

Flash Eurobarometer 258
February 2009

Survey on the attitudes of Europeans
towards tourism

Basic bilingual questionnaire

The GALLUP Organization

Flash 258 – TOURISM

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: _____

Have not travelled at all..... 00
[DK/NA] 99

IF 0, GO TO Q3A

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

Record the actual number: _____

None..... 00
[DK/NA] 99

Q1. Au cours de l'année 2008, combien de fois avez-vous voyagé pour des raisons professionnelles ou privées en passant au moins une nuit hors de chez vous ?

Noter le nombre réel: _____

N'a pas voyagé..... 00
N.S.P. / Sans réponse 99

SI 0, ALLER A Q3A

Q2. Et combien d'entre eux étaient de courts séjours privés de moins de quatre nuits ?

Noter le nombre réel: _____

Aucun..... 00
N.S.P. / Sans réponse 99

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: _____

- None 00
- [DK/NA] 99

SI Q1 N'EST PAS EGAL A 0

Q3. Etait-ce davantage, moins, ou le même nombre de courts séjours que vous avez réalisés en 2007 ?

- Moins 1
- Le même nombre 2
- Davantage que l'année précédente (2007) 3
- [N.S.P. / Sans réponse] 9

SI Q1 EST EGAL A 0

Q3A. Avez-vous fait un voyage en 2007 au cours duquel vous avez passé au moins une nuit hors de chez vous ?

- Oui 1
- Non 2
- [N.S.P. / Ne se rappelle pas] 9

APRES Q3A ALLER A Q5

Q4. Combien de fois êtes-vous parti(e) en vacances en 2008, au cours desquelles vous avez soit séjourné en hébergement payant / soit dans une maison secondaire, pendant au moins quatre nuits ?

Noter le nombre réel: _____

- Aucun 00
- [N.S.P. / Sans réponse] 99

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

SI Q1=0 OU Q4=0 OU Q4=99

**Q5. Quel était la raison principale pour laquelle vous n'êtes pas parti(e)
en vacances en 2008 ?**

- Raisons personnelles / privées 1
- Raisons financières 2
- Manque de temps 3
- Préfère ne partir que pour de courts séjours [ENQUETEUR: MOINS DE 4
NUITS] 4
- Pas de motivation pour prendre des vacances en 2008 5
- Soucis de sécurité 6
- Préfère rester à la maison ou avec la famille / les amis 7
- Autre 8
- [N.S.P. / Sans réponse] 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)**

- 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

[DEMANDER SI Q1 PAS 0 OU Q4 PAS 0 OU Q4 PAS 99,
SINON ALLER A Q11]

**Q6 Quelle était votre motivation première dans le choix de votre principal
voyage de vacances en 2008 ? (choisir une seule réponse)**

- Soleil / plage 1
- Bien être / traitement de santé 2
- Repos / détente 3
- Séjour- découverte de ville 4
- Motivation liée au sport..... 5
- Nature 6
- Culture / religion 7
- Rendre visite à des amis / de la famille..... 8
- [N.S.P. / Sans réponse] 9

**Q7. Où êtes-vous allé(e) lors de vos vacances principales en 2008 (si plus
d'un endroit, où avez-vous passé le plus de temps)**

**A la maison, dans le pays
Liste précodée**

Autre

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

Q8. Comment vous êtes-vous rendu là bas en 2008 ? (par quel mode de transport principal)

Avion.....	1
Bateau	2
Train.....	3
Car	4
Voiture / moto	5
Vélo (sans moteur)	6
Autre	7
[N.S.P. / Sans réponse]	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

Q9. Quel mois de l'année 2008 avez-vous commencé votre principal voyage de vacances ?

Janvier	1
Février.....	2
Mars.....	3
Avril.....	4
Mai	5
Juin	6
Juillet.....	7
Août	8
Septembre	9
Octobre.....	10
Novembre	11
Décembre	12
[N.S.P. / Sans réponse.....	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

Q10. Comment avez-vous organisé votre principal voyage de vacances en 2008 ?

