COVID-19 Consumer Tracker

Wave 16

Fieldwork Period: 28 September to 2 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.
- **Winter Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between November 2020 and March 2021.

Notes:

- The data for Autumn Intenders is taken from waves 10-13 of this research, which covered fieldwork dates between 20th July and 14th August.
- Although Autumn trip-takers and holiday-takers cover the September to October 2020 period, the fieldwork dates of this report means the vast majority of trips will have taken place only during September.

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	
Wave 6	22 – 26 June	Wave 18	
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	

Wave 16: Scorecard of Key Metrics (1)

Table 1. Top line Metrics – General Sentiment Scores

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

Key Metrics	Wave 15	Wave 16	Wave Shift
National mood (average score out of 10)	6.5	6.6	+0.1
Perceptions of the situation regarding Covid-19 (% stating 'worst has passed')	10%	9%	-1
Risk score: Comfort in undertaking a range of activities (1-4 comfort score)	2.55	2.55	0
Normality score (proportion expecting normality by December)	6%	5%	-1
The main reasons for not feeling confident about taking a trip in Sept-Oct (Top 2)	1. Restrictions on travel from government 2. Concerns about catching COVID-19	1. Restrictions on travel from government 2. Concerns about catching COVID-19	No change

Table 2. Top line Metrics – General Trip Intentions

Key Metrics	Wave 15	Wave 16	Wave Shift
Anticipated number of UK short breaks compared to normal (% more/the same)	39%	38%	-1
Anticipated number of UK longer breaks compared to normal (% more/the same)	37%	37%	0
Near-term confidence in taking UK overnight trip (October confident)	29%	25%	-4*
Medium-term confidence in taking UK overnight trip (Nov/Dec confident)	28%/30%	22%/23%	-6*/-7*
Proportion going on a UK overnight trip this Autumn (October)	15%	10%	-5*
Split between longer break / short break / don't know for Autumn trip	37%/59%/4%	40%/53%/6%	+3/-6/+2

Wave 16: Scorecard of Key Metrics (2)

Table 3. Top line Metrics – Destination and Accommodation Plans

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

Key Metrics	Wave 15	Wave 16	Wave Shift
Leading UK destination likely to stay in between Sept – Oct	South West	South West	No change
Main *type* of destination likely to stay in between Sept – Oct	Countryside or village	Countryside or village	No change
Main accommodation type likely to stay in between Sept – Oct	Hotel/motel/inn	Hotel/motel/inn	No change

Table 4. Top line Metrics – Broader Leisure Activity

Key Metrics	Wave 15	Wave 16	Wave Shift
Place/activity generating highest engagement compared to normal	Outdoor areas	Outdoor areas	No change
Place/activity generating lowest engagement compared to normal	Predominantly indoor or covered attractions	Catering, entertainment and events	New No. 1

1. The National Mood

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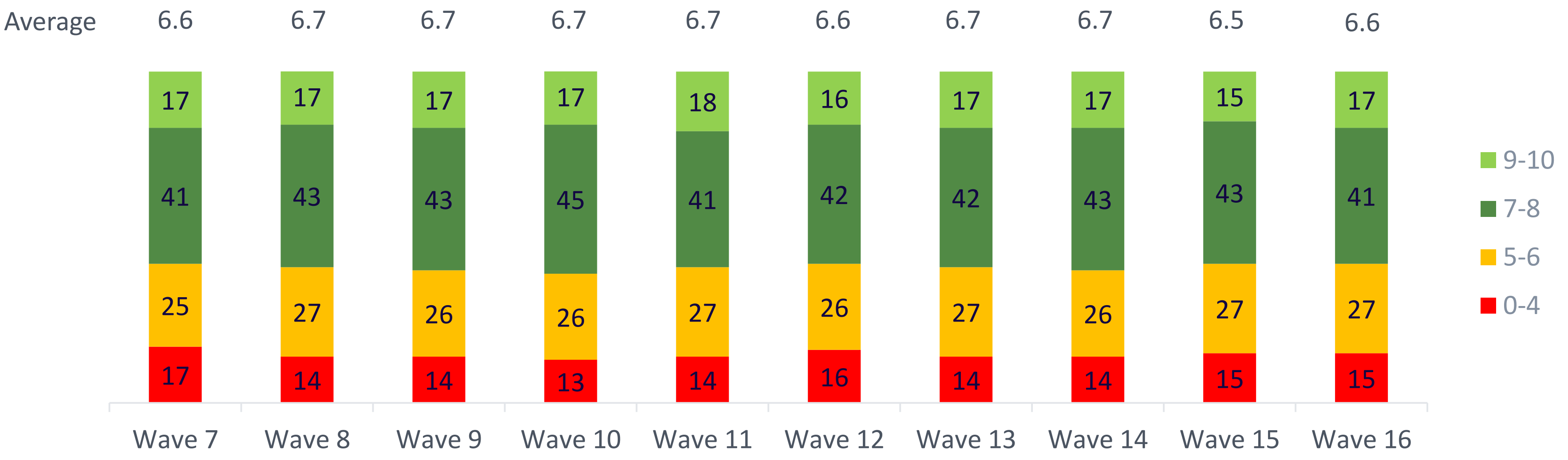
The national mood

- The average mood of U.K. residents has risen marginally since Wave 15, from 6.5 to 6.6.

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

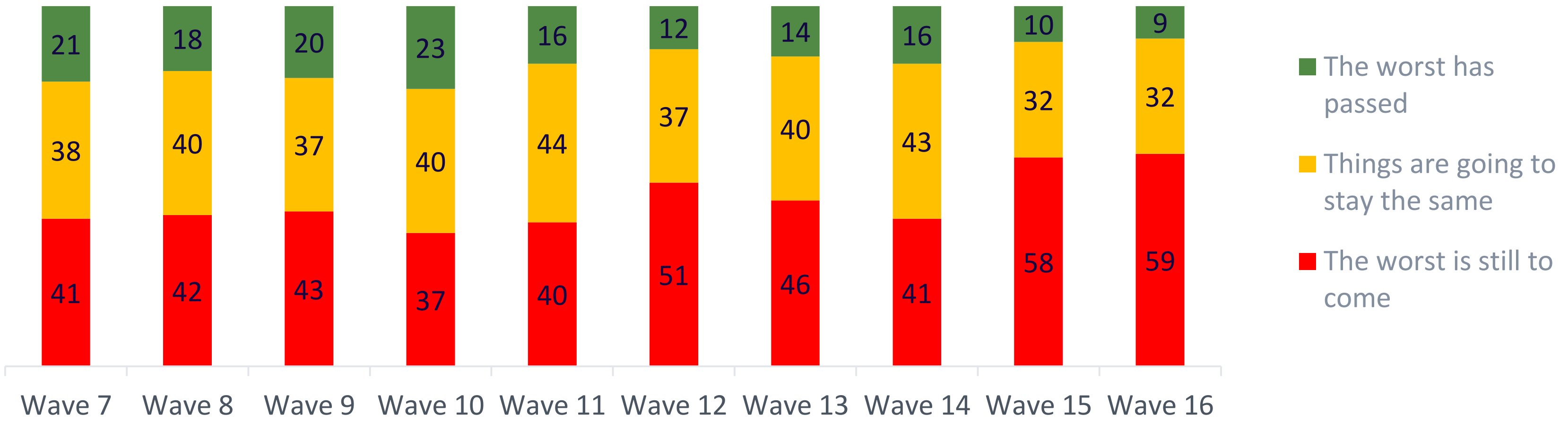


Q5: How would you rate, between 0 and 10, your mood today? Base: All respondents. Wave 16 n=1,759
*Please note, there was a 3 week gap between Wave 13 and Wave 14.

Perceptions of the situation in relation to COVID-19

- 59% of the UK adult population currently feel ‘the worst is still to come’ in relation to COVID-19, the highest proportion recorded in this survey so far.
- In a similar vein, only 9% think ‘the worst has passed’.

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 16 n=1,759
*Please note, there was a 3 week gap between Wave 13 and Wave 14.

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

- The majority of the U.K. adult population (58%) don't believe life will 'return close to normal' before June next year.
- Only 5% expect some sort of 'normality' by December this year.
- 19% don't expect their lives to return to something close to normal until at least 2022.

