

**ZA5617**

**Flash Eurobarometer 334  
(Survey on the Attitudes of Europeans Towards Tourism in 2012)**

**Country Questionnaire  
Great Britain**

**FL334 - European's Attitudes 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 2011, how many times have you travelled for business or private purposes, 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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FL 328 Q1 MODIFIED

ASK Q2 AND Q3 IF RESPONDENTS SAY THAT THEY HAVE TRAVELLED MINIMUM ONE NIGHT, Q1>0 AND Q1< 999, OTHERS GO TO FILTER BEFORE Q4

Q2 | And now thinking about personal holidays only, how many times did you stay for less than four nights in the following types of accommodations:

(SHOW SCREEN - SINGLE CODE)

(READ OUT)	1	2	3	4	5 times or more	Non e/ zero	DK/ NA

1	In paid accommodation (hotel/ rented apartment/house etc....)	1	2	3	4	5	6	7
2	In own property/ second home	1	2	3	4	5	6	7
3	At friends or relatives	1	2	3	4	5	6	7
4	On a camping site	1	2	3	4	5	6	7
5	In another type of location	1	2	3	4	5	6	7

NEW

Q3 | Again thinking only about your personal holidays, how many times did you stay for a minimum of four nights in the following types of accommodation:

(SHOW SCREEN - SINGLE CODE)

	(READ OUT)	1	2	3	4	5 time s or mor e	Non e/ zero	DK/ NA
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1	In paid accommodation (hotel/ rented apartment/house etc....)	1	2	3	4	5	6	7
2	In own property/ second home	1	2	3	4	5	6	7
3	At friends or relatives	1	2	3	4	5	6	7
4	On a camping site	1	2	3	4	5	6	7
5	In another type of location	1	2	3	4	5	6	7

NEW

ASK Q4 ONLY IF THE RESPONDENT SAYS THAT HE OR SHE DID NOT STAY AWAY IN 2011, ((Q2.1=6 and Q2.2=6 and Q2.3=6 and Q2.4=6 and Q2.5=6 and Q3.1 =6 and Q3.2 =6 and Q3.3 =6 and Q3.4 =6 and Q3.5 =6) OR Q1=0), OTHERS GO TO FILTER BEFORE Q5

PROG Q4: ROTATE CODES 1 TO 6

Q4 What was the main reason why you did not go on holiday in 2011?

(READ OUT - SINGLE CODE)

Personal/private reasons	1
Financial reasons	2
Lack of time	3
Concerns about safety	4
Preferred to stay at home or with family / friends	5
Problems of accessibility of transport or accommodation	6
You did not want to go on holiday in 2011 (DO NOT READ OUT)	7
Other (DO NOT READ OUT)	8
DK/NA	9

FL 328 Q4 MODIFIED

ASK Q5 TO Q9 ONLY IF THE RESPONDENT SAYS THAT HE OR SHE STAYED AWAY FOR MINIMUM FOUR NIGHTS, Q3.1-5=1-5 FOR AT LEAST ONE ITEM, OTHERS GO TO Q10

Q5 In which country(ies) did you go for a minimum of 4 nights in 2011?

(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,
IN ANOTHER COUNTRY OUTSIDE THE EUROPEAN UNION	
In another country outside the EU	29,
DK/NA	30,

NEW

PROG Q6: ROTATE CODES 1 TO 8

Q6 What were your main reasons for going on holidays in 2011?

(READ OUT – MAX. 3 ANSWERS)

Sun/beach	1,
Rest/recreation (including Wellness/health treatment)	2,
Spending time with your family	3,
City trips	4,
Sports-related (e.g. scuba-diving, cycling etc...)	5,
Nature (mountain, lake, landscape etc...)	6,
Culture / religion	7,
Visiting friends / relatives	8,
Other (DO NOT READ OUT)	9,
DK/NA	10,

FL 328 Q5 MODIFIED

Q7 How many times did you use the following means of transport to travel to your holiday destination in 2011...?

(INT. : One back and forth should be counted as ONE TIME - ONE ANSWER ONLY)

	(READ OUT)	1	2	3	4	5 times or more	Non e/ zero	DK/ NA
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1	Airplane	1	2	3	4	5	6	7
2	Boat	1	2	3	4	5	6	7
3	Train	1	2	3	4	5	6	7
4	Bus	1	2	3	4	5	6	7
5	Car/ Motorbikes	1	2	3	4	5	6	7

NEW BASED ON FL 328 Q6

Q8 In 2011, how many times did you go on any of the following types of holiday?

(SHOW SCREEN - SINGLE CODE)

	(READ OUT)	1	2	3	4	5 times or more	Non e/ zero	DK/ NA
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1	All Inclusive holiday (transport + accommodation + food)	1	2	3	4	5	6	7
2	Package Tour (transport + accommodation bought together)	1	2	3	4	5	6	7
3	Holidays where transport and accommodation are bought separately	1	2	3	4	5	6	7

NEW

PROG Q9: ROTATE CODES 1 TO 6

Q9 Did you arrange your holidays in 2011 using any of the following methods?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Internet	1,
Over the phone	2,
Through a travel agency	3,
Through someone you know	4,
Over the counter of a transportation company (airline company, railway company etc...)	5,
On-site (place of holidays)	6,
Other (DO NOT READ OUT)	7,
DK/NA	8,

NEW

ASK ALL

PROG Q10: ROTATE CODES 1 TO 5

Q10 Which of the following would make you go back to the same place for a holiday?

