

# The GB Day Visitor

Statistics 2015



# GB Day Visits 2015

This report provides details of the approaches followed in the 2015 Great Britain Day Visits Survey (GBDVS) and the work undertaken to develop these methods.

GBDVS measures participation in Tourism Day Visits taken to destinations in the UK (including Northern Ireland) by the residents of England, Scotland and Wales.

GBDVS is jointly sponsored by the statutory tourist boards of England and Scotland and Visit Wales (the Tourism Department of the Welsh Government).

Published and copyright of the sponsors:

VisitEngland

VisitScotland

Visit Wales

© April 2015

## Contents

<b>Section 1: Introduction</b>	<b>3</b>
<b>Section 2: Survey method</b>	<b>4</b>
Summary of approach	4
Design considerations	5
Scoping, planning and piloting stages	6
Sample	9
Survey administration and questionnaire	14
Data preparation and analysis	16
Weighting development	18
Offline survey	22
Accuracy of results	24
Boundary changes 2015	26
GBDVS Methodological Changes 2016	27
<b>Section 3: Appendices</b>	
Appendix 1 - Questionnaire	28
<b>Further information</b>	<b>50</b>

# Section 1: Introduction

The Great Britain Day Visit Survey (GBDVS) was commissioned jointly by VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government).

The survey aims to measure the volume, value and profile of Tourism Day Visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Fieldwork is undertaken on a weekly basis, commenced in January 2011 and will continue until at least the end of December 2019.

While previous surveys have been conducted with similar objectives (most recently the 2005 England Leisure Visits Survey and 2002/3 GB Day Visits Survey), the new survey represented a significant change in terms of the survey methods used and the approach followed to define a Tourism Day Visit.

## **Scope of this report**

This report provides details of the methods used in GBDVS 2015, including the work undertaken to develop the survey approach.

A separate report entitled The GB Day Visitor, containing full results of the 2015 survey is available separately.

## Section 2: Survey Method

This section of the report outlines the survey methods used in GBDVS 2015, including details of why an online approach was followed and the steps taken to maximise the accuracy of the survey outputs.

### Summary of approach

Fieldwork for the fifth year of GBDVS took place from January to December 2015. During this period some 35,664 interviews were conducted using an online survey method with the sample drawn from the Lightspeed and Research Now online panels. Respondents provided details of their leisure participation with a focus on visits taken during the previous week. Full details were collected for some 30,991 visits which lasted 3 hours or more and in subsequent analysis a sub-set of 18,732 of these visits were defined as Tourism Day Visits, taken outside of the participants' usual environment.

### Design considerations

#### 2009 and 2010 Pilot Surveys

Prior to the start of GBDVS fieldwork in 2011, during 2009 and 2010 VisitEngland and the English Tourism Intelligence Partnership (ETIP) commissioned a series of pilot surveys which aimed to determine the best approach for a new Tourism Day Visits Survey.

This pilot exercise involved the parallel testing of identical question-sets through the TNS in-home, telephone and online omnibus surveys. Fieldwork was conducted over identical periods allowing a direct comparison of the results collected using each mode. Alternative question wording was also used to test the impacts of asking respondents about alternative time periods and using different question wording.

Following this piloting, it was recommended that an online data collection approach would represent a cost effective yet suitably robust approach for a future longitudinal survey of Tourism Day Visits.

#### Issues to address

While the 2009 and 2010 piloting established that an online approach could be a viable option for the new GBDVS survey, prior to the launch of the main study in 2011 it was necessary to conduct further scoping and developmental work to ensure that the final approach would collect robust data. Where possible the approach used in GBDVS needed to address the drawbacks and weaknesses often associated with online research as described below under the following headings:

- Bias
- Replicability
- Consistency
- Reliability

#### *Bias*

The main possible sources of bias in a survey conducted online are as follows:

- Coverage of the universe
- Recruitment
- Response
- Mode effect

During the first year of GBDVS approximately 77% of UK households were estimated to have an internet connection from home (based on ONS data from 2011) but this coverage varies considerably by demographic group. Eurobarometer data, based on a quasi probability sample, illustrates this with, for example, in excess of 75% under 55s having access to the Internet from home compared to only 32% of over 65s. A similar skew is seen by education level, with over 80% of adults who completed or are still in further education (after 18 years old) having access at home compared to only 38% of those who left school at or before 16 years.

When sampling from an online panel while it is possible to correct for the broad demographic skews, it must be accepted that there may be a difference in attitudes and behaviours between, for example, older people who have internet access and those who do not, even after correcting for education, gender and so on.

This above point is also true for the potential difference between those people who join an online survey panel and those who do not, and further to this, between panel members who complete a particular survey and those who do not.

Together these three points generate a combined bias that is difficult to measure and hence difficult to correct for.

In addition to coverage and response bias, mode effect must also be considered. By presenting a survey as an online questionnaire for self completion, this can lead to different experiences across respondents due to factors such as connection speed, computer set up, respondent literacy, respondent eyesight and so on. Again, it is virtually impossible to measure the resultant bias.

To minimise the effects of these types of bias the following steps have been taken in GBDVS:

- Ensuring the panel source being used is of high quality with recognised best practice in recruitment and panel management.
- Minimising the number of sample sources used.
- Designing a sample to correct for known skews in demographics profile.
- Keeping the questionnaire as simple as possible and ensure it works for all browsers and connection types.
- Running an offline survey in parallel for validation purposes.

### *Replicability*

This means that in every month of GBDVS there is a need to replicate the survey conditions as closely as possible. Many online research providers are now moving to alternative approaches to panel recruitment and sampling, for example with the use of survey routers and river sampling. Depending upon the design and control, these can introduce an element of uncertainty that means the conditions cannot be replicated.

However the panels used for GBDVS follow a constant recruitment approach with as little change to sourcing and process as possible. More details on these panel sources are provided later in this report.

### *Consistency*

In order to achieve a high level of consistency over time, a sample plan was designed at the outset of GBDVS 2011 to ensure that in each month the same proportion of responses were achieved from each of the panels used and from each broad demographic group.

Whilst the sample plan can demonstrate a consistent approach, this can be a challenge to achieve in practice for a number of reasons. The variability in response rates across demographic groups, changes in workloads and hence exclusions across panels and over time, unpredictable issues in fielding surveys

and so on may lead to changes in the sample profile from month to month. TNS, in partnership with their panel partners, have taken every measure to minimise this.

Consistency in the questionnaire was managed by making no significant changes to the questionnaire throughout the 2011 to 2015 period.

### *Reliability*

In surveys of this nature it is common place to measure and report upon the accuracy of results by calculating the statistical standard errors associated with key results. However, it is important to note that when using an online survey approach it is questionable whether these types of calculation are valid. This is an area which has been investigated in detail by AAPOR (the American Association for Public Opinion Research). In summary, they suggest that "reporting a margin of sampling error associated with an opt-in or self identified sample is misleading". This is because whilst "a sample selected at random has known mathematical properties that allows for the computation of sampling error... surveys based on self-selected volunteers do not have that sort of known relationship to the target population and are subject to unknown, non-measurable biases".

The mixed mode approach used in GBDVS during 2011 allowed for some validation of data collected online and a measure of some of the biases inherent in an online panel. Later in this report information on the standard errors that would be associated with a survey with a similar effective sample size which was undertaken using an approach not using a self selecting sample are included for information. When using these estimates it is important to take account of the AAPOR recommendations.

## **Scoping, planning and piloting stages**

Prior to the start of main GBDVS fieldwork in January 2011 the following initial stages were undertaken to verify certain key elements of the approach:

- Consultation with survey stakeholders.
- Cognitive test interviews.
- Online omnibus pilot.

Further details of each of these stages is provided below.

### *Consultations with survey stakeholders*

The purpose of this stage was to ensure that potential future users of the GBDVS results could provide their input in key areas such as questionnaire coverage and the definition of a Tourism Day Visit. These consultations were undertaken during October 2010 and included discussions with members of the English Tourism Intelligence Partnership and representatives of a number of organisations including VisitBritain, the National Parks Authority, North West Development Agency and Natural England.

### *Cognitive test interviews*

Two days of cognitive test interviewing were undertaken in early November 2010 with 10 interviews conducted in London and 10 conducted in Edinburgh. In both locations a range of respondents in different age groups, in different socio-economic groups and with different levels of educational qualifications were included in the sample. All of the respondents were regular Internet users.

In each interview respondents were asked to complete the draft GBDVS questionnaire on a computer. Respondents were encouraged to take as much time as they needed to complete the questions and, if necessary, ask for help if they required clarification. The researcher observed the questionnaire completion to determine which questions took particularly long to complete or where sections were completed more quickly and/or with less care than expected.

Following the questionnaire completion, respondents were asked to provide their general views regarding the questionnaire and then asked about specific areas of interest including their interpretation of what types of visit should be recorded by respondents when completing the questionnaire.

As a result of these interviews a number of changes were made to the survey including the following:

- Large banks of rating scale type questions were split over multiple screens.
- Wherever possible wording was shortened and simplified.
- Certain more complex questions were split into a series of simpler questions.
- A question regarding visit motivations was removed as it added little useful data over that collected regarding activities undertaken.
- Respondents taking multiple visits were allowed to 'name' each of their visits to help them to subsequently recall the details when the visit was asked about later in the survey.

#### *Online omnibus pilot*

Following the cognitive testing stage, a final draft version of the questionnaires was produced and included in a wave of the TNS online omnibus. A total of 1,267 GB residents were interviewed between the 18th and 22nd November 2010.

The purpose of this piloting was to test the questionnaire wording in a situation which reflected the main survey methods and to test levels of incidence and questionnaire duration. A question was also included in the survey following the Day Visit questions asking respondents to provide feedback on the questions they had just answered. This pilot wave confirmed the effectiveness of the questionnaire and an average interview length of around 15 minutes.

## **Sample**

This section describes the data collection approaches followed in GBDVS 2015.

#### *Sample sources*

During 2015, a total of 35,664 interviews were conducted online during 52 weeks of surveying, just over the target sample of 35,000 interviews. The table below provides comparison against samples achieved in pre-ceding years:

Year of GBDVS fieldwork	Total sample of interviews achieved
2011	38,083
2012	35,262
2013	35,085
2014	34,990
2015	35,664

The Lightspeed Panel, has been the main source of sample for the survey since fieldwork commenced in 2011. However at the outset of the survey although this panel was one of the largest available in the UK, it was not large enough to provide sufficient sample to achieve the required volume of interviews across a year. This was partly due to the disproportional regional design whereby 5,000 interviews were required in each of Scotland and Wales. To address this shortfall, during 2011 and 2012 Lightspeed worked with a panel partner, Research Now to provide all of the sample for respondents living in Scotland and Wales (while all English sample was from the Lightspeed Panel).