Figure 3. Perceptions of when things will return 'close to normal' Percentage Wave 16, UK

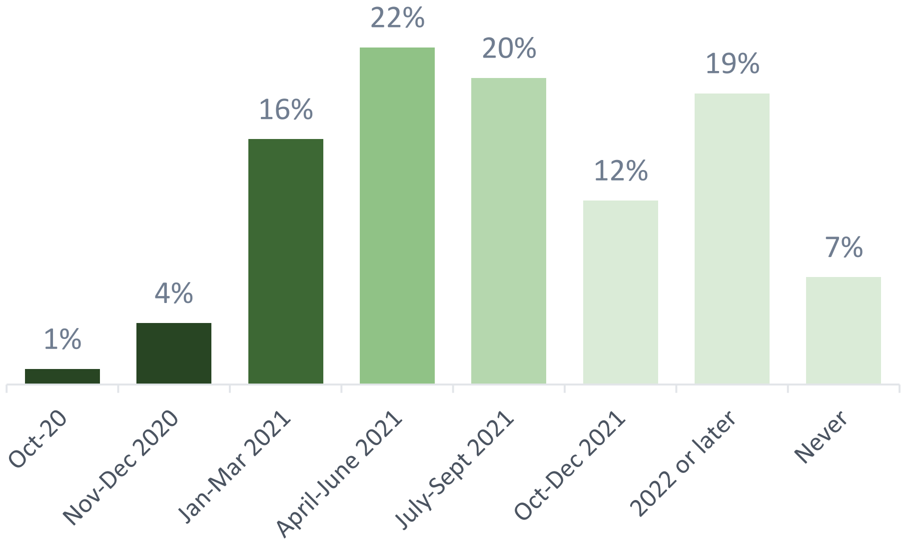
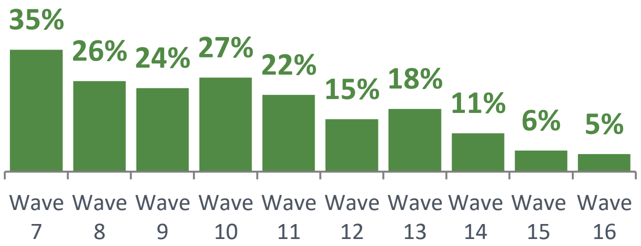


Figure 4. Proportion expecting normality by December, Percentage wave-on-wave, UK

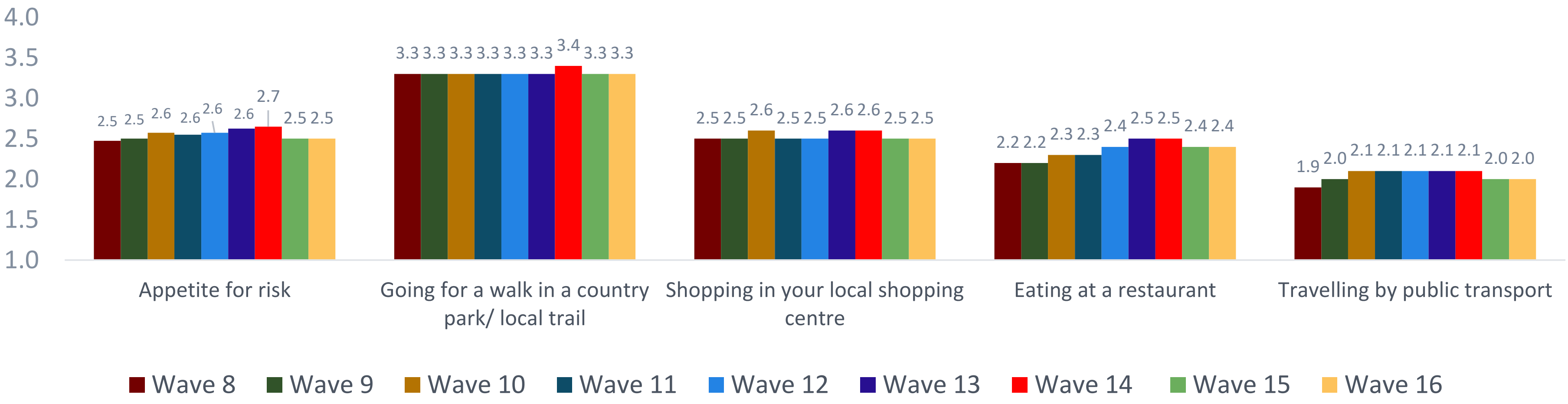


Q16: Given what you know today, when do you think life will return to something close to normal? Base: All respondents. Wave 16 n=1,759
*Please note, there was a 3 week gap between Wave 13 and Wave 14.

Appetite for Risk

- Comfort with undertaking everyday activities has remained unchanged versus Wave 15, with the 'appetite for risk' average staying at 2.5.

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 16 n=1,759. *Please note, there was a 3 week gap between Wave 13 and Wave 14.

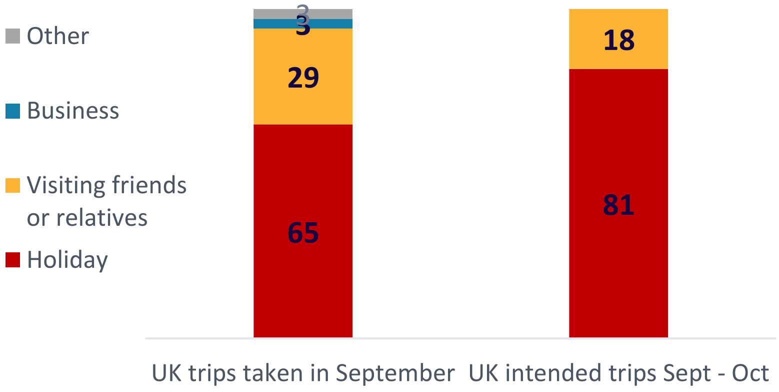
2. Trips *taken* in the Autumn

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

- Nearly 1 in 5 U.K. adults say they *have been* on a U.K. overnight trip in September, three times as high as the proportion that took an overseas trip. When asked during July/August some 20% of UK adults said they intended to take a domestic overnight trip in Autumn (defined as during September or October) so it's likely this incidence will be exceeded.
- 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, suggesting these more spontaneous trips may be partly responsible for the comparative uplift.

Figure 6. Proportion taken an overnight holiday or short break in Autumn* compared to intentions, Percentage, Wave 16 and Waves 10-13, U.K.

Figure 7. Purpose of intended and taken holiday or short break in UK, Percentage Waves 16 and Waves 10-13, U.K.

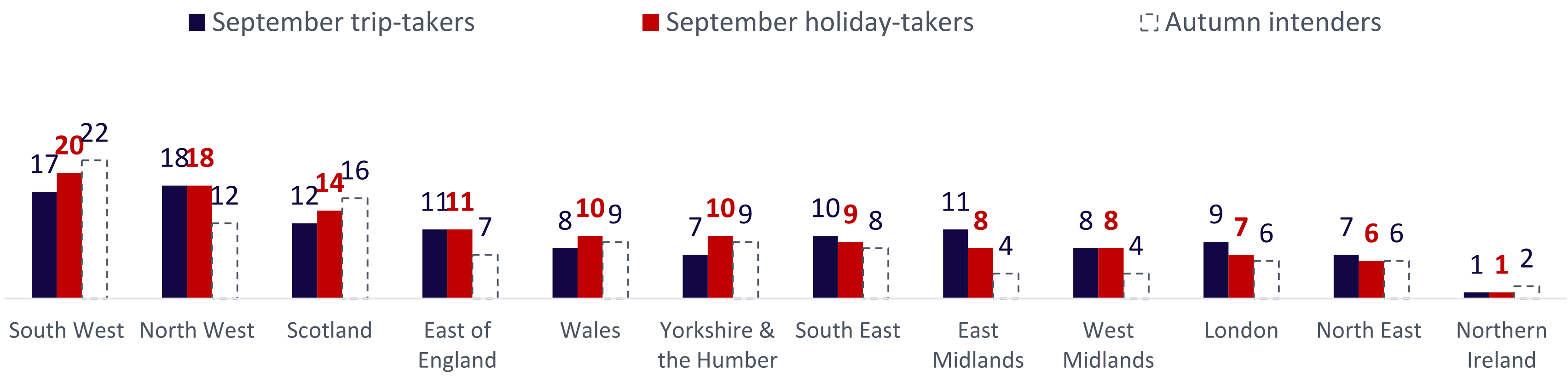


QVB13a. Have you already taken an overnight short break or holiday in the U.K. since the start of July? VB13e. And which of the following best describes the purpose of the most recent trip you took in summer? Base: All respondents. Wave 16 n=1,759, Base trip-takers Wave 16 n=308 Trip intentions are based on Waves 10-13 conducted in July/August
*Autumn is defined as September and October. Trips taken only take into account September, whereas intentions take into account September and October

Destination for trips taken and intended in Autumn*

- The South West of England attracted the highest proportion of holiday-takers at 20%, followed by the North West of England and Scotland. Although the South West and Scotland received the first and third highest proportion of visits, the intention share was higher than share of actual trips.

