

Flash Eurobarometer 281
September 2009

Survey on attitudes of Europeans towards Tourism

Basic bilingual questionnaire

The GALLUP Organization

FLASH 281 - TOURISM

Q1. Did you go on a holiday or take a short private trip in 2009 where you were away from home for a minimum of one night? This excludes business travel.

[READ OUT]

- Yes, I went on a holiday or took a short trip in 2009, and I am not planning any other holidays or short trips in 2009 1
- Yes, I went on a holiday or took a short trip in 2009, and I still plan other holidays or short trips in 2009
☐ 2
- No, but I still plan to go on a holiday or take a short trip in 2009 3
- No, I will not go on any holiday in 2009 4
- [DK/NA] 9

Q1. Etes-vous parti(e) en vacances ou avez-vous fait un court séjour à des fins privées en 2009, lors desquelles/duquel vous avez quitté votre domicile pendant au moins une nuit ? Les voyages d'affaires/professionnels sont ici exclus.

[LIRE]

- Oui, je suis parti(e) en vacances ou ai fait un court séjour en 2009, et je ne prévois pas d'autres vacances ou courts séjours en 2009 1
- Oui, je suis parti(e) en vacances ou ai fait un court séjour en 2009, et je prévois d'autres vacances ou courts séjours en 2009 2
- Non, mais je prévois de partir en vacances ou de faire un court séjour en 2009 3
- Non, je ne partirai pas en vacances en 2009 4
- [NSP/SR] 9

ASK ALL RESPONDENTS

Q2. Under the current economic conditions, did you have to cut back in 2009 on the budget that you normally spend on holidays?

- Yes, I had to cut back 1
- No, but I decided to cut back as a precaution 2
- No 3
- [I never go on holiday] 4
- [DK/NA] 9

POSER À TOUS LES RÉPONDANTS

Q2. Compte tenu du contexte économique actuel, avez-vous dû restreindre en 2009 le budget que vous dépensez normalement en vacances ?

- Oui, j'ai dû le restreindre 1
- Non, mais j'ai décidé de le restreindre par mesure de précaution 2
- Non 3
- [Je ne vais jamais en vacances] 4
- [NSP/SR] 9

ASK IF [Q1=1] AND [Q2= 1 OR 2]

Q3a. How did you cut back on your holiday budget in 2009? What was the most important change that you made?

ASK IF [Q1=2] AND [Q2= 1 OR 2]

Q3a. How did you – or will you – cut back on your holiday budget in 2009? What was – or will be – the most important change that you made – or will make?

ASK IF [Q1=3] AND [Q2= 1 OR 2]

Q3a. How will you cut back on your holiday budget in 2009? What will be the most important change that you will make?

[ROTATE - READ OUT - ONLY ONE ANSWER]

- Fewer holidays or short trips.....1
- Reduced length of holiday or short trips.....2
- Cheaper means of transport.....3
- Cheaper accommodation4
- A holiday closer to home5
- Changes in the period of travel (not peak season).....6
- [Other]7
- [DK/NA].....9

POSER SI [Q1=1] ET [Q2= 1 OU 2]

Q3a. Comment avez-vous restreint votre budget pour les vacances en 2009 ? Quel a été le changement le plus important que vous avez fait ?

POSER SI [Q1=2] ET [Q2= 1 OU 2]

Q3a. Comment avez-vous - ou allez vous - restreindre votre budget pour les vacances en 2009 ? Quel a été - ou sera - le changement le plus important que vous avez fait - ou allez faire ?

POSER SI [Q1=3] ET [Q2= 1 OU 2]

Q3a. Comment allez-vous restreindre votre budget pour les vacances en 2009 ? Quel sera le changement le plus important que vous ferez ?