- Voyage / hébergement organisé individuellement 1
- Voyage ou hébergement réservé en passant par une agence de voyage 2
- Voyage organisé / Formule tout compris réservé(e) par Internet..... 3
- Voyage organisé / Formule tout compris réservé(e) par l'intermédiaire d'une agence de voyage 4
- Autre 5
- [N.S.P. / Sans réponse] 9

DEMANDER A TOUS

Q11. En 2008, avez-vous dépensé plus, moins, ou autant d'argent pour l'ensemble de vos vacances par rapport à 2007 ?

- Plus 1
- Moins 2
- Autant 3
- [N.S.P. / Sans réponse] 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

Q12. Est-ce que des changements dans le coût de la vie ont eu un impact sur vos projets de voyages/vacances pour 2008 ?

- Oui 1
- Non, pas de changement du coût de la vie 2
- Non, pas d'impact sur mes projets de voyage 3
- [N.S.P. / Sans réponse] 9

Q12a. Si oui: Comment cela a-t-il influé sur vos projets de voyage/vacances pour 2008 ?

- Cela a influé sur le montant dépensé pour mes voyages 1
- Cela a influé sur la durée de mes voyages / vacances 2
- Cela a signifié que je n'ai pris aucunes vacances..... 3
- [N.S.P. / Sans réponse] 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

Q13. Si vous deviez faire des économies sur votre budget vacances, sur quoi économiseriez-vous ?

- Sur l'hébergement 1
- Sur le type de transport 2
- Sur la destination (c'est à dire la distance que j'envisagerais de parcourir) 3
- Sur le timing de la réservation (par ex. une décision de dernière minute) 4
- Sur la période des vacances (basse saison)..... 5
- [N.S.P. / Sans réponse] 9

Q14. Si vous deviez faire des économies sur vos projets de voyages et vos vacances, quels types de vacances ou de voyages seriez-vous prêts à abandonner ou à réduire en premier lieu ?

- Les courts séjours 1
- Les vacances d'hiver 2
- Les vacances d'été 3
- Aucun (je n'abandonnerais aucun voyage) 4
- [N.S.P. / Sans réponse] 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

Q15. Quand vous êtes en vacances, quel type de dépense de loisir êtes-vous prêt à réduire le plus ?

- Divertissements (cinémas, théâtres) 1
- Restaurants et cafés 2
- Achats / shopping 3
- Soins de beauté / bien être 4
- Sports et autres activités 5
- [Aucun (je n'en réduirais aucun)] 6
- [Tous ceux-ci] 7
- [N.S.P. / Sans réponse] 9

Q16. Quand vous décidez d'un voyage de vacances, parmi les considérations suivantes lesquelles sont les plus importantes dans votre prise de décision ?

- La qualité du service 1
- Le prix 2
- Le rapport qualité / prix 3
- La prise en compte de l'environnement 4
- La prise en compte des éléments sociaux 5
- La sécurité 6
- Autre 7
- [N.S.P. / Sans réponse] 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

Q17. Quel type de destinations de vacances préférez-vous ?

- Destinations traditionnelles, bien connues 1
- Destinations non traditionnelles, nouvelles / émergentes 2
- [Pas important, pas de préférence] 3
- [N.S.P. / Sans réponse] 9

Q18. Quelle serait votre attente principale de la part d'une destination non traditionnelle, nouvelle / émergente ?

- Une meilleure qualité de service 1
- Des prix plus bas 2
- Un meilleur rapport qualité / prix 3
- La culture, le style de vie et les traditions du lieu 4
- Une meilleure qualité de l'environnement 5
- [N.S.P. / Sans réponse] 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

Q19a. Parmi les sources d'informations suivantes, laquelle considérez-vous comme la plus importante quand vous prenez une décision au sujet de vos projets de voyage/vacances ?

- L'expérience personnelle..... 1
- Les recommandations d'amis et collègues 2
- Les guides et magazines (commerciaux)..... 3
- Les catalogues, les brochures (non commerciaux)..... 4
- Internet..... 5
- Les agences de voyage / de tourisme..... 6
- Les médias (journaux, radio, télévision)..... 7
- [N.S.P. / Sans réponse] 9

Q19b. Et laquelle est la deuxième source d'information la plus importante ?