Figure 8. Where trips takers in Autumn* stayed compared to their intentions, Percentage Waves 15-16 and Waves 10-13, U.K., Ranked on holidays

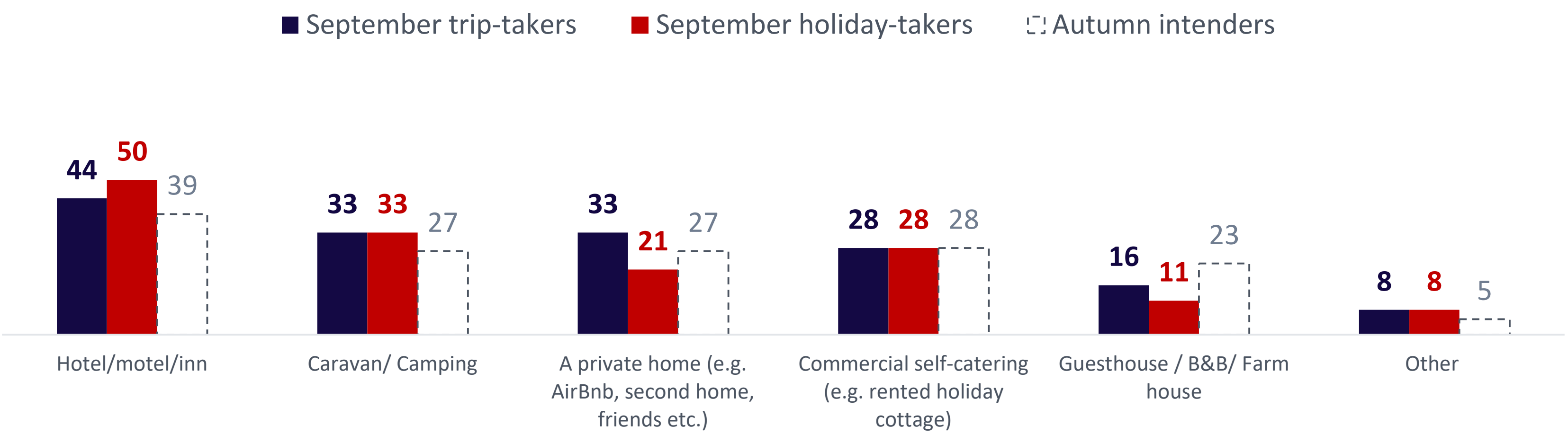


VB13c. Where in the U.K. did you stay on this trip in July/August?
Base: All trip-takers. Wave 14 ,15 and 16 All trip takers n=563; Holiday takers n=942. Trip intentions are based on Waves 5-8 conducted in June and early July before key restrictions were lifted. *Autumn is defined as September and October. Trips taken only take into account September, whereas intentions take into account September and October

Accommodation type of trips taken and intended in Autumn*

- ‘Hotel’ was the most popular type of accommodation for trips in September, consistent with intentions. With the exception of ‘guesthouse/B&B’ all other accommodation types attracted broadly similar proportions of visitors as indicated by intent.

Figure 9. Accommodation stayed in this Autumn*, Net Percentage Waves 16 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: All trip-takers. Wave 16 All trip takers n=308; Holiday takers n=140. Trip intentions are based on Waves 10-13 conducted in August and September when key restrictions were lifted.
*Autumn is defined as September and October. Trips taken only take into account September, whereas intentions take into account September and October

Destination type of trips taken and intended in Autumn*

- Countryside or village and city or large town was the main destination type for a ‘holiday’ taken in September.
- For all trips, a city or large town was the most likely destination.
- Rural coastline was the only destination type that attracted significantly fewer visits than intent might have suggested.

Figure 10. Main type of destination for Autumn* overnight trip, Percentage Waves 16 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: All trip-takers. Wave 16 All trip takers n=223; Holiday takers n=140. Trip intentions are based on Waves 10-13 conducted in August and September when key restrictions were lifted.
*Autumn is defined as September and October. Trips taken only take into account September, whereas intentions take into account September and October

Change of destination type, and why

- The vast majority of trip-takers have ended up staying in the destination type they initially planned, although 1 in 9 did not.
- The main reason why this small proportion of trip-takers didn't stay at their intended destination was because they were worried there would be too many people there, closely followed by the accommodation options being too expensive. 1 in 5 (equation to around 2% of all trip-takers) weren't confident the venues were 'COVID-safe'.

Figure 11. Number staying in the destination type initially planned since July, Percentage, Waves 15-16, UK

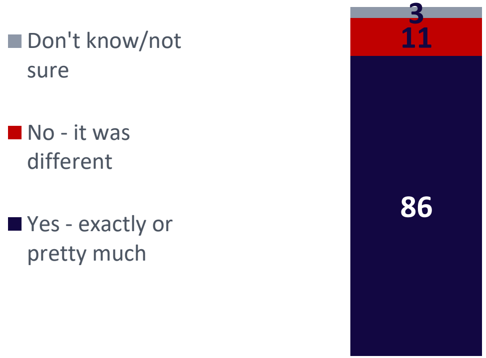
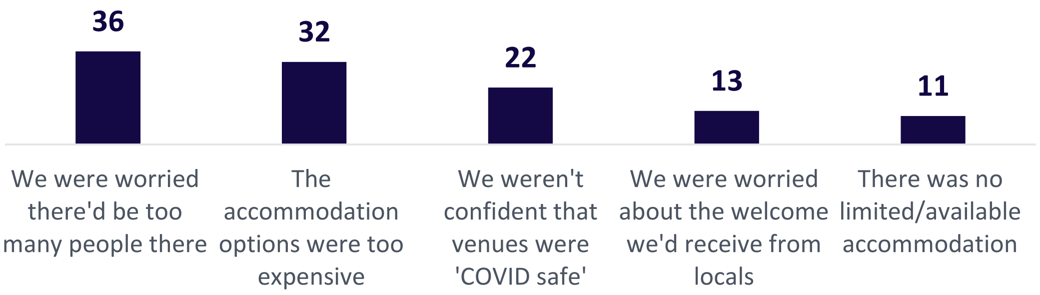


Figure 12. Top 5 reasons for not staying in the planned destination type, Percentage, Waves 15-16, UK



VB13fi. Did you end up staying in the type of destination you had originally planned to during your most recent trip? VB14. Why didn't you end up staying at the destination type you originally planned to?
Base: All Wave 15+16 respondents that have taken a U.K. trip since the start of July n=1028. Those that weren't able to stay at the planned destination type n=123

3. Trip Intentions

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

- 38% intend to take the same or more U.K. short breaks compared to normal between now and the end of the year, relatively consistent with Wave 15 (39%). 37% express this for longer breaks of 4+ nights, also the same as Wave 15.
- 43% and 44% feel they are likely to take fewer U.K. short breaks and holidays, and around 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 16, UK