[FAIRE UNE ROTATION - LIRE - UNE SEULE REPONSE POSSIBLE]

- Moins de vacances ou courts séjours..... 1
- Durée des vacances ou courts séjours réduite..... 2
- Moyens de transport moins chers..... 3
- Logement moins cher..... 4
- Des vacances plus proches du domicile 5
- Changements dans la période de voyage (pas pendant la haute saison) 6
- [Autre] 7
- [NSP/SR] 9

ASK IF [Q1=1] AND [Q2= 1 OR 2]

Q3b. And what was the second most important change?

ASK IF [Q1=2] AND [Q2= 1 OR 2]

Q3b. And what was – or will be – the second most important change?

ASK IF [Q1=3] AND [Q2= 1 OR 2]

Q3b. And what will be the second most important change?

[ROTATE - READ OUT - ONLY ONE ANSWER]

- Fewer holidays or short trips..... 1
- Reduced length of holiday or short trips..... 2
- Cheaper means of transport..... 3
- Cheaper accommodation 4
- A holiday closer to home 5
- Changes in the period of travel (not peak season)..... 6
- [Other] 7
- [DK/NA]..... 9

POSER SI [Q1=1] ET [Q2= 1 OU 2]

Q3b. Et quel a été le second changement le plus important ?

POSER SI [Q1=2] ET [Q2= 1 OU 2]

Q3b. Et quel a été - ou sera - le second changement le plus important ?

POSER SI [Q1=3] ET [Q2= 1 OU 2]

Q3b. Et quel sera le second changement le plus important ?

[FAIRE UNE ROTATION - LIRE - UNE SEULE REPONSE POSSIBLE]

- Moins de vacances ou courts séjours..... 1
- Durée des vacances ou courts séjours réduite..... 2
- Moyens de transport moins chers..... 3
- Logement moins cher..... 4
- Des vacances plus proches du domicile 5
- Changements dans la période de voyage (pas pendant la haute saison) 6
- [Autre] 7
- [NSP/SR] 9

ASK IF [Q1=1]

Q4. If you had to reduce your spending on leisure activities when you were on holiday in 2009, on which kind of leisure activity did you make the most reduction?

[ROTATE - READ OUT - ONLY ONE ANSWER]

- Entertainment (movies; theatres) 1
- Cultural activities 2
- Restaurants and cafes 3
- Shopping 4
- Beauty/Wellness treatments..... 5
- Sports and other activities 6
- Other..... 7
- I did not have to reduce spending 8
- [DK/NA]..... 99

[INTERVIEWER]

POSER SI [Q1=1]

Q4. Si vous avez dû réduire vos dépenses sur les activités de loisirs quand vous étiez en vacances en 2009, sur quel genre d'activité de loisirs avez-vous fait le plus de restrictions ?

[FAIRE UNE ROTATION - LIRE - UNE SEULE REPONSE POSSIBLE]

- Divertissements (cinémas, théâtres)..... 1
- Activités culturelles 2
- Restaurants et cafés 3
- Achats / shopping..... 4
- Soins de beauté / bien être 5
- Sports et autres activités 6
- Autre..... 7
- Je n'ai pas eu à réduire mes dépenses 8
- [NSP/SR] 99

[ENQUETEUR]

IF [Q1=1]

I would now like to ask you some questions about your main holiday in 2009. If you went on only one holiday or took only one short trip in 2009, this was your main holiday. If you went on more than one holiday or short trip in 2009, your main holiday was the longest one, or if two or more were of equal length, then it would be the one in – or nearest to – the peak summer period.

IF [Q1=2]

I would now like to ask you some questions about your main holiday in 2009. Your main holiday would be your longest holiday or short trip in 2009, or if you took – or will take – two or more trips of equal length in 2009, your main holiday would be the one in – or nearest to – the peak summer period.

IF [Q1=3]

I would now like to ask you some questions about your main holiday in 2009. If you go on only one holiday or take only one short trip in 2009, this will be your main holiday. If you go on more than one holiday or short trip in 2009, your main holiday will be the longest one, or if two or more are of equal length, then it will be the one in – or nearest to – the peak summer period.

ASK IF [Q1=1]

Q5. In which month of 2009 did you start your main holiday?

