

The GB Day Visitor

Weighting development using parallel on-line and off-line surveying

Visit Scotland

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GB Day Visits

This report provides details of survey work and analysis conducted in 2011 as part of the development of the weighting methods used for the Great Britain Day Visits Survey (GBDVS). The report describes why this work was undertaken, the approaches followed and the outcome.

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

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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 commenced in January 2011 and will continue until at least the end of December 2013.

While previous surveys have been conducted with similar objectives (most recently the 2005 England Leisure Visits Survey and 2002/3 GB Day Visits Survey), by collecting data online the new survey represented a significant change in terms of the survey methods used.

This report provides details of the work conducted in 2011 which aimed to inform the development of the survey weighting and provide a better understanding of the implications of following an online approach. A separate technical report entitled 'GBDVS Methods and Performance Report' provides full details of the survey methods and is available separately while an annual report entitled The GB Day Visitor contains full survey results.

Section 2: Background and objectives

2009 and 2010 pilots

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 work was undertaken as it was recognised that a lack of up to date data on tourism day visits was available but budget constraints meant that a robust yet cost effective solution was required.

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 time 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 on-line data collection approach would represent a robust approach for a future longitudinal survey of Tourism Day Visits. However this approach could only be followed if rigorous measures were taken to ensure the quality of the data, including the conduct of further parallel off-line survey work to provide a better understanding of the effects of undertaking the data collection online and to inform a bespoke weighting solution.

GBDVS 2011

Subsequently, the 2011 Great Britain Day Visits Survey (GBDVS) was commissioned in late 2010 and, given the findings of the preceding pilot work, it was decided to follow an on-line survey approach with sample drawn from an on-line panel.

The decision to conduct the survey using an on-line survey method represented a significant change from the approaches followed in previous surveys regarding leisure and tourism participation where interviewer administered methods had always been used in the form of in-home or telephone interviews.

Given this innovative nature of the approach and the recommendations of the 2009 and 2010 piloting, during the first year of GBDVS fieldwork it was felt important that some parallel offline surveying should be undertaken.

The overall aim 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**. More specifically the comparisons would provide a better understanding of the following key areas:

- **The effect of the online sample being dominated by people who regularly access the Internet** - a particular concern was the bias caused by using a survey sample sourced from an online panel to represent behaviour amongst the general adult population. The surveying conducted as part of this exercise suggested that only around 2 to 3% of the UK population are members of an online survey panel and a smaller proportion are likely to be active members who regularly complete questionnaires. When sampling from an online panel while it is possible to correct for broad demographic skews, difference in behaviours remain between, for example, older people who have internet access and those who do not, even after correcting for socio-economic status, gender and so on.

- **Mode effects** - this relates to differences between the data collected in an online approach and the data collected in interviewer administered approaches. For example, the amount of time given to completing a questionnaire, detail and honesty of responses may vary between a self-completion approach and approach where an interviewer is present (e.g. the interviewer's presence may result in a speedier, less considered response than with a self-completion alternative).

Section 3: Method

This section describes the methods followed to conduct the parallel survey work, detailing the off-line and online approaches and achieved sample sizes.

Off line survey
In total 6 waves of offline surveying were undertaken on the following dates to achieve a total sample of 6,336 interviews:

- w/b 21st February 2011 – 1,009 interviews
- w/b 23rd May 2011 – 1,255 interviews
- w/b 25th 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. Following this approach the sample was selected to be representative of the GB population with each wave of interviewing distributed across 139 sample points, selected to reflect the geographical spread of the population. An average of 7 interviews were achieved within each sample point with respondents aged 16 and over selected using demographic quotas based on sex, working status and presence of children in household.

To minimise the mode effect the questions were worded identically to those used in the on-line survey and the questionnaire was scripted in a self-completion format, allowing interviewers to hand their CAPI (Computer Assisted Personal Interviewing) tablet computer to the respondent to allow them to complete the questionnaire themselves. The questions included are listed in Table 1 below. A full copy of the questionnaire is appended.

Table 1 – GBDVS 2011 – Off line survey questionnaire content	
Question No.	**Question** (N.B. exact wording is not used below)
	SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION
1	When most recently returned from an overnight trip in the UK
3	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.
	SECTION 2 – LEISURE DAY VISITS IN PREVIOUS WEEK
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
	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)
13	General type of place visited
13b	Region of main visit destination
14	Type of place visit started from (home, work, other)
16	Total distance travelled during visit (round trip from start to finish)
Q20	Inclusion of secondary destination(s) in visit
Q24	Party composition
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
	SECTION 5 – CLASSIFICATION QUESTIONS
Q40	Region of residence
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)

To understand to what extent respondents were able to complete the questionnaire using this self-completion approach, interviewers recorded whether they had to provide respondents with assistance. As such it was found that most respondents had asked for some form of help or clarification from the interviewer (see Table 2), often on more than just one or two questions. People in the oldest age groups, those in the less affluent socio-economic groups and those with fewer education qualifications were the most likely to seek help from the interviewer.

