

Domestic Trip Tracker Additional Food Questions – August 2013

Approach and Sample

VisitEngland commissioned an online omnibus survey to collect information regarding participation and interest in a range of food-related activities on holidays in England, attached to the Domestic Trip Tracker in August 2013.

The survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1253 adults aged 16 and over in Great Britain. The fieldwork for the survey took place between the 15th and 19th August 2013.

The questions asked can be found in the appendix to this document.

Results

Participation in food-related activities on holidays in England

Almost a third of the population (31% on day trips, 29% on holidays) have dined at an establishment serving local food / produce in the past twelve months, while just over one in five (23% on day trips, 21% on holidays) bought food / produce local to their destination. A smaller group of around one in seven have visited a farmer's or local produce market on a recent trip (14% day trip, 13% holidays), and almost one in ten have gone to a food festival (9% day trips, 8% holidays).

Participated in Food-related activities in England in past 12 months	Day Trip %	Holiday / break %
Going to a food festival	9%	8%
Visiting a farmer's or local produce market	14%	13%
Dining at a restaurant / café / pub etc. serving local food / produce	31%	29%
Buying food or produce local to the destination	23%	21%

Families with children are more likely to participate in local food-related activities on trips in England. This is particularly true on day visits, and particularly the case for food festivals (15%) and farmer's markets (19%).

Food-related activities are generally somewhat more popular with those aged under 45, particularly with regard to going to a food festival (12% for both day trips and holidays).

Perhaps unsurprisingly, those in higher social grades are slightly more likely to have participated in food-related activities on trips in England – just as they are more likely to have taken trips in general. This is particularly the case

for visiting a restaurant etc. serving local food / produce, with 40% of ABs doing this on a day trip and 35% on a holiday in England in the past twelve months.

Interest in food-related activities on holidays in England

Over half of the British population aged 16+ are interested in food-related activities while on a holiday / break in England. As with what has actually been done on trips to England in the past 12 months, interest is highest in dining in restaurants / cafes / pubs etc. serving local food / produce (76%) and buying food / produce local to the destination (68%).

Interested in Food-related activities as part of holiday / short break in England	Total interested %	Very interested %
Going to a food festival	52%	15%
Visiting a farmer's or local produce market	60%	16%
Dining at a restaurant / café / pub etc. serving local food / produce	76%	32%
Buying food or produce local to the destination	68%	22%

As with participation in these activities, those with children are more likely to be interested, particularly those with children aged 5-9 (69% interested in food festivals; 70% in farmer's markets; 85% in restaurants etc. serving local food / produce; 77% buying food local to the destination).

While those aged below 44 are more interested in food-related activities than those aged above, the gap isn't as great as it is in participation, so there are potential opportunities to attract an older market to these activities. Those in the higher ABC1 social grades are also more interested than those in lower social grades (55%; 65%; 80%; 72%).

While those who are married are only slightly more likely to participate than those who aren't, those who are married are more interested in these activities than those who aren't (55%; 65%; 80%; 73%).

Also more interested in food related activities on a trip in England are those living in London, particularly with regard to farmer's markets (70%) and food festivals (59%).

Appendix 1 – Questions Asked

ASK ALL

Over the past 12 months, have you taken any holidays, breaks or day trips in England which involved the following activities?

	Did this on a day trip in England	Did this on a holiday/break in England	Haven't done this in the past year on a holiday or day trip
Went to a food festival			
Visited a farmer's or local produce market			
Dined at a restaurant / café / pub etc. serving local food / produce			
Bought food or produce local to the destination visited			

And how interested would you be in doing the following as part of a holiday or short break in England?

- Very interested
 - Quite interested
 - Not very interested
 - Not at all interested
-
- Going to a food festival
 - Visiting a farmer's or local produce market
 - Dining at a restaurant / café / pub etc. serving local food / produce
 - Buying food or produce local to the destination