ASK IF [Q1=2]

Q5. In which month of 2009 did you – or will you – start your main holiday?

ASK IF [Q1=3]

Q5. In which month of 2009 will you start your main holiday?

-Month

- [DK/NA].....99

SI [Q1=1]

J'aimerais vous poser quelques questions concernant vos principales vacances en 2009. Si vous êtes parti(e) une seule fois en vacances ou avez fait un seul court séjour en 2009, il s'agissait de vos principales vacances. Si vous êtes parti(e) plus d'une fois en vacances ou avez fait plus d'un court séjour en 2009, vos principales vacances étaient les plus longues, ou si deux séjours ou plus étaient de même durée, alors il s'agirait des vacances pendant - où les plus proches - de la haute saison estivale.

SI [Q1=2]

J'aimerais vous poser quelques questions concernant vos principales vacances en 2009. Vos principales vacances seraient vos vacances ou votre court séjour les plus longs en 2009, ou si vous avez faits - ou allez faire - deux séjours ou plus de même durée en 2009, vos principales vacances seraient celles pendant - ou les plus proches - de la haute saison estivale.

SI [Q1=3]

J'aimerais vous poser quelques questions concernant vos principales vacances en 2009. Si vous partez une seule fois en vacances ou faites un seul court séjour en 2009, celui-ci sera vos principales vacances. Si vous partez plus d'une fois en vacances ou faites plus d'un court séjour en 2009, vos principales vacances seront les plus longues, ou si deux séjours ou plus sont de même durée, alors il s'agira de celui pendant - ou le plus proche - de la haute saison estivale.

POSER SI [Q1=1]

Q5. Durant quel mois de 2009, vos principales vacances ont-elles débuté ?

POSER SI [Q1=2]

Q5. Durant quel mois de 2009 vos principales vacances ont-elles - ou débiteront-elle ?

POSER SI [Q1=3]

Q5. Durant quel mois de 2009 vos principales vacances débiteront-elles ?

-Mois

- [NSP/SR]..... 99

ASK IF [Q1=1]

Q6. Where did you travel for your main holiday in 2009? If more than one place, where did you stay most of the time?

ASK IF [Q1=2]

Q6. Where did you – or will you – travel for your main holiday in 2009? If more than one place, where did you – or you will – stay most of the time?

ASK IF [Q1=3]

Q6. Where will you travel for your main holiday in 2009? If more than one place, where will you stay most of the time?

[PRE-CODED, INCLUDING WITHIN THE COUNTRY]

ASK IF [Q1=1]

Q7. In which type of destination did you spend your main holiday in 2009? If more than one destination, where did you stay most of the time?

ASK IF [Q1=2]

Q7. In which type of destination did you – or will you – spend your main holiday in 2009? If more than one destination, where did you – or you will – stay most of the time?

ASK IF [Q1=3]

Q7. In which type of destination will you spend your main holiday in 2009? If more than one destination, where will you stay most of the time?

[READ OUT - ONLY ONE ANSWER]

- A traditional, well-known destination 1
- A non-traditional, emerging destination 2
- [DK/NA]..... 9

POSER SI [Q1=1]

Q6. Où avez-vous voyagé lors de vos principales vacances en 2009? si plus d'un endroit, où avez-vous passé le plus de temps?

POSER SI [Q1=2]

Q6. Où avez-vous - ou voyagerez-vous lors de vos principales vacances en 2009 ? Si plus d'un endroit, où avez-vous passé - ou passerez-vous - le plus de temps ?

POSER SI [Q1=3]

Q6. Où voyagerez-vous lors de vos principales vacances en 2009 ? Si plus d'un endroit, où passerez-vous le plus de temps ?

[PRÉ-CODE, PRÉVU DANS LE PAYS]

POSER SI [Q1=1]

Q7. Dans quel type de destination avez-vous passé vos principales vacances en 2009 ? Si plus d'une destination, où avez-vous passé le plus de temps ?