Table 2 Interviewer assistance with questionnaire	GB adult population (universe)
Did not require any help from the interviewer	36%
Required help with one or two questions	20%
Required help with more than one or two of the questions	44%

On-line survey

Comparisons focused upon the data collected in the main online survey during the 6 weeks when data was also collected using the off-line approach. As such, responses related to visits taken during the same period (i.e. the preceding week).

Full details of the online approach used in GBDVS are provided in the Methods and Performance report. In summary, during each week of surveying a target of at least 650 interviews are conducted. To improve the representivity of the achieved sample, the outgoing sample is stratified on the basis of NUTS II geography and target quotas are set on the basis of sex, age and socio-economic status.

During the 6 weeks when offline surveying was also undertaken the following numbers of online interviews were completed:

- w/b 21st February 2011 – 655 interviews
- w/b 23rd May 2011 – 684 interviews
- w/b 25th July 2011 - 847 interviews
- w/b 8th August 2011 – 783 interviews
- w/b 10th October 2011 – 785 interviews
- w/b 12th December 2011 – 783 interviews

This overall base of 4,537 online completions provides a very robust base to compare against the 6,336 interviews conducted off-line during the same combination of weeks.

Section 4: Main results

This section of the report describes the results of the different stages of analyses conducted as part of this exercise. These analyses are presented in the order that they were undertaken with each stage providing insights with implications for the next step. The results are provided under the following key headings.

- *Comparison of the profile of the unweighted online survey sample with the actual population profile (or universe)* – this analysis illustrates how even with quota controls in place at the data collection stages, the unweighted online survey sample contains an over-representation of certain population groups and under representation of others which needs to be addressed in the weighting solution.
- *Considering variations in visit frequency by demographic groups* – this analysis illustrates how the frequency of leisure day visit taking varies by demographics such as age and socio-economic status. The demographic variables most closely correlated to visit taking levels must be the focus of controls which ensure sample representivity and weighting solutions.
- *Testing alternative weighting solutions* – a comparison of the outcomes of alternative weighting solutions, considering the effects of different combinations of weights on weighting efficiency and the representivity of weighted outputs.
- *Comparing the online and offline data* – comparison of the demographic profiles and visit taking characteristics of data collected using parallel online and offline approaches – isolating the impact of the mode effect.
- *Comparing frequent and infrequent Internet users* – using data collected offline to compare the demographic profile and visit taking characteristics of people who access the Internet every day and less frequent users of the Internet. This comparison provides a better understanding of the potential biases caused by the use of panel sample source which is dominated by very frequent internet users and what measures can be taken to correct for this bias.

A summary and of this analysis and the outcomes is provided in Section 5.

Comparison of unweighted online sample with universe

As mentioned previously, the GBDVS survey approach involves the application of quota controls on the basis of gender, age (targets are 16-34, 35-54, 55-64 and 65+), working status and socio-economic group (ABC1, C2DE). Also the outgoing sample is stratified on the basis of NUTSII geography to provide a control over the geographic representation of the achieved sample.

Table 3 overleaf illustrates the profile of the GB adult population (or the 'universe') and the profile of the achieved 2011 GBDVS sample. This comparison illustrates the differences which exist despite the application of quotas at the data collection stage.

The following groups are over represented in the sample:

- Males aged 65 and over;
- Females aged 25 to 34;
- Members of the AB and DE socio-economic groups;
- People who terminated education aged 20 years or more.

Conversely, the following groups are under-represented in the sample:

- Males aged 16 to 24;
- Females aged 55 and over;
- Members of the C2 socio-economic group;
- People who terminated education aged 16 years or under.

However, the achieved sample more closely reflects the population in terms of working status and the urban/rural split of where respondents live.

Where variations exist these reflect differences between the profile of the general population and the membership of the online survey panels which GBDVS respondents are drawn from. Differences in the profile may also be caused by variations in levels of response by demographic groups when survey invites are received.

Table 3 Comparison of GBDVS 2011 unweighted sample profile and population - DEMOGRAPHICS	GB adult population (universe)	Unweighted 2011 survey sample
Gender x age		
Male 16-24	7%	4%
Male 25-34	8%	8%
Male 35-44	9%	8%
Male 45-54	8%	9%
Male 55-64	7%	8%
Male 65+	9%	11%
Female 16-24	7%	7%
Female 25-34	8%	13%
Female 35-44	9%	8%
Female 45-54	8%	8%
Female 55-64	8%	6%
Female 65+	11%	9%
Working status		
Working	51%	54%
Not working or retired	43%	40%
Still studying	7%	7%
Age completed education		
16 years or under	49%	33%
17-19 years	22%	27%
20 years or over	22%	33%
Still studying	7%	7%
Socio-economic group		
AB	23%	28%
C1	29%	26%
C2	21%	16%
DE	27%	30%
Place of residence		
Rural	20%	19%
Urban	80%	81%

Table 4 compares frequency of Internet access amongst the GB population and the 2011 GBDVS sample. This comparison clearly illustrates the significantly higher proportion of the survey sample who access the Internet every day while, as an online survey, none are non-users of the Internet.