For the 2013 survey, the increased size of the Lightspeed Panel since 2011 made it possible for all respondents to be taken from this source. To prevent any impact on the continuity of data, the transition

from using a mix of Research Now and Lightspeed panel sources to only Lightspeed was managed carefully with a gradual transition over the January to October 2013 period.

*Ensuring panel quality*

The Lightspeed Panel is managed by Lightspeed Research, a sister company to TNS and also part of the Kantar Group. At the beginning of 2011 when GBDVS commenced, the Lightspeed Panel contained around 321,000 individuals<sup>1</sup> all of whom had actively opted to join. On writing this total has increased to around 445,000 (April 2015).

Key panel quality measures which have been put in place by Lightspeed Research include the following checks.

<ul style="list-style-type: none"> <li>Ensuring respondents are who they say they are</li> </ul>	<ul style="list-style-type: none"> <li><i>IP GeoFencing</i> – using the respondents IP address to ensure that they are where they say they are.</li> <li><i>Proxy Detection</i> – detecting if a proxy server is being used to mask the respondent’s real IP address and past fraudulent activity.;</li> <li><i>Postal Address Verification</i> – verifying the respondent’s postal address against an address directory.</li> <li><i>CAPTCHA</i> – technology which prevents automated programs from registering to the panel.</li> <li><i>E-mail Address Verification</i> – checks that e-mail addresses are only included once on our database – all respondents must verify their e-mail address during a double opt in registration process.</li> <li><i>Machine ID</i> – technology which blocks survey respondents who attempt to complete the same survey multiple times from the same computer (e.g. using a different identity).</li> </ul>
<ul style="list-style-type: none"> <li>Ensuring responses are valid and properly thought out</li> </ul>	<p>Procedures in place to ensure that respondents have properly engaged with the survey and taken time to provide considered responses. This includes the following checks:</p> <ul style="list-style-type: none"> <li><i>Survey Speedsters</i> – respondents who rush through the survey are identified by comparing survey completion times to the norm;</li> <li><i>Grid Speedsters</i> – similar checks are used to identify respondents who rush through completion of grid questions (e.g. rating scales);</li> <li><i>Trap Questions</i> – the addition of survey questions with obvious answers to determine whether a respondent is fully engaged with the survey;</li> <li><i>Respondent Satisfaction</i> – feedback is obtained from respondents and assessed to help determine the quality of the survey.</li> </ul>

Further quality procedures used include the removal of inactive panellists who do not respond to surveys for more than 12 months and ensuring that respondents are not over used by limiting the number of surveys they complete to a maximum of 3 per month and 24 in a 12 months’ period. Research Now have agreed to a Service Level Agreement to ensure that similar quality measures are implemented in the work they conduct for TNS.

*Recontacting respondents*

Whilst using a panel partner to achieve the target number of interviews over the course of a year helped achieve the demographic and geographic quotas, it was necessary to include some respondents in more than one wave of the survey. Measures were put in place to minimise the incidence of recontact and to ensure a gap of at least 4 months between each contact.

Evidence suggests there is very little likelihood of introducing bias through this level of recontact and any resultant conditioning. TNS have conducted research in the past and concluded that for most surveys an 8 week exclusion period led to no measurable conditioning effect. Furthermore the information being

---

<sup>1</sup> This number is on the basis of ISO definition which states that “An active panel member is one who has participated in at least once survey, or has updated his/her profile data, or has registered to join the panel within the last 12 months.” It should be noted that some panel providers use broader definitions so caution should be taken when making direct comparisons.



collected in GBDVS is factual rather than attitudinal or a measure of awareness. Future behaviour in Tourism Day Visits is very unlikely to be affected by the interview.

### *Demographic quotas*

GBDVS has had an annual target of 35,000 interviews with 52 broadly equal sized weekly waves of fieldwork to be completed to achieve around 650 to 700 interviews per week.

In selecting the most appropriate quotas, the demographics likely to be correlated to levels of participation in Tourism Day Visits were considered and the effectiveness of approaches taken in other surveys relating to tourism and leisure were taken into account. Also, given the online approach to be followed, the demographic variables correlated to levels of use of the Internet were also taken into account as described in more detail later in this report (see Section regarding off line survey outputs on page 24).

However in designing the sampling approach it was also important to minimise the number of quotas used as having too many quota cells would lead to inefficient use of sample and low effective sample sizes.

As such, having taken all of these factors into account, when fieldwork commenced in January 2011, gender, age, working status and the age of completing education were set as quota targets in each survey wave. During the first three months of fieldwork in 2011 while the quotas based on gender, age and working status could be achieved consistently, achieving the targets relating to the education quota was found to be impossible. While around half of the GB population completed education aged 16 or under, the somewhat lower representation of this group within the online population (c.20%) meant that it was very difficult to achieve this particularly quota target. By the end of March 34% of respondents were in this quota group against a target of 49%.

It was therefore decided, in consultation with the client group, to implement a revised series of quotas and to subsequently address the variations related to education status in the weighting stages (as discussed later in this report). As such, from April 2010 the education status quota was removed and a quota was set on socio-economic status with a target reflecting the GB population of 52% of respondents in the ABC1 socio-economic groups and 48% in the C2DE groups.

The table below illustrates these weekly targets.

<b>Table 1.1 Quota targets</b>	<b>Weekly target</b>	
<b>Gender</b>	<b>N</b>	<b>%</b>
Male	330	49
Female	343	51
<b>Age</b>		
16-34	215	32
35-54	229	34
55-64	94	14
65+	135	20
<b>Working status</b>		
Working full or part time	404	60
Not working (including retired, unemployed)	269	40
<b>Socio-economic group</b>		
ABC1	350	52
C2DE	323	48
<b>Total</b>	<b>673</b>	<b>100</b>

While age of completing education was no longer set as a 'fixed' quota target this variable continued to be monitored to ensure that the profile of respondents did not become less representative than achieved during the first 3 months.

The table overleaf illustrates the final sample composition in 2011 to 2015 on the basis of each of the quota targets, including the original age of completing full time education target. In all years all of the targets were achieved or were within 1 or 2 percentage points from target.

<b>Table 1.2 – Achieved sample</b>	<b>Final sample profile 2011</b>		<b>Final sample profile 2012</b>		<b>Final sample profile 2013</b>		<b>Population</b>
	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>%</b>
<b>Gender</b>							
Male	18566	49	17312	49	17225	49	49
Female	19517	51	17950	51	17860	51	51
<b>Age</b>							
16-34	12063	31	11180	32	11172	32	32
35-54	13100	35	12096	34	11628	33	34
55-64	5560	15	5020	14	4913	14	14
65+	7360	19	6966	20	7096	20	20
<b>Working status</b>							
Working full or part time	23231	61	20993	60	20891	60	60
Not working (including retired, unemployed)	14852	39	14269	40	14194	40	40
<b>Socio-economic status</b>							
ABC1	20468	54	18436	52	18328	52	52
C2DE	17615	46	16826	48	16757	48	48
<b>When stopped full time education</b>							
16 years or younger	12604	33	11015	31	10948	31	49
17-19 years	10323	27	10095	29	10193	29	21
20 years or older	12421	33	11908	34	11767	34	22
Still studying	2735	7	2244	6	2177	6	8
<b>Total</b>	<b>38083</b>	<b>100</b>	<b>35262</b>	<b>100</b>	<b>35085</b>	<b>100</b>	<b>100</b>

<b>Table 1.2 – Achieved sample - <i>continued</i></b>	<b>Final sample profile 2014</b>		<b>Final sample profile 2015</b>		<b>Population</b>
<b>Gender</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>%</b>
Male	17,154	49	17483	49	49
Female	17,836	51	18181	51	51
<b>Age</b>					
16-34	11169	32	11389	32	32
35-54	11909	34	12136	34	34
55-64	4888	14	4982	14	14
65+	7024	20	7157	20	20
<b>Working status</b>					
Working full or part time	21310	61	21457	60	60
Not working (including retired, unemployed)	13953	39	14207	40	40
<b>Socio-economic status</b>					
ABC1	18124	52	18470	52	52
C2DE	16866	48	17194	48	48
<b>When stopped full time education</b>					
16 years or younger	10868	31	10677	30	49
17-19 years	10480	30	10679	30	21
20 years or older	11488	33	11831	33	22
Still studying	2154	6	2477	7	8
<b>Total</b>	<b>34990</b>	<b>100</b>	<b>35664</b>	<b>100</b>	<b>100</b>

#### *Geographic quotas*

To ensure geographic representivity in the survey sample, the outgoing sample (i.e. invitations to participate in the survey) were stratified on the basis of NUTS II geography taking into account urban/rural classification of areas. This geography divides England into 30 regions, Scotland into 4 regions and Wales into 2 regions. See <http://www.statistics.gov.uk/geography/nuts.asp> for further details.

#### *Final visit sample sizes*

As described in more detail in the next section, the GBDVS questionnaire collected details of participation in visit taking during the week prior to interview. As such during the 2015 survey, key details were recorded for 114,339 Leisure Day Visits and, of this total, full details were recorded for those 30,991 Leisure Day Visits which lasted at least 3 hours in duration. A subset of 18,732 of these visits were subsequently classified as Tourism Day Visits, defined as not taken on a regular basis and located outside of the participant's 'usual environment'.

The table below illustrates the sample sizes for each of these types of visit by the country of residence of respondents during the 2011 to 2015 surveys.

**Table 1.3– Visit sample sizes by country of residence**

	2011			2012			2013		
	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits
<b>GB Total</b>	140,148	35,182	20,442	126,054	33,788	20,689	114,494	30,960	19,146
<b>England</b>	97,066	24,897	14,950	83,822	23,085	14,544	79,359	21,750	13,801
<b>Scotland</b>	22,203	5,308	2,633	21,224	5,471	3,004	17,503	4,640	2,534
<b>Wales</b>	20,879	4,977	2,859	21,008	5,232	3,141	17,632	4,570	2,811

**Table 1.3– Visit sample sizes by country of residence - continued**

	2014			2015		
	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits	Leisure Day Visits	3 hour+ Leisure Day Visits	Tourism Day Visits
<b>GB Total</b>	113,417	31,075	19,096	114,339	30,991	18,732
<b>England</b>	79,191	22,020	13,857	81,500	22,222	13,796
<b>Scotland</b>	17,116	4,585	2,528	16,483	4,486	2,425
<b>Wales</b>	17,110	4,470	2,711	16,356	4,283	2,511

## **Survey administration and questionnaire**

Since the survey commenced in January 2011, the GBDVS data collection has been conducted through a series of weekly surveys. In each week, an appropriate quantity of sample has been sourced from the online panel and e-mails are sent to these panellists inviting them to participate.

This invitation contains the name of the survey, the survey length (15 minutes), the incentive for survey completion and a link to the survey. Invites are always sent on a Monday morning with most respondents completing the questionnaire within a 48 hour period. After selecting the link, the respondent signs-in using his or her password, thereby preventing others with access to that mailbox from completing the questionnaire.

