

GBDVS 2018 Methods and performance Report





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GB Day Visits 2018 Methods and Performance

This report section provides details of the approaches followed in the 2018 Great Britain Day Visits Survey (GBDVS) and the work undertaken to develop these methods.

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

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



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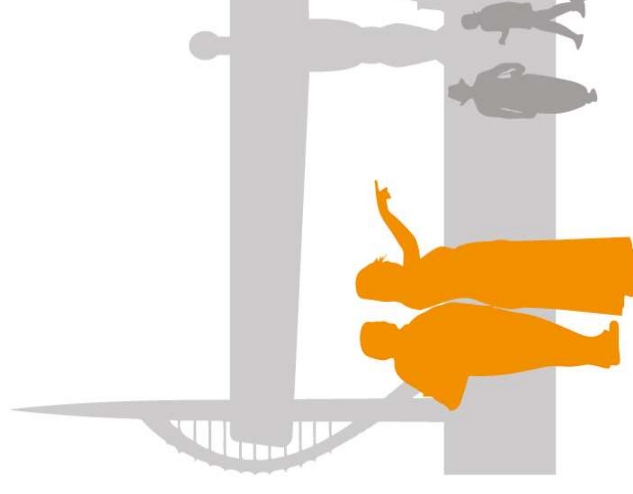
The Great Britain Day Visit Survey (GBDVS) was commissioned jointly by VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government).

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

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

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This report section provides details of the methods used in GBDVS 2018, including the work undertaken to develop the survey approach.





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Survey method

This section of the report outlines the survey methods used in GBDVS 2018, including details of why an online approach was followed and the steps taken to maximise the accuracy of the survey outputs.

Summary of approach

Fieldwork for the eighth year of GBDVS took place from January to December 2018. During this period some **34,319** interviews were conducted using an online survey method with the sample drawn from the Lightspeed and Research Now online panels. Respondents provided details of their leisure participation with a focus on visits taken during the previous week. Full details were collected for some **31,425** visits which lasted 3 hours or more and in subsequent analysis a sub-set of **19,291** of these visits were defined as Tourism Day Visits, taken outside of the participants' usual environment. Furthermore, **5,836** of these visits were defined as Activities Core to Tourism.

Design considerations

2009 and 2010 Pilot Surveys

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

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

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

Issues to address

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

- Bias
- Replicability
- Consistency
- Reliability



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Bias

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

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

During the first year of GBDVS approximately 77% of UK households were estimated to have an internet connection from home (based on ONS data from 2011) but this coverage varies considerably by demographic group.

Eurobarometer data, based on a quasi probability sample, illustrates this with, for example, in excess of 75% under 55s having access to the Internet from home compared to only 32% of over 65s. A similar skew is seen by education level, with over 80% of adults who completed or are still in further education (after 18 years old) having access at home compared to only 38% of those who left school at or before 16 years.

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

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

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

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

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

- Ensuring the panel source is of high quality with recruitment practice in recruitment management.
- Minimising the number of sources used.
- Designing a sample to avoid skews in demographic characteristics.
- Keeping the questionnaire as simple as possible and ensure it is accessible on all browsers and connection speeds.
- Running an offline survey to validate the online survey for validation purposes.





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Replicability

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

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

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

Whilst the sample plan can demonstrate a consistent approach, this can be a challenge to achieve in practice for a number of reasons. The variability in response rates across demographic groups, changes in workloads and hence exclusions across panels and over time, unpredictable issues in fielding surveys and so on may lead to changes in the sample profile from month to month. Kantar, in partnership with their panel partners, have taken every measure to minimise this.

Consistency in the questionnaires is managed by making no changes to the questionnaire through the 2015 period.

In 2016, changes were implemented to improve the questionnaire for more information.)