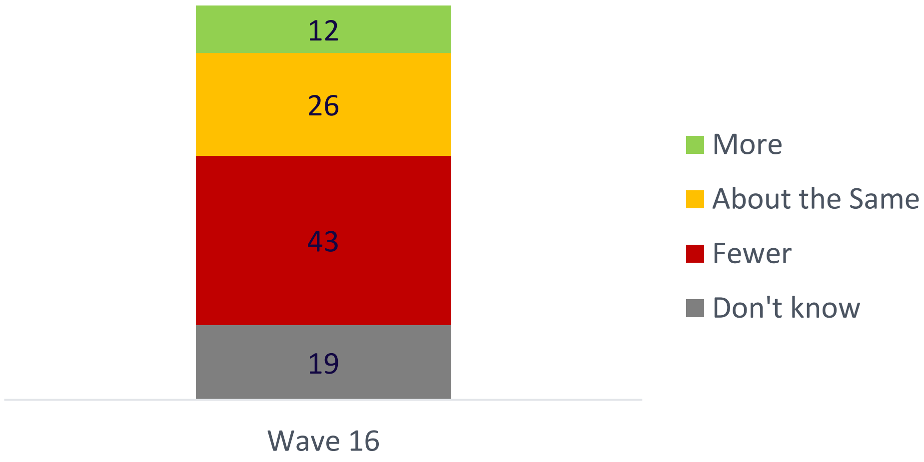
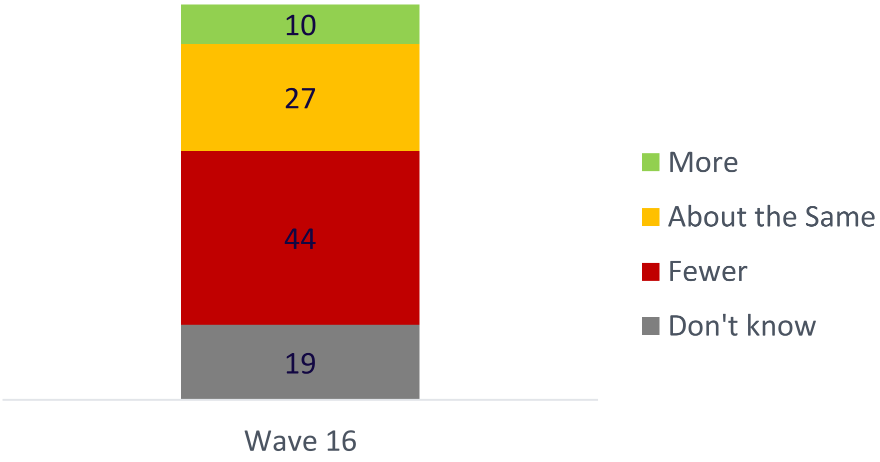


Figure 14. Number of UK longer breaks (4+ nights) over the rest of this year compared to normal, Percentage Wave 16, UK



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 16 n=1,759

Anticipated number of OVERSEAS trips this year compared to normal

- 28% 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. Note that both figures are dominated by those taking about the same amount of trips – very few expect to take more.
- Around half 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 16, UK

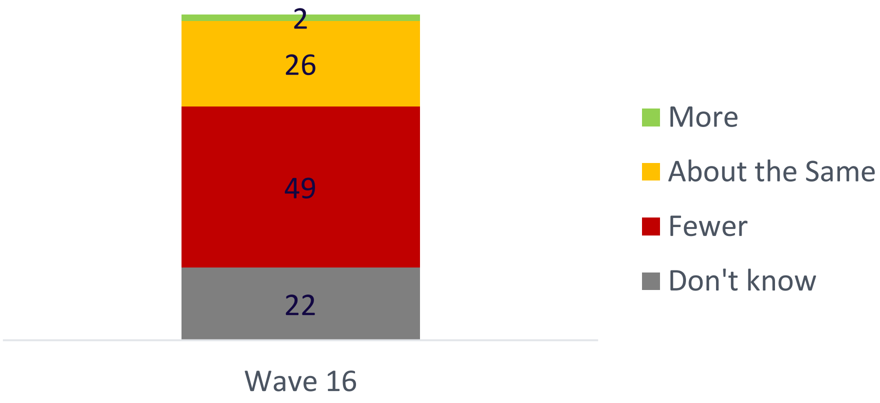
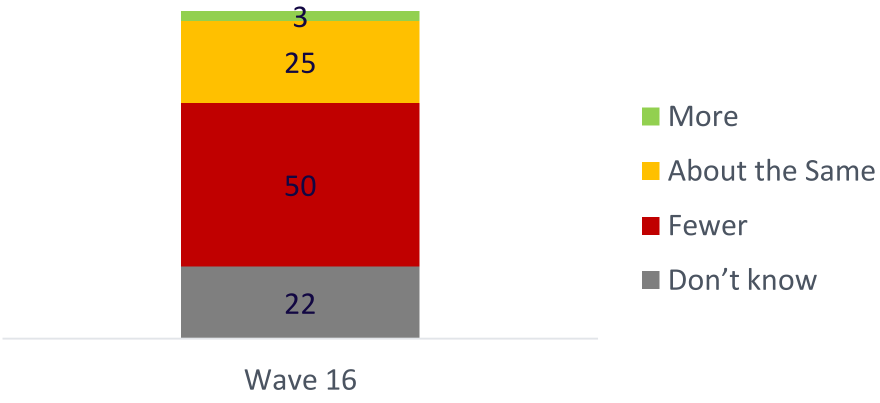


Figure 16. Number of OVERSEAS longer breaks (4+ nights) over rest of this year compared to normal, Percentage Wave 16, UK



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 16 n=1,759

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 25% in October, a percentage that drops slightly in November and December. From January onwards, confidence edges upwards, although it is not until April that substantial gains in confidence are evident.
- Confidence in taking a UK holiday in March 2021 drops significantly again in Wave 16 to 40%.

Figure 17. Confidence in taking a UK overnight trip across a range of different months, Percentage, Wave 16, UK

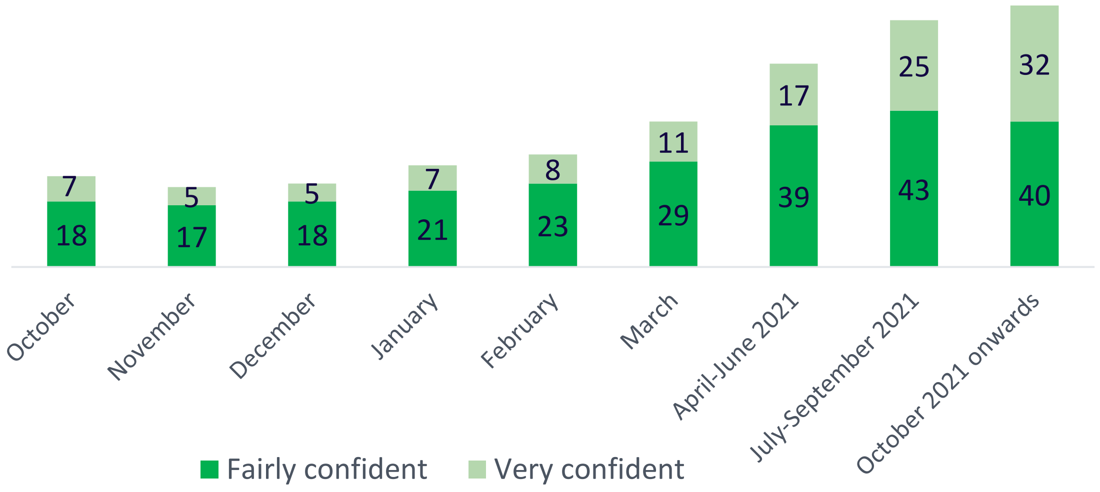
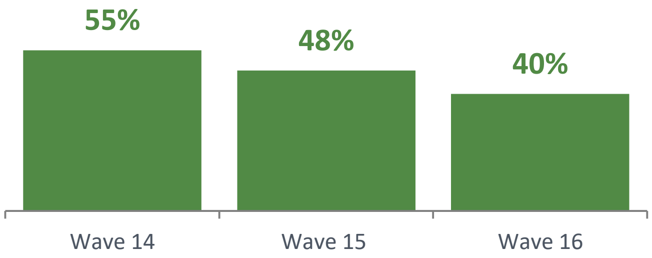


Figure 18. Confidence in taking a UK overnight trip in March 2021, Percentage wave-on-wave, UK



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 16 n=1,759. Note: Due to questionnaire changes, historic figures for March not shown pre Wave 14

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

- 'Restrictions on travel from government' is the number one reason that U.K. adults do not feel confident about taking an overnight trip this autumn, 51% stating this. Concerns about catching COVID-19 is the second most important reason at 48%.
- The picture is similar in winter – concerns about catching COVID-19 and restrictions from government the two leading reasons.