POSER SI [Q1=2]

Q7. Dans quelle type de destination avez-vous - ou allez-vous - passer vos principales vacances en 2009 ? Si plus d'une destination, où avez-vous - ou allez-vous - passer le plus de temps ?

POSER SI [Q1=3]

Q7. Dans quelle type de destination passerez-vous vos principales vacances en 2009 ? Si plus d'une destination, où passerez-vous le plus de temps ?

[LIRE - UNE SEULE REPONSE POSSIBLE]

- Une destination traditionnelle, bien connue 1
- Une destination non traditionnelle, nouvelle/émergente..... 2
- [NSP/SR] 9

ASK IF [Q1=1]

Q8. Did you book your main holiday via a last-minute offer?

ASK IF [Q1=2]

Q8. Did you – or will you – book your main holiday via a last-minute offer?

ASK IF [Q1=3]

Q8. Will you book your main holiday via a last-minute offer?

- Yes 1
- No 2
- [DK/NA]..... 9

ASK IF [Q1=1] AND [Q8=1]

Q9. Why did you do so?

ASK IF [Q1=2] AND [Q8=1]

Q9. Why did you – or will you – do so?

ASK IF [Q1=3] AND [Q8=1]

Q9. Why will you do so?

[READ OUT – UP TO TWO ANSWERS]

- Lower price of holiday 1
- Late decision about going on holiday 2
- Late decision about where to go 3
- [DK/NA]..... 9

POSER SI [Q1=1]

Q8. Avez-vous réservé vos principales vacances via une offre de dernière minute ?

POSER SI [Q1=2]

Q8. Avez-vous - ou allez-vous - réserver vos principales vacances via une offre de dernière minute ?

POSER SI [Q1=3]

Q8. Réserverez-vous vos principales vacances via une offre de dernière minute ?

- Oui 1
- Non 2
- [NSP/SR] 9

POSER SI [Q1=1] ET [Q8=1]

Q9. Pourquoi avez-vous fait ainsi ?

POSER SI [Q1=2] ET [Q8=1]

Q9. Pourquoi avez-vous - ou allez-vous - faire ainsi ?

POSER SI [Q1=3] ET [Q8=1]

Q9. Pourquoi ferez-vous ainsi ?

[LIRE – JUSQUE DEUX REPONSES]

- Prix plus bas des vacances..... 1
- Décision tardive sur le fait de partir en vacances..... 2
- Décision tardive concernant le lieu où aller 3
- [NSP/SR] 9

ASK IF [Q1=1]

Q10a. When you decided on your main holiday in 2009, which of the following considerations was the most important in your decision for a holiday destination or accommodation?

ASK IF [Q1=2]

Q10a. When you decided on your main holiday in 2009 – or when you will take a decision about your main holiday in 2009 – which of the following considerations was – or will be – the most important in your decision for a holiday destination or accommodation?

ASK IF [Q1=3]

Q10a. When you will take a decision about your main holiday in 2009, which of the following considerations will be the most important in your decision for a holiday destination or accommodation?

[READ OUT - ONLY ONE ANSWER]

- Quality of service 1
- Price 2
- Value for money 3
- Cultural attractiveness..... 4
- Eco-friendliness 5
- Social considerations (e.g. labour conditions, respect for the host community)..... 6
- Safety/security..... 7
- Other..... 8
- [DK/NA]..... 99

POSER SI [Q1=1]

Q10a. Lorsque vous avez choisi vos principales vacances en 2009, lesquelles des considérations suivantes ont été les plus importantes dans votre décision concernant la destination ou le logement de vos vacances ?

POSER SI [Q1=2]

Q10a. Lorsque vous avez choisi vos principales vacances en 2009 - ou lorsque vous ferez votre choix à propos de vos principales vacances en 2009 - lesquelles des considérations suivantes ont été - ou seront - les plus importantes dans votre décision concernant la destination ou le logement de vos vacances ?