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Reliability

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

The mixed mode approach used in GBDVS during 2011 allowed for some data collected online and a measure of some of the biases inherent in an online survey. Later in this report information on the standard errors that would be associated with a survey with a similar effective sample size which was undertaken using a self selecting sample are included for information. When using the AAPOR recommendations, it is important to take account of the AAPOR recommendations.



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Scoping, planning and piloting stages

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

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

Further details of each of these stages is provided.

Consultations with survey stakeholders

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



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Scoping, planning and piloting stages

Cognitive test interviews

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

In each interview respondents were asked to complete the draft GBDVS questionnaire on a computer. Respondents were encouraged to take as much time as they needed to complete the questions and, if necessary, ask for help if they required clarification.

The researcher observed the questionnaire completion to determine which questions took particularly long to complete or where sections were completed more quickly and/or with less care than expected.

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

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

- Large banks of rating scale type questions were split over multiple screens

- Wherever possible wording was shortened and simplified

- Certain more complex questions were split into a series of simpler questions

- A question regarding visit motivations was removed as it added little useful data over that collected regarding activities undertaken

- Respondents taking multiple visits were allowed to 'name' each of their visits to help them to subsequently recall the details when the visit was asked about later in the survey

Online omnibus pilot

Following the cognitive test draft version of the questionnaire produced and included in Kantar online omnibus. A residents were interviewed 18th and 22nd November

The purpose of this pilot questionnaire wording in reflected the main survey test levels of incidence and duration. A question was the survey following the asking respondents to the questions they had pilot wave confirmed the the questionnaire and an length of around 15 minut





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Sample

Sample sources

During 2018, a total of 34,319 online participants took part in GBDVS during 52 weeks of surveying, slightly below the target sample of 35,000 interviews. Weighting was used to ensure that results for these months and the whole year remained comparable to other years.

Year of GBDVS fieldwork	Total sample of interviews achieved
2011	38,083
2012	35,262
2013	35,085
2014	34,990
2015	35,664
2016	32,391
2017	35,118
2018	34,319

The Lightspeed Panel, has been the main source of sample for the survey since fieldwork commenced in 2011. However at the outset of the survey although this panel was one of the largest available in the UK, it was not large enough to provide sufficient sample to achieve the required volume of interviews across a year.

This was partly due to the disproportional regional design whereby 5,000 interviews were required in each of Scotland and Wales. To address this shortfall, during 2011 and 2012 Lightspeed worked with a panel partner, Research Now to provide all of the sample for respondents living in Scotland and Wales (while all English sample was from the Lightspeed Panel).

For the 2013 survey, the increased size of the Lightspeed Panel since 2011 made it possible for additional samples to be taken from this source. To prevent any loss of continuity of data, the transition from using the Research Now and Lightspeed panel sources to the Lightspeed panel was managed carefully with a transition over the January to October 2013 period.

However, from 2016 the weekly sample size for the survey increased from 673 to 1,000. The Lightspeed panel respondents continued to be asked the same questions, forming the sample for this study. The Research Now were used as part of piloting of an online GBTS study.

This change was made to facilitate the transition to GBTS to ensure that sufficient sample sizes were available for different versions of GBTS questions. This meant that instead of all respondents being from the Lightspeed panel a wider range of panels were used than in previous years.





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Ensuring panel quality

The Lightspeed Panel is managed by Lightspeed Research, a sister company to Kantar and also part of the Kantar Group. At the beginning of 2011 when GBDVS commenced, the Lightspeed Panel contained around 321,000 individuals all of whom had actively opted to join. This total reached around 457,000 in 2018.

Key panel quality measures which have been put in place by Lightspeed Research include the checks shown in the table on the right hand side.

Further quality procedures used include the removal of inactive panellists who do not respond to surveys for more than 12 months and ensuring that respondents are not over used by limiting the number of surveys they complete to a maximum of 3 per month and 24 in a 12 months' period.