Figure 19. Top 5 reasons for not being confident about travelling in autumn*, Percentage Wave 16, UK

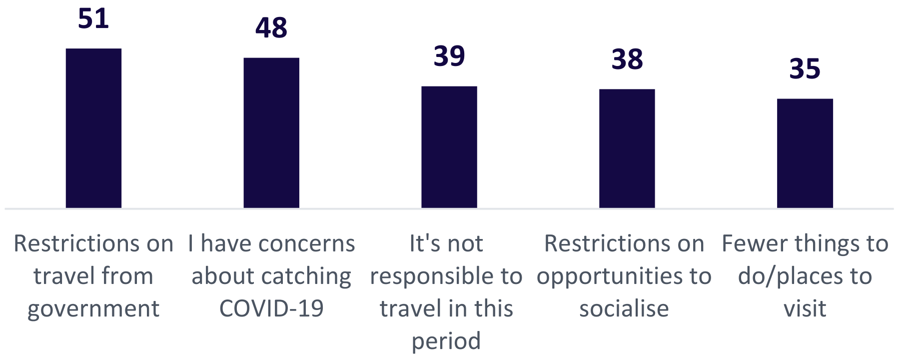
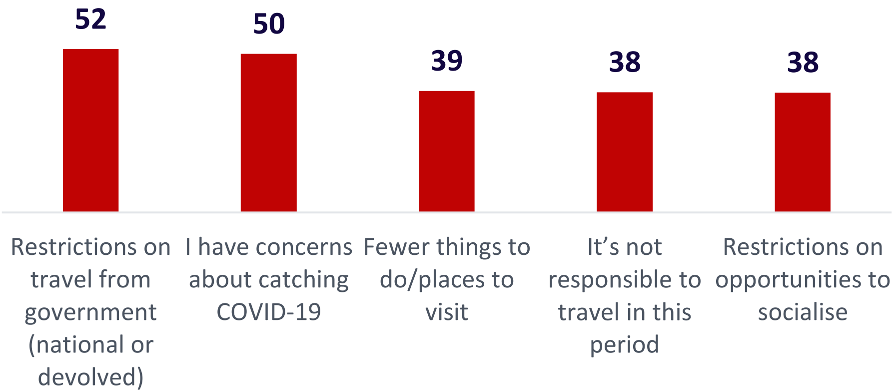


Figure 20. Top 5 reasons for not being confident about travelling in winter*, Percentage Wave 16, UK



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 16 respondents not confident about taking a break in Autumn n=171 and in Winter n=854. *Autumn is defined as October. Winter is defined as November to March 2021.

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

- 15% have already planned and 11% have already booked their next domestic overnight trip.
- A further 1 in 10 intend to plan and book their next trip at some stage during October.

Figure 21. When anticipate PLANNING next UK overnight trip, Percentage Wave 16, UK

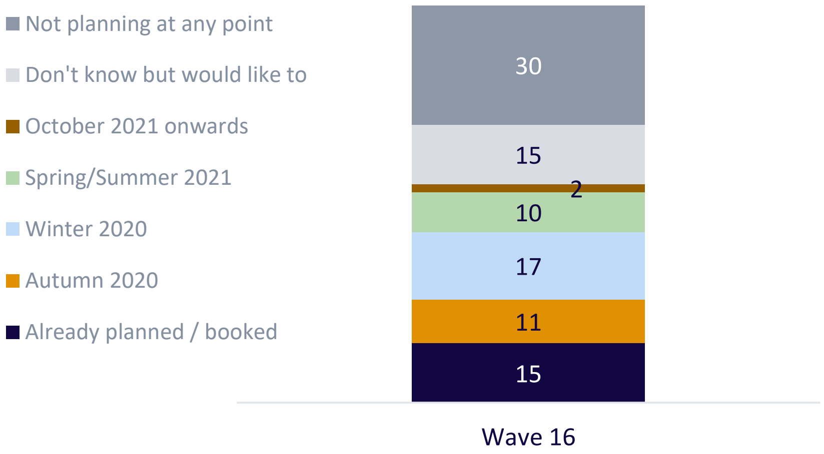
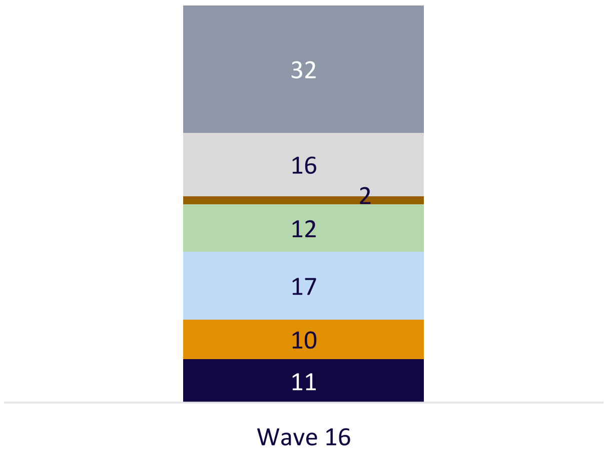


Figure 22. When anticipate BOOKING next UK overnight trip, Percentage Wave 16, UK

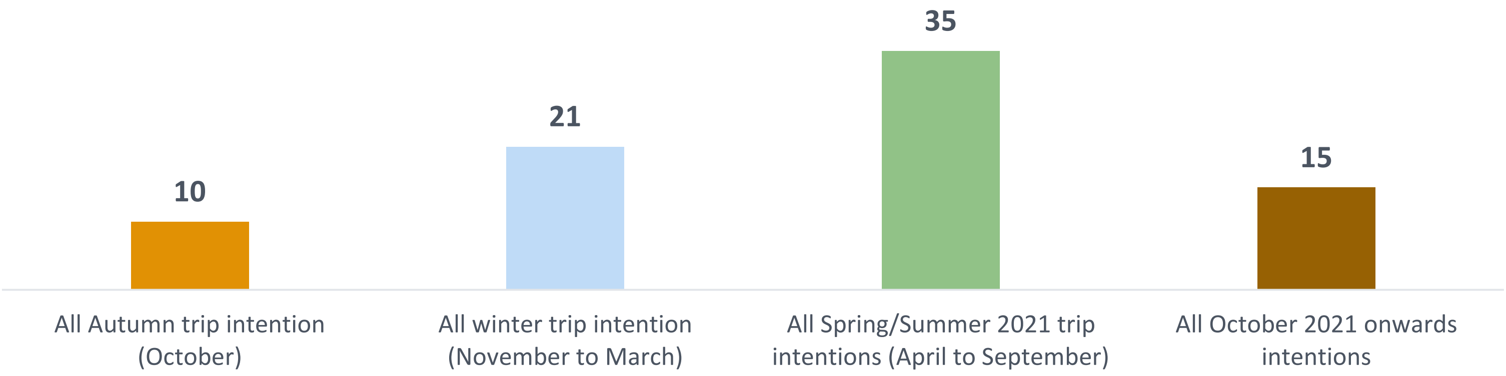


QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip?
Base: All respondents. Wave 16 n=1,759

When anticipating going on a U.K. overnight trip

- 10% of the U.K. adult population anticipate taking a domestic overnight short break or holiday between now and end October.
- 21% intend doing so during the ‘winter’ period (defined as between November and March)
- But a significant proportion of anticipated trips (35%) now look set to happen sometime next spring or summer.

Figure 23. Proportion anticipating GOING on any overnight UK trip, Percentage, Wave 16, 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 16 n=1,759

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

- 41% of October intenders have yet to plan their overnight trips, with 54% still yet to book. A minority of winter intenders have planned or booked their trips (27% and 16% respectively).

