COVID-19 Consumer Tracker

Wave 33

Published: 24th June 2021

Fieldwork Period: 14th – 18th June 2021

UK 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 UK and abroad, with particular focus around the current barriers and concerns around travel and how these will evolve over time.
- The survey addresses themes such as: the likelihood of UK residents to travel; when and where they plan to go; specific trip details such as destination and accommodation types, alongside the reassurances they're seeking from the sector.
- This tracker is based on a UK nationally representative sample of 1,500 adults aged 16+ with boosts for Scotland and Wales.
- Fieldwork for this wave’s results took place between 14-18 June 2021.
- 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 when they 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 strict meteorological definitions.

- **Summer Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between July and September 2021
- **Autumn Intenders:** Residents of the UK who claim their next domestic overnight trip will take place between October and December 2021

Where comparable questions exist, this report also includes benchmark data from 2020. The data shown is taken from fieldwork conducted in the equivalent period in 2020.

Fieldwork Periods

Project Period	Fieldwork Period	Project Period	Fieldwork Period	Project Period	Fieldwork Period
Wave 1	18 – 22 May	Wave 14	31 August – 4 September	Wave 27	22 – 26 March
Wave 2	25 – 29 May	Wave 15	14 – 18 September	Wave 28	6 – 10 April
Wave 3	1 – 5 June	Wave 16	28 September – 2 October	Wave 29	19 – 23 April
Wave 4	8 – 12 June	Wave 17	12 – 16 October	Wave 30	4 – 9 May
Wave 5	15 – 19 June	Wave 18	26 – 30 October	Wave 31	17 – 21 May
Wave 6	22 – 26 June	Wave 19	9 – 13 November	Wave 32	31 May – 6 June
Wave 7	29 June – 3 July	Wave 20	23 – 27 November	Wave 33	14 - 18 June
Wave 8	6 – 10 July	Wave 21	7 – 11 December	Wave 34	
Wave 9	13 – 17 July	Wave 22	18 – 23 December	Wave 35	
Wave 10	20 – 24 July	Wave 23	11 – 15 January	Wave 36	
Wave 11	27 – 31 July	Wave 24	25 – 29 January	Wave 37	
Wave 12	3 – 7 August	Wave 25	8 – 12 February	Wave 38	
Wave 13	10 – 14 August	Wave 26	8 – 12 March		

Wave 33: Scorecard of Key Metrics

Key Metrics	Wave 32	Wave 33	Wave Shift
National mood (average score out of 10)	6.7	6.8	+0.1
Perceptions of the situation regarding Covid-19 (% stating ‘worst has passed’)	35%	32%	-3*
Appetite for Risk: Comfort in undertaking a range of activities (1-4 comfort score)	2.7	2.7	No change
Normality score (proportion expecting normality by December)	40%	42%	+2
Leading two reasons for not feeling confident about taking a trip in Summer (July-September)	1. Restrictions on travel from government 2. I have concerns about catching COVID-19	1. Restrictions on travel from government 2. I have concerns about catching COVID-19	No change
Near-term confidence in taking UK overnight trip (July confident)	48%	47%	-1
Medium-term confidence in taking UK overnight trip (August/September confident)	56%/60	56%/61%	0/-1
Net anticipated number of UK short breaks compared to normal (% more minus fewer)	-1	+1	+2
Net anticipated number of UK longer breaks compared to normal (% more minus fewer)	-6	-7	-1
Proportion going on a UK overnight trip in Summer (July - September)	35%	34%	-1
Leading UK overnight destination likely to stay in Summer (July - September)	South West	South West	No change
Main *type* of overnight destination likely to stay in Summer (July - September)	Traditional coastal/seaside town	Traditional coastal/seaside town	No change
Main overnight accommodation type likely to stay in Summer (July - September)	Commercial rental	Hotel/motel/inn; camping/caravan	Change
Proportion going on a UK day trip in next two weeks	29%	28%	-1
Place/activity likely to attract highest engagement compared to normal	Outdoor areas (e.g. beaches, trails etc)	Outdoor areas (e.g. beaches, trails etc)	No change
Place/activity likely to attract lowest engagement compared to normal	Predominantly indoor or covered attractions	Predominantly indoor or covered attractions	No change