Table 4 Comparison of GBDVS 2011 unweighted sample profile and population - INTERNET ACCESS	GB adult population (universe)	Unweighted 2011 survey sample
Daily	60%	93%
Less often	22%	7%
Never	18%	-

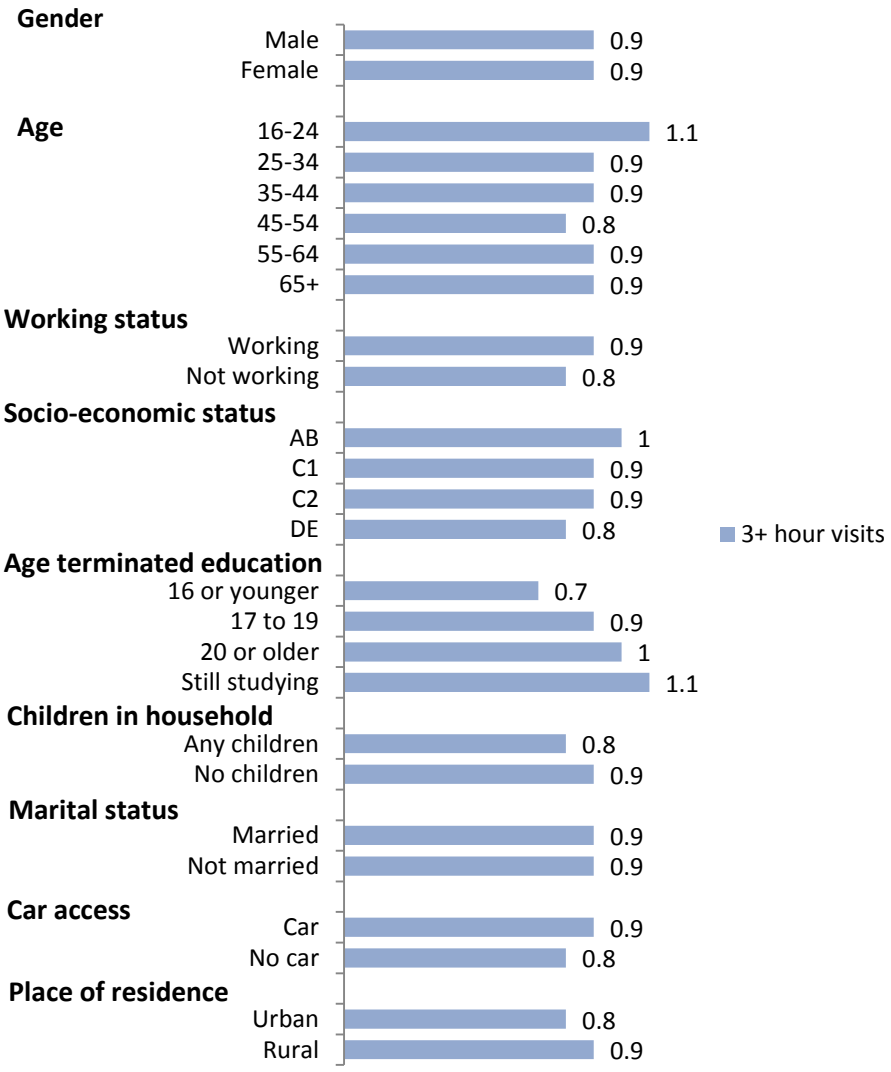
Considering variations in visit frequency by demographic group

Figure1 illustrates average frequency of 3 hour+ duration leisure visits taken in the last 7 days by demographic group. This comparison illustrates that levels of visit taking vary most by the following demographics:

- age;
- socio-economic status;
- age terminated education.

This high level of variation means that if survey outputs are to be considered as reflective of behavior in the wider population, it is most important for the sample to be representative on the basis of these particular variables and/or for variations between the sample composition and universe to be corrected on the basis of these demographics by using weighting.

Figure 1 – Average volume of 3 hour+ visits taken in previous 7 days by demographics



Testing alternative weighting solutions

The analyses shown in the previous sections illustrated variations between the achieved survey sample and actual population distribution and variations in frequency of visit taking by demographic. On the basis of this information, a number of demographic variables were selected as likely to be appropriate for the survey weighting solution. To further test the suitability of these various 'candidate' variables, the application of several different potential weighting solutions was tested using interim data.

