COVID-19 Consumer Tracker

Wave 18

Fieldwork Period: 26 to 30 October

U.K. Results

Introduction

- VisitEngland, VisitScotland and Visit Wales have commissioned a Covid-19 consumer sentiment tracking survey to understand domestic intent to take overnight trips both within the U.K. and abroad, with particular focus around the current barriers and concerns around travel and how these will evolve over time.
- The survey addresses: the likelihood of U.K. residents to travel; when and where they plan to go; specific trip details such as accommodation type and activities undertaken and the type of reassurances they're seeking from the sector.
- This tracker is based on a U.K. nationally representative sample of 1,500 adults aged 16+ with boosts for Scotland and Wales.
- The results are made publicly available and updated each wave at the following website:

  https://www.visitbritain.org/covid-19-consumer-sentiment-tracker

Definitions used within this report

In this report we look at the profiles and attitudes of a number of separate audiences depending on whether they have, or intend to, take an overnight domestic trip. For ease of reference, the time periods have been given seasonal labels, although we appreciate these may not necessarily correspond with meteorological definitions.

- **Autumn Intenders:** Adults resident in the UK who said they *intended* to take an overnight domestic trip during either September or October.
- **Autumn trip-takers:** Adults resident in the UK who claim to *have taken* an overnight domestic trip, for any purpose, during September or October.
- **Autumn holiday-takers:** Adults resident in the UK who claim to *have taken* an overnight domestic trip for the purpose of a holiday (i.e. not for primarily visiting friends or relatives, going away on business or travelling for any other reason) during September or October.
- **Early winter Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between October 2020 and December 2020.
- **Late winter Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between January 2021 and March 2021

Note: The data for Autumn Intenders is taken from waves 10-13 of this research, which covered fieldwork dates between 20 July – 14 August.

Fieldwork Periods

Project Period	Fieldwork Period	Project Period	Fieldwork Period
Wave 1	18 – 22 May	Wave 13	10 – 14 August
Wave 2	25 – 29 May	Wave 14	31 August – 4 September
Wave 3	1 – 5 June	Wave 15	14 – 18 September
Wave 4	8 – 12 June	Wave 16	28 September – 2 October
Wave 5	15 – 19 June	Wave 17	12 – 16 October
Wave 6	22 – 26 June	Wave 18	26 – 30 October*
Wave 7	29 June – 3 July	Wave 19	
Wave 8	6 – 10 July	Wave 20	
Wave 9	13 – 17 July	Wave 21	
Wave 10	20 – 24 July	Wave 22	
Wave 11	27 – 31 July	Wave 23	
Wave 12	3 – 7 August	Wave 24	

*Note: Fieldwork for Wave 18 occurred prior to the Prime Minister's announcement that England would enter a 4 week lockdown from 5 November 2020.

Wave 18: Scorecard of Key Metrics (1)

Table 1. Top line Metrics – General Sentiment Scores

*** Represents a significant change on previous Wave**

Key Metrics	Wave 17	Wave 18	Wave Shift
National mood (average score out of 10)	6.5	6.4	-0.1
Perceptions of the situation regarding Covid-19 (% stating 'worst has passed')	8%	5%	-3
Risk score: Comfort in undertaking a range of activities (1-4 comfort score)	2.5	2.5	0
Normality score (proportion expecting normality by March)	19%	17%	-2
The main reasons for not feeling confident about taking a trip in October (Top 2)	1. Restrictions on travel from government 2. Fewer opportunities to eat/drink out	1. Restrictions on travel from government 2. Concerns about catching COVID-19	New no.2

Table 2. Top line Metrics – General Trip Intentions

Key Metrics	Wave 17	Wave 18	Wave Shift
Anticipated number of UK short breaks compared to normal (% more/the same)	33%	38%	+5*
Anticipated number of UK longer breaks compared to normal (% more/the same)	31%	36%	+5*
Near-term confidence in taking UK overnight trip (November confident)	17%	16%	-1
Medium-term confidence in taking UK overnight trip (Dec/Jan confident)	20%/22%	16%/20%	-4/-2
Proportion going on a UK overnight trip this early winter (Oct-Dec)	14%	10%	-4
Split between longer break / short break / don't know for early winter trip	33%/60%/6%	35%/60%/4%	+2/0/-2

Wave 18: Scorecard of Key Metrics (2)

Table 3. Top line Metrics – Destination and Accommodation Plans

*** Represents a significant change on previous Wave**

Key Metrics	Wave 17	Wave 18	Wave Shift
Leading UK destination likely to stay in between Oct - Dec	South West	South West	No change
Main *type* of destination likely to stay in between Oct - Dec	Countryside or village	Countryside or village	No change
Main accommodation type likely to stay in between Oct - Dec	Hotel/motel/inn	Hotel/motel/inn	No change

Table 4. Top line Metrics – Broader Leisure Activity

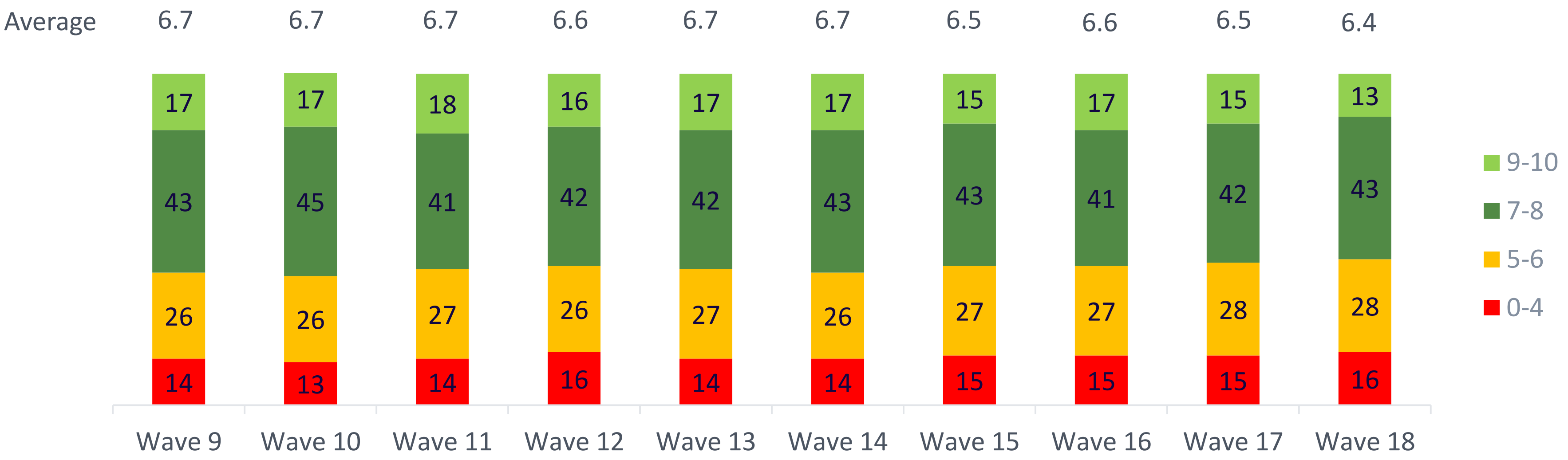
Key Metrics	Wave 17	Wave 18	Wave Shift
Place/activity generating highest engagement compared to normal	Outdoor areas	Outdoor areas	No change
Place/activity generating lowest engagement compared to normal	Catering, entertainment and events	Indoor or covered attractions	New No. 1

1. The National Mood

The national mood

- The average mood of U.K. adults has fallen for the second consecutive wave to 6.4/10 driven by a decline in those rating their mood as 9-10 out of 10.
- This represents the lowest ‘mood’ average recorded since the commencement of this research in May.

Figure 1. Current mood out of 10, Percentage wave-on-wave, UK

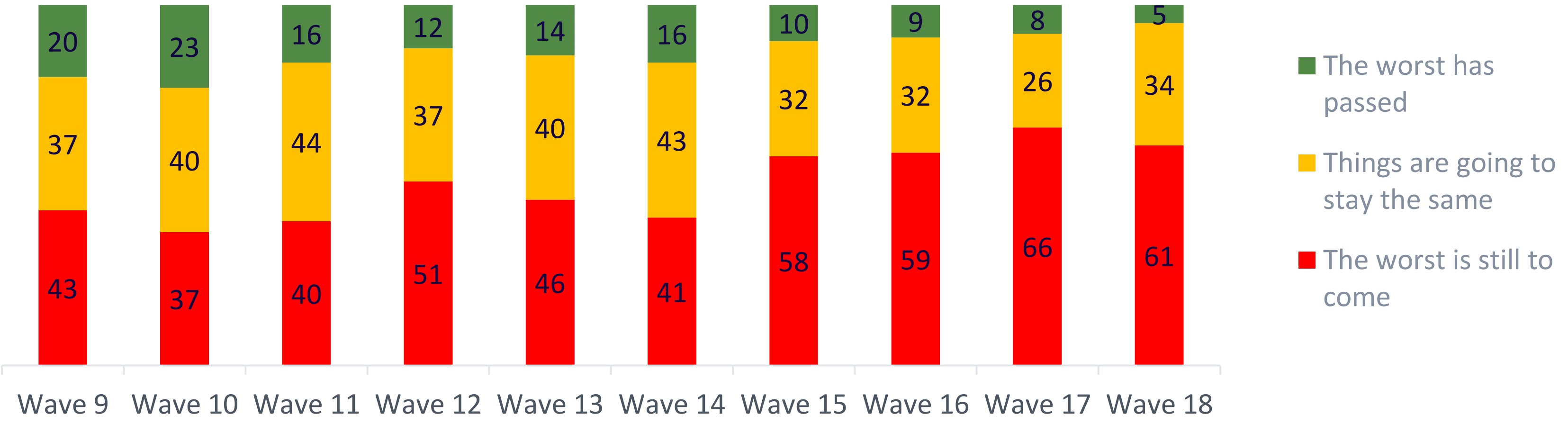


Q5: How would you rate, between 0 and 10, your mood today? Base: All respondents. Wave 18 n=1,764

Perceptions of the situation in relation to COVID-19

- The proportion of U.K. adults stating ‘the worst is still to come’ exhibits a moderate decline after three waves of consecutive growth, largely due to a greater number of people (34%) of the opinion ‘things are going to stay the same’. Note, however, this wave’s research occurred just prior to the announcement a 4 week lockdown would be imposed on those residing in England.
- It’s also evident, that only 5% presently consider ‘the worst has passed’ – the lowest recorded in this study thus far.