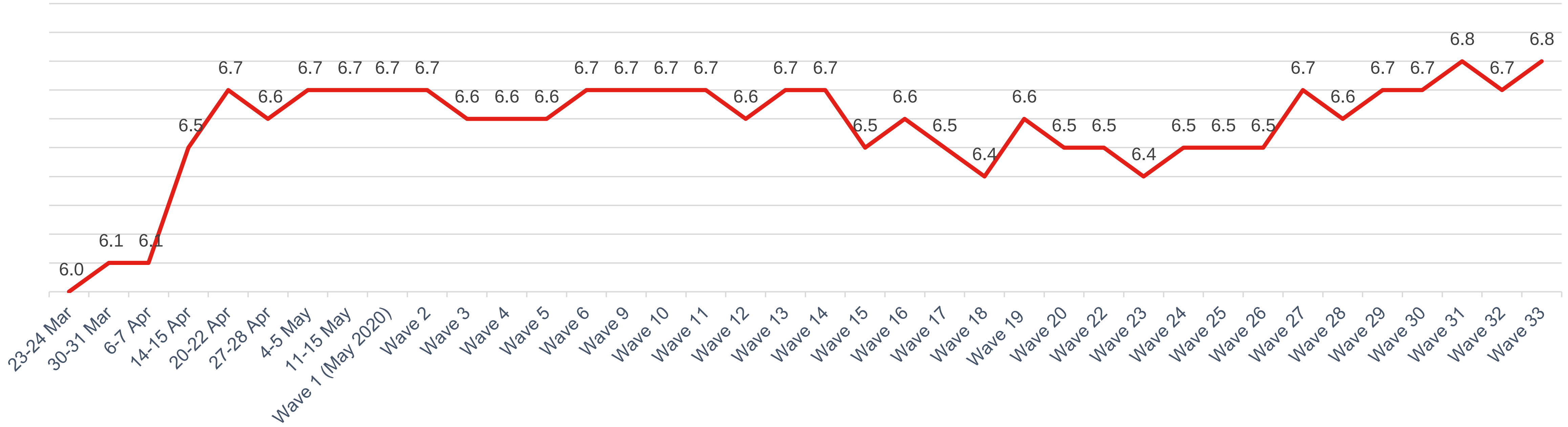
*** Represents a significant change on previous wave**

1. The National Mood

The National Mood

- The average mood of U.K. adults returns to 6.8 after a slight dip in sentiment in Wave 32 (two weeks earlier).
- At 6.8, the slight rise is driven by a greater number of U.K. adults rating their mood as 7-8 out of 10.