Ensuring respondents are who they say they are

- *IP GeoFencing* – using the respondents IP address to ensure that they are where they are
- *Proxy Detection* – detecting if a proxy server is being used to mask the respondent's and past fraudulent activity.;
- *Postal Address Verification* – verifying the respondent's postal address against an address database
- *CAPTCHA* – technology which prevents automated programs from registering to the panel
- *E-mail Address Verification* – checks that e-mail addresses are only included once all respondents must verify their e-mail address during a double opt in registration process
- *Machine ID* – technology which blocks survey respondents who attempt to complete multiple times from the same computer (e.g. using a different identity).

Procedures in place to ensure that respondents have properly engaged with the survey are provided in the table below. This includes the following checks:

Ensuring responses are valid and properly thought out

- *Survey Speedsters* – respondents who rush through the survey are identified by completion times to the norm;
- *Grid Speedsters* – similar checks are used to identify respondents who rush through grid questions (e.g. rating scales);
- *Trap Questions* – the addition of survey questions with obvious answers to determine if respondent is fully engaged with the survey;
- *Respondent Satisfaction* – feedback is obtained from respondents and assessed to ensure the quality of the survey.



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Recontacting respondents

GBDVS has had an annual target of 35,000 interviews with 52 broadly equal sized weekly waves of fieldwork to be completed to achieve around 650 to 700 interviews per week. In 2016 this was increased to 1000 per week for the purposes of GBTS online piloting although the same volumes of respondents continued to be asked GBDVS questions, forming the sample for this study.

In selecting the most appropriate quotas, the demographics likely to be correlated to levels of participation in Tourism Day Visits were considered and the effectiveness of approaches taken in other surveys relating to tourism and leisure were taken into account. Also, given the online approach to be followed, the demographic variables correlated to levels of use of the Internet were also taken into account as described in more detail later in this report (see Section regarding offline survey outputs on page 247).

Demographic quotas

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

Evidence suggests there is very little likelihood of introducing bias through this level of recontact and any resultant conditioning. Kantar have conducted research in the past and concluded that for most surveys an 8 week exclusion period led to no measurable conditioning effect. Furthermore the information being collected in GBDVS is factual rather than attitudinal or a measure of awareness. Future behaviour in Tourism Day Visits is very unlikely to be affected by the interview.

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

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

By the end of March 34% were in this quota group a 49%.

It was therefore decided, with the client group, to initiate a revised series of quotas to address the education status in the fieldwork (as discussed later in this report) from April 2010 the education quota was removed and a quota based on socio-economic status was introduced reflecting the GB population respondents in the ABC1 groups and 48% in the C2 groups. The table in the following section details these weekly targets.



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Demographic quotas

Table 1.1 Quota targets

Typical weekly target	
	N %
Gender	
Male	329 49
Female	345 51
Age	
16-34	206 31
35-54	224 33
55-64	95 14
65+	148 22
Working status	
Working full or part time	404 60
Not working (including retired, unemployed)	269 40
Socio-economic group	
ABC1	365 54
C2DE	308 46
Total	673 100

The annual sample size is divided by 52 to calculate an idea target. This is to ensure as even a spread as possible across but there is some flexibility each week to ensure the target of interviews is achieved. Future weeks are then reconciled slightly.

The table in the next page illustrates the final sample composition 2011 to 2018 on the basis of each of the quota targets, including original age of completing full time education target. In all years the targets were achieved or were within 1 or 2 percentage points of target.