Figure 24. Proportion of Intenders that have already *planned* their trip, Percentage Wave 16, UK

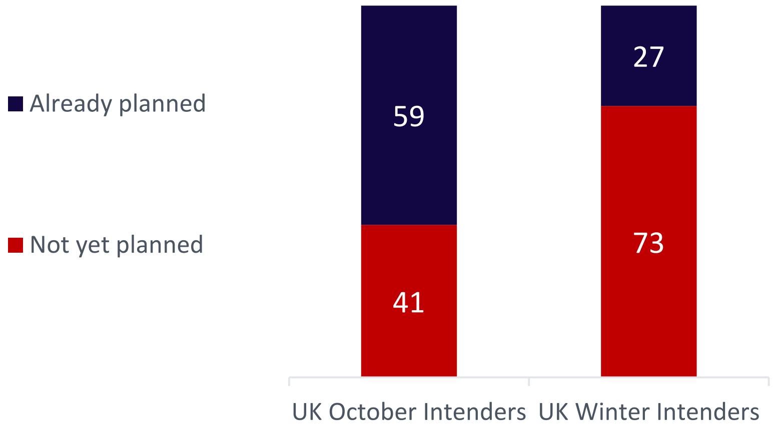
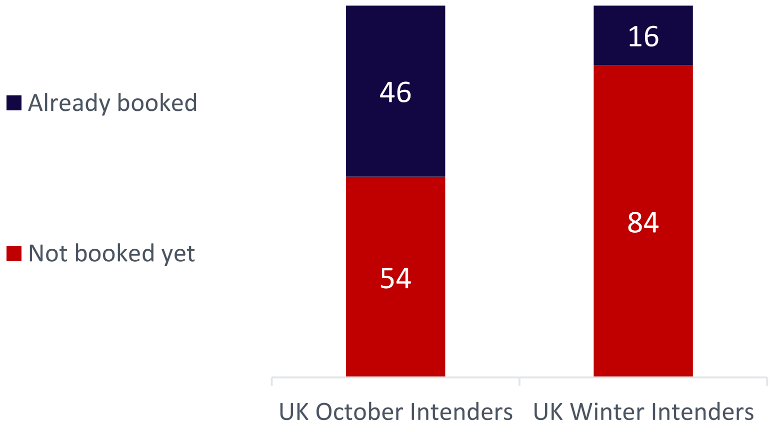


Figure 25. Proportion of Intenders that have already *booked* their trip, Percentage Wave 16, UK

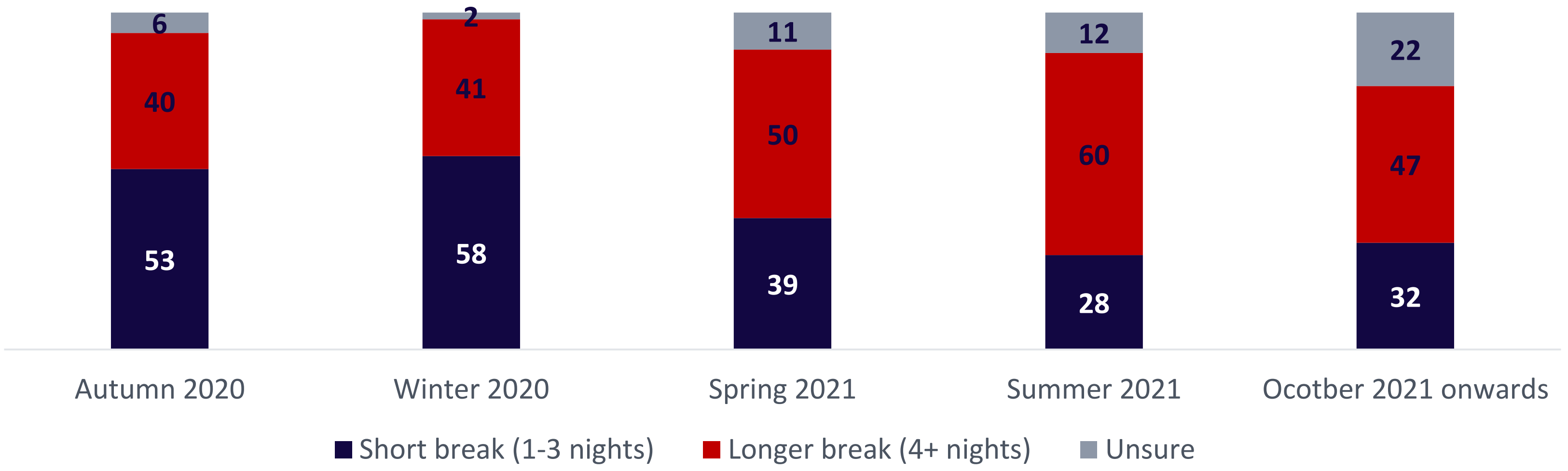


QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip?
Base: All Wave 16 respondents planning on taking a holiday or short break in the UK by October n=151 and from November to March n=274

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

- Shorter breaks of 1-3 nights look set to account for a higher volume of trips than those of 4+ nights until Spring 2021 when longer breaks begin to make up the majority.

Figure 26. Length of next UK holiday or short break by time period, Percentage, Wave 16, UK



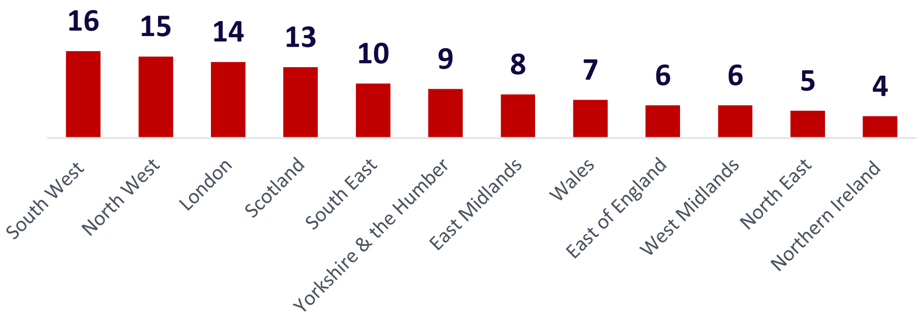
QVB3. Is this next trip likely to be a short break (1-3 nights) or a holiday (4+ nights)?
Base: All Wave 16 respondents intending to take next holiday in each time period Autumn 2020 n=151, Winter 2020 n=274; Spring 2021 n=182; Summer 2021 n=205; October 2021 onwards n= 100

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

- The South West remains significantly more likely than any other U.K. region to receive visitors in Autumn this year (24% intending to visit). The South West is followed by the North West of England, Yorkshire & The Humber and Scotland
- The South West, North West, London and Scotland lead winter trip intent with a comparatively even share of potential visitors.

Figure 27. Where planning on staying on next UK overnight trip in Autumn, Percentage Waves 15-16, UK

Figure 28. Where planning on staying on next UK overnight trip in Winter, Percentage Waves 15-16, UK



QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>?
Base: All Wave 14-16 respondents planning on taking a holiday or short break in the UK for Autumn (September-October) n=412 and for Winter (November-March) n=553.

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

- Across both time periods, 'own car' is the leading mode of transport although significantly more so for Autumn trips. Train is the second most preferred mode, but significantly more so in Winter than Autumn.

Figure 29. Top 5 main modes of travel to destination for trip in Autumn, Percentage, Wave 16, UK

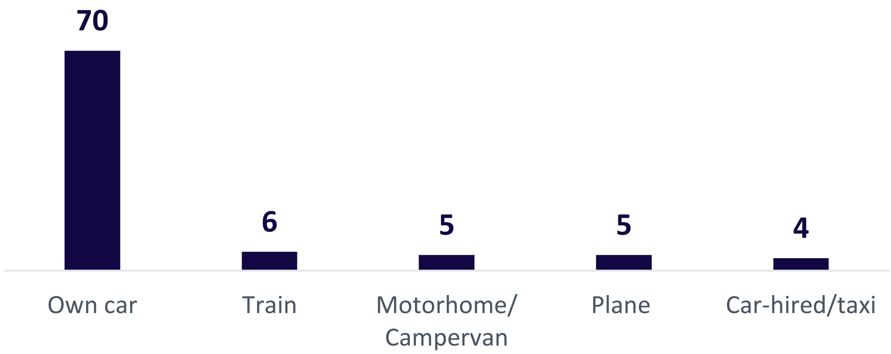
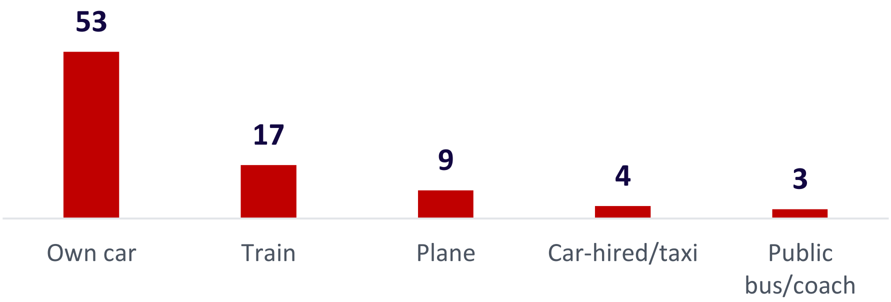


Figure 30. Top 5 main modes of travel to destination for trip in Winter, Percentage, Wave 16, UK



QVB4c. What do you anticipate being the main mode of travel to your holiday or short break destination?
Base: All Wave 16 respondents planning on taking a holiday or short break in the UK for Autumn (October) n=151 and from Winter (November-March) n=274

Type of destination for next U.K. overnight trip

- ‘Countryside or village’ (37%) is significantly ahead of ‘traditional coastal/seaside town’ (30%) as the main destination type for a trip in Autumn. ‘City or large town’ (28%) and ‘rural coastline’ (19%) are the next most preferred destination types.
- In Winter, ‘city or large town’ is the number one preferred destination type (36%), followed by ‘countryside or village’ (33%).