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

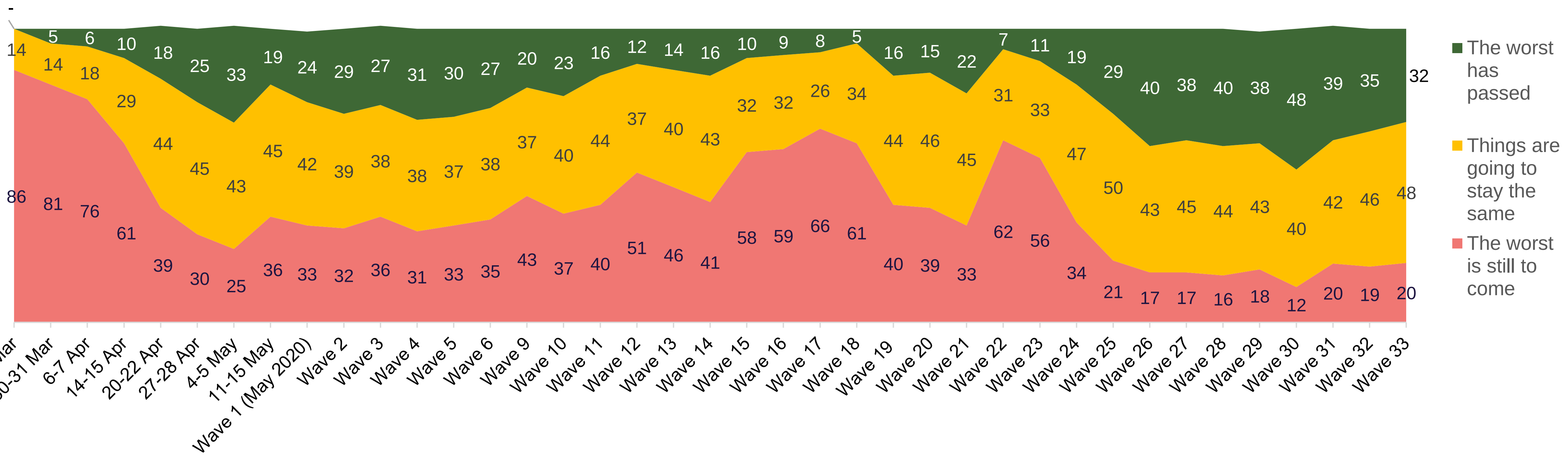


Q5: How would you rate, between 0 and 10, your mood today? Base: All respondents. Wave 33 = 1,759 All others waves n=c,1750. Pre Wave 1, research was conducted by BVA BDRC with base size of c.750

Perceptions of the situation relating to COVID-19

- The proportion who believe 'the worst has passed' in relation to COVID-19 has dropped 3 percentage points in Wave 33, the third consecutive wave of decline.
- That said, the public remain significantly more likely to state 'the worst has passed' than 'the worst is still to come', with the biggest rise in perceptions amongst those stating 'things are going to stay the same'.

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



	23-24 Mar	30-31 Mar	6-7 Apr	14-15 Apr	20-22 Apr	27-28 Apr	4-5 May	11-15 May	Wave 1 (May 2020)	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 9	Wave 10	Wave 11	Wave 12	Wave 13	Wave 14	Wave 15	Wave 16	Wave 17	Wave 18	Wave 19	Wave 20	Wave 21	Wave 22	Wave 23	Wave 24	Wave 25	Wave 26	Wave 27	Wave 28	Wave 29	Wave 30	Wave 31	Wave 32	Wave 33
The worst has passed	-	5	6	10	18	25	33	19	24	29	27	31	30	27	20	23	16	12	14	16	10	9	8	5	16	15	22	7	11	19	29	40	38	40	38	48	39	35	32
Things are going to stay the same	14	14	18	29	44	45	43	45	42	39	38	38	37	38	37	40	44	37	40	43	32	32	26	34	44	46	45	31	33	47	50	43	45	44	43	40	42	46	48
The worst is still to come	86	81	76	61	39	30	25	36	33	32	36	31	33	35	43	37	40	51	46	41	58	59	66	61	40	39	33	62	56	34	21	17	17	16	18	12	20	19	20

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 33 = 1,759 All others waves n=c,1750. Pre Wave 1, research was conducted by BVA BDRC with base size of c.750

Perceptions of when things will 'return close to normal'

- **Only a small minority of U.K. adults expect life to return 'something close to normal' by this summer – 7% by July, 15% by August and 26% by September – figures that have remained fairly consistent with Wave 32.**
- **42% expect normality by the end of the year, a rise of 2 percentage points from Wave 32.**

Figure 3. Perceptions of when things will return 'close to normal', cumulative percentage, Wave 33, UK