In this exercise the following variables were tested as potential weights:

- Age and gender (interlocking);
- Working status (on the basis of a simple working/not working break and a more detailed alternative);
- Socio-economic group;
- Age terminated full time education;
- Area of residence (on the basis of GOR).

Other demographics considered but not applied as weighting variables were car access, children in household and marital status. These were not used in the solutions tested as it was found that the application of the other variables listed above sufficiently corrected for imbalance between the sample profile and actual population profile.

Also, frequency of online access was not applied as a weight in the solutions tested as, with just 7% of the online panel going online less than daily compared to 40% of the population, using this variable as a weight was not viable as it would result in a very poor weighting efficiency (and therefore very small effective sample size).

In total 8 different weighting solutions were tested. All of the solutions tested included age x gender (an interlocking target) and region (GOR) as targets plus various combinations of working status, socio-economic status and education (age completed full time education), as shown in Table 5 below.

Weighting efficiency

As shown in table 8 below, the application of weights impacts on the efficiency of the sample, with weighting efficiency generally decreasing as more target variables are used. The lower the weighting efficiency, the more data that is 'lost' due to the application of weights and hence the effective sample size reduces. As such, in the decision on which weights to use, there is a trade-off between the application of weights to correct for as many imbalances as possible and the resulting reduction in weighting efficiency and smaller effective sample size.

Table 5 - Testing weighting solutions – WEIGHTING EFFICIENCY		Weighting efficiency (GB level)
1	Age & Gender x GOR X Simple Working Status	84%
2	Age & Gender x GOR X Detailed Working Status	82%
3	Age & Gender x GOR X Detailed Working Status X Education	74%
4	Age & Gender x GOR X Detailed Working Status X Socio-Economic Grade	78%
5	Age & Gender x GOR X Detailed Working Status X Education x Socio Economic Grade	70%
6	Age & Gender x GOR X Education	75%
7	Age & Gender x GOR X Education x Socio Economic Grade	72%
8	Age & Gender x GOR X Socio Economic Grade	80%

Prioritising variables to include in the weighting solution

As described in the previous section, frequency of visit taking varies significantly by age terminated education (see Figure 1), however the unweighted survey sample significantly under represents those people who terminated education aged 16 years or under whilst over representing those who terminated education aged 20 years or over (see Table 3). It is therefore important for the final weighting solution to address this imbalance.

Table 6 below illustrates the profile of the sample by age completed education when the various weighing combinations which *do not* include Education are applied. This comparison shows that the application of working status and/or socio-economic status as a weight does little or nothing to correct for the under-representation in the sample of people who completed education aged 16 years and under and over representation of those completion education aged 20 or over. It may therefore be concluded that to correct for this significant variation, the age complete education variable needs to be used as a weighting target

Table 6 - Testing weighting solutions – CORRECTING FOR AGE COMPLETED EDUCATION USING OTHER DEMOGRAPHICS		16 years or younger	17-19 years	20 years or older	Still studying
	GB adult population (universe)	49%	22%	22%	7%
1	Age & Gender x GOR X Simple Working Status	35%	26%	30%	9%
2	Age & Gender x GOR X Detailed Working Status	35%	27%	31%	8%
4	Age & Gender x GOR X Detailed Working Status X Socio-Economic Grade	36%	27%	29%	8%
8	Age & Gender x GOR X Socio Economic Grade	35%	27%	29%	9%

Similarly, Table 7 below illustrates the profile of the sample in relation to Socio-Economic Group when the various weighing combinations which *do not* include SEG are applied. This comparison shows that the application of age completed education as a weight (options 3 and 6) provides a better representation of ABs and C1s than the other options tested but does not correct for the imbalance between C2s and DEs. Also, comparing options 3 and 6 shows that the inclusion of working status in the weighting solution in addition to education does not help to improve the representativeness of the sample in terms of socio-economic status.

Based on these findings it may be concluded that given the differences in levels of visit taking by socio-economic group (see Figure 1) and outstanding discrepancies shown in the table below when other variables are used as weights, SEG must also be included in the final weighting solution. However, this comparison has also shown that there is no value in applying both Education and Working Status in the weighting solution and, as shown in Table 5, using both would have a negative effect on the weighting efficiency. Therefore, it is recommended that Working Status is not used in the final weighting solution.