Figure 31. Main type of destination for trip in Autumn, Percentage Waves 15-16, UK

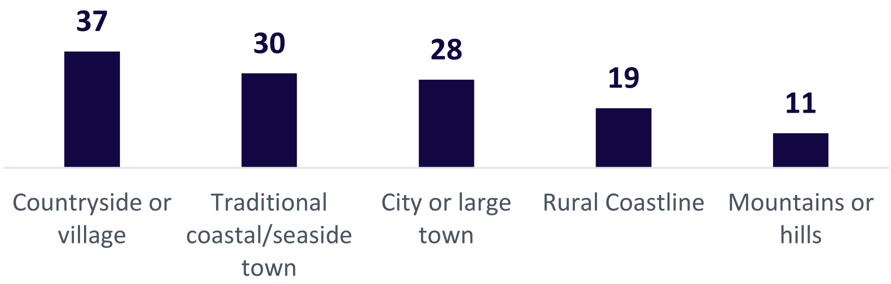


Figure 32. Main type of destination for trip in Winter, Percentage Waves 15-16, UK

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 14-16 respondents planning on taking a holiday or short break in the UK for Autumn (October) n=321 and for Winter (November-March) n=553.

Type of accommodation for next U.K. overnight trip

- ‘Hotel/motel/inn’ is the preferred type of accommodation for trips in Autumn and Winter. In Autumn, it is followed by ‘caravan/camping’ and ‘commercial rental’. In Winter it is followed by ‘a private home’.
- There has been a slight drop in intention to stay in ‘a private home’ in winter driven predominantly by a fall in stays in ‘someone else’s home on a commercial basis’ (e.g. Airbnb).

Figure 33. Accommodation planning on staying in on next UK overnight trip in <u>Autumn</u>, Net percentage Waves 15-16

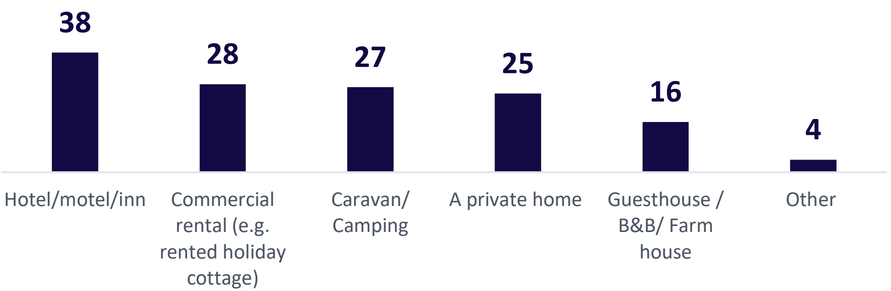
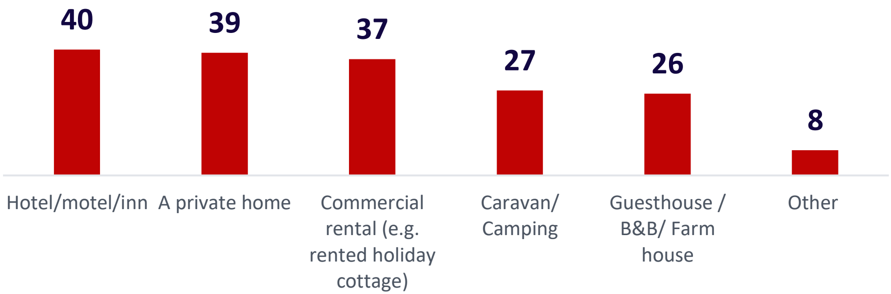


Figure 34. Accommodation planning on staying in on next UK overnight trip in <u>Winter</u>, Net percentage Waves 15-16

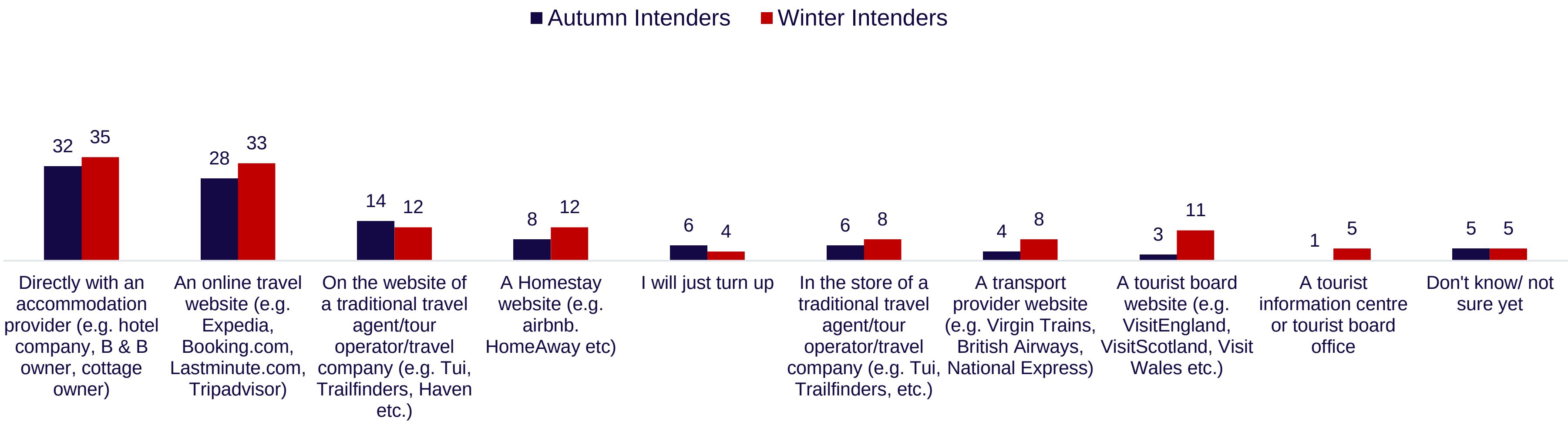


QVB6a. What type/s of accommodation do you expect to be staying in during your UK trip in <insert month>?
Base: All Wave 14-16 respondents planning on taking a holiday or short break in the UK for Autumn (September-October) n=321 and for Winter (November-March) n=553.

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

- Both ‘Autumn intenders’ and ‘Winter intenders’ are most likely to book their accommodation directly with an accommodation provider with around a 1 in 3 share, followed closely by an online travel website.
- Other channels receive fewer mentions although Winter intenders rely significantly more so on tourist boards than Autumn intenders.

Figure 35. Accommodation booking channel for next trip in autumn and winter, Percentage Wave 16, U.K.