A copy of the survey questionnaire is provided in Appendix 1. This questionnaire is presented to respondents in an online electronic format. Benefits of this approach includes automated routing and the ability to include checks where responses were outside of expected ranges (for example in relation to amounts of money spent on a visit).

Using this questionnaire respondents are asked to record details of their general leisure participation, leisure activities they had undertaken during the previous week (focusing on 3+ hour duration visits) and key information about their demographics and place of residence and work or study. While the sample coverage contains only residents of GB (i.e. England, Scotland and Wales), visits taken to any location in the UK could be recorded in the questionnaire, including places in Northern Ireland.

Focusing upon leisure participation during the previous week helps to ensure that the responses provided are more accurate than if a longer recall period was used.

The table overleaf provides a summary of the questionnaire content. Note that question numbers 2 and 3 were only included in the 2011 survey, Q13a was added from 2012 and questions regarding disabilities amongst members of the visit party (Q61) and the respondent's sexual orientation and ethnicity (Q62 & Q63) were added in 2013. The TRI\*M questions (Q31-Q34) were removed in 2015. Question numbering has been maintained over the three years. The full questionnaire is included in the appendix.

**Table 1.4 – GBDVS - Summary of questionnaire content**

<b>Question No.</b>	<b>Question</b> (N.B. exact wording is not used below)
	<b>SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION</b>
1	When most recently returned from an overnight trip in the UK
2 (2011 SURVEY ONLY)	How often normally undertake routine shopping for groceries, other routine shopping, other leisure activities like playing sport, gym, walking, hobbies.
3 (2011 SURVEY ONLY)	How often normally undertake leisure activities – see list of 15 categories in Table 1.2 below.
4	When most recently took part in any of the 15 activity categories – answer options include last week.
	<b>SECTION 2 – LEISURE DAY VISITS IN PREVIOUS WEEK</b>
5	Number of leisure visits taken in previous week involving any of 15 activities as determined at Q4
6	Activities undertaken during each visit
8	Duration of trip
	<b>SECTION 3 - 3+ HOUR LEISURE DAY VISITS IN PREVIOUS WEEK (questions asked only for visits lasting 3+ hours. A maximum of 3 visits asked about per respondent – selected randomly when more have been taken)</b>
13	General type of place visited
13a (INCLUDED FROM 2012)	General type of place visited – single main place if more than one chosen at Q13
13b	Region of main visit destination
11	Main destination - village, town or city
12	London borough visited
14	Type of place visit started from (home, work, other)
15	Name of village, town or city visit started from
16	Total distance travelled during visit (round trip from start to finish)
17	Single main form of transport used
18	Single main activity undertaken during visit
19	Detailed activity/activities undertaken during visit (list of 48 answer options)
Q20-Q22	Inclusion of secondary destination(s) in visit
Q23	Visit duration – overall, time spent travelling, time in different destinations
Q24-Q25	Party composition
Q61	Whether any members of visit party had a disability (INCLUDED FROM 2013)
Q26-Q28	Visit expenditure - items purchased, amounts spent
Q29	Regularity take visit i.e. to same place to do same activity
Q30	Frequency take visit i.e. to same place to do same activity
(Only 2011 to 2013)	<b>SECTION 4 – VISITOR EXPERIENCE (asked only for visits involving certain activities, used form TRI*M analysis in England only)</b>
Q31	Overall experience of destination
Q32	Likelihood to recommend destination
Q33	Likelihood to revisit destination
Q34	Rating of destination compared to others in UK
	<b>SECTION 5 – CLASSIFICATION QUESTIONS</b>
Q40	Region of residence
Q40b	London borough live in
Q41	Village, town or city live in
Q45-Q47	Place work in if different from place of residence
Q48-Q50	Place study in if different from place of residence
Q51-Q52	Place(s) take part in routine shopping, other routine activities
Demographic questions	Children in household Marital status  Car access  Working status Age when stopped full time education Socio-Economic Grade

	Internet usage (hours per week)
	Sexual orientation (Q62, INCLUDED FROM 2013)
	Ethnicity (Q63, INCLUDED FROM 2013)

To avoid an excessively long questionnaire length, details of a maximum of 3 visits lasting three hours or more could be recorded in Section 3 of the questionnaire. The weighting approach took account of this cap to ensure that the final aggregated data set was representative of all visits taken.

## Data preparation and analysis

### *Data quality checks*

The general quality checks in place to ensure the validity of panel respondents and the responses they provide are described on page 10. In addition to these general checks, a number of further checks were implemented either as part of the GBDVS questionnaire script, whereby respondents were asked to validate their own responses at certain points, or post fieldwork when checks were conducted by the TNS study team to identify then correct or remove invalid responses.

The following quality checks were included within the survey script:

- Question 5 – number of visits taken - if respondents indicated that they had taken more than one leisure visit within a single day, a subsequent question was asked to ensure that these were actually separate outings (i.e. with the participant returning to their home/ workplace/ holiday accommodation) between visits rather than just separate stages of a single longer trip.
- Question 23 – visit duration - if the sum of the durations spent at different stages of the visit varied from the previous response at Question 8 regarding total trip duration, respondents were asked to confirm or re-enter their response.
- Question 27 – expenditure – if respondents claimed to have spent £500 or more on any single expenditure category they were asked to confirm or re-enter their response.

In the processing of the annual data, further quality checks and edits were undertaken as follows:

- Region visited – question 13b asks respondents to indicate where they visited, selecting answers from a list of Government Office Regions while question 11 recorded the name of the specific village, town or city visited. Post fieldwork, responses to question 11 were profiled at a number of geographic levels including Local Authority, Country and Government Office Region. Where the region of the village, town or city selected at question 11 did not match the region selected by the same respondent at question 13, responses were manually checked and corrected where possible. Also where a response of Don't Know was provided at question 13b, the response from question 11 was used to determine the region visited.
- Visit Expenditure - where the reported total expenditure for an individual visit exceeded £5,000 this visit was removed from the data as it was felt that the data was either unreliable or would have an undesirably disproportionate impact on the grossed estimates of total visits. Also, all other visits with a reported spend of over £500 were manually reviewed and any answers considered not to be viable were removed. In practice a very small number of very high values were removed from the data as detailed in Table 1.5 below.
- Very large value weights – similarly if following the above removal of visit spend outliers, the value of visit weight for any individual visit still exceeded 500 (i.e. meaning that this single visit contributed £0.5m or more to grossed estimates) this visit would be removed from the data. In



practice only 2 visits were removed from the data for this reason. Following the removal of these highest value weights and spend outliers, 6 visits with a value weight of over 250 remain in the 2012 data (i.e. contribute £0.25m+ to grossed estimates) – 3 of those visits are classified as Tourism Day Visits of which 2 took place in London and 1 took place in South West England. A manual review of these visits and others with high value weights and/or total expenditure values has been undertaken to ensure that the data is valid.

### *Distance travelled*

Question 16 asks respondents to indicate the total distance they travelled during their trip, selecting their response from a list of distance bands.

During 2011, an analysis was undertaken to determine the accuracy of responses to this question by taking data on the start and end points of visits to derive the actual distances between these points. Full details of this exercise and its outcomes are provided in the appendix.

In summary, this comparison found that the distances provided by respondents were often inaccurate with the claimed distance typically lower than the real distance travelled. To improve the accuracy of responses at this question, from January 2012, a change was made to the question to increase the number of distance bands available to respondents who claimed to have travelled more than 100 miles. The change made involved the replacement of the original single answer option of 'over 100 miles' with 5 new bands - '101 to 149 miles', '150 to 200 miles', '201 to 250 miles', '251 to 300 miles' and 'over 300 miles'. Also from January 2012 the 'don't know' answer option was made more prominent to ensure that respondents with no idea of the distance travelled on their visit provided this response rather than a guessed distance.

Given the above, the data collected at question 16 should be treated as indicative of total distances travelled. Accordingly when results from this question are presented they are labelled 'claimed distances'.

### *Defining Tourism Day Visits*

The World Tourism Organisation (UNWTO) defines a Tourism Day Visit as a same day visit taken for leisure purposes outside of the participants 'usual environment'. However, there is no definitive UNWTO definition of 'usual environment'. Instead, recognising the impact of national variations in factors such as population density and transport accessibility, UNWTO recommend that national tourism organisations determine their own definitions of 'usual environment', taking account of the following criteria.

- The frequency of trip – UNWTO propose that places frequently visited within an individual's 'current life routine' should be considered as their 'usual environment'. This includes usual places of work or study and other regularly visited places such as the homes of friends or relatives or shopping centres, even if they are some distance from home or in a different administrative area.
- The duration of trip – UNWTO propose that countries should take account of the duration of visits when determining a definition of usual environment. No specific recommendations such as minimum durations are provided.
- The crossing of administrative borders and distance from usual place of residence – recognising the varying scale of administrative areas in different countries and the fact that individuals live at different distances from borders, UNWTO recommend that the crossing of administrative borders and distance from home should be considered together when establishing the limits of an individual's usual environment.

These criteria were all taken into account in the design of the GBDVS questionnaire and subsequent decisions regarding how best to analyse Tourism Day Visits as discussed below.

GBDVS captures headline data on the volume of visits from home involving any of the activities listed in the table overleaf. Any participation in the above activities, outside of the respondent’s home but in any place within the UK could be considered to be a Leisure Day Visit. When more than one activity was undertaken within a single trip away from home (e.g. undertaking outdoor leisure activities and going out for a meal), this would be treated as a single Leisure Day Visit and the main activity undertaken was also recorded.

Table 1.6 – Leisure activities included in definition of Leisure Day Visit
Visiting friends or family for leisure
‘Special’ shopping for items that you do not regularly buy
Going out for a meal
Going on a night out to a bar, pub and/or club
Going out for entertainment – to a cinema, concert or theatre
Undertaking outdoor leisure activities such as walking, cycling, golf, etc
Taking part in other leisure activities such as hobbies, evening classes, etc (outside of your home)
Taking part in sports, including exercise classes, going to the gym, etc
Watching live sporting events (not on TV)
Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc
Going to special public event such as a festival, exhibition, etc
Going to special events of a personal nature such as a wedding, graduation, christening, etc
Going on days out to a to a beauty or health spa/centre, etc
Going on general days out/ to explore an area
Going on day trips/excursions for other leisure purpose not mentioned above

Respondents provided information on the volume of Leisure Day Visits taken and then full details of any Leisure Day Visits lasting 3 hours or more. Further filters based on the regularity of visit and place visited were then applied to these visits to define the subset of Tourism Day Visits:

- *Regularity* - the participant must indicate that the visit (i.e. same activity in same place) is not undertaken ‘very regularly’ (i.e. as recorded at question 29).
- *Place* - the destination of the visit must be different from the place (i.e. city, town, village or London borough) where the participant lives. If the visit is taken from a workplace, the destination must be in a different place from the workplace. However this rule is not applied when the visit has involved watching live sporting events, going to visitor attractions or going to special public events.