Table 7 - Testing weighting solutions – CORRECTING FOR SEG USING OTHER DEMOGRAPHICS		AB	C1	C2	DE
	GB adult population (universe)	23%	29%	21%	27%
1	Age & Gender x GOR X Simple Working Status	29%	27%	14%	31%
2	Age & Gender x GOR X Detailed Working Status	28%	26%	14%	32%
3	Age & Gender x GOR X Detailed Working Status X Education	24%	26%	16%	35%
6	Age & Gender x GOR X Education	24%	26%	16%	35%

Correcting for frequency of Internet access

As mentioned in the previous chapter, as members of an online survey panel all GBDVS respondents use the Internet and the majority are very regular users with 93% making daily use compared to 60% of the GB population. Table 8 below shows the weighted results relating to frequency of use of the Internet for each of the potential weighting solutions which were tested. This analyses shows that none of these combinations of weights can 'correct' for the significant over representation in the sample of frequent Internet users. Instead, as discussed in more detail later in this report, the outcomes of the comparisons of data amongst regular, occasional and non-users of the Internet collected in the offline surveying can provide a better understanding of differences in the demographics and visit taking behaviours amongst these groups and the implications for the survey data analysis.

Table 8 - Testing weighting solutions – CORRECTING FOR FREQUENCY OF INTERNET ACCESS USING OTHER DEMOGRAPHICS		Daily	Less often	Never
	GB adult population (universe)	60%	22%	18%
1	Age & Gender x GOR X Simple Working Status	93%	7%	-
2	Age & Gender x GOR X Detailed Working Status	93%	7%	-
3	Age & Gender x GOR X Detailed Working Status X Education	92%	8%	-
4	Age & Gender x GOR X Detailed Working Status X Socio-Economic Grade	93%	7%	-
5	Age & Gender x GOR X Detailed Working Status X Education x Socio Economic Grade	92%	8%	-
6	Age & Gender x GOR X Education	92%	8%	-
7	Age & Gender x GOR X Education x Socio Economic Grade	92%	8%	-
8	Age & Gender x GOR X Socio Economic Grade	92%	8%	-

Effect of weighting on visit data

Table 9 below illustrates average volumes of 3 hour+ duration leisure day visits taken in the last 7 days based on the unweighted survey data and the data when with each of the alternative weighting solutions is applied. This comparison illustrates that in all cases, with the application of weighting the average volume of visits is slightly less than with the unweighted results (ranging from 3% less with alternatives 2, 3 and 8 to 7% less with alternative 6). These changes occur due to the weights correcting for an over representation in the unweighted sample of demographic groups with higher levels of visit taking.

Table 9 - Testing weighting solutions – IMPACT OF WEIGHTING ON VISIT ESTIMATES		3+ hour leisure day visits in last 7 days
	Unweighted	0.89
1	Age & Gender x GOR X Simple Working Status	0.86
2	Age & Gender x GOR X Detailed Working Status	0.86
3	Age & Gender x GOR X Detailed Working Status X Education	0.84
4	Age & Gender x GOR X Detailed Working Status X Socio-Economic Grade	0.86
5	Age & Gender x GOR X Detailed Working Status X Education x Socio Economic Grade	0.84
6	Age & Gender x GOR X Education	0.83
7	Age & Gender x GOR X Education x Socio Economic Grade	0.84
8	Age & Gender x GOR X Socio Economic Grade	0.86

Table 10 compares the impacts of the different weighting solutions on results relating to participation in specific leisure activities. As with the estimates of average volume of visits taken, this comparison also shows that none of the possible

weighting solutions have a large impact on the profile of participation with very similar results obtained across all of the alternatives.

Table 10 - Testing weighting solutions – IMPACT OF WEIGHTING ON RESULTS – ACTIVITIES NORMALLY DONE AT LEAST MONTHLY									
		1	2	3	4	5	6	7	8
	Unweighted	**Age & Gender x GOR X Simple Working Status**	**Age & Gender x GOR X Detailed Working Status**	**Age & Gender x GOR X Detailed Working Status X Education**	**Age & Gender x GOR X Detailed Working Status X Socio-Economic Grade**	**Age & Gender x GOR X Detailed Working Status X Education x Socio Economic Grade**	**Age & Gender x GOR X Education**	**Age & Gender x GOR X Education x Socio Economic Grade**	**Age & Gender x GOR X Socio Economic Grade**
Leisure VFR	77%	77%	77%	77%	77%	77%	76%	77%	77%
Special shopping	36%	36%	36%	36%	36%	36%	35%	36%	36%
Meal out	64%	62%	62%	61%	62%	61%	60%	61%	62%
A night out	48%	47%	46%	46%	47%	46%	46%	47%	47%
Went out for entertainment	40%	40%	40%	38%	40%	39%	38%	39%	40%
Outdoor leisure activities	66%	65%	65%	63%	65%	64%	63%	64%	65%
Other leisure activities	43%	43%	43%	41%	43%	42%	41%	41%	43%
Took part in sports	39%	39%	39%	37%	39%	37%	37%	37%	39%
Watched sporting events	21%	21%	21%	21%	21%	21%	21%	21%	21%
Visited attraction	18%	19%	19%	18%	19%	18%	18%	18%	18%
Attended a special public event	12%	13%	13%	12%	13%	12%	12%	12%	13%
Attended a special personal event	8%	8%	8%	8%	8%	8%	8%	8%	8%
Days out to beauty/health spa	9%	10%	10%	10%	10%	10%	10%	10%	10%
General days out/ explore area	36%	35%	35%	34%	35%	35%	34%	34%	35%
Other day trips/excursions	18%	19%	19%	18%	19%	18%	18%	18%	19%

Comparing the online and offline samples

The next stage of the weighting development exercise involved an analysis of the data collected in parallel to GBDVS using offline approaches.