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Demographic quotas

Table 1.2 – Achieved sample	Final sample profile 2011		Final sample profile 2012		Final sample profile 2013		Final sample profile 2014		Final sample profile 2015		Final sample profile 2016		Final sample profile 2017		Final sample profile 2018	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Gender																
Male	18566	49	17312	49	17225	49	17154	49	17483	49	15879	49	17091	49	16736	49
Female	19517	51	17950	51	17860	51	17836	51	18181	51	16512	51	18027	51	17583	51
Age																
16-34	12063	31	11180	32	11172	32	11169	32	11389	32	9909	31	10702	30	10474	30
35-54	13100	35	12096	34	11628	33	11909	34	12136	34	10677	33	11685	33	11423	33
55-64	5560	15	5020	14	4913	14	4888	14	4982	14	4608	14	5011	14	4847	14
65+	7360	19	6966	20	7096	20	7024	20	7157	20	7197	22	7720	22	7575	22
Working status																
Working full or part time	23231	61	20993	60	20891	60	21310	61	21457	60	19446	60	21093	60	20603	60
Not working (including retired, unemployed)	14852	39	14269	40	14194	40	13953	39	14207	40	12967	40	14063	40	13750	40
Socio-economic status																
ABC1	20468	54	18436	52	18328	52	18124	52	18470	52	17330	54	19098	54	18616	54
C2DE	17615	46	16826	48	16757	48	16866	48	17194	48	15061	46	16020	46	15703	46
When stopped full time education																
16 years or younger	12604	33	11015	31	10948	31	10868	31	10677	30	9792	30	10484	30	10120	30
17-19 years	10323	27	10095	29	10193	29	10480	30	10679	30	9639	30	10422	30	10326	30
20 years or older	12421	33	11908	34	11767	34	11488	33	11831	33	10885	34	11768	34	11695	34
Still studying	2735	7	2244	6	2177	6	2154	6	2477	7	2075	6	2444	7	2178	7
Total	38083	100	35262	100	35085	100	34990	100	35664	100	32391	100	35118	100	34319	100





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Geographic quotas

To ensure geographic representivity in the survey sample, the outgoing sample (i.e. invitations to participate in the survey) were stratified on the basis of NUTS II geography taking into account urban/rural classification of areas. This geography divides England into 30 regions, Scotland into 4 regions and Wales into 2 regions.

As described in more detail in the next section, the GBDVS questionnaire of participation in visit taking during the week prior to interview. As such a survey, key details were recorded for 101,786 Leisure Day Visits and, of those details were recorded for those 31,425 Leisure Day Visits which lasted at least 3 hours. A subset of 19,291 of these visits were subsequently classified as 'Leisure Day Visits', defined as not taken on a regular basis and located outside of the 'usual environment'. Finally, a further 5,836 were classified as Activities Core to Tourism Visits introduced in 2016).

The table on the next page illustrate the sample sizes for each of these types of country of residence of respondents during the 2011 to 2018 surveys.



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Final visit sample sizes

Table 1.3– Visit sample sizes by country of residence

	2011		2012		2013		2014		2015		2016		2017	
	Leisure Day Visits	3 hours+ Leisure Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits	Activities Core to Tourism	Tourism Day Visits	Leisure Day Visits	3 hours+ Leisure Day Visits
GB Total	140,148	35,182	126,054	33,788	114,494	30,960	113,417	31,075	114,339	30,991	102,066	19,806	105,936	33,691
England	97,066	24,697	83,822	23,085	79,359	21,750	79,191	22,020	81,500	22,222	72,464	14,791	75,643	24,132
Scotland	22,203	5,308	21,224	5,471	17,503	4,640	17,116	4,585	16,483	4,486	15,093	2,412	15,514	4,940
Wales	20,879	4,977	21,008	5,232	17,632	4,570	17,110	4,470	16,356	4,283	14,509	2,332	14,779	4,619





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Survey administration and questionnaire

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

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

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

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

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

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

Note that question numbers only included in the 2011 was added from 2012 and regarding disabilities and the visit party (Q61) and sexual orientation and ethnicity questions (Q31-Q34) were added in 2015.



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GBDVS methodological changes in 2016 and reweighting of 2011 – 2015 data

Questionnaire improvements

At the start of 2016, improvements were implemented to make the survey more engaging and easy to complete. The primary reason for making these changes was to ensure that the survey could just as easily be completed on a mobile device as on a PC.