Figure 2. Perception of the situation with regards to COVID-19, Percentage wave-on-wave, UK



Q7: Regarding the situation of Coronavirus in the UK and the way it is going to change in the coming month, which of the following best describes your opinion? Base: All respondents. Wave 18 n=1,764

Perceptions of when things will return to 'close to normal'

- 38% of the U.K. adult population believe life will return 'close to normal' before July next year.
- 17% of Wave 18 respondents expect 'normality' by March 2021; less than half the proportion who thought so in Wave 9 (mid-July).

Figure 3. Perceptions of when things will return 'close to normal' Percentage Wave 18, UK

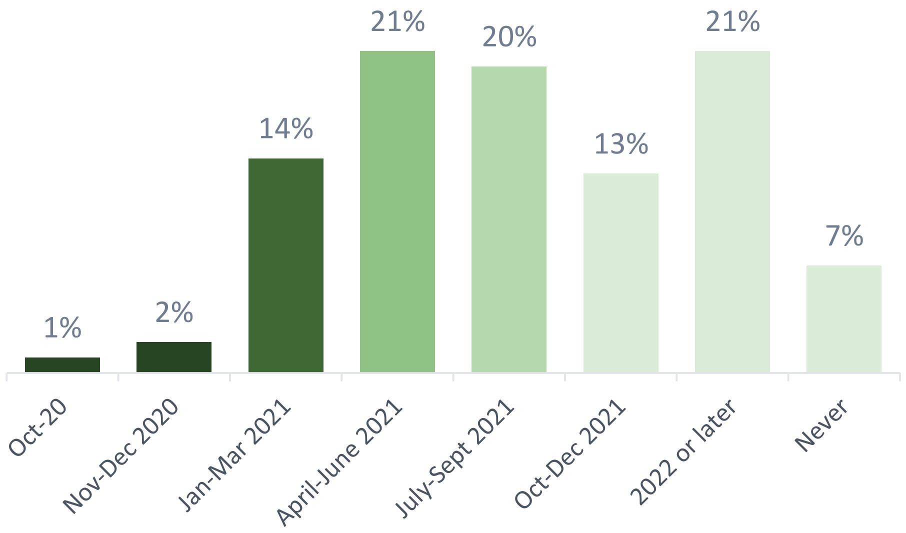
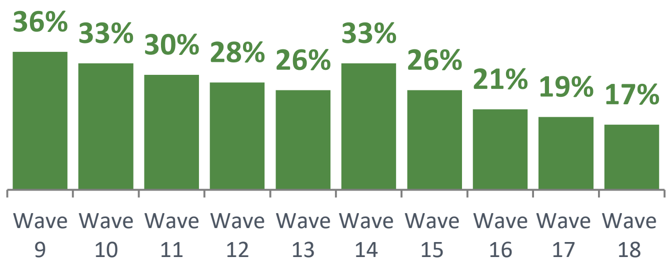


Figure 4. Proportion expecting normality by March, Percentage wave-on-wave, UK

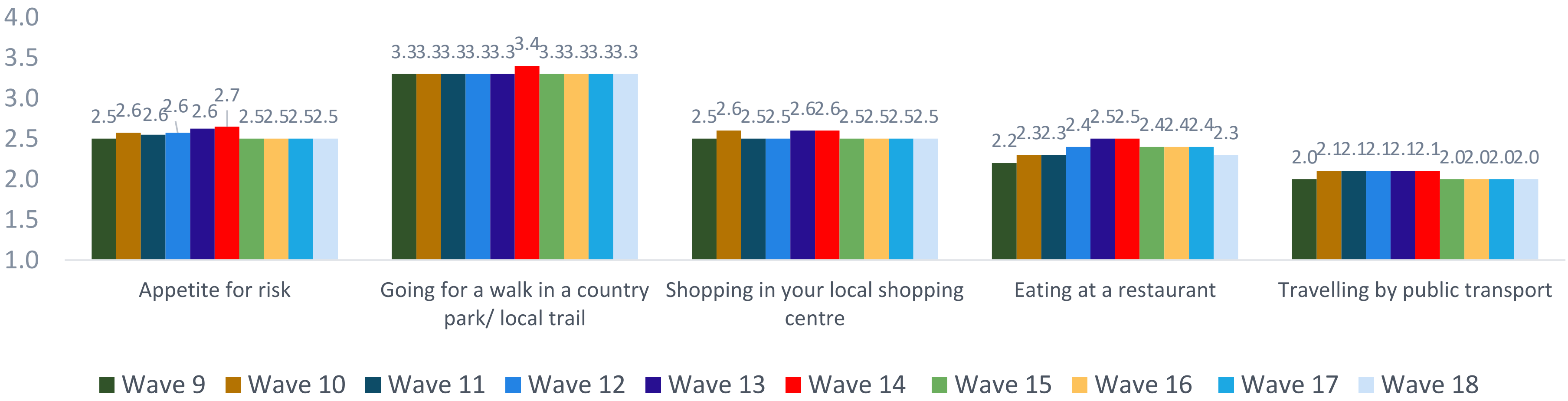


Q16: Given what you know today, when do you think life will return to something close to normal? Base: All respondents. Wave 18 n=1,764

Appetite for risk

- The ‘levels of comfort’ with undertaking everyday activities has remained consistent since Wave 15, with our ‘appetite for risk’ average score holding steady at 2.5 out of 4
- Comfort with ‘eating at a restaurant’ is the only decline on Wave 17, falling marginally from 2.4 to 2.3.

Figure 5. Level of comfort conducting a range of activities separately and combined, Average Score wave-on-wave where 1= not at all comfortable doing activity and 4= very comfortable doing activity, UK



VB11. Broadly speaking, how comfortable or uncomfortable would you feel doing the following in the next month or so?
Base: All respondents excluding those stating ‘don’t know’ or who wouldn’t do activity under any circumstances. Mean average based on those that gave a score of 1-4. ‘Net: appetite for risk’ is calculated as a straight average of the four scores. Wave 18 n=1,764.

2. Trips *taken* in the Autumn

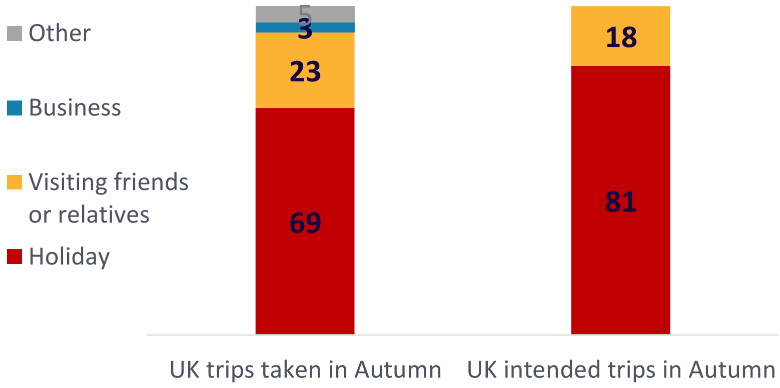
*Autumn is defined as September and October 2020

Proportion of trips taken or intended and trip purpose in Autumn*

- 15% of U.K. adults *have been* on a U.K. overnight trip during the Autumn period (defined here as between September and October), which is three times higher than the proportion who claim to have taken an overseas trip.
- Trip purpose for both intenders and takers was most likely to be 'holiday', although visiting friends or relatives (VFR) has higher representation than for intention, possibly due to the more spontaneous nature of these types of trip.

Figure 6. Proportion taken an overnight holiday or short break in Autumn* compared to intentions, Percentage, Wave 18 and Waves 10-13, U.K.

Figure 7. Purpose of intended and taken holiday or short break in UK, Percentage Waves 17-18 and Waves 10-13, U.K.