For this stage all of the data compared was weighted using the weighting solution considered in the preceding stage to provide the best balance between weighting efficiency and correcting for the key demographics which influence visit taking levels i.e. solution 7 - *Age & Gender x GOR X Education x Socio Economic Grade.*

Applying this weight to both the online and offline data reduced variations in results caused by demographic differences in the profile of each sample, therefore more clearly revealing mode effects (i.e. the outstanding differences in the data caused by variations in how respondents answered identical questions using an online approach or an interviewer administered approach).

Frequency of Internet usage

Table 11 below compares the profile of the online and offline sample in in terms of frequency of Internet access and, amongst those who use the Internet at least once a week, the number of hours spent online in a typical week. The profile for those respondents interviewed offline who normally access the Internet daily is shown separately in the column furthest to the right.

This comparison reinforces the greater levels of Internet use amongst online survey panelists with members of this respondent group typically spending many more hours online per week than those surveyed offline.

Table 11	Data collected online	Data collected off-line	
	Total sample	Total sample	Daily internet users
Frequency of internet access			
Every day	92%	55%	100%
Less often	8%	18%	-
Never	-	27%	-
Of at least weekly internet users – number of hours online per week			
36 or more	9%	5%	8%
22 to 35	20%	6%	10%
15 to 21	28%	9%	16%
8 to 14	25%	16%	26%
7 or less	18%	64%	41%

Frequency of visit taking

Table 12 below compares results relating to frequency of visits taken in the last 7 days. Again the data collected online is compared with data from respondents interviewed off-line, including a separate analysis of those who use the Internet daily.

In general respondents interviewed offline are much more likely than those who complete an online questionnaire to have reported taking no visits in the last 7 days but are much less likely to report taking a large volume of visits (14% report 5 or more visits in the last 7 days compared to 33% of online respondents).

Reflecting these variations, the average volumes of visits taken by offline responds is much lower than the averages amongst those who were surveyed online. When the comparison is based on just those who access the Internet daily, the variation is still significant with around a third (34%) fewer 3 hour+ visits recorded by the offline respondents.

Table 12	Data collected online	Data collected off-line	
	Total sample	Total sample	Daily internet users
Leisure Day Visits in last 7 days			
5 or more visits	33%	14%	17%
4 visits	9%	5%	4%
3 visits	11%	6%	7%
2 visits	11%	9%	11%
1 visit	12%	18%	19%
No visits	23%	48%	43%
Average Leisure Day Visits	**3.9**	**1.9**	**2.1**
Difference online v offline		-52%	-47%
Average 3 hour+ visits	**0.8**	**0.5**	**0.6**
Difference online v offline		-40%	-34%

As all of the data used in this analysis is weighted to control for demographic differences between the online and offline sample, the differences in results which remain when the analysis is based on daily internet users only provides an indication of the scale of the mode effect. In other words this comparison suggests that the mode effect, when moving from an online to an offline survey method, results in a reduction in the average number of visits reported per respondent of around a third. Factors causing this mode effect could include:

- When an interviewer is present in the offline approach, respondents may feel under some pressure to provide a response quickly while in the online self-completion approach the respondent has more time to fully consider their response before answering. This may result in a more considered, complete response using the online method and therefore larger volumes of visits being recorded;
- In the interviewer administered offline approach some respondents may attempt to shorten the interview duration by providing under estimates of their visit taking activity (e.g. by falsely answering 'no' to questions in the expectation that doing so will more quickly bring them to the end of the questionnaire). Conversely, in the online approach some respondents may be tempted to inflate their estimates of visit taking activity in the hope that this will allow them to spend more time completing the questionnaire and therefore receive more incentive points (i.e. the rewards that are given for participation in an online panel questionnaire) than would be the case it they answered initial questions negatively and were 'screened out' of the survey.

Importantly, when comparing the data collected online and offline, from the information available from this exercise, neither mode can be considered to be the one which is more closely reflecting reality and neither can be labeled as being incorrect.

Profile of activities undertaken and visit characteristics

As shown above, the overall number of visits recorded is lower when surveying is conducted offline, however the profile of activities undertaken amongst the on and offline survey samples and the specific details of the visits they record is broadly similar. This is especially so when the offline data is filtered on the basis of daily Internet users only, making it more directly comparable in profile to the data collected online.