It was agreed with the GBDVS sponsors that these changes should be made to allow for the increasing demand from respondents to participate in the survey using a mobile device. Evidence from the first 5 years of GBDVS surveying suggested that whilst an increasing proportion of respondents wanted to complete the survey using a mobile phone, levels of drop out were higher amongst this group due to certain questions not being suited to smaller screens.

Reweighting of 2011 to 2015 estimates

Parallel testing undertaken in early 2016 found that the combined effect of these changes was an increase in levels of visits reported by respondents of around **+15%**.

To take account of this change and maintain comparability of trends, the data from the past years in this report have all been revised to take into account this increase of +15%.

All data for 2011 to 2015 as previously published is referred to as 'historical' while the figures which include the 15% adjustment are referred to as 'reweighted'.

The changes made involved the simplification of certain questions by, for example, reducing the number of answer options provided and splitting questions with long lists of answer options over a number of screens/sub-questions.

It was expected that these improvements would make the questionnaire easier to complete and more engaging for all respondents including both those using a mobile device and those completing using a PC.

Questionnaire revisions

Piloting of the GBDVS 'sister' survey the Great Britain Tourism Survey (GBTS) using an online approach commenced in January 2016. It was agreed that the most efficient and cost effective way to conduct this online test was to add the GBTS questions to the ongoing GBDVS survey.

In practice this change in the introduction of a number of introductory/ screener questions asked prior to the existing questions and the removal of GBDVS question regarding as it had become redundant additions. With these changes 'tweaking' was also required of questions to make the ensure consistency between surveys.

As part of the GBTS online respondents received a questionnaire which had more significant ordering, for example asking GBTS questions of respondents before GBDVS. However, none of the respondents in these surveys were used in production of final



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Table 1.4 – GBDVS - Summary of 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
2 (2011 SURVEY ONLY)	How often normally undertake routine shopping for groceries, other routine shopping, other leisure activities like playing sport, gym, walking, hobbies.
3 (2011 SURVEY ONLY)	How often normally undertake leisure activities – see list of 15 categories in Table 1.2 below.
4	When most recently took part in any of the 15 activity categories – answer options include last week.
	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 respondent – selected randomly when more have been taken)
13	General type of place visited
13a (INCLUDED FROM 2012)	General type of place visited – single main place if more than one chosen at Q13
13b	Region of main visit destination
11	Main destination - village, town or city
12	London borough visited
14	Type of place visit started from (home, work, other)
15	Name of village, town or city visit started from
16	Total distance travelled during visit (round trip from start to finish)
17	Single main form of transport used
18	Single main activity undertaken during visit
19	Detailed activity/activities undertaken during visit (list of 48 answer options)



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Table 1.4 (continued) – GBDVS - Summary of questionnaire content

Question No.	Question (N.B. exact wording is not used below)
	SECTION 1 - GENERAL LIFE AND ACTIVITIES SECTION
Q20-Q22	Inclusion of secondary destination(s) in visit
Q23	Visit duration – overall, time spent travelling, time in different destinations
Q24-Q25	Party composition
Q61	Whether any members of visit party had a disability (INCLUDED FROM 2013)
Q26-Q28	Visit expenditure - items purchased, amounts spent
Q29	Regularity take visit i.e. to same place to do same activity
Q30	Frequency take visit i.e. to same place to do same activity
(Only 2011 to 2013)	SECTION 4 – VISITOR EXPERIENCE (asked only for visits involving certain activities, used form TRI*IM analysis in England only)
Q31	Overall experience of destination
Q32	Likelihood to recommend destination
Q33	Likelihood to revisit destination
Q34	Rating of destination compared to others in UK
	SECTION 5 – CLASSIFICATION QUESTIONS
Q40	Region of residence
Q40b	London borough live in
Q41	Village, town or city live in
Q45-Q47	Place work in if different from place of residence
Q48-Q50	Place study in if different from place of residence
Q51-Q52	Place(s) take part in routine shopping, other routine activities
Demographic questions	Children in household
	Marital status
	Car access
	Working status
	Age when stopped full time education
	Socio-Economic Grade
	Internet usage (hours per week)
	Sexual orientation (Q62, INCLUDED FROM 2013)
	Ethnicity (Q63, INCLUDED FROM 2013)