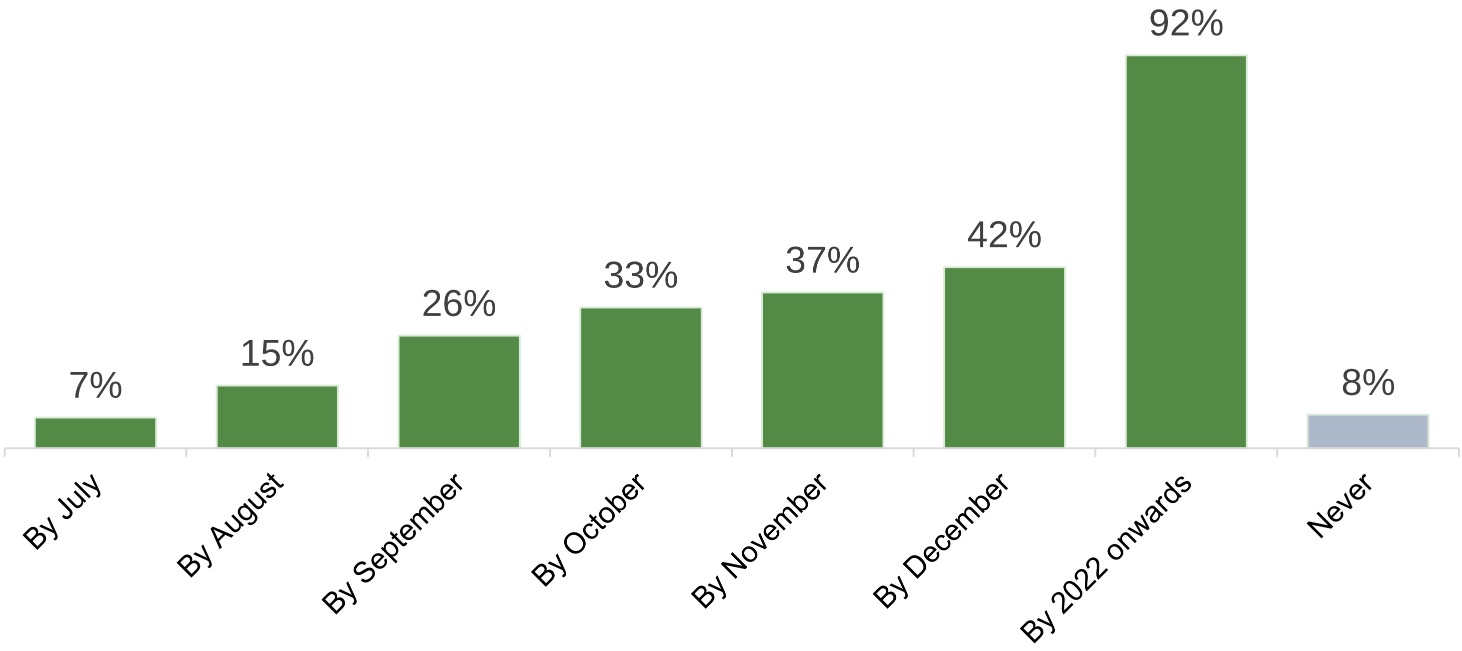
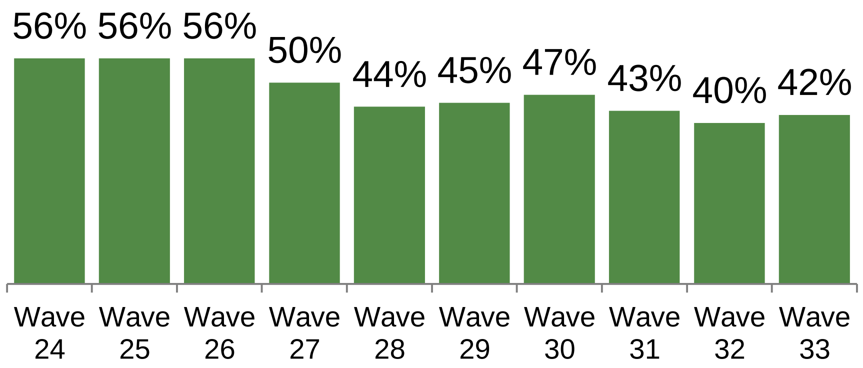


Figure 4. Proportion expecting normality by December, percentage wave-on-wave, UK



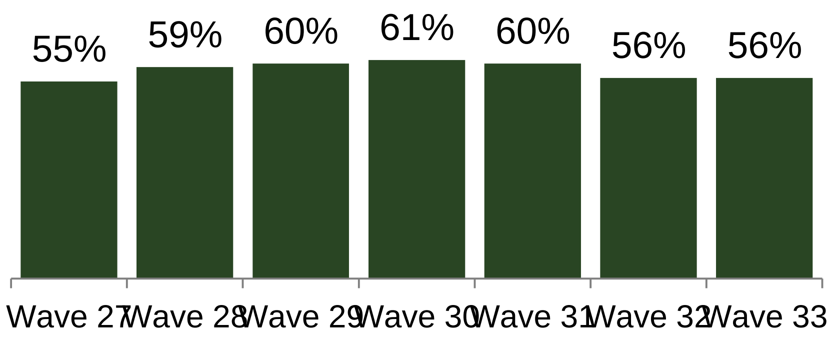
Q16: Given what you know today, when do you think life will return to something close to normal? Base: All respondents. Wave 33 = 1,759