Table 13 below illustrates the similarity in results – while a slightly smaller share of respondents interviewed offline report participation in each of the activities asked about, the scale of difference is much less than found for overall volumes of visits taken.

Table 13 - ACTIVITIES NORMALLY DO AT LEAST MONTHLY	Data collected online	Data collected offline	
	Total sample	Total sample	Daily internet users
Leisure VFR	79%	70%	74%
Special shopping	36%	31%	32%
Meal out	64%	56%	62%
A night out	49%	39%	41%
Went out for entertainment	42%	28%	32%
Outdoor leisure activities	63%	57%	61%
Other leisure activity e.g. hobby	44%	32%	37%
Took part in sports	41%	34%	38%
Watched sporting event	22%	19%	20%
Visited attraction	19%	16%	17%
Attended special public event	14%	11%	12%
Attended special personal event	9%	6%	6%
Day out to beauty/health spa	10%	8%	9%
General days out/explore area	34%	34%	39%
Other day trips/excursions	19%	14%	15%

These findings suggest that while the mode effect has a clear impact on the overall volumes of visits reported by respondents, when more detailed information on the profile of visits and participation in specific activities is asked there is a much less notable mode effect, resulting in much more similar data being collected. This finding reflects the findings of the ETIP pilots undertaken in 2009 and 2010.

Within the offline sample – comparing daily Internet users to rest of the population

Another benefit of undertaking parallel offline data collection was the opportunity to use this data to better understand differences within this sample – in particular comparing those people who use the Internet every day with other people. These comparisons helped to provide a better understanding of the effects of using an online panel approach and identify differences in visit taking behaviour between those most likely to respond to the online survey and those likely to be excluded.

As in the previous section all of the data compared in this analysis stage was weighted using the Age & Gender x GOR X Education x Socio Economic Grade weighting solution.

Comparison of demographics

Table 14 compares the demographic profile of daily Internet users with people who normally use the Internet less often (including non-users). This comparison highlights the greater proportion of daily Internet users who are in the younger age groups. Reflecting this age variation, those who are daily Internet users are less likely to be retired but more likely to be working full time and to have children in their home.

Daily Internet users are also more likely to be in the more affluent ABC1 socio-economic groups and to have continued in full time education until they were aged at least 17.

These findings reinforce the importance of using age and SEG in the GBDVS quotas and weighting to reduce the under-representation of older people and less affluent socio-economic groups which would occur without these controls.

Table 14 – Offline data comparison - demographics	Use Internet Daily	Use Internet less than daily
Sex x age		
Male 16-24	10	4
Male 25-34	11	4
Male 35-44	11	7
Male 45-54	9	8
Male 55-64	7	8
Male 65+	4	15
Female 16-24	9	4
Female 25-34	11	5
Female 35-44	12	6
Female 45-54	9	8
Female 55-64	5	11
Female 65+	3	21
Working status		
Working	66	35
Not working	15	21
Retired	10	43
Still studying	9	2
Age completed education		
16 years or under	34	69
17-19 years	25	17
20 years or over	30	12
Still studying	11	2
Socio-economic group		
AB	30	14
C1	33	23
C2	19	24
DE	18	39

Comparison of visit taking activity

As shown in Table 15 below, those people who access the Internet less than daily take around 20% fewer 3 hour+ duration day visits than daily Internet users. More specifically (Table 16), those who access the Internet less than daily are generally less likely to take part in a number of the leisure activities included in the survey on a regular basis - most notably nights out, entertainment, participating or watching sports.

It is likely that these lower levels of visit taking and specifically lower participation in certain activities is related to the aforementioned differences in age, socio-economic and education profile between daily Internet users and those who use the Internet less often. This finding therefore reinforces the importance of using age, SEG and age completed full time education as targets in the GBDVS quotas and in the final weighting solution to ensure sufficient coverage of those demographic groups who generally use the Internet less often.

Table 15 – Offline data comparison – visit taking	Use Internet Daily	Use Internet less than daily
Leisure Day Visits in last 7 days		
5 or more visits	16%	12%
4 visits	5%	4%
3 visits	8%	6%
2 visits	11%	9%
1 visit	19%	16%
No visits	42%	53%
Average Leisure Day Visits	2.1	1.6
Difference daily internet user v rest of population		-24%
Average 3 hour+ visits	0.55	0.44
Difference daily internet user v rest of population		-20%

Table 16– Offline data comparison – activities normally undertake	Use Internet Daily	Use Internet less than daily
Leisure VFR	76%	62%
Special shopping	37%	20%
Meal out	66%	41%
A night out	47%	28%
Went out for entertainment	38%	15%
Outdoor leisure activities	66%	46%
Other leisure activity e.g. hobby	39%	21%
Took part in sports	45%	21%
Watched sporting event	22%	14%
Visited attraction	20%	10%
Attended a special public event	14%	6%
Attended a special personal event	7%	4%
Day out to beauty/health spa	10%	5%
General days out/explore area	43%	24%
Other day trips/excursions	17%	9%

Section 5: Summary

On the basis of the analysis conducted in 2011 it was decided, in consultation with the GBDVS client group, that for the on-going GBDVS survey data should be weighted using a solution which included the recommended combination of age and gender, place of residence based on GOR, socio-economic group and age terminated education. The last two of these variables were identified in the analysis as particularly important as levels of visit taking varied significantly by socio-economic and educational status yet the sample composition varied from the universe on the basis of both of these variables.