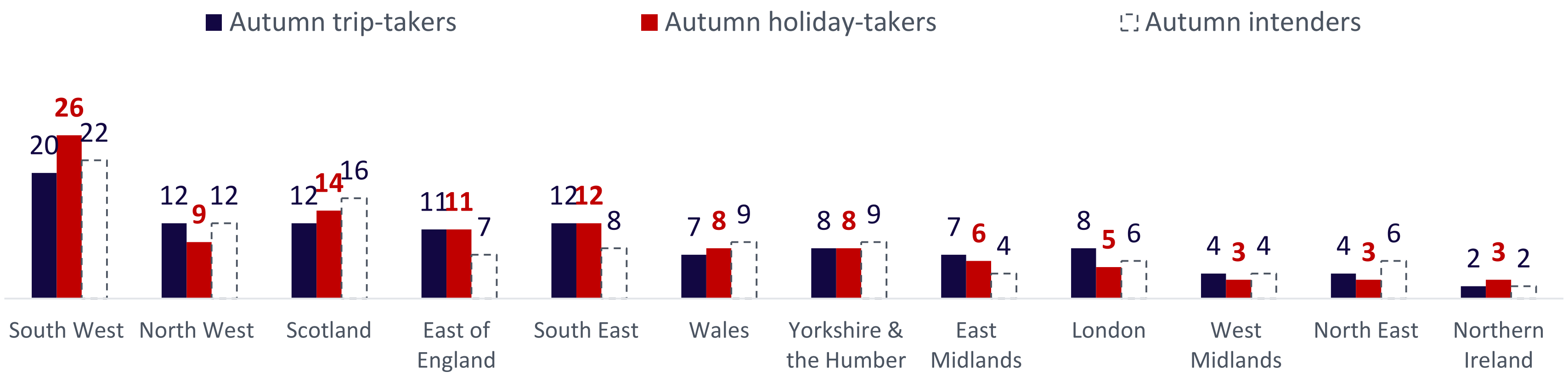


QVB13a. Have you already taken an overnight short break or holiday in the U.K. since the start of July? VB13e. And which of the following best describes the purpose of the most recent trip you took in summer? Base: All respondents. Wave 18 n=1,764. Base: UK trips taken in Autumn. Waves 17-18 n=1035. Trip intentions are based on Waves 10-13 conducted in August. *Autumn is defined as September and October.

Destination for trips taken and intended in Autumn*

- The South West of England received the highest share of trip-takers and holiday-takers this Autumn, significantly higher than any other region.
- Scotland ranks second for holiday trips in this period and is in joint second place with the North West and South East for all Autumn trips (i.e. overnight trips for any purpose).

Figure 8. Where trip takers in Autumn* stayed compared to their intentions, Percentage Waves 17-18 and Waves 10-13, U.K., Ranked on holidays

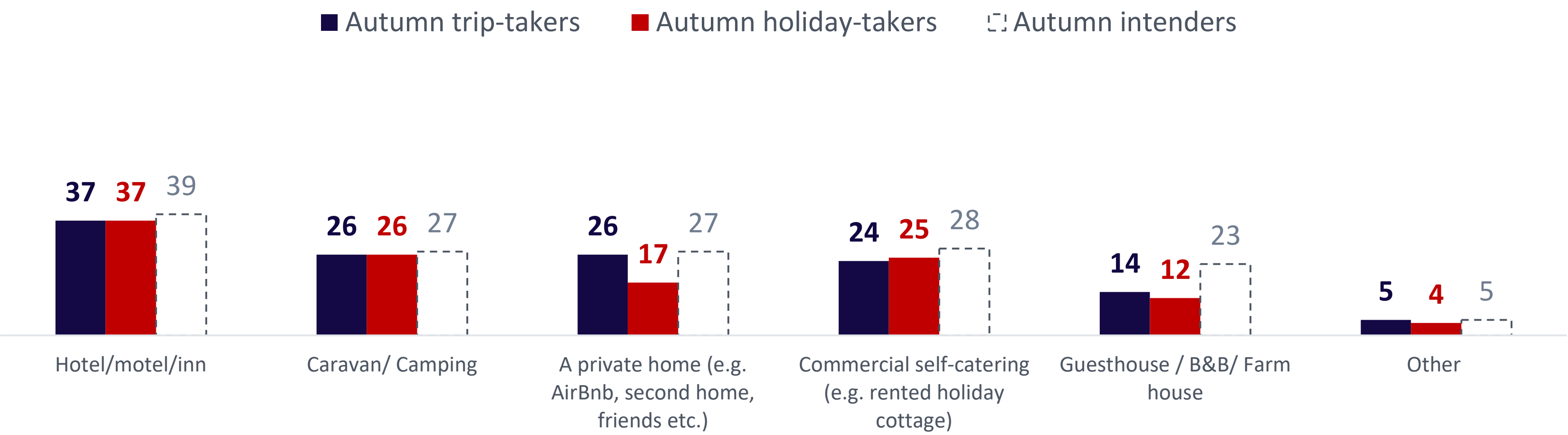


VB13c. Where in the U.K. did you stay on this trip in September/October?
Base: Wave 17 and 18 Autumn trip-takers n=523; Autumn holiday-takers n=354. Trip intentions are based on Waves 10-13 conducted in August. *Autumn is defined as September and October.

Accommodation type of trips taken and intended in Autumn*

- Hotel/motel/inn was the leading type of accommodation for Autumn trips with a 37% share 'Caravan/camping' continues to be a popular choice with just over a quarter staying in this type of accommodation with 'a private home' having the same share (26%) among all trips but less among holiday-takers (17%).
- As reported last wave 'guesthouse/B&B/farmhouse' get a lower share than intent might have suggested, perhaps due to some not re-opening following the easing of lockdown or restrictions being put on the numbers of guests in order to more easily comply with distancing guidelines.

Figure 9. Accommodation stayed in this Autumn*, Net Percentage Waves 17-18 and Waves 10-13, U.K.



VB13f. In what type/s of accommodation did you stay in during your U.K. trip in summer?
Base: Wave 17 and 18 Autumn trip-takers n=523; Autumn holiday-takers n=354. Trip intentions are based on Waves 10-13 conducted in August. *Autumn is defined as September and October.

Destination type of trips taken and intended in Autumn*

- Cities or large towns held a narrow lead over ‘countryside or village’ destinations for all Autumn trips, with a 32% share, helped by the relatively high incidence of visiting friends or relatives (VFR).
- When looking at holiday-trips specifically, then ‘countryside or village’ leads on 34%, followed by ‘traditional coastal/seaside town’ with a 29% share.

Figure 10. Main type of destination for Autumn* overnight trip, Percentage Waves 17-18 and Waves 10-13, U.K.

VB13d. Which of the following best describes the main type of destination you stayed in during your trip in summer?
Base: Wave 17 and 18 Autumn trip-takers n=523; Autumn holiday-takers n=354. Trip intentions are based on Waves 10-13 conducted in August. *Autumn is defined as September and October.

Trips not going to plan and reasons why

- The vast majority of trip-takers ended up staying at the destination type they initially planned, although about 1 in 8 did not
- The main reason why a small proportion of trip-takers didn't stay at their intended destination was because people were worried there would be too many people there (32% stating this – 4% of all trip-takers), followed by a feeling that accommodation options were too expensive (21%) and lack of confidence in venues being COVID safe (18%).

Figure 11. Number staying in the destination type initially planned since July, Percentage, Waves 17-18, UK

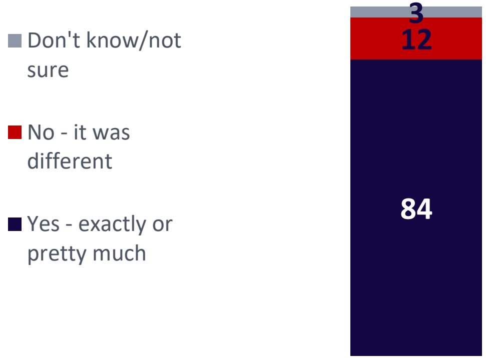
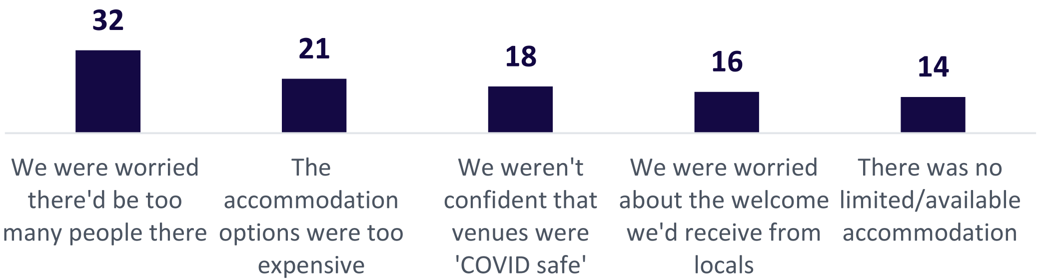


Figure 12. Top 5 reasons for not staying in the planned destination type, Percentage, Waves 17-18, UK



VB13fi. Did you end up staying in the type of destination you had originally planned to during your most recent trip? VB13fii. Why didn't you end up staying at the destination type you originally planned to?
Base: All Wave 17-18 respondents that have taken a U.K. trip since Autumn n=657. Those that weren't able to stay at the planned destination type n=128