The above definitions were agreed by the survey sponsors following a significant amount of discussion and testing of alternative definitions. The final definition meets the UNWTO recommendations by taking account of the activity undertaken (i.e., as listed above), visit duration (at least 3 hours overall), how regularly the trip is taken and the place visited.

### Weighting development

As described previously, quotas are used in the GBDVS data collection stage to increase the representivity of the survey sample on the basis of certain key demographics and by geography. However to correct for any remaining biases and further increase the representivity of the survey, data weights are also applied during the processing of each month’s results.

The outputs of this process include estimates of the total volume of Tourism Day Visits taken by the GB adult population and results representative of the adult population and the visits they have taken over the study period. The following sections describe the weighting stages applied and some of the key considerations when each of the stages were developed.

### *Demographic weighting*

This stage of weighting is applied to correct for variations between the demographic distribution of respondents and the GB population. Table 1.2 illustrates how the fieldwork quotas applied ensured that the sample was representative of the wider population in terms of a number of broad gender, age, working status and socio-economic groups. However when the profile of survey data set is compared with the population profile on the basis of other demographic variables, certain groups can be seen to be over or under represented. For example when age and gender are interlocked there is an under representation of males aged 16 to 24 but over representation of males aged 65 and over. Similarly, as discussed previously, the sample contains a lower proportion of people who terminated education aged 16 years or over than is found in the GB population and, as might be expected given the survey mode, most panelists are very regular Internet users (93% accessing on a daily basis compared to 60% amongst the GB adult population).

In developing the weighting solution it was important to take account of these variations between the sample population and GB population profile. The review undertaken to develop a weight solution also found that the demographics most correlated to levels of visit taking included age, socio-economic group, age of terminating education and car ownership and data from the offline surveying indicated that certain groups were more likely than others to use the Internet very frequently (more details are provided later in the report).

As such, based on the results of this review, during 2011 a large number of alternative weighting solutions were tested to find the best balance between increasing the representivity of the survey data and maintaining an acceptably high level of weighting efficiency (i.e. data is 'lost' when weighting is applied to data and increasing the number of weighting factors will typically have a negative effect on weighting efficiency). Each of these solutions was reviewed and discussed in detail with the client group to determine the most appropriate solution for the ongoing survey.

Following this process it was decided that the following series of demographic weights should be applied to each month's data:

- Gender (male/female), age (16-24/25-44/45-64/65+) and region (GOR x 11) interlocked
- Social grade
- Age terminated education

By applying this combination of weights the overall weighting efficiency has been found to be around 70% on average. This means that while a total of 35,664 interviews were conducted in GBDVS during 2015, the effective sample size is around 25,000. The weighting targets used are provided in the tables below (figures in thousands) the overall sum of these weights is 49.236 million, reflecting the size of the GB adult population.

<b>Table 1.7 Social grade and TAE weighting targets ('000s)</b>	
	<b>Social Grade</b>
AB	11,370
C1	14,067
C2	10,342
DE	13,457
	<b>Terminal Age Education</b>
16 years or younger	24,188
17-19 years	10,635
20 years or older	10,961
Still Studying	3,453

**Table 1.8 Age x Gender x Region weighting targets ('000s)**

East Midlands Male 16-24	284	South West Male 16-24	322
East Midlands Male 25-44	580	South West Male 25-44	650
East Midlands Male 45-64	585	South West Male 45-64	685
East Midlands Male 65+	346	South West Male 65+	460
East Midlands Female 16-24	269	South West Female 16-24	293
East Midlands Female 25-44	584	South West Female 25-44	641
East Midlands Female 45-64	593	South West Female 45-64	721
East Midlands Female 65+	423	South West Female 65+	575
East of England Male 16-24	334	West Midlands Male 16-24	339
East of England Male 25-44	782	West Midlands Male 25-44	705
East of England Male 45-64	748	West Midlands Male 45-64	685
East of England Male 65+	455	West Midlands Male 65+	415
East of England Female 16-24	308	West Midlands Female 16-24	325
East of England Female 25-44	774	West Midlands Female 25-44	710
East of England Female 45-64	769	West Midlands Female 45-64	699
East of England Female 65+	564	West Midlands Female 65+	522
London Male 16-24	455	Yorkshire and the Humber Male 16-24	363
London Male 25-44	1,442	Yorkshire and the Humber Male 25-44	709
London Male 45-64	827	Yorkshire and the Humber Male 45-64	664
London Male 65+	390	Yorkshire and the Humber Male 65+	382
London Female 16-24	440	Yorkshire and the Humber Female 16-24	344
London Female 25-44	1,368	Yorkshire and the Humber Female 25-44	703
London Female 45-64	861	Yorkshire and the Humber Female 45-64	677
London Female 65+	512	Yorkshire and the Humber Female 65+	486
North East Male 16-24	175	Scotland Male 16-24	319
North East Male 25-44	329	Scotland Male 25-44	682
North East Male 45-64	344	Scotland Male 45-64	688
North East Male 65+	197	Scotland Male 65+	375
North East Female 16-24	163	Scotland Female 16-24	306
North East Female 25-44	334	Scotland Female 25-44	704
North East Female 45-64	355	Scotland Female 45-64	732
North East Female 65+	252	Scotland Female 65+	504
North West Male 16-24	447	Wales Male 16-24	193
North West Male 25-44	907	Wales Male 25-44	358
North West Male 45-64	887	Wales Male 45-64	390
North West Male 65+	508	Wales Male 65+	247
North West Female 16-24	427	Wales Female 16-24	182
North West Female 25-44	898	Wales Female 25-44	369
North West Female 45-64	912	Wales Female 45-64	408
North West Female 65+	652	Wales Female 65+	311
South East Male 16-24	500		

South East Male 25-44	1,115		
South East Male 45-64	1096		
South East Male 65+	646		
South East Female 16-24	469		
South East Female 25-44	1,133		
South East Female 45-64	1,131		
South East Female 65+	823		

### *Visit weighting*

In many of the data outputs from GBDVS, the weighted base represents all of the visits taken by GB residents over the period of interest (i.e. month, quarter or year). To obtain data at this level, further weights must be applied in addition to the demographic weights.

The approaches followed to apply this visit level weighting are very similar to those followed in previous surveys of Day Visits (e.g. ELVS in 2005 and GBDVS in 2002) and in other ongoing monitors of leisure participation such as the Monitor of Engagement with the Natural Environment which is undertaken by Natural England.

In summary the following steps are followed:

- The total claimed number of trips is calculated for each respondent (TCT). That is the total number of trips of 3 hours duration taken in the previous week, as recorded at question 8.
- The total number of trips with details given is calculated for each respondent (TDT). That is the number of trips asked about in Section 3 of the questionnaire (Q13 to Q30) which is capped at a maximum of 3.
- The Trip Correction Factor (TCF) for each respondent is calculated as follows:  $TCF = TCT/TDT$ .
- The Calendar Month Factor (CMF) is calculated as the total days in the reporting month divided by the number of days reported by each respondent as falling into that month.
- The Total Visit Weight (TVW) is calculated for each respondent as the product of their Demographic Weight (DW), Trip Correction Factor (TCF) and Calendar Month Factor (CMF).
- The estimate of the total number of visits taken in each month by the GB adult population is the sum of the Total Visit Weights.

Following this process weighted estimates of the volume of visits taken and the profile of these visits have been produced for each month. Quarterly and annual results have then been obtained by combining these estimates.

### *Value of visit weighting*

GBDVS visit based results are also presented in terms of the value of expenditure made during visits. To obtain results at this level, a further weight is applied to each visit recorded using responses to question 27 regarding total visit spend. In summary, the Total Visit Value Weight (TVVW) is obtained by multiplying the Total Visit Weight (TVW) by total visit spend.

### **Off-line survey**

Undertaking GBDVS using an online survey method represented a significant change from the approaches followed in previous surveys regarding leisure and tourism participation. Indeed GBDVS is one of the largest monitors undertaken using an online approach with most other surveys conducted by the public sector in the UK continuing to administered through 'traditional' face to face or telephone survey methods.

Given this innovative nature of the GBDVS approach, during the first year of fieldwork it was felt important that some parallel offline surveying was undertaken. The purpose of this parallel data collection was to provide a measure of the validity of the data collected online and thereby identify measures that could be taken to increase the robustness of data. Comparison of the data collected online and offline focused upon the following key areas:

- Mode effect – i.e. differences in the data collected through the interviewer administered approach traditionally used in surveys of this nature to an online self completion approach.
- The effect of the online sample being dominated by people who regularly access the Internet.
- Details of visits report – comparing the profile of visits reported using each mode.

### *Approach*

6 waves of offline surveying were undertaken on the following dates to achieve a total sample of 6,363:

- w/b 21st February 2011 – 1,009 interviews
- w/b 23rd May 2011 – 1,255 interviews
- w/b 27th July 2011 – 1,026 interviews
- w/b 8th August 2011 – 980 interviews
- w/b 10th October 2011 – 1,052 interviews
- w/b 12th December 2011 – 1,041 interviews

In each survey wave a shortened version of the GBDVS questionnaire was included in the TNS in-home omnibus. To minimise the mode effect the questions were worded identically and scripted in a self completion format, allowing interviewers to hand their CAPI tablet computer to the respondent to allow them to complete the questionnaire themselves.

The profile of this sample was in line with the standard in-home omnibus quotas (based on gender, age and working status) and the data were subsequently weighted using an identical approach to that used for the online data.

### *Mode effect*

Comparing the weighted data collected online with the weighted data collected offline, we see that in the offline approach details of around a third (34%) fewer 3 hour+ visits are recorded overall. A similar difference is found if this comparison is based only on those respondents who access the Internet daily.

These differences provide an indication of the scale of the mode effect i.e. when demographic and internet usage variations are controlled for through the application of weights and focusing the analysis on regular Internet users only, most of the remaining difference in the results is likely to relate to differences in how responses are given when completing the survey in different ways.

For example the lower volume of visits typically recorded in the off line survey may relate to respondents abbreviating their responses as they feel under pressure to complete the survey quickly as an interviewer is present. However, while the online survey provides respondents with more time to provide a full and considered response, its self completion nature could lead to respondents misunderstanding questions so potentially providing invalid responses.

### *Sample profile*

As shown in the table below by definition, all of those who responded to the main GBDVS online in 2011 had internet access while in the parallel offline surveying 24% of respondents had no access to the Internet. Also, over the course of 2011, 78% of the online survey interviews were conducted with

respondents who claimed to access the Internet on a daily basis some for many hours per day, this compared with 53% of the offline sample.