- L'expérience personnelle..... 1
- Les recommandations d'amis et collègues 2
- Les guides et magazines (commerciaux)..... 3
- Les catalogues, les brochures (non commerciaux)..... 4
- Internet..... 5
- Les agences de voyage / de tourisme..... 6
- Les médias (journaux, radio, télévision)..... 7
- [N.S.P. / Sans réponse] 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
- [DK/NA] 9

Q20. Parmi les attraits suivants, veuillez choisir celui qui a la plus grande influence sur votre choix de destination ?

- L'art..... 1
- La gastronomie..... 2
- Les loisirs/divertissements..... 3
- L'héritage culturel 4
- Les festivals et autres événements 5
- L'environnement 6
- Autres 7
- [N.S.P. / Sans réponse] 9

Q21. Quel type de vacances prévoyez-vous pour 2009 ?

- Des vacances de plus de 13 nuits consécutives..... 1
- Des vacances de plus de quatre nuits consécutives 2
- Une combinaison de vacances plus longues et de séjours plus courts3
- Un / de court(s) séjour(s) uniquement (1 - 3 nuits) 4
- Aucune décision pour le moment 5
- Aucun voyage du tout..... 6
- [N.S.P. / Sans réponse]..... 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]

- [1] Male
- [2] Female

Q22. Avez-vous les ressources financières nécessaires pour pouvoir vous offrir ces vacances planifiées pour 2009 ?

- Oui, sans difficulté majeure 1
- Oui, mais nous aurons besoin de faire des économies supplémentaires 2
- Non, pas sans m'endetter..... 3
- Non, je ne peux pas me le permettre étant donné la situation financière actuelle 4
- [N.S.P. / Sans réponse] 9

Q23. Où prévoyez-vous de passer vos vacances principales en 2009 ?

[Précodé, inclure les vacances à la maison et dans le pays]

A la maison, dans le pays

Liste précodée

Autre

D1. Sexe

[NE PAS DEMANDER - NOTER COMME APPROPRIE]

- [1] Homme
- [2] Femme

D2. How old are you?

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

**D3. How old were you when you stopped full-time education?
[Write in THE AGE WHEN EDUCATION WAS TERMINATED]**

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

D2. Quel âge avez-vous?

[][] ans
[00] [REFUS/PAS DE REPONSE]

**D3. Quel âge aviez-vous quand vous avez terminé vos études à temps plein?
[Noter l'âge de fin d'études]**

[][] ans
[00] [Toujours en train de poursuivre des études à temps plein]
[01] [Jamais suivi des études à temps plein]
[99] [REFUS/PAS DE REPONSE]

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,...)
- manager of a company 14
- other 15

- Employee

- i.e. - professional (employed doctor, lawyer, accountant, architect) 21
- general management, director or top management
- 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...)
- 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

D4. Concernant votre emploi actuel, êtes vous indépendant, employé, ouvrier ou sans activité professionnelle? Cela veut-il dire que vous êtes un (une)...

[SI UNE REPONSE EST DONNEE A LA CATEGORIE PRINCIPALE, LIRE LES SOUS CATEGORIES RESPECTIVES - UNE SEULE REPONSE POSSIBLE]

- Profession libérale/ indépendant

- i.e. - agriculteur, sylviculteur, pêcheur 11
- commerçant, artisan 12
- profession libérale (avocat, médecin, comptable, architecte...)
- Dirigeant d'entreprise 14
- Autre 15

- Employé (e)

- i.e. - Cadre employé (médecin sous convention, avocat, comptable, architecte) 21
- Direction générale, directeur ou direction supérieure
- Cadre moyen 23
- Fonctionnaire 24
- employé(e) de bureau 25
- Autre salarié (commercial, infirmière etc...) 26
- Autre 27

- Ouvrier

- i.e. - superviseur/agent de maîtrise (chef d'équipe, etc....)
- Ouvrier 32
- Ouvrier non qualifié 33
- Autre 34

- Sans activité professionnelle

- i.e. - Femme/ Homme au foyer 41
- Etudiant (temps plein) 42
- Retraité 43
- Demandeur d'emploi 44
- Autre 45
- [Refus] 99

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

- metropolitan zone 1
- other town/urban centre 2
- rural zone 3
- [Refusal] 9

D6. Diriez-vous que vous vivez...?