Confidence in the ability to take overnight trips in UK

- **47% of U.K. adults are currently confident that an overnight domestic trip would go ahead in July and 56% in August. At 63%, October is the last month that confidence levels increase – from November they are either constant or slightly lower.**
- **Compared to Wave 32, confidence levels remain relatively remain consistent**

Figure 5. Confidence in taking a UK overnight trip across different time periods, percentage, Wave 33, UK

Figure 6. Confidence in taking a UK overnight trip in August 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 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 33 = 1,759

Top 5 reasons for not feeling confident about taking overnight trips in the UK

- **‘Restrictions on travel from government’ is the top reason people do not feel confident about taking an overnight trip during Summer and Autumn.**
- **‘Concerns about catching COVID-19’ are the second top reason for not feeling confident in Summer while in Autumn ‘personal finances’ is more of a concern.**

Figure 7. Top 5 reasons for not being confident about travelling in Summer*, percentage Wave 33, UK

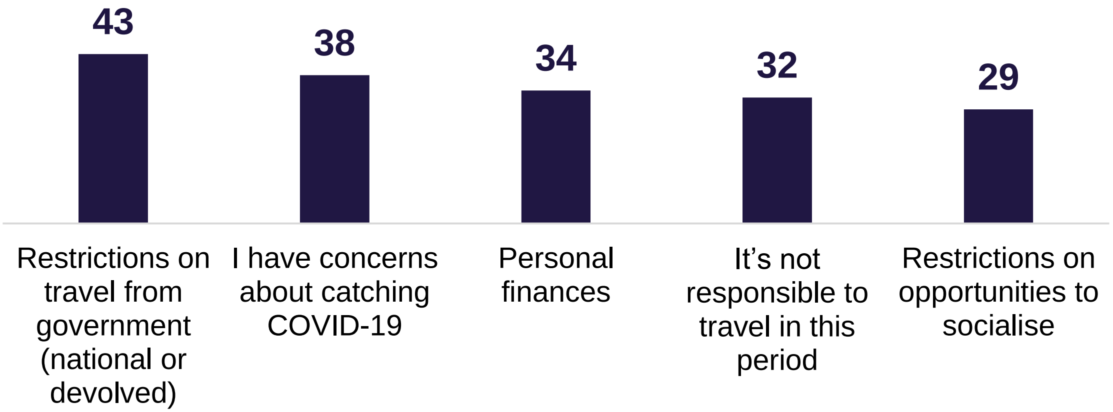
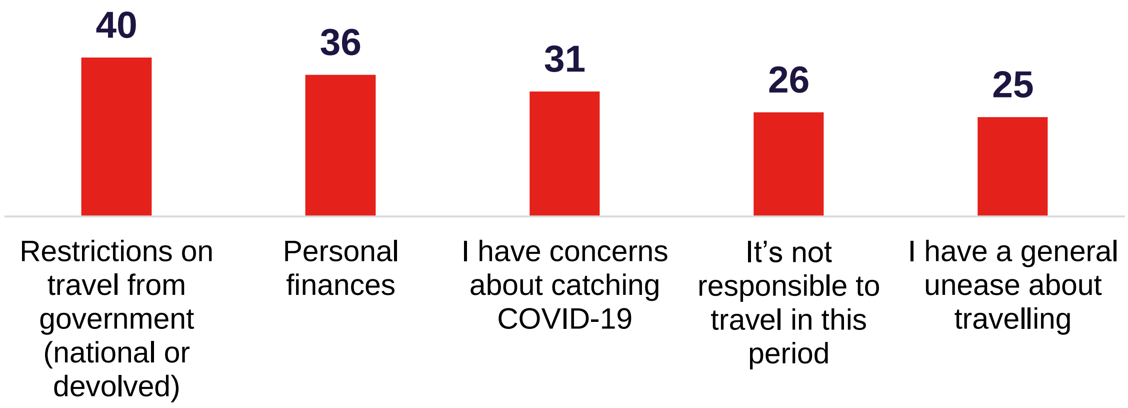