POSER SI [Q1=3]

Q10a. Lorsque vous ferez votre choix à propos de vos principales vacances en 2009, lesquelles des considérations suivantes seront les plus importantes dans votre décision concernant la destination ou le logement de vos vacances ?

[LIRE - UNE SEULE REPONSE POSSIBLE]

- La qualité de service 1
- Le prix 2
- Le rapport qualité / prix 3
- L'attrait culturel..... 4
- Respectueux de l'environnement 5
- Responsabilité sociale (ex : conditions de travail, respect de la communauté d'accueil) 6
- La sécurité 7
- Autre..... 8
- [NSP/SR] 99

ASK IF [Q1=1]

Q10b. And which of these considerations was the second most important?

ASK IF [Q1=2]

Q10b. And which of these considerations was – or will be – the second most important?

ASK IF [Q1=3]

Q10b. And which of these considerations will be the second most important?

[READ OUT - ONLY ONE ANSWER]

- Quality of service 1
- Price 2
- Value for money 3
- Cultural attractiveness..... 4
- Eco-friendliness 5
- Social considerations (e.g. labour conditions,
respect for the host community)..... 6
- Safety/security..... 7
- Other..... 8
- [DK/NA]..... 99

POSER SI [Q1=1]

Q10b. Et laquelle de ces considérations était la seconde plus importante ?

POSER SI [Q1=2]

Q10b. Et laquelle de ces considérations a été - ou sera - la seconde plus importante ?

POSER SI [Q1=3]

Q10b. Et laquelle de ces considérations sera la seconde plus importante ?

[LIRE - UNE SEULE REPONSE POSSIBLE]

- La qualité de service 1
- Le prix 2
- Le rapport qualité / prix 3
- L'attrait culturel..... 4
- Respectueux de l'environnement 5
- Responsabilité sociale (ex : conditions de travail,
respect de la communauté d'accueil) 6
- La sécurité 7
- Autre..... 8
- [NSP/SR] 99

ASK ALL RESPONDENTS

Q11. Do you consider environmental issues when making decisions about your holidays, such as the facilities provided at the destination or offered by service providers (e.g. accommodation with an eco-label, responsible travel, minimising impact on the local environment)

[READ OUT - ONLY ONE ANSWER]

- Yes, environmental considerations already have an impact on my holiday plans 1
- Yes, I will consider environmental issues in the future, but I did not consider them yet 2
- No, environmental considerations will not impact my holiday plans..... 3
- [I am not aware of the level of environmental protection at my holiday destinations] 4
- [I have no knowledge of this topic] 5
- [I never go on holiday] 6
- [DK/NA]..... 9

POSER À TOUS LES RÉPONDANTS

Q11. Prenez-vous en considération les problèmes environnementaux lorsque vous choisissez vos vacances, tels que les aménagements offerts sur la destination ou proposés par les fournisseurs de services (par exemple l'hébergement avec éco-label, voyage responsable, en minimisant l'impact sur l'environnement local)

[LIRE - UNE SEULE REPONSE POSSIBLE]

- Oui, les préoccupations environnementales ont déjà eu un impact sur mes projets de vacances..... 1
- Oui, je vais examiner les questions environnementales à l'avenir, mais je ne les prends pas encore en considération 2
- Non, les préoccupations environnementales n'auront pas d'impact sur mes projets de vacances 3
- [Je ne connais pas le niveau de protection de l'environnement de mes destinations de vacances] 4
- [Je ne connais rien sur ce sujet] 5
- [Je ne vais jamais en vacances] 6
- [NSP/SR] 9

ASK ALL RESPONDENTS

Q12. Will you have the necessary financial resources to be able to afford some type of holiday in 2010?

[READ OUT - ONLY ONE ANSWER]

- Yes, without any major difficulties 1
- Yes, but I will need to make extra savings 2
- No, not without going into debt 3
- No, I cannot afford a holiday given the current financial situation 4
- [I never go on holiday] 5
- [DK/NA] 9

POSER À TOUS LES RÉPONDANTS

Q12. Avez-vous les ressources financières nécessaires pour pouvoir vous offrir des vacances quelles qu'elles soient en 2010 ?