3. Trip Intentions

Note: ‘Early Winter’ is defined as Oct – Dec 2020 and ‘Late Winter’ as Jan – March 2021

Anticipated number of U.K. trips this year compared to normal

- 38% of U.K. adults intend to take the same or more U.K. short breaks compared to normal between now and the end of the year, slightly higher than Wave 17 (33%). 36% express this for longer breaks of 4+ nights; again slightly higher than reported in Wave 17 (31%).
- 40% feel they are likely to take fewer U.K. short breaks or holidays, and more than 1 in 5 remain unsure

Figure 13. Number of UK short breaks (1-3 nights) over the rest of this year compared to normal, Percentage Wave 18, UK

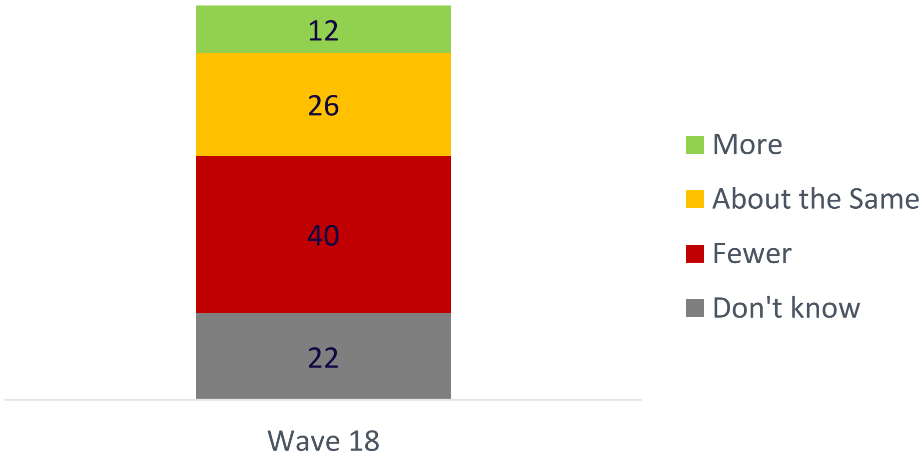
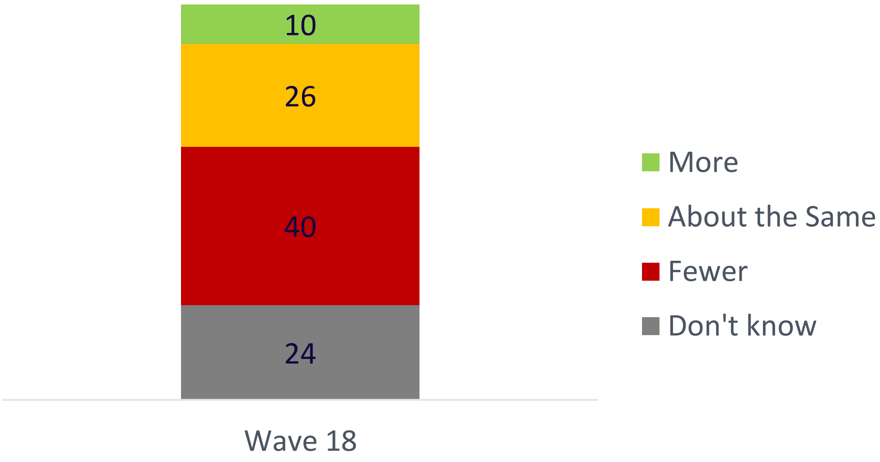


Figure 14. Number of UK longer breaks (4+ nights) over the rest of this year compared to normal, Percentage Wave 18, UK



QVB1b. Compared to normal, are you likely to take more, fewer or about the same number of UK holidays/short breaks between now and the end of the year? Base: All respondents. Wave 18 n=1,764

Anticipated number of OVERSEAS trips this year compared to normal

- 29% of U.K. adults intend to take more or about the same number of overseas short breaks (1-3 nights) and longer breaks (4+ nights) by the end of the year compared to normal – an increase on Wave 17 (24%). Both figures are heavily dominated by those taking about the same amount of trips – very few expect to take more
- 43% anticipate taking fewer overseas short breaks and holidays between now and the end of the year compared to normal

Figure 15. Number of OVERSEAS short breaks (1-3 nights) over rest of this year compared to normal, Percentage Wave 18, UK

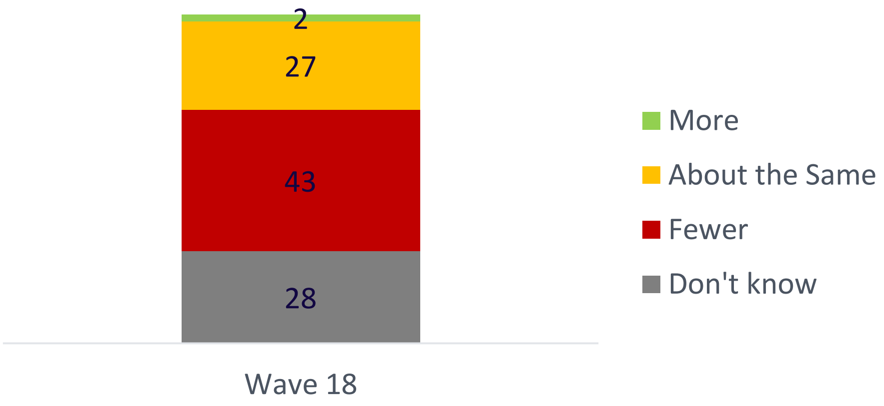
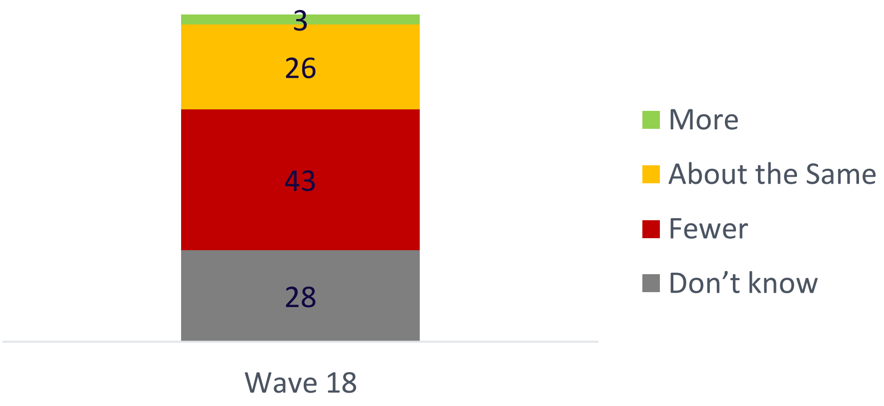


Figure 16. Number of OVERSEAS longer breaks (4+ nights) over rest of this year compared to normal, Percentage Wave 18, UK



QVB1b. Compared to normal, are you likely to take more, fewer or about the same number of overseas holidays/short breaks between now and the end of the year? Base: All respondents. Wave 18 n=1,764

Confidence in the ability to take a U.K. overnight trip

- Confidence in the ability to take an overnight trip in the UK is at 16% in November and December, although we need to acknowledge the fact fieldwork for this wave ended just prior to the 'November England lockdown' being announced.
- Confidence in taking a trip during March 2021 continues to wane, now standing at 34% of adults being very/fairly confident.

Figure 17. Confidence in taking a UK overnight trip across a range of different months, Percentage, Wave 18, UK

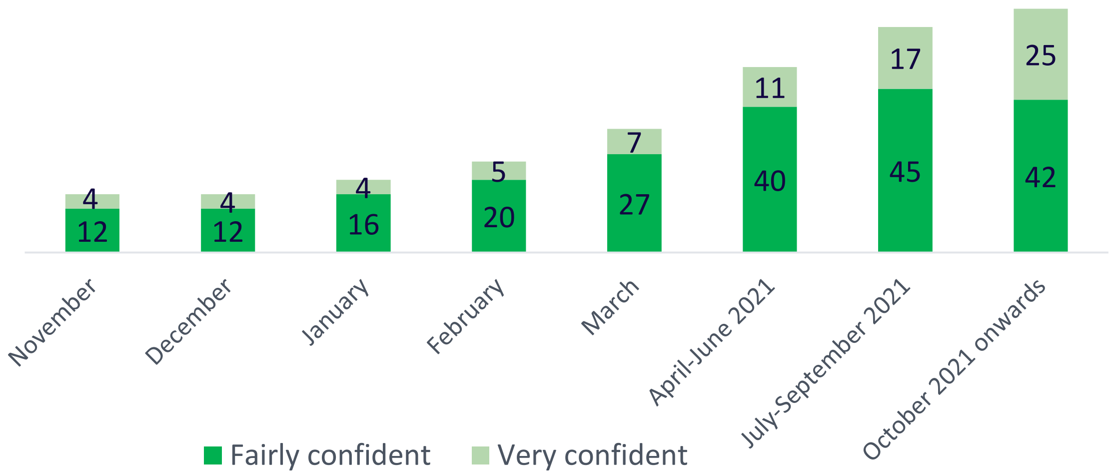
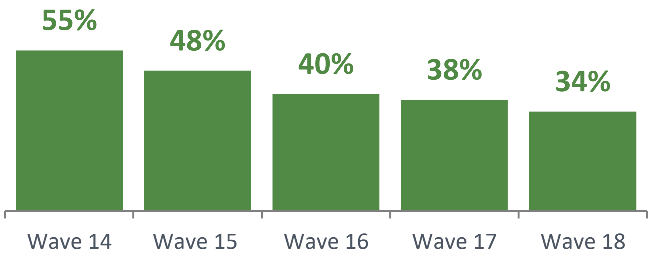


Figure 18. Confidence in taking a UK overnight trip in March 2021, Percentage wave-on-wave, UK



QVB7anew. We'd like you to imagine that you have booked a UK holiday or short break in each of the six time periods listed below. In light of the current COVID-19 pandemic, how confident are you that you would be able to go on these trips? Base: All respondents. Wave 18 n=1,764.