Figure 8. Top 5 reasons for not being confident about travelling in Autumn*, percentage Wave 33, UK

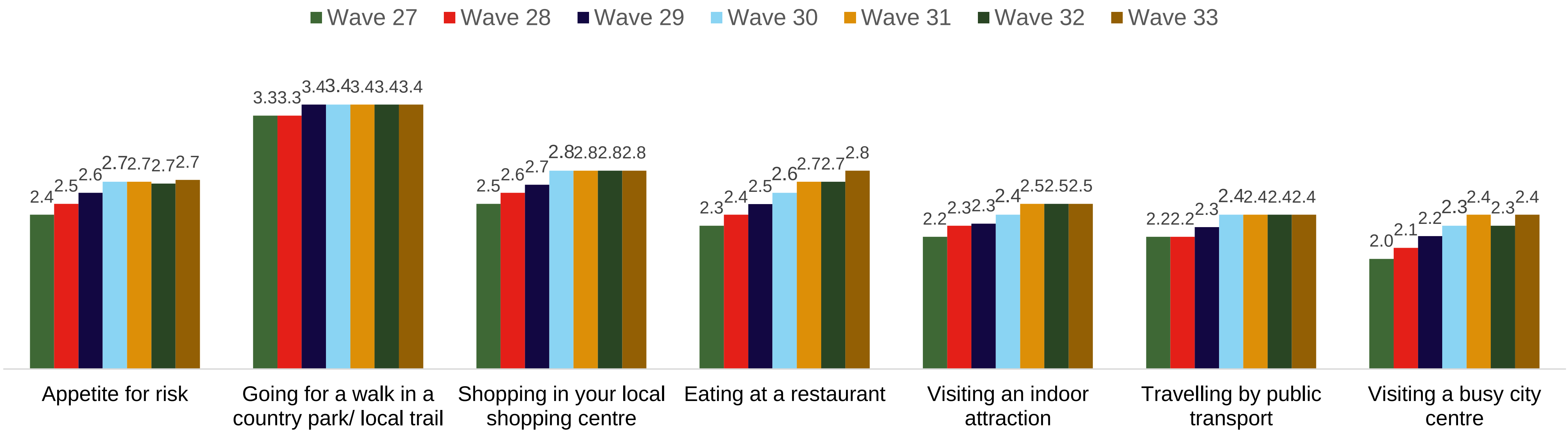


QVB8a. Which of the following factors are contributing to you being ‘not very confident’ or ‘not at all confident’ about taking a UK short break or holiday? Base: Wave 33 respondents not confident about taking a break in Summer n=468 and Autumn n = 154 . *Summer is defined as July to September, Autumn is defined as October to December

The ‘Appetite for Risk’

- **This wave’s ‘appetite for risk’ score is 2.7, unchanged for 4 consecutive waves.**
- **There has been little change in comfort levels for all individual activities with the exception of ‘visiting a busy city centre’ where comfort levels have increased to 2.4 (the same score as in Wave 31).**

Figure 9. Level of comfort conducting a range of activities separately and combined, average score where 1= not at all comfortable doing activity and 4= very comfortable doing activity, average wave-on-wave, 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 33 = 1,759

2. Overnight Trip Intentions

Anticipated number of U.K. and overseas trips compared to normal

- **Despite falling ‘travel confidence’, the proportion of U.K. adults anticipating more or about the same number of U.K. breaks compared to normal is similar to that in Wave 32, with around half of U.K. adults anticipating taking more or the same number of overnight domestic trips.**
- **Anticipated overseas trips continue to be significantly below normal.**

Figure 10a. Number of U.K. overnight trips between now and the end of the year compared to normal, Percentage Wave 33, UK