Table 1.9 sample profile by internet usage	Full GBDVS online sample	Off-line sample
No Internet access	-	24%
Any Internet access	100%	76%
Daily Internet access	78%	53%

The data collected in the off-line survey could be used to compare the demographic profile of daily Internet users with those people who accessed the Internet less frequently or never. This comparison found that age, gender, working status and age of completing education were all found to be correlated to whether or not an individual accessed the Internet daily. Most significantly, daily internet users were more likely to be male, aged under 45, working and to have completed education aged 17 or over.

These findings reinforced the importance of using these demographic variables as survey quotas and in the final weighting solution to counteract for some of the potential biases caused by the high proportion of daily Internet users in a sample drawn from an online panel.

#### *Further results comparison*

As mentioned above, the off-line approach provides estimates of the volume of 3 hour+ visits taken which area around a third higher than obtained from the online approach. Following a review it has been concluded that most of this difference is likely to be a mode effect rather than related to the sample profile.

The off-line survey waves also collected details regarding general frequency of participation in leisure activities and the profile of day visits (i.e. places visited, activities undertaken, etc.).

In summary a comparison of this range of different results illustrated the following:

- In results where respondents were asked whether or not they had undertaken a particular leisure activity and frequency of participation in this activity (i.e. at questions 3 and 4), respondents in the online survey were consistently more likely to report participation than those interviewed in the off-line interviewer administered approach. This is similar to the overall higher levels of reporting of visit participation and is also likely to be related to how respondents complete the questionnaire i.e. with online respondents taking more time to complete responses than those conducting the interviewer administered questionnaire.
- However it is notable that in results relating to the profile of visits taken – for example the places visited, activities undertaken and distances travelled - the results obtained in the online and off-line surveying were very similar. This similarity was also found in the piloting of different methods undertaken by ETIP in 2009 and 2010.

Further outputs from the off-line surveying (including data tables and further charts illustrating comparisons of the data collected using the different modes) are available separately.

### **Accuracy of results**

The previous sections of this report have outlined the many measures taken to ensure that the data collected in GBDVS are as accurate a possible and that subsequent analysis stages provide results which are as representative as possible of the GB adult population.

Normally in a large survey of this nature the confidence intervals associated with key results are calculated to provide an indication of the accuracy of these findings. However, as discussed previously, in any survey conducted through an online panel approach, rather than being selected at random the respondents 'opt-in' to the survey. Therefore the approaches normally followed to calculate confidence



intervals cannot be relied upon to provide a complete measure of the accuracy of the survey findings and only indicative estimates of the accuracy of GBDVS can be provided.

GBDVS 2015 involved some 35,664 interviews and the weighting solution used was estimated to have an efficiency of around 70%. On that basis the effective total sample size was estimated at around 25,000.

The table below illustrates the margins of error that would be associated with results obtained with this total effective sample and with the equivalent national samples if data collection was undertaken using a pure random probability sampling approach.

Table 1.10	Margin of error at 95% levels of confidence with a Simple Random Sample		
	All respondents	Respondents in England	Respondents in Scotland and Wales
Effective sample size	25,000	17,500	3,500
Result			
10% or 90%	+/- 0.31%	+/- 0.37%	+/- 0.99%
20% or 80%	+/- 0.42%	+/- 0.50%	+/- 1.33%
30% or 70%	+/- 0.48%	+/- 0.57%	+/- 1.52%
40% or 60%	+/- 0.51%	+/- 0.61%	+/- 1.62%
50%	+/- 0.52%	+/- 0.62%	+/- 1.66%

By comparison Natural England's MENE survey which also collects details of frequency of leisure participation through weekly waves of fieldwork and a 7 day diary approach has an annual effective sample size of around 28,000 interviews. The data collected in this survey is used to obtain an estimate of total annual visits to the natural environment, following a very similar weighting and grossing approach to that applied in GBDVS.

As this survey is conducted using an in-home interviewing approach with respondents selected to participate in the survey it is possible to calculate the complex standard errors associated with key results. As such it has been estimated that the total estimate of volume of visits obtained from MENE are accurate to within a range of around +/-2%.

## Boundary changes 2015

To reflect the latest boundary definitions for local authorities (changes made in 2009) and to bring these region definitions in line with the accompanying GB Tourism Survey for overnight domestic tourism, GBDVS geographical measures based upon town and local authority level data were updated. The measures affected by these changes include:

- Local authority level data
- County level data
- Scottish and Welsh regions

These area classifications are now derived using the main town location of the visit (Q11) or residence (Q41) and an updated gazetteer (a list of all towns in GB and their corresponding geographical characteristics and identifiers). The England regions and national totals are unaffected by these changes and continue to be defined by former Government Office Regions, taken from Q13b (region of visit).

Welsh results are provided on the basis of the Regional Tourism Partnership areas, defined as follows (updates highlighted bold):

- **North Wales** – Anglesey, **Gwynedd (partial)**, Conwy, Denbighshire, Wrexham and Flintshire
- **Mid Wales** – Ceredigion, Powys and **Gwynedd (partial)**
- **South West Wales** – Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot
- **South East Wales** – Blaenau Gwent, Bridgend, Cardiff, Caerphilly, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taff, Torfaen and Vale of Glamorgan

Scottish results are provided for the following geographical areas (updates highlighted bold):

- **North of Scotland** – Highland, Western Isles, Orkney, Shetland, Aberdeen City, Aberdeenshire and Moray local authority areas
- **West of Scotland** – Argyll & Bute, Clackmannanshire, West Dunbartonshire, Falkirk, Stirling, City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire and South Lanarkshire local authority areas (Ayrshire local authorities are no longer defined as being part of the West Scotland region)
- **East of Scotland** – Perth & Kinross, Angus, City of Dundee, Fife, City of Edinburgh, East Lothian, Midlothian and West Lothian local authority areas
- **South of Scotland** – Dumfries & Galloway, Scottish Borders, **East Ayrshire, North Ayrshire** and **South Ayrshire** local authority areas (Ayrshire local authorities are

In terms of local authority and county level data shown in the GBDVS 2015 Annual Report, please note that the 2015 data is subject to the boundary changes detailed above. This data is presented as three-year rolled averages, with 2015 using updated definitions but 2014 and 2013 data is based upon previous county and local authority definitions.

**Please note that 2015 is the first year these new definitions have been used and that data in the GBDVS 2015 annual report for preceding years featuring regional splits uses the old definition of the regions.**

## GBDVS Methodological Changes 2016

During 2015 a review of the methodological approach for GBTS, the sister survey to GBDVS which covers domestic overnight tourism, it was decided that in order to ensure the sustainability of the research that it should move from face-to-face to an online data collection approach. In doing so it was felt that one way to maximise the benefits of the surveys and potentially provide a more holistic picture of GB domestic tourism, was to merge the two surveys.

For GBDVS the aim of this new approach was to ensure as much consistency as possible with the preceding years in terms of data collection and sampling. A modular design was created to ensure that the day visits and overnight sections were asked separately, with the GBDVS section remaining predominantly the same as the preceding years. There are some minor differences in the questionnaire/script layout designed to create a more device-agnostic approach to allow for the increased use of mobile devices to complete online surveys. Some minor amends were also made to the classification questions to ensure consistency with GBTS. These minor changes will be outlined in the 2016 methods and performance report. The revised script was launched 11<sup>th</sup> January 2016.

Initially, two of the cells cover both day visits and overnight sections, with Cell 1 presenting the day visits section first, while Cell 2 presented the overnight section first. The third cell was a standalone cell that asked only the overnights section. Initial screeners and classification sections were to be common across each of the cells. The annual sample target of around 35,000 was to be split between cells 1 and 2, and quotas set to ensure each cell was representative of the sample profile achieved in previous years. An additional 17,000 interviews were to be conducted.

CELL 1	CELL 2	CELL 3
Demographics (quotas)	Demographics (quotas)	Demographics (quotas)
Domestic Day Visits	Domestic Overnights	Domestic Overnights
Other Demographics	Other Demographics	Other Demographics
Domestic Overnights	Domestic Day Visits	
17,500 contact interviews	17,500 contact interviews	17,000 contact interviews

When viewing the results from initial data, it became clear that there was an order effect which left respondents in Cell 2 (where the overnight trips section was asked first) with a much lower average number of visits than seen in Cell 1 or for previous years. Several options were explored as to how to treat this data but it was decided that the best approach would be to remove the Cell 2 responses from the final GBDVS data for January and February 2016.

At the time of writing this report, fieldwork from March 2016 onwards was conducted with the full monthly sample of ~3000 being achieved amongst Cell 1 respondents. This was felt to be the most accurate option and the approach most consistent with the previous years of GBDVS data. Rigorous testing of the proposed merged online survey script and outcomes will continue throughout 2016, with the final approach expected to be decided during November 2016.

Once this has been decided, the methodology will be outlined in full in the 2016 GBDBS Methods and Performance Report. The changes and methodological differences detailed above should be born in mind when comparing the GBDVS results for 2016 and 2015.

**Please note that these changes do not impact the 2015 GBDVS results.**

# Section 3: Appendices

## Appendix 1 - Questionnaire

S1 What is your working status?

**MULTI CODE**

Employed full or part time  
In full or part time education  
Unemployed/not working  
Other

S2 How old were you when you stopped full-time education?

16 years or younger  
17-19 years  
20 years or older  
Still studying

Q53 SEC Status

*Which of the following groups does the Chief Income Earner in your household belong to...*

The person in the household with the largest income is the Chief Income Earner, however this income is obtained

If the Chief Income Earner is not in paid employment and has been out of work for less than 6 months, please select according to previous occupation

**"If you are retired please select either your previous occupation or the option 'retired and living on state pension only' if this is the case."**

<b>PART 1</b> <b>GENERAL LIFE AND ACTIVITIES SECTION</b>
--

*Firstly we would like to ask you about any overnight trips that you may have taken in the UK recently...*

*We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.*

Q1) *Thinking about the period up to and including Sunday <XX> xxx, please indicate when you most recently took or returned from, an overnight trip lasting one night or more in the UK?*

Last week (i.e. between Monday <XX> and Sunday <XX> inclusive)  
Between a week and 4 weeks ago  
Longer ago

**NOTE – QUESTIONS 2 AND 3 INCLUDED IN 2011 SURVEY ONLY**

Q2) And how often, if at all, do you normally undertake the following activities?

**COLUMNS – SINGLE CODE**

3 times a week or more  
Once or twice a week  
A few times a month  
Once a month  
A few times a year  
Less often  
Never

**ROWS – DO NOT RANDOMISE**

Routine shopping for groceries  
Routine shopping for items like everyday clothes or household goods  
Other leisure activities like playing sport, going to the gym, walking or hobbies

Q3) How often if at all do you normally undertake the following activities for leisure purposes?