Other variables considered for the weighting solution included working status, presence of children and car ownership as these are variables that might affect the propensity for day visits. However it was concluded from the testing that, by correcting for the five selected variables, the others came back into line when compared against population targets. Adding further variables to the weighting solution reduced the weighting efficiency with little change in the resultant profiles.

Additionally weight of Internet usage was considered as a weighting target but rejected as nearly all panel members are heavy internet users.

This exercise also identified the scale of the difference in estimates obtained when the same data was collected using the alternatives of online or offline approaches, even after the application of corrective weighting. Using the 3 hour+ leisure day visit definition, the difference in the number of trips reported per respondent was around +30% (online sample greater than offline sample). From this we conclude that there is a higher volume of reported trips through both increases in reach and frequency from the online sample. Other comparisons of the offline data, comparing the total sample with only those in the sample who use the Internet, suggest that the differences we are seeing in the data are not due to a behaviour difference between those who do or don't use the Internet and hence the conclusion is that the differences are due to mode effect. In other words, respondents report lower volumes of visits with the interviewer administered approach than when completing a self-completion questionnaire online.

Outcome

As a result of the work described in this report it was agreed to apply a weighting solution to the main 2011 and ongoing GBDVS survey data which uses population targets that combine of age and gender, GOR, socio-economic group and age terminated education. One further development from the solution tested was the interlocking of the sex, age and region targets – a change which would ensure the representivity of the data at both the national and regional levels. This change did not have a significant negative effect on the weighting efficiency but made the results produced at a sub-national level more robust; particular important given the survey topic.

By applying this combination of weights the overall weighting efficiency for annual data has been found to be around 70%. For example, this means that while an average of 35,000 interviews are conducted in GBDVS each year, the effective sample size is around 24,000. The weighting targets used are provided in the appendix (figures in thousands) the overall sum of these weights is 49.236 million, reflecting the size of the GB adult population.

Appendices

Final weighting targets

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		

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

INTRODUCTION:

Some of the questions in the next section ask you about things you have done over the last few weeks so you may find it useful to have a calendar or diary to hand

GENERAL LIFE AND ACTIVITIES SECTION

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 <MOST RECENT SUNDAY>**, 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 **< LAST WEEK>** and Sunday **<MOST RECENT>** inclusive)
Between a week and 4 weeks ago
Longer ago

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 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 *<MOST RECENT SUNDAY>* 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 **< LAST WEEK>** and Sunday **<MOST RECENT >** 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 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 CLASSIFICATION QUESTIONS SECTION

LEISURE DAY VISITS IN LAST 7 DAYS

ON NEW SCREEN:

The next few questions ask you about any occasions between Monday <LAST WEEK> to Sunday <MOST RECENT> 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 <LAST WEEK> and Sunday <MOST RECENT>
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 CLASSIFICATION QUESTIONS SECTION

IF ONLY 1 ACTIVITIY 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 TRIPS 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 DAY AND DATE (E.G. Tuesday 3rd March)

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

IF NO VISITS QUALIFY AS POTENTIAL TOURISM DAY VISITS SKIP TO CLASSIFICATION QUESTIONS SECTION

IF MORE THAN 3 VISITS QUALIFY CAPI 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 QUESTIONS FROM Q11 ONWARDS TO TRIPS RECORDED IN Q6 TO Q8).

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.

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)

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

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**

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

Q20) During your trip/outing did you visit any places other than the main place you visited?
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

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**)

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

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

CLASSIFICATION QUESTIONS

DETAILS OBTAINED FROM MAIN OMNIBUS CLASSIFICATION SECTION

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

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

New 1
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

New 2
Are you a member of an on-line survey panel?
(i.e. you have provided your permission to be regularly invited to take part in on-line surveys in return for points or other rewards. Examples of panels include surveypanel.co.uk, mysurvey and yougov.)

Yes
No
Not sure

INTERVIEWER COMPLETE:

NEW 3

DID THE RESPONDENT REQUIRE ANY HELP FROM YOU TO COMPLETE THE SELF-COMPLETION SECTIONS?

Required help with one or two questions
Required help with more than one or two questions but less than half
Required help with more than half the questions but not all of them
Required help with all or nearly all of the questions
Did not require any help from interviewer