Reasons for not feeling confident about taking trips in the U.K. – Top 5

- ‘Restrictions on travel from government’ is the leading reason U.K. adults do not feel confident about taking an overnight trip in early (Oct – Dec) or late (Jan – March) winter; significantly higher than ‘concerns about catching COVID-19’, the second most cited reason
- Other reasons focus on having ‘fewer things to do/visit’, fewer ‘opportunities to socialise’ and the feeling it’s ‘not responsible to travel’.

Figure 19. Top 5 reasons for not being confident about travelling in early winter*, Percentage Wave 18, UK

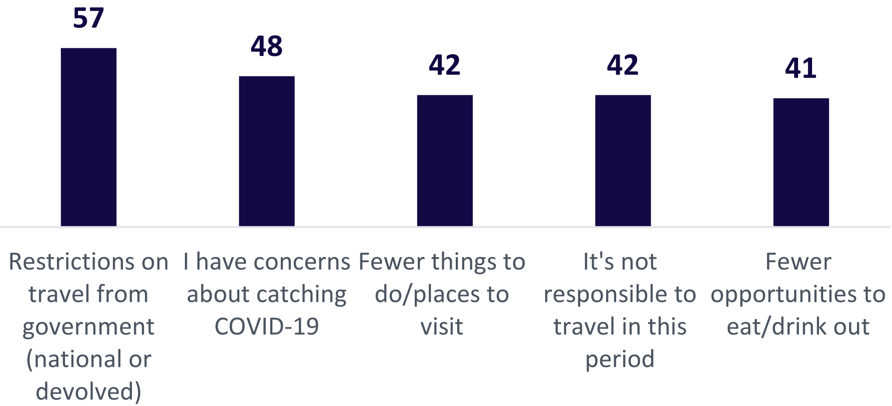
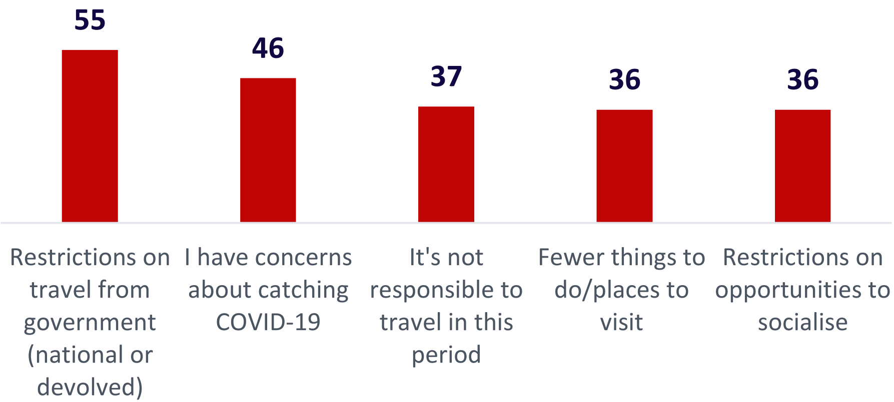


Figure 20. Top 5 reasons for not being confident about travelling in late winter*, Percentage Wave 18, UK



QVB8a. Which of the following factors are contributing to you being ‘not very confident’ or ‘not at all confident’ about taking a UK short break or holiday? Base: Wave 18 respondents not confident about taking a break in early winter n=544 and in late winter n=543. *Early is defined as Oct - Dec. Late Winter is defined as Jan - Mar 2021.

When anticipating to plan and book next U.K. overnight trip

- 14% claim to have already planned and 10% have already booked their next domestic overnight trip
- A further 22% say they intend to plan and 21% intend to book their next trip this winter

Figure 21. When anticipate PLANNING next UK overnight trip, Percentage Wave 18, UK

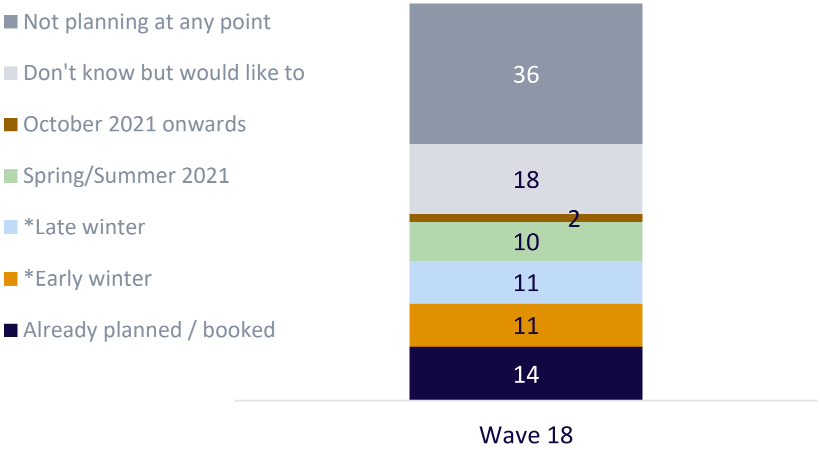
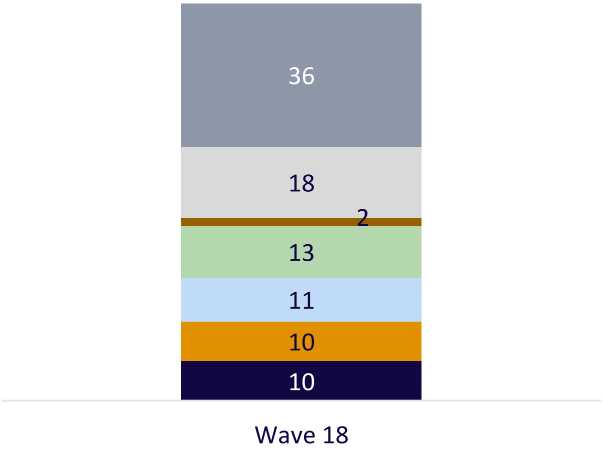


Figure 22. When anticipate BOOKING next UK overnight trip, Percentage Wave 18, UK

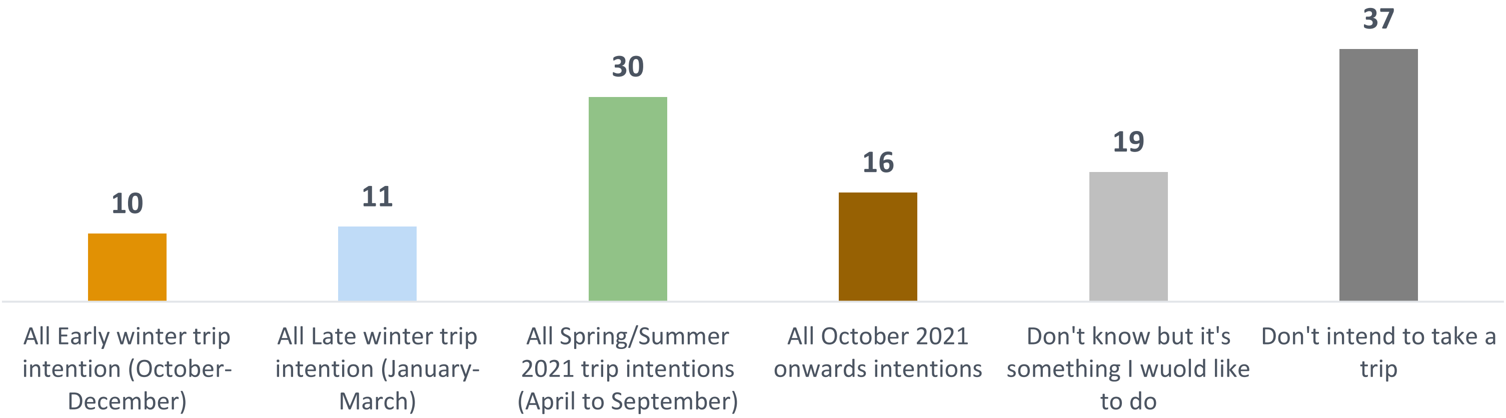


QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip?
Base: All respondents. Wave 18 n=1,764. Early winter is defined as October - December. Late winter is defined as January - March 2021

When anticipating going on a U.K. overnight trip

- 10% of U.K. adults plan on taking a domestic overnight trip before the end of the year; a decline on the 14% that stated this in Wave 17.
- Just over 1 in 10 intend to take an overnight trip between January and March rising to just under a third during the Spring or Summer of 2021.
- 37% of U.K. adults are not intending to take any domestic overnight trips at all (up from 32% in Wave 17).