**COLUMNS – SINGLE CODE**

3 times a week or more  
Once or twice a week  
A few times a month  
Once a month  
A few times a year  
Less often  
Never

**ROWS – RANDOMISED ORDER – SPLIT OVER 2 SCREENS/QUESTIONS**

Visiting friends or family for leisure  
'Special' shopping for items that you do not regularly buy  
Going out for a meal  
Going on a night out to a bar, pub and/or club  
Going out for entertainment – to a cinema, concert or theatre  
Undertaking outdoor leisure activities such as walking, cycling, golf, etc.  
Taking part in other leisure activities such as hobbies, evening classes, etc **(outside of your home)**  
Taking part in sports, including exercise classes, going to the gym, etc.  
Watching live sporting events (not on TV)  
Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.  
Going to special public event such as a festival, exhibition, etc.  
Going to special events of a personal nature such as a wedding, graduation, christening, etc.  
Going on days out to a beauty or health spa/centre, etc.  
Going on general days out/ to explore an area  
Going on day trips/excursions for other leisure purpose not mentioned above

Q4) **Thinking about the period up to and including Sunday xxx**, please tick the boxes to indicate when you most recently took part in each of the following activities

Please only consider activities you did within the UK

**COLUMNS – SINGLE CODE**

Last week (i.e. between Monday <XX> and Sunday <XX> inclusive)  
Between a week and 4 weeks ago  
Longer ago  
Never undertaken

**ROWS – RANDOMISED ORDER AS IN Q3 - LIST THOSE EVER DONE AT Q3 – SPLIT OVER 2 SCREENS/QUESTIONS**

Visited friends or family for leisure  
'Special' shopping for items that you do not regularly buy  
Went out for a meal  
Went on a night out to a bar, pub and/or club  
Went out for entertainment – to a cinema, concert or theatre  
Undertook outdoor leisure activities such as walking, cycling, golf, etc.  
Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)  
Took part in sports, including exercise classes, going to the gym, etc.  
Watched live sporting event (not on TV)  
Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.  
Attended a special public event such as a festival, exhibition, etc.  
Attended a special event of a personal nature such as a wedding, graduation, christening, etc.  
Went on a day out to a beauty or health spa/centre, etc.  
Went on general days out/ to explore an area  
Went on day trips/excursions for another leisure purpose not mentioned above

**IF NONE OF THE ACTIVITIES WERE UNDERTAKEN LAST WEEK SKIP TO GBTS QUESTIONS SECTION (Q35)**

<b>PART 2</b>	<b>LEISURE DAY VISITS IN LAST 7 DAYS</b>
---------------	--

**ON NEW SCREEN:**

The next few questions ask you about any occasions between XX to Sunday XX when you took part in the following activity(ies):

**LIST OF ACTIVITIES FROM Q4 RECORDED AS UNDERTAKEN LAST WEEK**

Q5a) Type in how many trips or outings you took involving one or more of these activities between Monday 8 November and Sunday 14 November

**LIST OF ACTIVITIES FROM Q4 RECORDED AS UNDERTAKEN LAST WEEK**

Please Note:

1. If a trip or outing involved more than one of the activities listed, just record this as a single trip
2. By a 'trip or outing' we mean **any time spent outside of your house doing one or more of these activities.**
3. This could range from **very short outings of less than an hour to full days out and includes short outings and excursions taken during a short break or holiday.**

Monday <DATE>  
Tuesday <DATE>  
Wednesday <DATE>

Thursday <DATE>  
Friday <DATE>  
Saturday <DATE>  
Sunday <DATE>

**IF MORE THAN 1 TRIP RECORDED FOR A SINGLE DAY ASK Q5B**

Q5b) You stated that you took more than 1 trip/outing on **<DAY(S) WITH MORE THAN 1 AT Q5A>**.

*Please confirm whether or not these were separate trips/outings i.e. that you returned to your home or workplace [or holiday or other accommodation] between each trip.*

Yes, these were each separate trips

No, these were different parts/stages of a single longer trip

**IF YES CONTINUE**

**IF NO** – Please re-enter the number of trips you took on **<DAY(S) WITH MORE THAN 1 AT Q5A>**, treating any trips with different parts or stages as a single trip. **RETURN TO Q5A BUT DO NOT ASK Q5B AGAIN.**

**IF NO VISITS TAKEN ON ANY DAYS AT Q5A SKIP TO GBTS QUESTIONS SECTION (Q35)**

**IF ONLY 1 ACTIVITY DONE IN LAST WEEK (AT Q4) APPLY THIS TO ALL VISIT(S) TAKEN IN LAST 7 DAYS AND SKIP TO Q8**

**IF ONLY 1 TRIP TAKEN IN LAST WEEK APPLY ALL ACTIVITIES RECORDED AT Q4 TO THIS TRIP AND SKIP TO Q8**

**Q6 ASKED FOR EACH DAY TRIP WERE RECORDED FOR AT Q5A. COLUMN SHOWN FOR EACH TRIP TAKEN IN A DAY UP TO A MAXIMUM OF 3.**

Q6) Tick the boxes to specify the activities you took part in during the trip(s) or outing(s) you took on Tuesday 9 November

If you took part in more than one activity in a single trip tick all of the activities that apply.

**IF MORE THAN 3 TRIPS IN A DAY ADD:** You took more than 3 trips on this day but please just provide details of the activities you undertook on the first 3 trips you took

**COLUMNS**

Trip 1

**AS REQUIRED:** Trip 2

**AS REQUIRED:** Trip 3

**ROWS**

Visited friends or family for leisure

'Special' shopping for items that you do not regularly buy

Went out for a meal

Went on a night out to a bar, pub and/or club

Went out for entertainment – to a cinema, concert or theatre

Undertook outdoor leisure activities such as walking, cycling, golf, etc.

Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)

Took part in sports, including exercise classes, going to the gym

Watched live sporting event (not on TV)

Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.

Attended a special public event such as a festival, exhibition, etc.

Attended a special event of a personal nature such as a wedding, graduation, christening, etc.

Went on days out to a beauty/health centre/spa, etc.

Went on general days out/ to explore an area

Went on day trips/excursions for another leisure purpose not mentioned above



Q8) Tick the appropriate box to indicate how long each trip/outing lasted in total.

By this we mean the total time from when you left your home, workplace, holiday accommodation or other place where your trip began until you returned.

**ADDED TEXT IF MORE THAN THREE TRIPS IN ANY SINGLE DAY AT Q5A:** Again as you took more than 3 trips/outings on <DAY(S)> for this/these days please just record the duration of the first 3 trips you took on that day/those days.

**COLUMNS – SINGLE CODE  
IN FIRST COLUMN SHOW ACTIVITIES RECORD FOR EACH TRIP FROM Q6**

Less than an hour  
1 hour to 1 hour 59  
2 hours to 2 hours 59  
3 hours to 3 hours 59  
4 hours to 4 hours 59  
  
5 hours to 5 hours 59  
  
6 hours or more

**ROWS**

Monday <DATE>  
Trip 1  
Trip 2  
Trip 3, etc.

**SCREENING OF POTENTIAL TOURISM DAY VISITS:**

**TO BE INCLUDED IN NEXT SECTION VISITS MUST HAVE:**

**INVOLVED ANY ACTIVITIES LISTED AT Q4  
LASTED 3 HOURS OR MORE AT Q8 (AS OF MONDAY 31 JANUARY WAVE)**

**IF NO VISITS QUALIFY AS POTENTIAL TOURISM DAY VISITS SKIP TO GBTS QUESTIONS SECTION (Q35)**

**IF MORE THAN 3 VISITS QUALIFY CAWI SCRIPT TO SELECT 3 VISITS AT RANDOM AND ASK SUBSEQUENT QUESTIONS ABOUT THESE (NOTE: IN OUTPUTS WE WILL NEED TO BE ABLE TO 'MATCH' THE RESPONSES TO QUESTION FROM Q11 ONWARDS TO TRIPS RECORDED IN Q6 TO Q8).**

**PART 3 TOURISM DAY VISITS IN LAST 7 DAYS SECTION**

**NEW PAGE**

The remainder of the survey will ask you for further details of the following trip/trip(s) taken:

**DAY, ACTIVITY, DURATION**

**LIST UP TO 3 QUALIFYING VISITS – IF MORE THAN 3 ELIGIBLE THE 3 ASKED ABOUT ARE RANDOMLY SELECTED**

**NEW PAGE – ONLY INCLUDED IN MORE THAN 1 TRIP TO BE ASKED OF IN THIS SECTION.**

To help you remember which trip we are asking you about, please give each trip a name.

For example you might call a trip to see a friend 'Visiting Dave' while a family visit to an attraction might be called 'Castle trip with kids'.

**ASK FOR UP TO 3 TRIPS**

DAY, ACTIVITY \_\_\_\_\_  
DAY, ACTIVITY \_\_\_\_\_  
DAY, ACTIVITY \_\_\_\_\_

**LABELS INPUT SHOULD BE SHOWN IN BOLD BEFORE ALL SUBSEQUENT QUESTIONS REGARDING RELATED TRIP**

Q13) Thinking about the following trip: **<DAY, ACTIVITIES>**

Which of the following best describes the type of place you visited on the trip/outing?

You may select more than one answer

- City/large town
- Small town
- Village
- Rural countryside
- Seaside resort or town
- Seaside coastline – a beach
- Other seaside coastline
- Other (specify)

**IF MORE THAN ONE ANSWER AT Q12**

**NOTE - Q13A NOT ASKED IN 2011**

**Q13a)** Which one of these would you describe as the main type of place you visited?

**SINGLE CODE**

- City/large town
- Small town
- Village
- Rural countryside
- Seaside resort or town
- Seaside coastline – a beach
- Other seaside coastline
- Other (specify)

**Q13b) And in which part of the UK was the main place you visited?**

Scotland  
Wales  
North East England  
North West England  
Yorkshire and The Humber  
East Midlands  
West Midlands  
East of England  
London  
South East England  
South West England

Northern Ireland

Don't know

**IF LONDON IS SELECTED SKIP TO Q12A**

Q11) Please type in the name of your main visit destination

- by this we mean the name of the **village, town or city** your visited (or nearest village, town or city)

**OPEN ENDED**

**IF LONDON IS INPUT AT Q11 ASK Q12A OTHERS SKIP TO Q13**

Q12a) Please select the London Borough you visited from the list below

**SINGLE CODE**

City Of London  
City Of Westminster  
Kensington And Chelsea  
Hammersmith And Fulham  
Wandsworth  
Lambeth  
Southwark  
Tower Hamlets  
Hackney  
Islington  
Camden  
Brent  
Ealing  
Hounslow  
Richmond Upon Thames  
Kingston Upon Thames  
Merton  
Sutton  
Croydon  
Bromley  
Lewisham  
Greenwich  
Bexley  
Havering  
Barking And Dagenham  
Redbridge  
Newham  
Waltham Forest  
Haringey

Enfield  
Barnet  
Harrow  
Hillingdon  
Don't know

**IF DON'T KNOW AT Q12A ASK:**

*12b) Please select from the list below to indicate which of the following part(s) of London you visited?*

**SHOW MAP ON SCREEN**  
**SINGLE CODE**

Central London  
West London  
East London  
North London  
South London  
Don't know

*Q14) Where did your trip/outing start from?*

**SINGLE CODE**

Your home  
Your workplace/place of study (e.g. school, university)  
**IF LAST WEEK AT Q1:** Holiday accommodation  
Somewhere else **SPECIFY**

**IF NOT HOME AT Q14**

*15) Please type in the name of the place (i.e. the village, town or city) where your trip/outing started from.*

**OPEN ENDED**

*Q16) What was the total distance in miles you travelled on this trip/outing?*

*By this we mean the round trip from start to finish.*

**SINGLE CODE**

Less than 5 miles  
Between 5 and 10 miles  
11 to 20 miles  
21 to 40 miles  
41 to 60 miles  
61 to 80 miles  
81 to 100 miles  
Over 100 miles  
Don't know

*Q17) What form of transport did you use to get from the place where you started your journey to your main destination (i.e. from **<Q14 ANSWER>** to **<MAIN DESTINATION>**).*

If you used more than one form of transport during the trip, please choose the one that you used to travel the greatest distance.