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Data preparation and analysis

Data quality checks

The general quality checks in place to ensure the validity of panel respondents and the responses they provide are described on page 224. In addition to these general checks, a number of further checks were implemented either as part of the GBDVS questionnaire script, whereby respondents were asked to validate their own responses at certain points, or post fieldwork when checks were conducted by the Kantar study team to identify then correct or remove invalid responses.

The following quality checks were included within the survey script:

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



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

- Region visited – question 13b asks respondents to indicate where they visited, selecting answers from a list of Government Office Regions while question 11 recorded the name of the specific village, town or city visited. Post fieldwork, responses to question 11 were profiled at a number of geographic levels including Local Authority, Country and Government Office Region. Where the region of the village, town or city selected at question 11 did not match the region selected by the same respondent at question 13, responses were manually checked and corrected where possible. Also where a response of Don't Know was provided at question 13b, the response from question 11 was used to determine the region visited

- Visit Expenditure - where the reported total expenditure for an individual £5,000 this visit was removed from the data as it was felt that the data unreliable or would have an undesirably disproportionate impact on the estimates of total visits. Also, all other visits with a reported spend of 0 manually reviewed and any answers considered not to be viable were
- Very large expenditure weights – similarly if following the above removal outliers, the expenditure of visit weight for any individual visit still exceeded meaning that this single visit contributed £0.5m or more to grossed estimates would be removed from the data





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Distance travelled

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

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

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

Given the above, the data collected at question 16 should be treated as if respondents had travelled the distances travelled. Accordingly when results from this question are presented, distances travelled are labelled 'claimed distances'.





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Defining Tourism Day Visits

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

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

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





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Defining Tourism Day Visits

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

Table 1.6 – Leisure activities included in definition of Leisure Day Visit

Visiting friends or family for leisure
'Special' shopping for items that you do not regularly buy
Going out for a meal
Going on a night out to a bar, pub and/or club
Going out for entertainment – to a cinema, concert or theatre

Table 1.6 (continued) – Leisure activities included in definition of Leisure Day Visit

Undertaking outdoor leisure activities such as walking, cycling, golf, etc.
Taking part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)
Taking part in sports, including exercise classes, going to the gym, etc.
Watching live sporting events (not on TV)
Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.
Going to special public event such as a festival, exhibition, etc.
Going to special events of a personal nature such as a wedding, graduation, christening, etc.
Going on days out to a beauty or health spa/centre, etc.
Going on general days out/ to explore an area
Going on day trips/excursions for other leisure purpose not mentioned above

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

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

The definitions were agreed by sponsors following a sign discussion and testing of definitions. The final definitions were agreed by UNWTO recommendation of the activity (as listed above), visit duration (as listed above), visit duration (as listed above), how regularly the place visited.





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Defining Activities Core to Tourism

In addition to 3+hours and Tourism Day Visits sections, a new section allowing a better view of the volume and expenditure of the touristic activities in the UK was added: the Activities Core to Tourism section.

Effectively, this new section is a subset of the Tourism Day Visit and includes only respondents that undertook certain activities as seen in the table on the right hand side.

Like with the TDV section, the definition of this new section was agreed by the survey sponsors following a significant amount of discussion.