- zone métropolitaine 1
- autre ville/centre urbain 2
- zone rurale 3
- [Refus] 9

Survey details

This general population survey “*Survey on the Attitudes of Europeans towards Tourism*”(No 258) was conducted for the European Commission, Enterprise and Industry Directorate General – New Approach Industries, Tourism & CSR.

Telephone interviews were conducted in each country, with the exception of the Bulgaria, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia where both telephone and face-to-face interviews were conducted (70% webCATI and 30% F2F interviews). Note: Flash Eurobarometer surveys systematically include mobile phones in samples in Austria, Finland, Italy, Portugal and Spain.

Telephone interviews were conducted in each country between the 14/02/2009 and the 18/02/2009 by the following institutes:

Belgium	BE	Gallup Europe	(Interviews: 14/02/2009 - 18/02/2009)
Czech Republic	CZ	Focus Agency	(Interviews: 14/02/2009 - 18/02/2009)
Denmark	DK	Hermelin	(Interviews: 14/02/2009 - 18/02/2009)
Germany	DE	IFAK	(Interviews: 14/02/2009 - 18/02/2009)
Estonia	EE	Saar Poll	(Interviews: 14/02/2009 - 18/02/2009)
Greece	EL	Metroanalysis	(Interviews: 14/02/2009 - 18/02/2009)
Spain	ES	Gallup Spain	(Interviews: 14/02/2009 - 18/02/2009)
France	FR	Efficiencie3	(Interviews: 14/02/2009 - 18/02/2009)
Ireland	IE	Gallup UK	(Interviews: 14/02/2009 - 18/02/2009)
Italy	IT	Demoskopoea	(Interviews: 14/02/2009 - 18/02/2009)
Cyprus	CY	CYMAR	(Interviews: 14/02/2009 - 18/02/2009)
Latvia	LV	Latvian Facts	(Interviews: 14/02/2009 - 18/02/2009)
Lithuania	LT	Baltic Survey	(Interviews: 14/02/2009 - 18/02/2009)
Luxembourg	LU	Gallup Europe	(Interviews: 14/02/2009 - 18/02/2009)
Hungary	HU	Gallup Hungary	(Interviews: 14/02/2009 - 18/02/2009)
Malta	MT	MISCO	(Interviews: 14/02/2009 - 18/02/2009)
Netherlands	NL	MSR	(Interviews: 14/02/2009 - 18/02/2009)
Austria	AT	Spectra	(Interviews: 14/02/2009 - 18/02/2009)
Poland	PL	Gallup Poland	(Interviews: 14/02/2009 - 18/02/2009)
Portugal	PT	Consulmark	(Interviews: 14/02/2009 - 18/02/2009)
Slovenia	SI	Cati d.o.o	(Interviews: 14/02/2009 - 18/02/2009)
Slovakia	SK	Focus Agency	(Interviews: 14/02/2009 - 18/02/2009)
Finland	FI	Norstat Finland Oy	(Interviews: 14/02/2009 - 18/02/2009)
Sweden	SE	Hermelin	(Interviews: 14/02/2009 - 18/02/2009)
United Kingdom	UK	Gallup UK	(Interviews: 14/02/2009 - 18/02/2009)
Bulgaria	BG	Vitoshia	(Interviews: 14/02/2009 - 18/02/2009)
Romania	RO	Gallup Romania	(Interviews: 14/02/2009 - 18/02/2009)

Representativeness of the results

Each national sample is representative of the population aged 15 years and above.

Sample sizes

In most EU countries the target sample size was 1000 respondents, but in Germany the sample size was 2000 interviews, 1500 interviews in Spain, France, Italy, Poland, United Kingdom, Poland and

500 interviews in Estonia, Cyprus, Latvia, Lithuania, Luxembourg, Malta, Slovenia. The table below shows the achieved sample size by country.

A weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the European Union result in proportion to its population.