**SINGLE CODE – DO NOT RANDOMISE**

Car - own\friend's\family  
Car - hired  
Train  
A regular bus\coach  
Organised coach tour  
Taxi

Walked\on foot  
Bicycle  
Minibus  
Motor cycle  
Tube

Tram

Motorised caravan\camper\dormobile  
Plane  
Boat\ship\ferry  
Lorry\truck\van  
Other (**SPECIFY**)

**IF MORE THAN ONE ACTIVITY SELECTED FOR VISIT AT Q6 ASK Q18**

18) You stated that you took part in the following activities during your trip/outing, which would you describe as your main activity?

**LIST ACTIVITIES SELECTED FOR VISIT AT Q6**

None – two or more activities were of equal importance  
Don't know

**ASK Q19 IF RESPONSES TO Q6 INCLUDED GOING OUT FOR ENTERTAINMENT, UNDERTAKING OUTDOOR LEISURE ACTIVITIES, TAKING PART IN OTHER LEISURE ACTIVITIES, HOBBIES, TAKING PART IN SPORTS, WATCHING LIVE SPORTING EVENTS, GOING TO VISITOR ATTRACTIONS, GOING TO A SPECIAL PUBLIC EVENT, GOING ON GENERAL DAYS OUT/TO EXPLORE AN AREA.**

19) More specifically, which of the following activities, if any did you take part in during this visit?

**MULTI CODE**

**ONLY SHOW SUB GROUPS BELOW WHEN ACTIVITY IN BOLD AND RED WAS SELECTED AT Q6  
NOTE – HEADING NOT TO BE SHOWN AND EACH ACTIVITY ONLY TO BE SHOWN ONCE**

**NONE OF THESE OPTION ALSO TO BE SHOWN**

**DETAILED LIST OF ACTIVITIES SHOWN – OLYMPIC AND PARALYMPIC RELATED ACTIVITIES INCLUDED IN 2012 ONLY**

Q20) During your trip/outing did you visit any places other than **<MAIN DESTINATION AT Q15>**?

Do not include very short stops for a purpose such as buying fuel, using a toilet, using a cash machine or picking someone up.

Yes  
No

**IF YES AT Q20 ASK Q21 AND Q22 OTHER SKIP TO Q23**

Q21) How many other places did you visit? (i.e. other than MAIN DESTINATION)

INPUT NUMBER

**OPEN ENDED**

Q22i) Please type in the name of the first/second/third of the other place(s) you visited (i.e. the village, town or city)

**IF MORE THAN 3 RECORDED AT Q21:** You visited several other places but please just name the 3 you spent longest in

**UP TO 3 OPEN ENDED BOXES TO RECORD OTHER PLACES VISITED**

**IF LONDON FOLLOW SAME APPROACH AS Q12**

Q22ii) Which of the following activities, if any did you take part in while in **<PLACE(S)>** recorded at Q22i

**COLUMNS (UP TO 3)**

**PLACE NAME(S) FROM Q22I**

**ROWS**

Visited friends or family for leisure

Did 'special' shopping for items that you do not regularly buy

Went out for a meal

Went on a night out to a bar, pub and/or club

Went out for entertainment – to a cinema, concert or theatre

Undertook an outdoor leisure activity such as walking, cycling, golf, etc.

Took part in other leisure activities such as indoor sports, hobbies, evening classes, etc.

Taking part in sports, including exercise classes, going to the gym

Watched a sporting event

Went to a visitor attraction such as a historic house, garden, theme park, museum, zoo, etc.

Attended a special public event such as a festival, exhibition, etc.

Attended a special event of a personal nature such as a wedding, graduation, christening, etc.

Went on a day out to a beauty/health centre/spa, etc.

Went on a general day out/ to explore an area

Went on another day trip not mentioned above such a pilgrimage, hospital visit, etc.

iii) More specifically which of the following activities, if any did you take part in while in this place?

**WHERE APPROPRIATE THIS IS ASKED AND SUB-LIST OF DETAILED ACTIVITIES SHOWN TO RESPONDENT AS Q19**

**MULTI CODE**

Q23) You stated that your overall trip lasted **<FROM Q8>**. Please provide more details of how long you spent on the following stages of your trip/excursion.

*If you aren't sure please provide an estimate.*

Total time spend travelling (i.e. to and from the places visited) \_\_\_\_ hours \_\_\_\_ minutes

Time in the main place you visited (MAIN PLACE) \_\_\_\_ hours \_\_\_\_ minutes

Time in OTHER PLACE 1 \_\_\_\_ hours \_\_\_\_ minutes

Time in OTHER PLACE 2 \_\_\_\_ hours \_\_\_\_ minutes

Time in OTHER PLACE 3 \_\_\_\_ hours \_\_\_\_ minutes

Time in any other places visited \_\_\_\_ hours \_\_\_\_ minutes

DONT KNOW

**CHECK ADDED – IF TOTAL DURATION VARIES FROM THAT RECORDED AT Q8 ASK RESPONDENT:**

Earlier you stated that your visit lasted <response from Q8> but the total of the times you have just input varies from this. Are you sure this is correct?

Yes - CONTINUE

No – ASK Q23 AGAIN

Q24) Which of the following best describes who accompanied you on this trip/outing?

Please select all that apply

**MULTI CODE**

No one, I was on my own  
I was with spouse/partner  
I was with my child(ren)

I was with other members of my family  
I was with a friend/friends  
I was part of an organised group

25) Including yourself, please type in the number of adults and children in your group on this trip/outing  
By this we mean people in your immediate group who you undertook the activity with

Adults (16 and over)  
Children (under 16)

**CHECK – IF RESPONDENT SELECTED WITH CHILDREN AT Q24 BUT INPUT NO CHILDREN AT Q25 ASK:**

Previously you stated that you were with child(ren) on your visit but you have stated that there were no children under 16 in your group. Are you sure this is correct?

Yes (**CONTINUE**)

No (**ASK Q25 AGAIN**)

**NOTE – Q61 ADDED FROM 2013**

Q61 Did you or any of your travelling party have any of the following conditions or impairments?

I have a mobility impairment (wheelchair user)

I have a mobility impairment (non-wheelchair user)

I am blind

I am partially sighted

I am deaf

I have partial hearing loss

I have learning difficulties

I have a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)

A member of my party had a mobility impairment (wheelchair user)

A member of my party had a mobility impairment (non-wheelchair user)

A member of my party was blind or partially sighted

A member of my party was deaf or has partial hearing loss

A member of my party had learning difficulties

A member of my party had a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)

None of these apply



26) Thinking of the money you spent during different parts of this trip/outing, did you personally spend any money on any of the items listed on the screen?

By this we mean any money you spent on yourself or on others.

**MULTI CODE – DO NOT RANDOMISE ORDER**

Spent nothing (**SINGLE CODE**)

### **Transport**

Road transport - bus fares, taxi fares, car parking  
Road transport – fuel bought during your trip (i.e. not before the trip)

Rail, tube or tram transport (e.g. train tickets)  
Water transport (e.g. ferry tickets)  
Air transport (e.g. flight tickets)  
Hiring a car or other vehicle  
Used a travel card/pass – had already, not bought during trip

### **Eating and drinking (only include food bought and consumed during the trip)**

Eating and drinking out (e.g. cafes, restaurants, bars)  
Food bought in a shop or take away and (consumed during the trip, not routine grocery shopping)

### **Leisure activities**

Entrance to visitor attractions (including museums, galleries, historic monuments)  
Tickets for events, shows, clubs etc. (e.g. theatre, cinema, nightclubs)  
Tickets to watch sporting events  
Entrance to sports/leisure centres  
Use a season ticket/pass, etc. – had already, not bought during trip

### **Other spend**

Package travel or package tours  
Other travel services (e.g. brochures, tour guides)  
'Special' shopping (i.e. not routine shopping for groceries or other necessities)  
Hiring other equipment (e.g. bicycle, other leisure equipment)  
Other

**IF SPEND NOTHING OR ONLY SPENT ON TRAVEL CARD PASS OR SEASON TICKET/PASS SKIP TO Q28**

Q27) How much did you spend on...

*Remember to include money you spent on yourself and on others*

*Please type your answer in pounds and pence e.g. if you spent 20 pence type 0.20, if you spent £1 type 1.00.*

**ASKED FOR THOSE SELECTED AT Q26 EXCEPT TRAVEL CARDS/PASSES OR SEASON TICKETS/PASSES**

**TOTAL SPEND – CALCULATE AND SHOW SUM OF ABOVE**

**ASK IF RESPONDENT VISITED MORE THAN ONE PLACE DURING VISIT (YES AT Q21) AND SPENT ANYTHING ON ANYTHING OTHER THAN TRANSPORT AT Q27**

Q28) Excluding your transport costs, in total you spent <FROM Q27> during your trip/excursion.

Please provide an estimate of how much of this total you spent in each of the places you visited. If you spent nothing in a place type in 0.

**FIELDS SHOWN TO REFLECT Q21 RESPONSE. ONLY INCLUDE ANY OTHER IF MORE THAN 3 AT Q20):**

Your main destination **PLACE FROM Q11**  
Other place visited **PLACE FROM Q22**  
Other place visited **PLACE FROM Q22**  
Other place visited **PLACE FROM Q22**  
Any spend in other destinations  
TOTAL **SHOW SUM OF ABOVE**

**CHECK ADDED – IF TOTAL NON-TRANSPORT SPEND VARIES FROM THAT RECORDED AT Q27 ASK RESPONDENT:**

Earlier you stated that, excluding transport costs, you spent a total of <response from Q27> but the total of the amounts you have just input varies from this. Are you sure this is correct?