Table 1.7 – Leisure activities included in definition of Activities Core to Tourism

Going out for entertainment (i.e. concert or theatre)

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

Watch live sporting event (not on TV)

Going to visitor attractions such as a historic house, garden, theme park, museum

Going to a special public event such as a festival, exhibition, 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, chr

Going on general days out/ to explore an area

But excluding going to the cinema





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Weighting development

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

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

Demographic weighting

This stage of weighting is applied to correct' for variations between the demographic distribution of respondents and the GB population. Table 1.2 illustrates how the fieldwork quotas applied ensured that the sample was representative of the wider population in terms of a number of broad gender, age, working status and socio-economic groups. However when the profile of survey data set is compared with the population profile on the basis of other demographic variables, certain groups can be seen to be over or under represented. For example when age and gender are interlocked there is an under representation of males aged 16 to 24 but over representation of males aged 65 and over.

Similarly, as discussed previously, the sample contains a lower proportion of people who terminated education aged 16 years or over than is found in the GB population and, as might be expected given the survey mode, most panelists are very regular Internet users (93% accessing on a daily basis compared to 60% amongst the GB adult population).

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

As such, based on the review, during 2011 a large alternative weighting solution to find the best balance between the representivity of the sample maintaining an acceptably weighting efficiency (i.e. the number of weighting factors typically have a negative weighting efficiency). Each solution was reviewed and detail with the client group most appropriate solution survey.





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Weighting development

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

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

By applying this combination of weights the overall weighting efficiency has been found to be around 70% on average.

This means that while a total of 34,319 interviews were conducted in GBDVS during 2018, the effective sample size is around 25,000. The weighting targets used are provided in the tables in this page and the next one (figures in thousands) the overall sum of these weights is 49.236 million, reflecting the size of the GB adult population.

Table 1.8 Social grade and TAE weighting targets ('000s)

	Social grade	Social grade
AB	1	1
C1	1	1
C2	1	1
DE	1	1
Terminal A		
16 years or younger	2	2
17-19 years	1	1
20 years or older	1	1
Still Studying	3	3





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Table 1.9 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

Table 1.9 Age x Gender x Region weighting targets ('000s)

North East Male 16-24	175	Scotland Male 16-24	
North East Male 25-44	329	Scotland Male 25-44	
North East Male 45-64	344	Scotland Male 45-64	
North East Male 65+	197	Scotland Male 65+	
North East Female 16-24	163	Scotland Female 16-24	
North East Female 25-44	334	Scotland Female 25-44	
North East Female 45-64	355	Scotland Female 45-64	
North East Female 65+	252	Scotland Female 65+	
North West Male 16-24	447	Wales Male 16-24	
North West Male 25-44	907	Wales Male 25-44	
North West Male 45-64	887	Wales Male 45-64	
North West Male 65+	508	Wales Male 65+	
North West Female 16-24	427	Wales Female 16-24	
North West Female 25-44	898	Wales Female 25-44	
North West Female 45-64	912	Wales Female 45-64	
North West Female 65+	652	Wales Female 65+	
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		





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Visit weighting

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

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

In summary the following steps are followed:

- The total claimed number of trips is calculated for each respondent (TCT). That is the total number of trips of 3 hours duration taken in the previous week, as recorded at question 8

- The total number of trips with details given is calculated for each respondent (TDT). That is the number of trips asked about in Section 3 of the questionnaire (Q13 to Q30) which is capped at a maximum of 3

- The Trip Correction Factor (TCF) for each respondent is calculated as follows: $TCF = TCT/TDT$
- The Calendar Month Factor (CMF) is calculated as the total days in the reporting month divided by the number of days reported by each respondent as falling into that month

- The Total Visit Weight (TVW) is calculated for each respondent as the product of their Demographic Weight (DW), Trip Correction Factor (TCF) and Calendar Month Factor (CMF)
- The estimate of the total number of visits taken in each month by the GB adult population is the sum of the Total Visit Weights

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

Expenditure of visit weights
GBDVS visit based results presented in terms of the expenditure made during results at this level, a further applied to each visit responses to question 27 visit spend. In summary, expenditure Weight (TVW) multiplying the Total Visit total visit spend.





