	31
North Africa / The Middle East (N)	32
Asia / Oceania (N)	33
Other	34
DK/NA	35

FL 370 Q12A MODIFIED TREND

Q12B: EXCLUDE ANSWER GIVEN IN Q12A

Q12B And in which other country or countries do you plan to take a holiday in 2014?

(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,
OUTSIDE THE EUROPEAN UNION (M)	
Croatia	29,
USA or Canada (N)	30,
Latin America / The Caribbean (N)	31,
North Africa / The Middle East (N)	32,
Asia / Oceania (N)	33,
Other	34,
DK/NA	35,

FL370 Q12B MODIFIED TREND

ASK ALL

Q13: 3 ANSWERS POSSIBLE EXCEPT IF 1, 7, 8, 9 and 10, THEN 1 ANSWER ONLY (M)

Q13: CODES 8, 9 AND 10 ARE EXCLUSIVE (N)

Q13: CODES 2 AND 3 ARE MUTUALLY EXCLUSIVE

Q13 Has the current economic situation had an impact on your holiday plans for 2014?

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

No, it does not change my holiday plans for 2014 (M)	1,
Yes, I will go on holiday and I am likely to spend less (M)	2,
Yes, I will go on holiday and I am likely to spend more (N)	3,
Yes, I will go on holiday and I am likely to change my destination (M)	4,
Yes, I will go on holiday for a different number of days (shorter/longer) (M)	5,
Yes, I will go on holiday at a different time of year (high/low season) (N)	6,
Yes, and 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 2014 (DO NOT READ OUT)	9,
DK/NA (DO NOT READ OUT)	10,

FL 370 Q13 MODIFIED TREND

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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