

## Short Term Domestic Trip Tracker – Easter 2012

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### Approach and Sample

VisitEngland commissions online omnibus surveys periodically in order to collect data on the number of GB consumers who plan to take an overnight trip at key times throughout the year.

In this Easter edition, the survey was carried out online with a representative sample of 1224 adults aged 16 and over in Great Britain. This is a change from previous waves of this survey, which had been conducted by telephone.

The fieldwork for the survey took place between the 29<sup>th</sup> March and 2<sup>nd</sup> of April 2012.

### Key Insights

- Over the coming fortnight, which includes the Easter period, a third (33%) of British adults say they are planning at least one overnight trip away from home.
- The majority of these (89% of trip takers, accounting for 30% of the population) plan to stay in Great Britain, with 72% (23% of the population) expecting to take a trip within England. 9% plan to go abroad (3% of the population).
- Of those taking an overnight trip, 42% are planning to take a holiday, 48% are planning to visit friends and relatives while 5% are planning a business trip.
- Those aged under 34 are more likely to be planning an overnight trip in the coming weeks (43%), of which half (50%) plan to visit friends and relatives. Those with children in their household are also more likely to be planning a trip (41%); however, they are more likely to be planning a holiday (52%). Those aged 34-44 are also more likely to be planning a holiday trip over the Easter period (57%).
- Those in the higher social grades AB and C1 are more likely to be planning a trip (36%) than those in lower social grades C2 and DE (29%), and of those planning trips, more are planning a holiday (45% ABC1 compared to 36% C2DE).

### Forthcoming Notable Dates

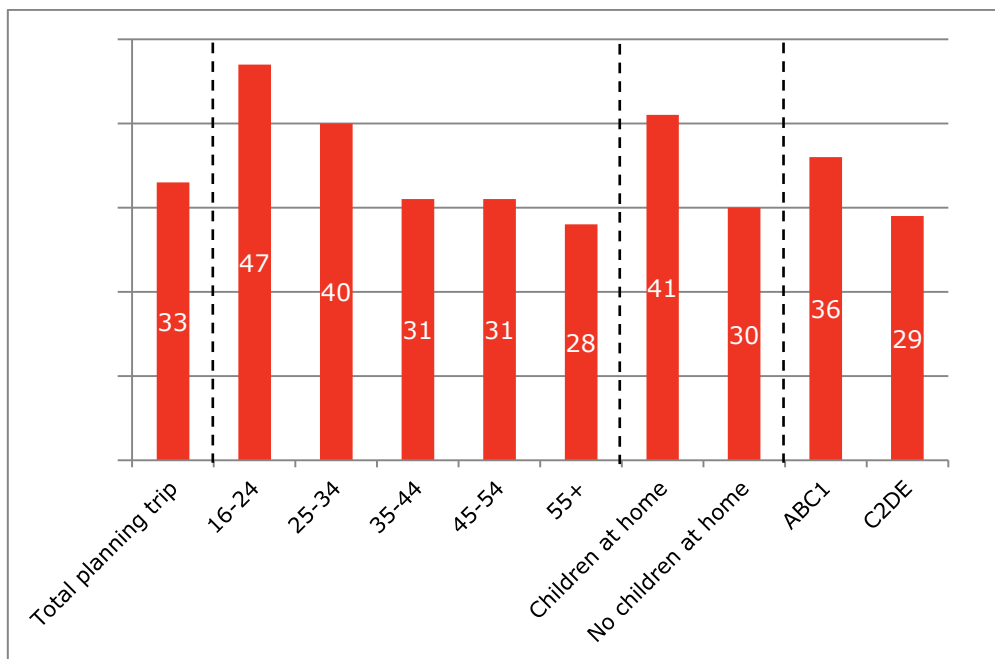
31<sup>st</sup> March – 15<sup>th</sup> April – Easter school holiday

6<sup>th</sup> April – Good Friday

8<sup>th</sup> April – Easter Sunday

9<sup>th</sup> April – Easter Monday

### % Planning Trips by Age, Household Type and Social Grade, Easter 2012



### Trip Purpose by Age, Household Type and Social Grade, among those planning to travel, Easter 2012