Yes - CONTINUE

No – REPEAT Q28

Q29) Which of the following best describes how often you take this trip/outing? (i.e. **TO DESTINATION FROM Q11 FOR ACTIVITIES FROM Q6**)  
**SINGLE CODE**

Very regularly  
Quite regularly  
Only occasionally  
Have only taken this trip once before  
Last week was the first time I took this trip

**IF VERY/QUITE REGULARLY OR ONLY OCCASSIONALLY AT Q29**

Q30) More specifically, how often do you normally to take this trip/outing to undertake the same activity in the same place (i.e **DESTINATION FROM Q11 FOR ACTIVITIES FROM Q6**).

Most days  
3 times a week or more  
Once or twice a week  
Two or three times a month  
Once a month  
A few times a year  
Once a year/annually

Less often

**REPEAT THIS SECTION (Q11 TO Q30) FOR UP TO 2 OTHER QUALIFYING TRIPS**

<b>PART 4 VISITOR SATISFACTION – TRIM INDEX QUESTIONS SECTION</b>
---

**Q31 TO Q34 ASKED ONLY IF VISIT INCLUDED THE FOLLOWING ACTIVITIES AT Q6:**

**'SPECIAL' SHOPPING FOR ITEMS THAT YOU DO NOT REGULARLY BUY  
GOING OUT FOR ENTERTAINMENT – TO A CINEMA, CONCERT OR THEATRE  
UNDERTAKING OUTDOOR LEISURE ACTIVITIES SUCH AS WALKING, CYCLING, GOLF, ETC.  
WATCHING LIVE SPORTING EVENTS (NOT ON TV)  
GOING TO VISITOR ATTRACTIONS SUCH AS A HISTORIC HOUSE, GARDEN, THEME PARK, MUSEUM, ZOO,  
ETC.  
GOING TO SPECIAL PUBLIC EVENT SUCH AS A FESTIVAL, EXHIBITION, ETC.  
GOING ON GENERAL DAYS OUT/ TO EXPLORE AN AREA  
GOING ON OTHER DAY TRIPS NOT MENTIONED ABOVE SUCH A PILGRIMAGE, HOSPITAL VISIT, ETC.**

**IF MORE THAN ONE VISIT BEING ASKED Q11 TO Q30, ONLY ASK THESE QUESTIONS ABOUT 1 VISIT  
(SELECTED RANDOMLY)**

*Q31) How would you rate your overall experience of <MAIN DESTINATION> during your most recent day trip/excursion?*

**SINGLE CODE**

Excellent  
Very Good  
Good  
Fair  
Poor

*Q32) Based on your experiences during this trip, to what extent would you recommend <MAIN DESTINATION> as a destination to friends and family?*

**SINGLE CODE**

Definitely  
Probably  
Fairly likely  
Probably not  
Definitely not

*Q33) During the next few years ,how likely are you to take another day trip/outing to <MAIN DESTINATION> to undertake the same activity(ies) as your recent visit?*

**SINGLE CODE**

Definitely  
Probably  
Fairly likely  
Probably not  
Definitely not

*Q34) Given what you know about places to visit, how would you rate <MAIN DESTINATION> compared to other UK destinations for a day trip or excursion to take part in the same activity(ies) as your recent visit?*

**SINGLE CODE**

Much better  
Slightly better  
The same  
Slightly worse  
Much worse

<b>PART 5</b> <b>CLASSIFICATION QUESTIONS</b>
---

Q40) Now some questions about you...

Please tick the appropriate box to indicate where you live.

If you live in more than one place over the course of the year, please tell us about where you are living at the moment).

**SINGLE CODE**

Scotland  
Wales  
North East England  
North West England  
Yorkshire and The Humber  
East Midlands  
West Midlands  
East of England  
London  
South East England  
South West England

**IF LONDON:**

Q40b Please select the borough of London you live in

**AS Q12A**

**IF DON'T KNOW AT Q40B ASK:**

Q40c) Please select from the list below to indicate which part of London you live in...

**SHOW MAP ON SCREEN**

**SINGLE CODE**

Central London  
West London  
East London  
North London  
South London  
Don't know

**OTHERS**

Q41) Please type in the name of the city, town or village where you normally live (or nearest place).

**OPEN ENDED**

**IF WORKING AT QS1**

Q43) Do you work in the same place as where you live?  
i.e. ANSWER TO Q41

Yes

No

I don't work from a set location

**IF NO ASK 46 AND 47**

Q46) Please tick the appropriate box to indicate where you work

**SINGLE CODE**

Scotland  
Wales  
North East England  
North West England  
Yorkshire and The Humber  
East Midlands  
West Midlands  
East of England  
London  
South East England  
South West England

**IF LONDON:**

Q46b) Please select the borough of London you work in

**AS Q12A**

**IF DON'T KNOW AT Q46B ASK:**

Q46c) Please select from the list below to indicate which part of London you work in...

**SHOW MAP ON SCREEN**

**SINGLE CODE**

Central London  
West London  
East London  
North London  
South London  
Don't know

**OTHERS**

Q47a) Please type in the name of the city, town or village where you normally work (or nearest place).

**GAZ 3**

**IF IN FULL OR PART TIME EDUCATION AT Q42**

Q48) *Is the place you study in the same city, town or village as where you are living at present?*  
i.e. ANSWER TO Q41

- Yes
- No
- I don't study in a set location

**IF NO ASK Q49 AND Q50**

Q49 *Please tick the appropriate box to indicate where you study*  
**SINGLE CODE**

- Scotland
- Wales
- North East England
- North West England
- Yorkshire and The Humber
- East Midlands
- West Midlands
- East of England
- London
- South East England
- South West England

**IF LONDON:**

Q49b) *Please select the borough of London you study in*  
**AS Q12A**

**IF DON'T KNOW AT Q49B ASK:**

Q49c) *Please select from the list below to indicate which part of London you study in...*  
**SHOW MAP ON SCREEN**  
**SINGLE CODE**

- Central London
- West London
- East London
- North London
- South London
- Don't know

**OTHERS**

Q50a *Please type in the name of the city, town or village where you normally study (or nearest place).*  
**GAZ 3**

Q51 *Earlier you stated that you sometimes take part in the following activity/activities.*

*For each of these please provide details of where you normally do these activities. Tick more than one box for each activity if required.*

**ROWS - ACTIVITIES UNDERTAKEN AT LEAST A FEW TIMES A YEAR AT Q2/Q3**

Routine shopping for groceries  
Routine shopping for other items like everyday clothes or household goods  
Eating out (e.g. in a café, restaurant, bar)  
Going for a drink/night out (e.g. in a bar, pub and/or club)  
Other leisure activities like playing sport, going to the gym, walking or hobbies

**COLUMNS – MULTICODE ALLOWED  
MULTI CODE**

In the same place as you live  
In the same place as you work  
In the same place as you study  
Somewhere else

**ASK FOR THOSE ACTIVITIES WHERE SOMEWHERE ELSE IS SELECTED AT Q51**

Q52) Please type in the name of the other city, town or villages where you normally go to do these activities.

a) Routine shopping for groceries  
**GRID ALLOWING UP TO 5 PLACES TO BE TYPED IN**

b) Routine shopping for other items like everyday clothes or household goods  
**GRID ALLOWING UP TO 5 PLACES TO BE TYPED IN**

c) Going out for a meal  
**GRID ALLOWING UP TO 5 PLACES TO BE TYPED IN**

d) Going for a drink/night out to a bar, pub and/or club  
**GRID ALLOWING UP TO 5 PLACES TO BE TYPED IN**

e) Other Leisure activities like playing sport, walking or hobbies  
**GRID ALLOWING UP TO 5 PLACES TO BE TYPED IN**

Q52f) **IF LONDON INPUT AT ANY OF Q52**

*You stated that you undertake one or more of these activities in London.*

*Please tick the boxes below to indicate the names of the London boroughs you normally go to for this/these activities.*

**LIST OF LONDON BOROUGHES**

*Q54 Children in household*

*How many children, if any, under the age of 16 live in your household?  
Please write in your answer*

*Q55 Marital status*

*What is your domestic status? Which of these best describes your situation?  
(Please select one answer only)*

**SINGLE CODE**

Married /Living with partner  
Never married (single)

Divorced/widowed

Living with parents

Domestic partner/living with other adults

Prefer not to state/other

*Q56 Do you normally have access to a car?*

Yes  
No

*Q60 How often, if at all, do you normally access the Internet?*

*Include access in any locations including at home or at work, on a PC or on a mobile phone.*

Every day

A few times a week

Once a week

A few times a month

Once a month

Once every few months

Less often

Never

**IF ONCE A WEEK OR MORE OFTEN**

**In general, how many hours per week do you spend online?**

*If you aren't sure please provide an estimate*

**TYPE IN**

**NOTE – Q62 AND Q63 ADDED FROM 2013**

**Q62 Which of the following best describes how you think of yourself?**

Heterosexual\straight



Lesbian

Gay

Bisexual

Other sexual orientation

Unsure

I would prefer not to say

**Q63 Which of these best describes your ethnic group ?**

White British

White Irish

Any other white background **PLEASE SPECIFY**

White & Black Caribbean

White & Black African

White & Asian

Any other mixed background **PLEASE SPECIFY**

Indian

Pakistani

Bangladeshi

Any other Asian background **PLEASE SPECIFY**

Caribbean

African

Any other Black background **PLEASE SPECIFY**

Chinese

Any other **PLEASE SPECIFY**

I would prefer not to say **(CODE ADDED)**

## Further information

For information about GB Day Visits, write to the nearest address below:

### **Sharon Orrell**

Head of Research & Insight  
VisitEngland  
Sanctuary Buildings  
20 Great Smith Street  
London  
SW1P 3BT  
Sharon.orrell@visitengland.org

### **Chris Greenwood**

Senior Tourism Insight Manager  
VisitScotland  
94 Ocean Drive  
Edinburgh  
EH6 6JH  
chris.greenwood@visitscotland.com

### **Robert Lewis**

Head of Research  
Visit Wales  
QED Centre  
Treforest Estate  
Pontypridd  
Rhondda Cynon Taf  
CF37 5YR  
robert.lewis@wales.gsi.gov.uk

The statutory tourist boards and Visit Wales (the Tourism Department of the Welsh Government) who jointly sponsor the Great Britain Day Visits Survey.



### **Produced by TNS**

23 Alva Street  
Edinburgh  
EH2 4PS

The information contained in this report has been published in good faith on the basis of information supplied to VisitEngland, VisitScotland and Visit Wales. VisitEngland, VisitScotland and Visit Wales cannot guarantee the accuracy of information in this report and accept no responsibility for any error or misrepresentation. All liability for loss, disappointment, negligence or other damage caused by reliance on the information contained in this report for any other reason is hereby excluded.