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Offline survey

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

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

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

Approach

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

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

In each survey wave a share of the GBDVS questionnaire is administered in the Kantar in-home omnibus mode effect the questionnaires are administered identically and scripted in the same format, allowing interviewers to use a CAPI tablet computer to allow them to complete the interviews themselves.

The profile of this sample is representative of the standard in-home omnibus (based on gender, age and the data were subsampled using an identical approach to the online data).



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Offline survey

Mode effect

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

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

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

Sample profile

As shown in the table below by definition, all of those who responded to the main GBDVS online in 2011 had internet access while in the parallel offline surveying 24% of respondents had no access to the Internet. Also, over the course of 2011, 78% of the online survey interviews were conducted with respondents who claimed to access the Internet on a daily basis some for many hours per day, this compared with 53% of the offline sample.

Table 1.10
sample profile by internet usage

	Full GBDVS online sample	Off-line sample
No Internet access	-	24%
Any Internet access	100%	76%
Daily Internet access	78%	53%

The data collected in the could be used to compare profile of daily Internet users people who accessed the frequently or never. This that age, gender, working completing education we correlated to whether or accessed the Internet daily significantly, daily internet likely to be male, aged un and to have completed e or over.

These findings reinforced using these demographic survey quotas and in the solution to counteract for potential biases caused b proportion of daily Internet sample drawn from an on





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Offline survey

Further results comparison

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

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

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

- In results where respondents were asked whether or not they had undertaken particular leisure activity and frequency of participation in this activity (i.e. 1 and 4), respondents in the online survey were consistently more likely to participate than those interviewed in the off-line interviewer administered survey. This is similar to the overall higher levels of reporting of visit participation likely to be related to how respondents complete the questionnaire i.e. respondents taking more time to complete responses than those conducted by interviewer administered questionnaire
 - However it is notable that in results relating to the profile of visits taken (i.e. the places visited, activities undertaken and distances travelled - the results from the online and off-line surveying were very similar. This similarity was observed during piloting of different methods undertaken by ETIP in 2009 and 2010
- Further outputs from the off-line surveying (including data tables and further analysis) illustrating comparisons of the data collected using the different modes) are available separately.



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Accuracy of results

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

Normally in a large survey of this nature the confidence intervals associated with key results are calculated to provide an indication of the accuracy of these findings. However, as discussed previously, in any survey conducted through an online panel approach, rather than being selected at random the respondents 'opt-in' to the survey. Therefore the approaches normally followed to calculate confidence intervals cannot be relied upon to provide a complete measure of the accuracy of the survey findings and only indicative estimates of the accuracy of GBDVS can be provided.

GBDVS 2018 involved some 34,319 interviews and the weighting solution used was estimated to have an efficiency of around 70%. On that basis the effective total sample size was estimated at around 25,000.

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

Table 1.11
Margin of error at 95% levels of confidence with a Simple Random Sample

	All Respondents	In England	In Scotland and Wales
Effective sample size	25,000	17,500	3,500
Result			
10% or 90%	+/- 0.31%	+/- 0.37%	+/- 0.99%
20% or 80%	+/- 0.42%	+/- 0.50%	+/- 1.33%
30% or 70%	+/- 0.48%	+/- 0.57%	+/- 1.52%
40% or 60%	+/- 0.51%	+/- 0.61%	+/- 1.62%
50%	+/- 0.52%	+/- 0.62%	+/- 1.66%

By comparison Natural Eye survey which also collects frequency of leisure participation weekly waves of fieldwork diary approach has an annual sample size of around 28 The data collected in this obtain an estimate of total the natural environment, similar weighting and gross that applied in GBDVS.

As this survey is conducted home interviewing approach respondents selected to participate survey it is possible to calculate complex standard errors key results. As such it has that the total estimate of value obtained from MENE are a range of around +/-2%.



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Further details

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