Figure 23. Proportion anticipating GOING on any overnight UK trip, Percentage Wave 18, UK



QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? Base: All respondents. Wave 17 n=1,764

Proportion already planned or booked their next U.K. overnight trip

- 45% of U.K. early winter intenders (trips between now and the end of the year) have yet to enter the planning stage with 60% yet to book.
- A minority of late winter intenders (trip between Jan – March 2021) have planned or booked their trips; at 30% and 17% respectively.

Figure 24. Proportion of Intenders that have already *planned* their trip, Percentage Wave 18, UK

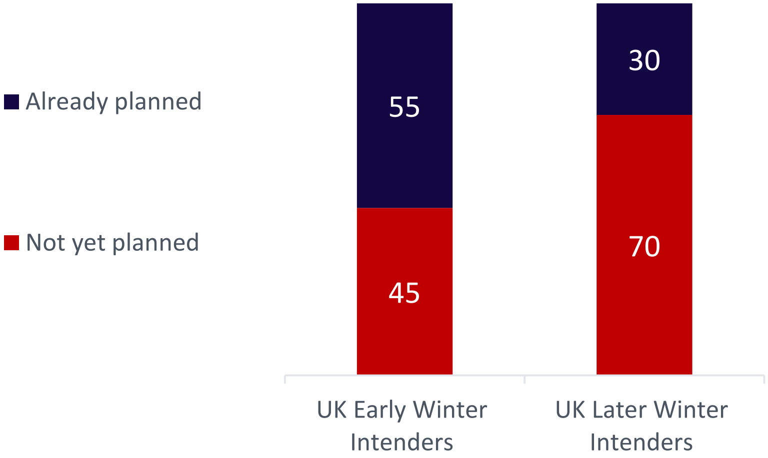
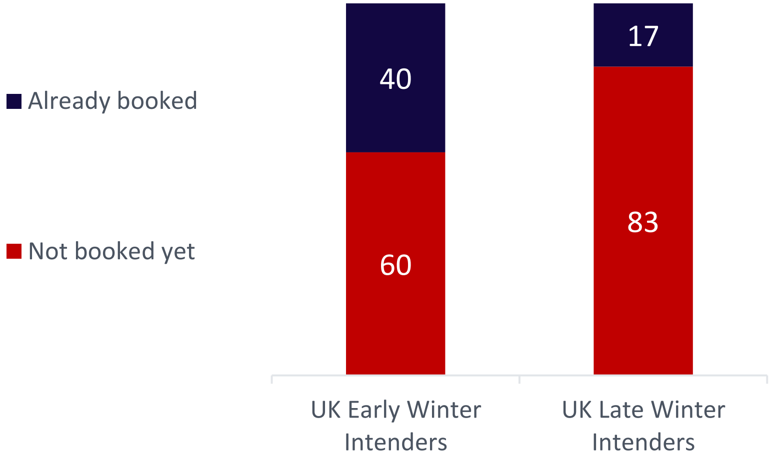


Figure 25. Proportion of Intenders that have already *booked* their trip, Percentage Wave 18, UK

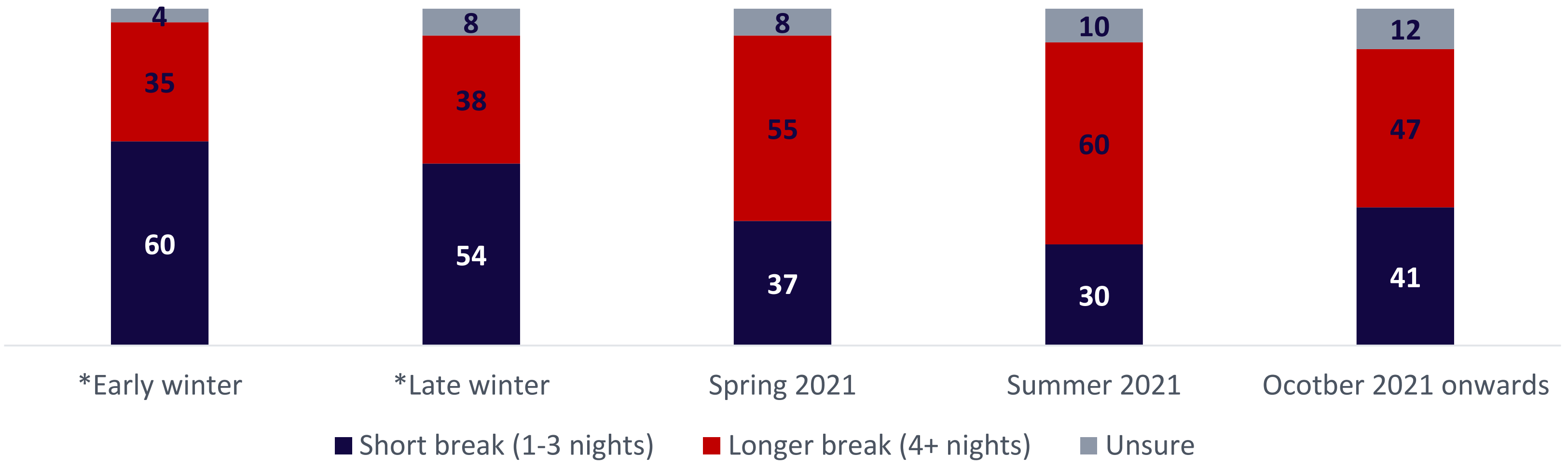


QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip?
Base: All Wave 18 respondents planning on taking a holiday or short break in the UK in early winter (October-December) n=171 and in late winter (January-March) n=120

Length of next overnight U.K. trip, by time period

- Shorter breaks of 1-3 nights look set to account for a higher volume of trips than longer trips of 4+ nights in both early winter and late winter.
- From Spring 2021 onwards, longer breaks make up the majority overnight trips.

Figure 26. Length of next UK holiday or short break by time period, Percentage Wave 18, UK



QVB3. Is this next trip likely to be a short break (1-3 nights) or a holiday (4+ nights)?
Base: All Wave 18 respondents intending to take next holiday in each time period: Early winter n=171; Late winter n=120; Spring 2021 n=169; Summer 2021 n=227; October 2021 onwards n= 88. *Early is defined as October - December. Late winter is defined as January - March 2021

Where planning on staying on next U.K. overnight trip

- The South West remains more likely than any other U.K. region to receive visitors during the early winter period (with 18% intending to visit). The South East (13%) and Scotland (12%) follow in second and third place, with minimal separation between the next five intended destinations.
- The South West is just ahead of London, the North West and Yorkshire for trips in late winter, with just two points separating these regions.

Figure 27. Where planning on staying on next UK overnight trip in early winter, Percentage Waves 17-18, UK

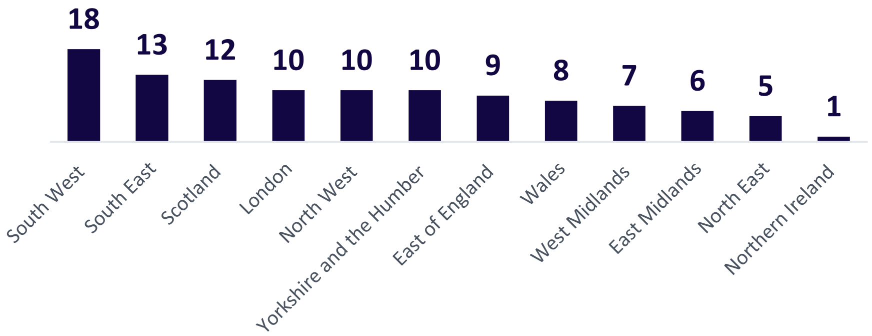
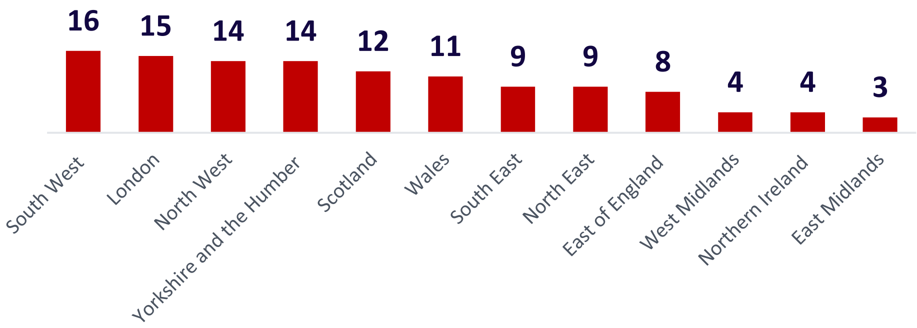


Figure 28. Where planning on staying on next UK overnight trip in late winter, Percentage Waves 17-18, UK



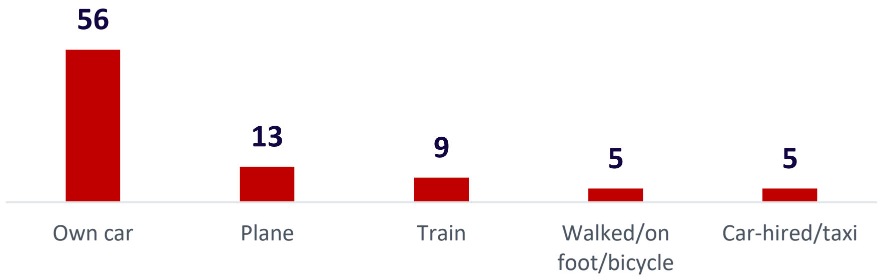
QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>?
Base: All Wave 17-18 respondents planning on taking a holiday or short break in the UK for early winter (October-December) n=414 and for Late winter (January-March) n=242.