[LIRE - UNE SEULE REPONSE POSSIBLE]

- Oui, sans difficultés majeures 1
- Oui, mais je dois faire des économies supplémentaires 2
- Non, pas sans m'endetter 3
- Non, je ne peux pas me permettre de vacances étant donné la situation financière actuelle 4
- [Je ne vais jamais en vacances] 5
- [NSP/SR] 9

IF [Q12=1, 2 OR 3]

Q13. What kind of holiday are you planning in 2010?

[READ OUT- ONLY ONE ANSWER IS POSSIBLE]

- A holiday with more than 13 consecutive nights
spent away from home..... 1
- A holiday with more than four consecutive
nights away from home..... 2
- Short-stay trip(s) (1 - 3 nights) only 3
- A combination of a long holiday and shorter
trips..... 4
- No decision yet 5
- [I will not go on holiday] 6
- [DK/NA]..... 9

SI [Q12=1, 2 ou 3]

Q13. Quel type de vacances prévoyez-vous pour 2010 ?

[LIRE- UNE SEULE REPOSE POSSIBLE]

- Des vacances de plus de 13 nuits consécutives
passées hors du domicile 1
- Des vacances de plus de 4 nuits consécutives
hors du domicile 2
- Un / des voyage(s) de court séjour uniquement (1
- 3 nuits) 3
- Une association de vacances longues et de
voyages plus courts 4
- Aucune décision pour le moment 5
- [Je ne partirai pas en vacances]..... 6
- [NSP/SR] 9

D1. Gender

[DO NOT ASK - MARK APPROPRIATE]

- [1] Male
- [2] Female

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

D1. Sexe

[NE PAS DEMANDER - NOTER COMME APPROPRIE]

- [1] Homme
- [2] Femme

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

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, fisherman11
- owner of a shop, craftsman.....12
- professional (lawyer, medical practitioner, accountant, architect,...).....13
- manager of a company14
- other15

- Employee

- i.e. : - professional (employed doctor, lawyer, accountant, architect).....21
- general management, director or top management.....22
- middle management.....23
- Civil servant24
- office clerk.....25
- other employee (salesman, nurse, etc...).....26
- other27

- Manual worker

- i.e. : - supervisor / foreman (team manager, etc...).....31
- Manual worker32
- unskilled manual worker33
- other34

- Without a professional activity

- i.e. : - looking after the home41
- student (full time)42
- retired43
- seeking a job.....44
- other45

- [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...)..... 13
- 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 22
- 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...)..... 31
- 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 zone1
- other town/urban centre2
- rural zone.....3
- [Refusal].....9

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

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

Flash EB Series #281

Survey on the attitudes of Europeans towards tourism

Conducted by
The Gallup Organisation, Hungary
upon the request of Directorate General
Enterprise and Industry



Survey co-ordinated by
Directorate General Communication

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The interpretations and opinions contained in it
are solely those of the authors.

THE GALLUP ORGANISATION

Survey details

This general population survey “*Survey on the Attitudes of Europeans towards Tourism*” (No 281) was conducted for the European Commission, Directorate-General for Enterprise and Industry – 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).

Telephone interviews were conducted in each country between the 07/09/2009 and the 11/09/2009 by the following institutes:

Belgium	BE	Gallup Europe	(Interviews: 07/09/2009 - 11/09/2009)
Czech Republic	CZ	Focus Agency	(Interviews: 07/09/2009 - 11/09/2009)
Denmark	DK	Hermelin	(Interviews: 07/09/2009 - 11/09/2009)
Germany	DE	IFAK	(Interviews: 07/09/2009 - 11/09/2009)
Estonia	EE	Saar Poll	(Interviews: 07/09/2009 - 11/09/2009)
Greece	EL	Metroanalysis	(Interviews: 07/09/2009 - 11/09/2009)
Spain	ES	Gallup Spain	(Interviews: 07/09/2009 - 11/09/2009)
France	FR	Efficiencie3	(Interviews: 07/09/2009 - 11/09/2009)
Ireland	IE	Gallup UK	(Interviews: 07/09/2009 - 11/09/2009)
Italy	IT	Demoskopea	(Interviews: 07/09/2009 - 11/09/2009)
Cyprus	CY	CYMAR	(Interviews: 07/09/2009 - 11/09/2009)
Latvia	LV	Latvian Facts	(Interviews: 07/09/2009 - 11/09/2009)
Lithuania	LT	Baltic Survey	(Interviews: 07/09/2009 - 11/09/2009)
Luxembourg	LU	Gallup Europe	(Interviews: 07/09/2009 - 11/09/2009)
Hungary	HU	Gallup Hungary	(Interviews: 07/09/2009 - 11/09/2009)
Malta	MT	MISCO	(Interviews: 07/09/2009 - 11/09/2009)
Netherlands	NL	MSR	(Interviews: 07/09/2009 - 11/09/2009)
Austria	AT	Spectra	(Interviews: 07/09/2009 - 11/09/2009)
Poland	PL	Gallup Poland	(Interviews: 07/09/2009 - 11/09/2009)
Portugal	PT	Consulmark	(Interviews: 07/09/2009 - 11/09/2009)
Slovenia	SI	Cati d.o.o	(Interviews: 07/09/2009 - 11/09/2009)
Slovakia	SK	Focus Agency	(Interviews: 07/09/2009 - 11/09/2009)
Finland	FI	Norstat Finland Oy	(Interviews: 07/09/2009 - 11/09/2009)
Sweden	SE	Hermelin	(Interviews: 07/09/2009 - 11/09/2009)
United Kingdom	UK	Gallup UK	(Interviews: 07/09/2009 - 11/09/2009)
Bulgaria	BG	Vitoshia	(Interviews: 07/09/2009 - 11/09/2009)
Romania	RO	Gallup Romania	(Interviews: 07/09/2009 - 11/09/2009)

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 500 interviews in Estonia, Cyprus, Latvia, Lithuania, Luxembourg, Malta and 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	23606	100	23606	100
BE	1000	4.2	498	2.1
BG	1005	4.3	376	1.6
CZ	1003	4.3	499	2.1
DK	1001	4.2	251	1.1
DE	1009	4.3	4013	17.0
EE	512	2.2	65	0.3
EL	1001	4.2	542	2.3
ES	1005	4.3	2152	9.1
FR	1000	4.2	2923	12.4
IE	1000	4.2	195	0.8
IT	1005	4.3	2877	12.2
CY	500	2.1	36	0.2
LV	500	2.1	111	0.5
LT	500	2.1	161	0.7
LU	511	2.2	22	0.1
HU	1007	4.3	483	2.0
MT	505	2.1	19	0.1
NL	1001	4.2	759	3.2
AT	1000	4.2	397	1.7
PL	1013	4.3	1818	7.7
PT	1001	4.2	507	2.1
RO	1010	4.3	1033	4.4
SI	501	2.1	98	0.4
SK	1014	4.3	256	1.1
FI	1001	4.2	248	1.0
SE	1001	4.2	428	1.8
UK	1000	4.2	2839	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).

Tables of results

VOLUME A: COUNTRY BY COUNTRY

The VOLUME A tables present the European Union results country by country.

VOLUME B: RESPONDENTS' DEMOGRAPHICS

The VOLUME B tables present the European Union results with the following socio-demographic characteristics of respondents as breakdowns:

- Volume B:
- Sex (*Male, Female*)
- Age (*15-24, 25-39, 40-54, 55 +*)
- Subjective urbanisation (*Metropolitan zone, Other town/urban centre, Rural zone*)
- Occupation (*Self-employed, Employee, Manual worker, Not working*)
- Education (*-15, 16-20, 21+, Still in full time education*)

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, 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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