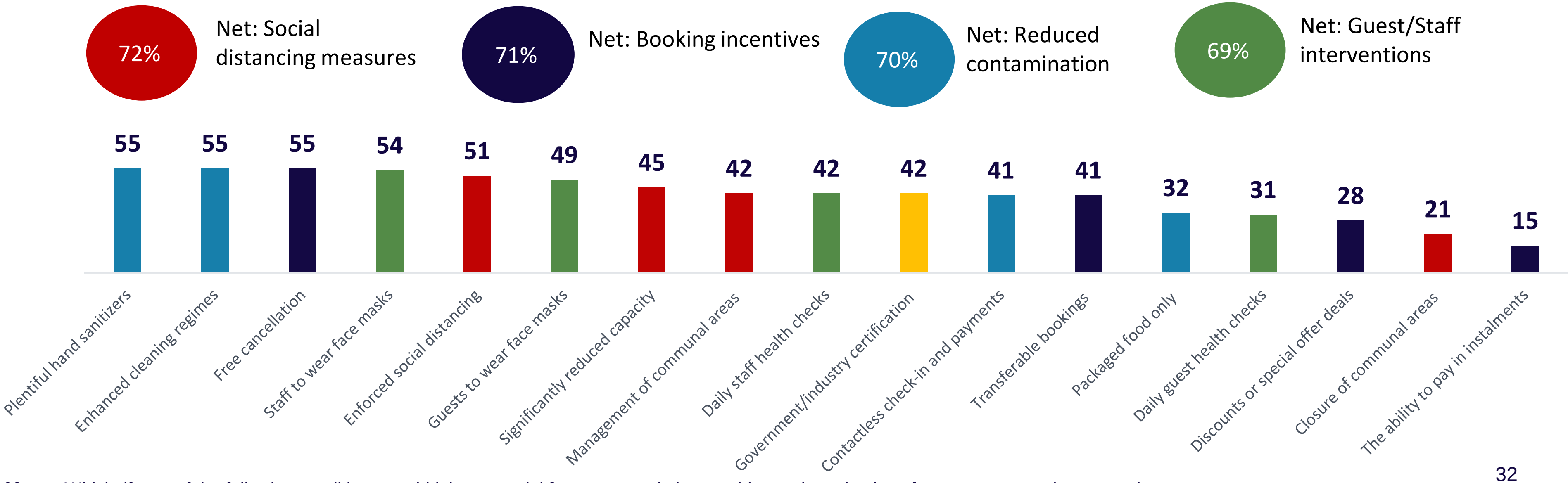


VB6d. How would you ideally book or have you already booked your accommodation for your U.K. trip
Base: All Wave 16 respondents planning on taking a holiday or short break in the UK for Autumn (October) n=151 and for Winter (November-March) n=274

Conditions essential to stay in accommodation in next few months

- Steps to ensure social distancing (72%) and booking incentives (71%) are the top two broad assurances the public need when planning a stay in accommodation in the coming months.
- ‘Plentiful hand sanitisers’, ‘enhanced cleaning regimes’, and ‘free cancellation’ are the top three individual reasons, each on 55%, consistent with Wave 15.

Figure 36. Conditions that are essential for a stay in serviced accommodation, Percentage and Net Percentages Wave 16, UK

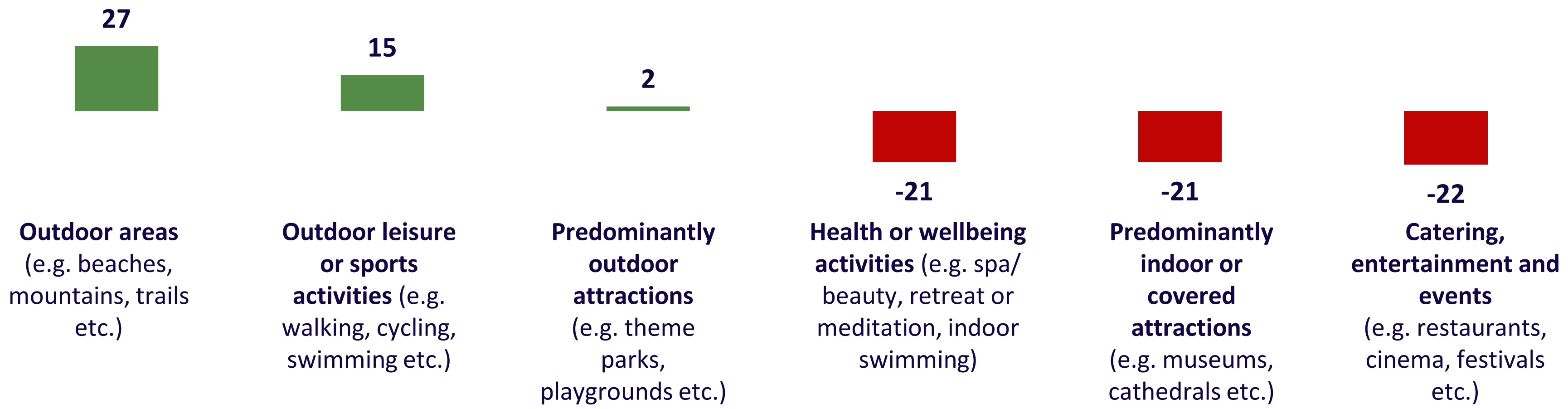


Q63new. Which, if any, of the following conditions would it be essential for accommodation providers to have in place for you to stay at them over the next few months? Base: All Wave 16 respondents n=1,759.

General leisure activity intentions as lockdown restrictions are lifted

- Outdoor areas are most likely to attract more visitors/engagement than normal but slightly down on Wave 15 (net +27 compared to +37), followed by outdoor leisure or sports activities (net +15) and outdoor visitor attractions (+2). Health or wellbeing activities and indoor attractions (both net -21) remain just ahead of catering, entertainment and events (net -22) as the most likely to attract fewer visitors/engagement than normal.
- Most activity types have experienced a drop in ‘net intention’ since Wave 15

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 16, 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 16 respondents n=1,759.

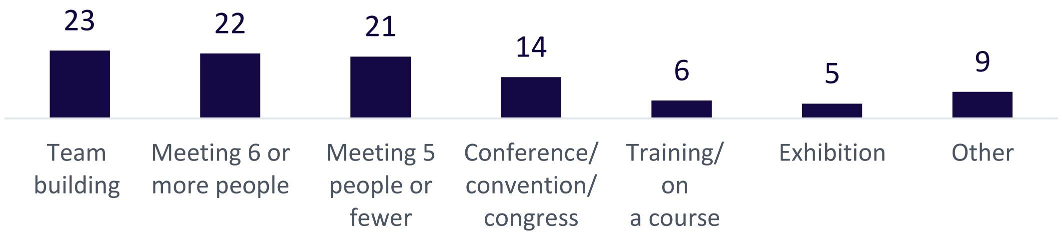
4. Business Trip Intentions

Intentions for overnight business trips between now and March 2021

- 9% stated they are intending to take an overnight business trip in the UK between now and March 2021.
- The leading reason cited for these trips is ‘team building’, although if you net all mentions of ‘meetings’ these account for the highest share at 43%.

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

Figure 39. Top 5 reasons for taking an overnight business trip, Percentage, Merged Waves 16, U.K. adults in employment



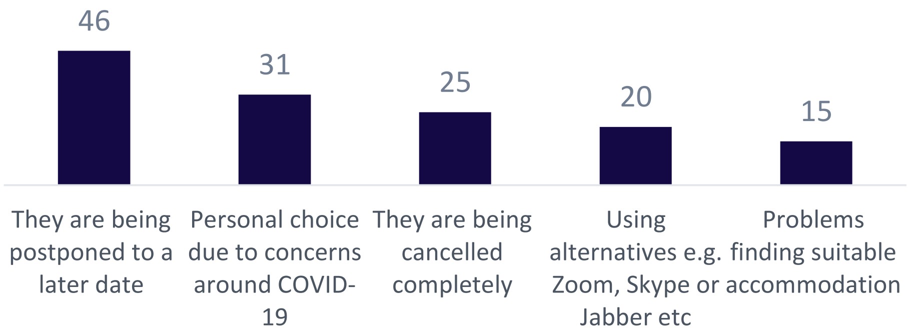
QVB14a/b. Now looking ahead, are you intending to take any overnight business trips in the UK between now and March 2021? VB14b: What would be the main reason for this overnight business trip? Base: Wave 16 respondents currently in employment n = 1331. All taking a business trip n=132

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

- Nearly 1 in 3 of those intending to take overnight business trips in the UK between now and the end of the year stated they would be taking more trips compared to normal; however nearly half of them will take fewer. The main reason for this was because they are being postponed, followed by personal concerns around COVID-19. 1 in 5 are using digital alternatives.

Figure 40. Anticipated number of overnight business trips compared to normal, Percentage Wave 16, U.K. residents intending to take a business trip

Figure 41. Top 5 factors contributing to taking fewer overnight business trips, Percentage, Merged Wave 16, 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 16 respondents currently in employment taking a business trip n=132. All taking fewer trips n=67* *Note 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 16 of the COVID-19 consumer sentiment tracker, with comparisons to Waves 1-15 where appropriate. Wave 16 fieldwork was conducted between 28th September to 2nd 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.