

Flash Eurobarometer 328
February 2011

Survey on the attitudes of Europeans towards tourism

Basic questionnaire

The GALLUP Organization

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 service 1
- Lower prices 2
- Better value for money 3
- Local culture, lifestyle and traditions 4
- Better environmental quality 5
- [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 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

Q11b. And what is the second most important?

[READ OUT - ROTATE - ONLY ONE ANSWER POSSIBLE]

- 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

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]

- Art 1
- Gastronomy 2
- Entertainment 3
- Cultural heritage 4
- Festivals & other events 5
- The environment 6
- Others 7

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

Flash EB Series #328

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

This document does not represent the point of
view of the European Commission.
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, Wave 3*” (No 328) was conducted for the European Commission, Enterprise and Industry Directorate General – Directorate F- Tourism, CSR, Consumer Goods and International Regulatory Agreements.

Telephone interviews were conducted in each country, with the exception of the Bulgaria, the Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania, Slovakia and the former Yugoslav Republic of Macedonia 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.

Interviews were conducted in each country between the 24/02/2011 and the 28/02/2011 by the following institutes:

Belgium	BE	Gallup Europe	(Interviews: 24/02/2011 - 28/02/2011)
Czech Republic	CZ	Focus Agency	(Interviews: 24/02/2011 - 28/02/2011)
Denmark	DK	Norstat Danmark	(Interviews: 24/02/2011 - 28/02/2011)
Germany	DE	IFAK	(Interviews: 24/02/2011 - 28/02/2011)
Estonia	EE	Saar Poll	(Interviews: 24/02/2011 - 28/02/2011)
Greece	EL	Metroanalysis	(Interviews: 24/02/2011 - 28/02/2011)
Spain	ES	Gallup Spain	(Interviews: 24/02/2011 - 28/02/2011)
France	FR	Effience3	(Interviews: 24/02/2011 - 28/02/2011)
Ireland	IE	Gallup UK	(Interviews: 24/02/2011 - 28/02/2011)
Italy	IT	Demoskopoea	(Interviews: 24/02/2011 - 28/02/2011)
Cyprus	CY	CYMAR	(Interviews: 24/02/2011 - 28/02/2011)
Latvia	LV	Latvian Facts	(Interviews: 24/02/2011 - 28/02/2011)
Lithuania	LT	Baltic Survey	(Interviews: 24/02/2011 - 28/02/2011)
Luxembourg	LU	Gallup Europe	(Interviews: 24/02/2011 - 28/02/2011)
Hungary	HU	Gallup Hungary	(Interviews: 24/02/2011 - 28/02/2011)
Malta	MT	MISCO	(Interviews: 24/02/2011 - 28/02/2011)
Netherlands	NL	MSR	(Interviews: 24/02/2011 - 28/02/2011)
Austria	AT	Spectra	(Interviews: 24/02/2011 - 28/02/2011)
Poland	PL	Gallup Poland	(Interviews: 24/02/2011 - 28/02/2011)
Portugal	PT	Consulmark	(Interviews: 24/02/2011 - 28/02/2011)
Slovenia	SI	Cati d.o.o	(Interviews: 24/02/2011 - 28/02/2011)
Slovakia	SK	Focus Agency	(Interviews: 24/02/2011 - 28/02/2011)
Finland	FI	Norstat Finland Oy	(Interviews: 24/02/2011 - 28/02/2011)
Sweden	SE	Norstat Sweden	(Interviews: 24/02/2011 - 28/02/2011)
United Kingdom	UK	Gallup UK	(Interviews: 24/02/2011 - 28/02/2011)
Bulgaria	BG	Vitoshia	(Interviews: 24/02/2011 - 28/02/2011)
Romania	RO	Gallup Romania	(Interviews: 24/02/2011 - 28/02/2011)
Croatia	HR	Gallup Croatia	(Interviews: 24/02/2011 - 28/02/2011)
Norway	NO	Fieldwork Scandinavia	(Interviews: 24/02/2011 - 28/02/2011)
Iceland	IS	Capacent Gallup	(Interviews: 24/02/2011 - 28/02/2011)
Turkey	TR	Konsensus	(Interviews: 24/02/2011 - 28/02/2011)
The former Yugoslav Republic of Macedonia	MK	Ipsos Strategic Puls	(Interviews: 24/02/2011 - 28/02/2011)

Representativeness of the results

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

Sample sizes

In most 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, and 500 interviews in Estonia, Cyprus, Latvia, Lithuania, Luxembourg, Malta, Slovenia, Croatia, Norway, Iceland, the former Yugoslav Republic of Macedonia. The table below shows the achieved sample size by country. For EU countries, a weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the EU-wide results 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			
	Conducted	% of Total	EU27 weighted	% of Total (weighted)
Total	30187	100	27125	100
BE	1002	3.3	572	2.1
BG	1000	3.3	432	1.6
CZ	1000	3.3	573	2.1
DK	1005	3.3	288	1.1
DE	2009	6.7	4611	17.0
EE	516	1.7	74	0.3
EL	1000	3.3	623	2.3
ES	1505	5.0	2473	9.1
FR	1506	5.0	3359	12.4
IE	1000	3.3	224	0.8
IT	1510	5.0	3306	12.2
CY	503	1.7	42	0.2
LV	505	1.7	128	0.5
LT	502	1.7	185	0.7
LU	501	1.7	25	0.1
HU	1006	3.3	555	2.0
MT	500	1.7	22	0.1
NL	1000	3.3	872	3.2
AT	1001	3.3	456	1.7
PL	1507	5.0	2089	7.7
PT	1007	3.3	583	2.1
RO	1013	3.4	1187	4.4
SI	503	1.7	113	0.4
SK	1021	3.4	294	1.1
FI	1000	3.3	285	1.0
SE	1003	3.3	492	1.8
UK	1500	5.0	3262	12.0
HR	505	1.7		
NO	500	1.7		
IS	500	1.7		
TR	1001	3.3		
MK	556	1.8		

Questionnaires

- 1.
2. The institutes listed above translated the questionnaire in their respective national language(s).
- 3.

Tables of results

VOLUME A: COUNTRY BY COUNTRY

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

VOLUME B: RESPONDENTS' DEMOGRAPHICS

The VOLUME B tables present the European 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.

More details on calculating the margin of error for differences between surveys can be found in Franklin’s 2007 paper: “The Margin of Error for Differences in Polls”
<http://abcnews.go.com/images/PollingUnit/MOEFranklin.pdf>

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
Non-active

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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