Main mode of transport for next U.K. overnight trip

- Across both time periods, ‘own car’ is the leading mode of transport, with 56% anticipating this being the main mode of travel to their destination. Train is the second most preferred mode in early winter although ‘plane’ moves ahead for late winter intenders.

Figure 29. Top 5 main modes of travel to destination for trip in early winter, Percentage, Wave 18, UK

Figure 30. Top 5 main modes of travel to destination for trip in late winter, Percentage, Wave 18, UK



QVB4c. What do you anticipate being the main mode of travel to your holiday or short break destination?
Base: All Wave 18 respondents planning on taking a holiday or short break in the UK for early winter (October-December) n=171 and from late winter (January-March) n=120

Type of destination for next U.K. overnight trip

- The leading destination type for a trip in early winter remains ‘countryside or village’ (33%), just ahead of ‘city or large town’ (31%) with ‘traditional coastal/seaside town’ on 25%.
- In late winter, ‘countryside or village’ leads with a slightly larger share (37%), again followed by ‘city or large town’ (30%) and ‘traditional coastal/seaside town’ (27%).

Figure 31. Main type of destination for trip in early winter, Percentage Waves 17-18, UK

Figure 32. Main type of destination for trip in late winter, Percentage Waves 17-18, UK

QVB5a. Which of the following best describes the main types of destination you are likely to stay in during your UK trip?
Base: All Wave 17-18 respondents planning on taking a holiday or short break in the UK for early winter (October-December) n=414 and for late winter (January-March) n=242.

Type of accommodation for next U.K. overnight trip

- ‘Hotel/motel/inn’ is significantly ahead of second placed ‘private home’ for early winter trips, with 41% and 33% shares respectively.
- For those intending to take a late winter trip, ‘hotel/motel/inn’ continues to lead (44% share) although in second is ‘camping/caravan’, with 39% electing this type of accommodation.

Figure 33. Accommodation planning on staying in on next UK overnight trip in early winter, Net percentage Waves 17-18

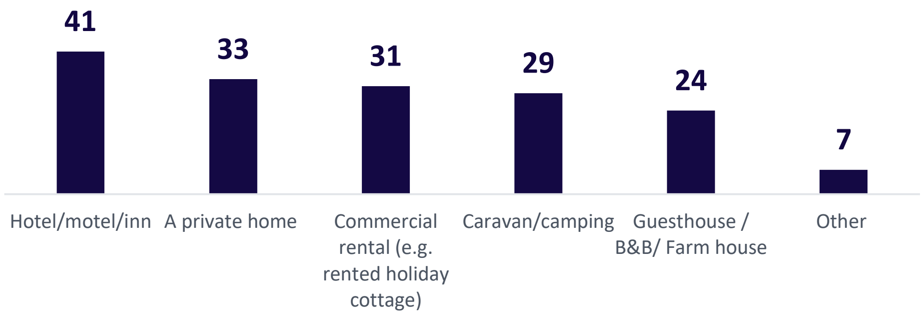
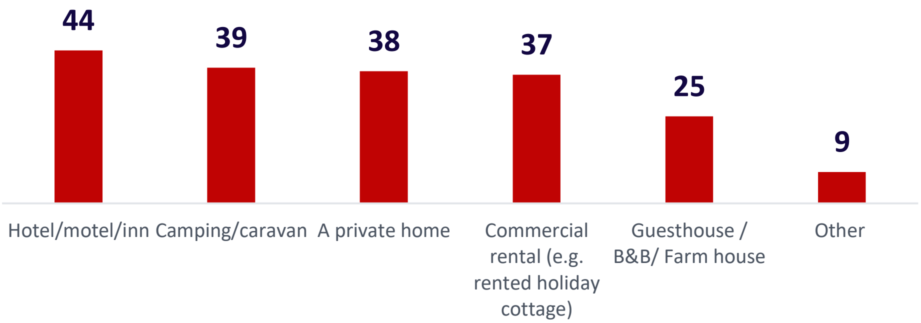


Figure 34. Accommodation planning on staying in on next UK overnight trip in late winter, Net percentage Waves 17-18

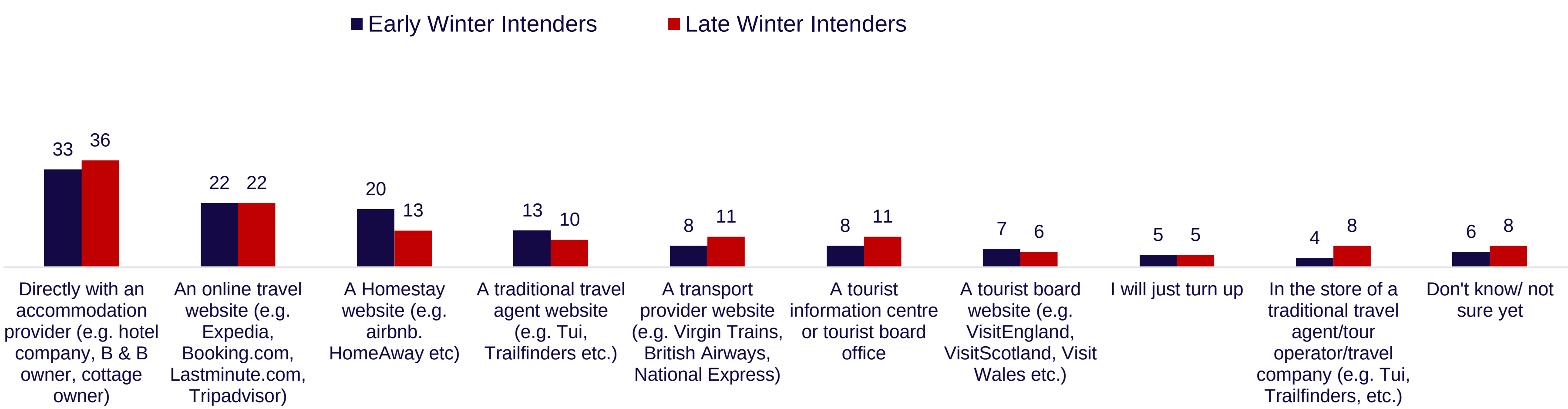


QVB6a. What type/s of accommodation do you expect to be staying in during your UK trip in <insert month>?
Base: All Wave 17-18 respondents planning on taking a holiday or short break in the UK for early winter (October-December) n=414 and for late winter (January-March) n=242.

Method of booking accommodation for next U.K. overnight trip

- Both ‘early winter intenders’ and ‘late winter intenders’ are most likely to book their accommodation directly with an accommodation provider (around 1 in 3 intend to use this channel) followed by an online travel website and homestay website.

Figure 35. Accommodation booking channel for next trip in early winter and late winter, Percentage Wave 18, U.K.

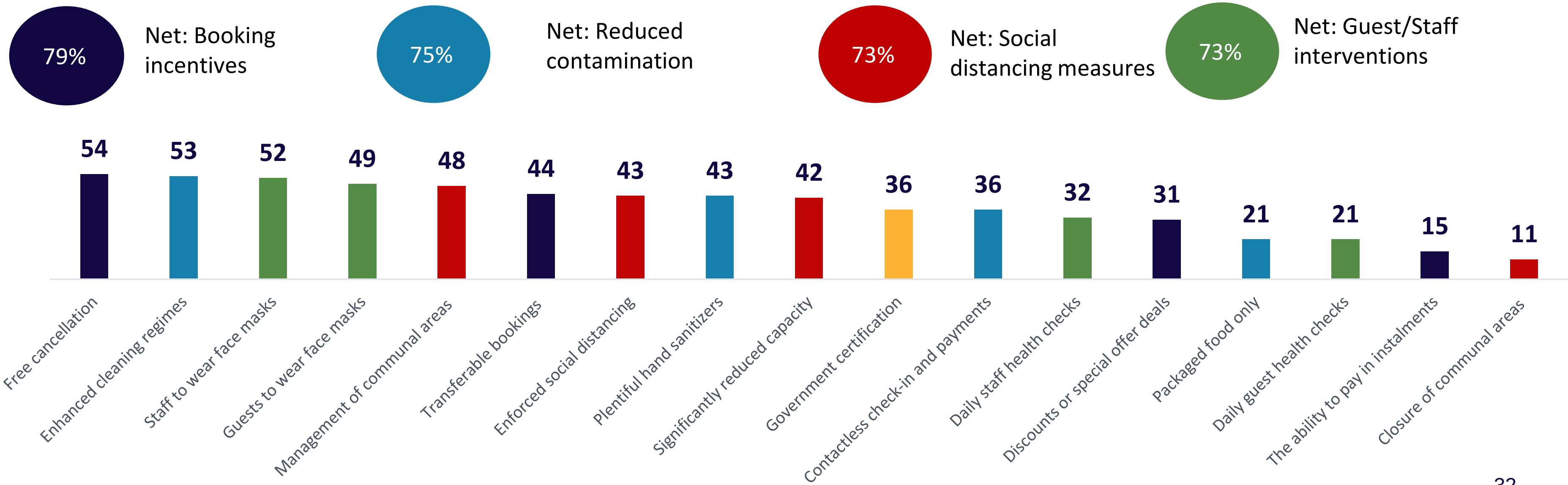


VB6d. How would you ideally book or have you already booked your accommodation for your U.K. trip
Base: All Wave 18 respondents planning on taking a holiday or short break in the UK for early winter (October-December) n=414 and for late winter (January-March) n=120