(READ OUT – MAX. 3 ANSWERS)

The quality of the accommodation	1,
The natural features (weather conditions, landscape, etc.)	2,
The general level of prices	3,
The activities offered (variety and comprehensiveness of the tourist offer)	4,
How tourists are welcomed ( e.g. child friendliness, customer care, "pets-welcomed" policy, etc...)	5,
Other (DO NOT READ OUT)	6,
DK/NA	7,

NEW

ASK Q11 ONLY IF THE RESPONDENT SAYS THAT HE OR SHE STAYED AWAY FOR MINIMUM FOUR NIGHTS, Q3.1-5=1-5 FOR AT LEAST ONE ITEM, OTHERS GO TO Q12

Q11 Now thinking about your main holidays in 2011, how satisfied were you with...?

(SHOW SCREEN - SINGLE CODE)

(READ OUT)	Very satisfied	Fairly satisfied	Not very satisfied	Not at all satisfied	DK/NA
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1	The quality of the accommodation	1	2	3	4	5
2	The natural features (weather conditions, landscape, etc;)	1	2	3	4	5
3	The general level of prices	1	2	3	4	5
4	The activities offered (variety and comprehensiveness of the tourist offer)	1	2	3	4	5
5	How tourists are welcomed ( e.g. child friendliness, customer care, "pets-welcomed" policy, etc)	1	2	3	4	5

NEW

ASK ALL

PROG Q12: ROTATE CODES 1 TO 8

Q12 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 – 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 / tourist agencies	7,
Newspaper, radio, TV	8,
Other (DO NOT READ OUT)	9,
DK/NA	10,

FL 328 Q11a MODIFIED

PROG Q13: ROTATE CODES 1 TO 3

Q13 In 2012, which of the following type of holidays do you plan to take?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Holidays with more than 13 consecutive nights	1,
Holidays between 4 and 13 consecutive nights	2,
Short-stay trip (up to 3 nights)	3,
No decisions yet (DO NOT READ OUT)	4,
No trip at all (DO NOT READ OUT)	5,
DK/NA	6,

NEW

ASK Q14 ONLY IF RESPONDENT ANSWERS THAT HE OR SHE ENVISAGES TO TAKE HOLIDAYS AWAY IN 2012, Q13=1-3, OTHERS GO TO Q15

Q14 In which country(ies) do you plan to spend your holidays in 2012?

(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,
IN ANOTHER COUNTRY OUTSIDE THE EUROPEAN UNION	
In another country outside the EU	29,
DK/NA	30,

NEW

ASK ALL

PROG: 3 ANSWERS POSSIBLE FOR CODES 2,3,4, ONE ANSWER ONLY FOR CODES 1,5, 6,7

Q15 Has the current economic situation had an impact on your holiday plans for 2012?

(READ OUT – 3 ANSWERS POSSIBLE)

It has not changed my planned holiday	1,
I will go on holiday but I changed my destinations	2,
I will go on holiday but for a shorter period	3,
I will go on holiday but I will spend less	4,
I will not go on holiday	5,
I do not plan to go on holiday (DO NOT READ OUT)	6,
I haven't planned my holiday for 2012 yet (DO NOT READ OUT)	7,
DK/NA	8,

NEW

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')

FL 340 D4

D5 As far as your current occupation is concerned, would you say you are self employed, an employee doing a non-manual job, an employee doing a manual job or not currently working? Does it mean that you are a(n)...

IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES

SELF-EMPLOYED	
Farmer, forester, fisherman	1
Owner of a shop, craftsman	2
Professional (lawyer, medical practitioner, accountant, architect...)	3
Manager of a company	4
Other (SPECIFY)	5
EMPLOYEE	
Professional (employed doctor, lawyer, accountant, architect...)	6
General management, director or top management	7
Middle management, other management (department head, junior manager, teacher, technician)	8
Civil servant	9
Office clerk	10
Other employee (salesman, nurse, etc...)	11
Other (SPECIFY)	12
MANUAL WORKER	
Supervisor \ foreman (team manager, etc ...)	13
Manual worker	14
Unskilled manual worker	15
Other (SPECIFY)	16
WITHOUT A PROFESSIONAL ACTIVITY	
Looking after the home	17
Student (full time)	18
Retired	19
Seeking a job	20
Other (SPECIFY)	21
Refusal (SPONTANEOUS)	22

FL 340 D5

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
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No	2
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D20	Have you got a landline phone?
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(DO NOT READ OUT
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Yes	1
No	2

D22	Could you tell me how many people aged 15 years or more live in your household, yourself included?
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(WRITE DOWN - IF "DK" CODE '98' - IF "REFUSAL" CODE '99')
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	Number of people aged 15 or more in the household
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