The table below presents, for each of the countries:

- (1) the number of interviews actually carried out
- (2) the population-weighted total number of interviews

Total interviews

	Total Interviews			
	Conducted	% of Total	EU27 weighted	% of Total (weighted)
Total	27127	100	27127	100
BE	1002	3.7	572	2.1
BG	1002	3.7	433	1.6
CZ	1001	3.7	573	2.1
DK	1004	3.7	288	1.1
DE	2000	7.4	4611	17.0
EE	512	1.9	74	0.3
EL	1008	3.7	623	2.3
ES	1506	5.6	2474	9.1
FR	1505	5.5	3359	12.4
IE	1000	3.7	224	0.8
IT	1507	5.6	3306	12.2
CY	501	1.8	42	0.2
LV	503	1.9	128	0.5
LT	503	1.9	185	0.7
LU	503	1.9	25	0.1
HU	1013	3.7	555	2.0
MT	504	1.9	22	0.1
NL	1000	3.7	872	3.2
AT	1002	3.7	456	1.7
PL	1515	5.6	2089	7.7
PT	1001	3.7	583	2.1
RO	1008	3.7	1187	4.4
SI	503	1.9	113	0.4
SK	1014	3.7	294	1.1
FI	1009	3.7	285	1.0
SE	1000	3.7	492	1.8
UK	1501	5.5	3263	12.0

Questionnaires

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English.
2. The institutes listed above translated the questionnaire in their respective national language(s).
3. One copy of each national questionnaire is annexed to the results (volume tables).

Sampling error

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The “margin of error” is a common summary of sampling error, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: survey estimate +/- margin of error. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be (45%-10%) to (45%+10%), suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

Margin of error (95% confidence interval)

Survey estimate	Sample size (n)									
	10	50	100	150	200	400	800	1000	2000	4000
5%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%
10%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
25%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
50%	31.0%	13.9%	9.8%	8.0%	6.9%	4.9%	3.5%	3.1%	2.2%	1.5%
75%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
90%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
95%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%

(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

Evaluation of the samples

The attached tables (after the Technical Report tables) provide a detailed insight to the within country weighting of the study. (For cross-country weights please refer to the table on previous page) The weighting of the dataset is a three-fold exercise.

In the *first step* we will apply the basic **selection probability weights**, primarily to avoid the overcoverage of households with multiple telephone lines. In the same step, we calculate the weights that corrects the estimations based on the merged **dual frame** samples, i.e., weights that deal with phone owners;

In the *second step*, on a country-by-country basis, a **nonresponse population weighting** was carried out. As nonresponse rates vary by social segments, the sample characteristics reflect such differences as well (i.e., there are usually less males and especially less young people in the samples than in the universe.) In this step, we compensated for the nonresponse bias that stems from the field execution process. The most advanced method for eliminating such deviations is the so-called *Raking Adjustment for Nonresponse* (raking). Gallup applied this method. This procedure performs iterative proportional fitting in contingency table analysis. This method is also used to deal with the problem of large variability of weights. When weighting classes are formed based on full cross-classification of the auxiliary variables, the result is a large number of weighting classes with unstable response rates.

However, one drawback is that raking assumes that the variables used for adjustment are independent. Raking works in the following way:

- 1) sets initial weight factor values in each cross-classification term to 1;
- 2) adjusts the weight factors of the first cross-classification term so the weighted sample is representative for the variables involved;
- 3) adjusts the weight factors for the next cross-classification term so the weighted sample becomes representative with respect to the variables involved (this might disrupt the representativeness with respect to the variables involved);
- 4) repeats this adjustment for all cross-classification terms;
- 5) repeats all steps until the factors do not change.

A common approach to weighting is to determine the sample weights adjusting for unequal probabilities of selection, revise these weights to compensate for different sub-class response rates, and finally modify the weights again to conform the weighted sample distribution for certain variables (e.g., age, gender, education, activity etc.) to the known population distributions of the same variables.

The following variables will be used in all national raking procedures (with categories levels used):

Age X Sex

male, 15-29
male, 30-49
male, 50-64
male 65+
female, 15-29
female, 30-49
female, 50-64
female, 65+

Activity

Active worker
retired
Other non-active worker

Regions (NUTS2)

Please note that levels might be collapsed to achieve convergence or universe information is not available in the necessary detail.

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