Conditions essential to stay in accommodation in next few months

- At an overall level, 'booking incentives' receive the highest share of mentions, driven by 'free cancellation' being the leading single condition considered essential for accommodation providers to have in place.
- As might be expected, cleaning and hygiene factors also feature strongly, while the wearing of masks (for both guests and staff) are becoming more frequently cited compared to earlier waves of this study.

Figure 36. Conditions that are essential for a stay in accommodation, Percentage and Net Percentages Wave 18, UK

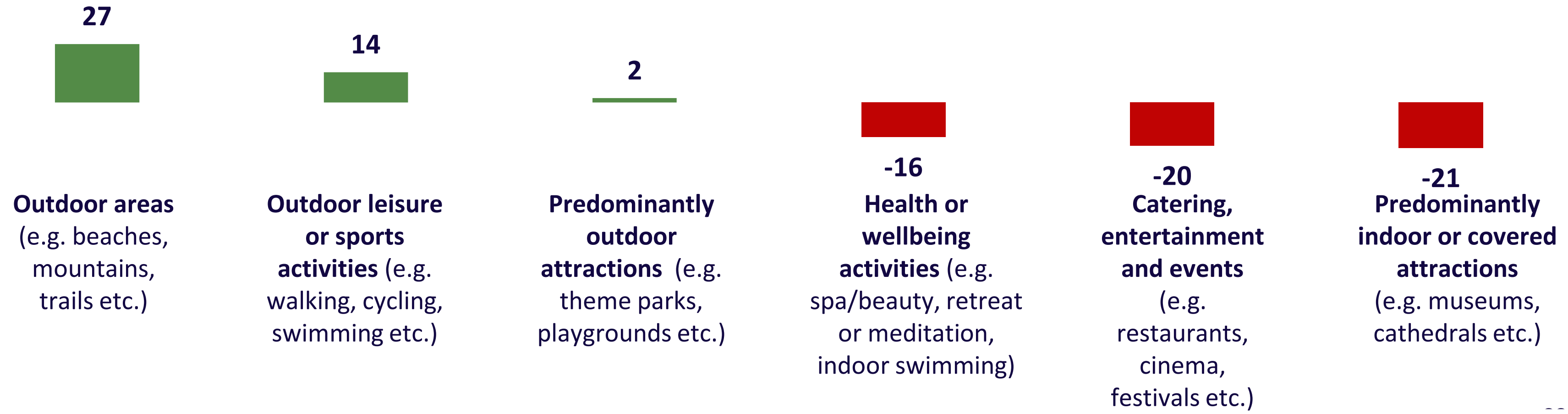


Q63new. Which, if any, of the following conditions would it be essential for accommodation providers to have in place for you to stay at them over the next few months? Base: All early winter Intenders n=171

General leisure activity intentions as lockdown restrictions are lifted

- Consistent with previous waves, outdoor areas are most likely to attract more visitors/engagement than normal although declining for the second consecutive wave (+37 in Wave 16, +31 in Wave 17 and +27 this wave). This is followed by outdoor leisure or sports activities (net +14) and predominantly outdoor attractions (+2)
- 'Predominantly indoor attractions' (net -21) and 'catering, entertainment and events' (-20) remain just behind 'health or wellbeing activities' (net -16) in being likely to attract fewer visitors/engagement than normal.

Figure 37. Leisure venues and activities more or less likely to visit/do as lockdown restrictions are lifted, Net: 'more likely' minus 'less likely' Wave 18, UK



QVB9a/bB10a/b. Which, if any, of these types of places/activities in the UK are you more/less likely than normal to visit/do as restrictions are lifted? Base: All Wave 18 respondents n=1,763

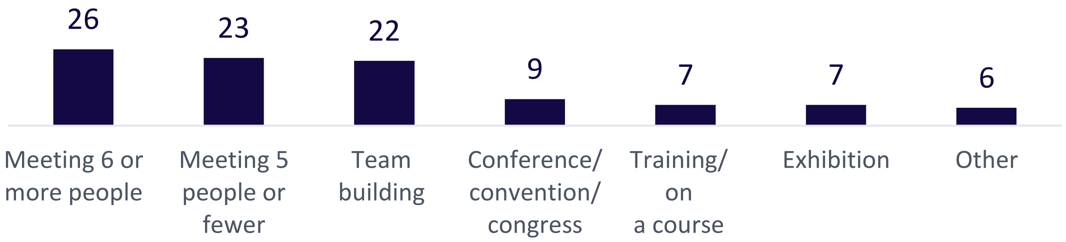
4. Business Trip Intentions

Intentions for overnight business trips between now and March 2021

- 7% of UK adults currently in employment are intending to take a domestic overnight business trip between now and March 2021; slightly lower than the 9% recorded in Wave 16.
- Around half (49%) stated this trip would be for a meeting – split relatively equally between meetings of 6 or more people and 5 or fewer.
- The proportion anticipating a 'conference/convention/congress' has substantially declined since Wave 16 (from 14% to 9%).

Figure 38. Proportion anticipating an overnight business trip by March 2021, Percentage, Wave 16 and 18, U.K. adults in employment

Figure 39. Top 5 reasons for taking an overnight business trip, Percentage, Wave 18, U.K. adults in employment planning a trip



QVB14a/b. Now looking ahead, are you intending to take any overnight business trips in the UK between now and March 2021? VB14b: What would be the main reason for this overnight business trip? Base: Wave 16 respondents currently in employment n = 1,244. All taking a business trip n=90* *Note small base sizes

Intentions for overnight business trips between now and the end of the year compared to normal

- Nearly 2 in 5 of those taking overnight business trips in the UK between now and the end of the year stated they would be taking more trips compared to normal, although 43% believe they will be taking fewer. The main reasons cited for taking fewer is because of 'personal concerns around COVID-19' and trips being postponed to a later date (although treat this as indicative only, due to low base size).

Figure 40. Anticipated number of overnight business trips compared to normal, Percentage Wave 18, U.K. residents intending to take a business trip

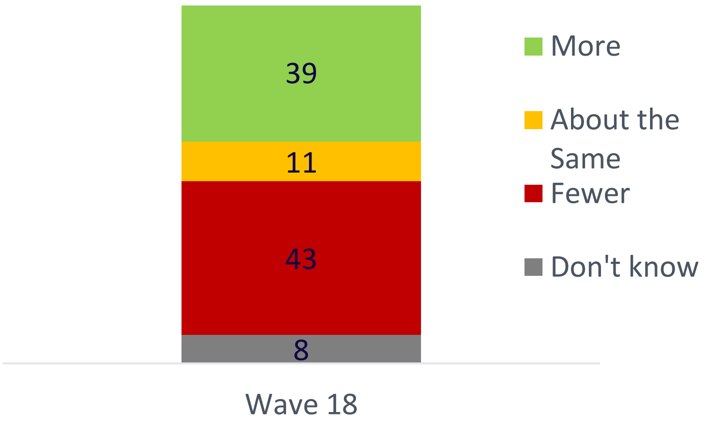


Figure 41. Top 5 factors contributing to taking fewer overnight business trips, Percentage, Merged Wave 18, UK

QVB14c/d. Compared to normal, are you likely to take more, fewer or about the same number of overnight business trips between now and the end of the year? Which, if any, of the following factors are contributing to you feeling that you'll be taking fewer overnight business trips? Base: Wave 18 respondents currently in employment taking a business trip n=132. All taking fewer trips n=38* *Note very small base size

Methodology

Methodology

- The findings in this report are based on an online survey conducted amongst a sample of the U.K. adult population.
- In the first stage a nationally representative core sample of 1,500 is recruited and interviewed. This sample is then ‘boosted’ in Wales and Scotland to ensure sufficient base sizes for separate nation analysis. The data are then weighted to make the sample representative of the U.K. overall and within each nation.
- This report presents findings from Wave 18 of the COVID-19 consumer sentiment tracker, with comparisons to Waves 1-17 where appropriate. Wave 18 fieldwork was conducted between 26th to 30th October 2020.

Master Data Table

- To access a .csv file of the data contained within the charts, please open this report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the file to open the attachment.