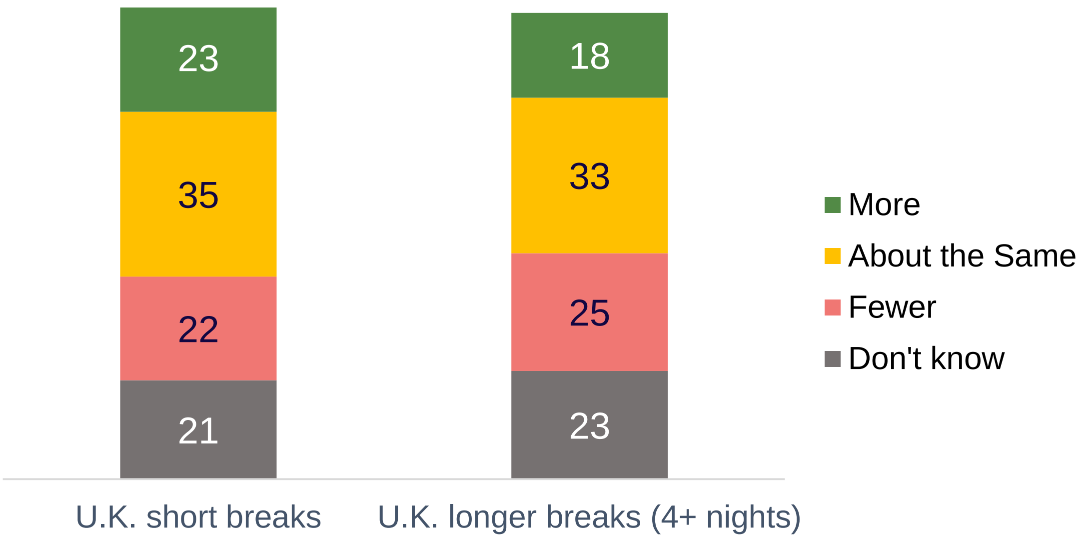
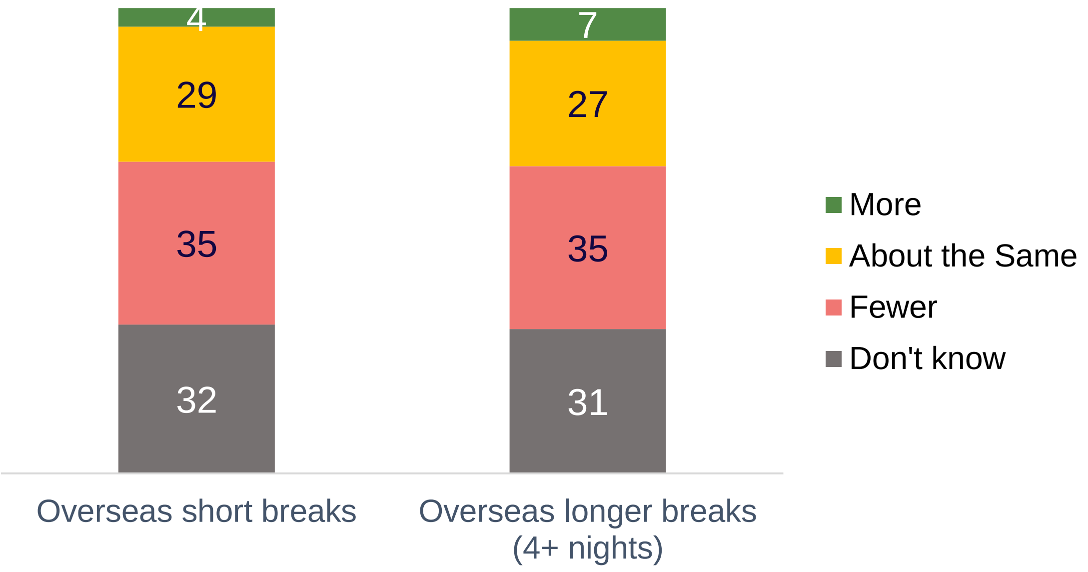


Figure 10b. Number of OVERSEAS overnight trips between now and the end of the year compared to normal, Percentage Wave 33, UK



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 2021? Base: All respondents. Wave 33 = 1,759

Anticipated number of U.K. and overseas trips compared to normal

- **For the first time in the previous 8 waves of research the U.K. public anticipate taking more domestic short breaks than normal. The anticipated number of longer U.K. breaks remains lower than normal.**
- **The public continue to anticipate taking significantly fewer overseas trips than normal, although the gap has closed slightly compared to previous waves.**

Figure 10. Number of U.K. overnight trips between now and the end of the year compared to normal, Net 'More minus fewer', Wave-on-wave, UK

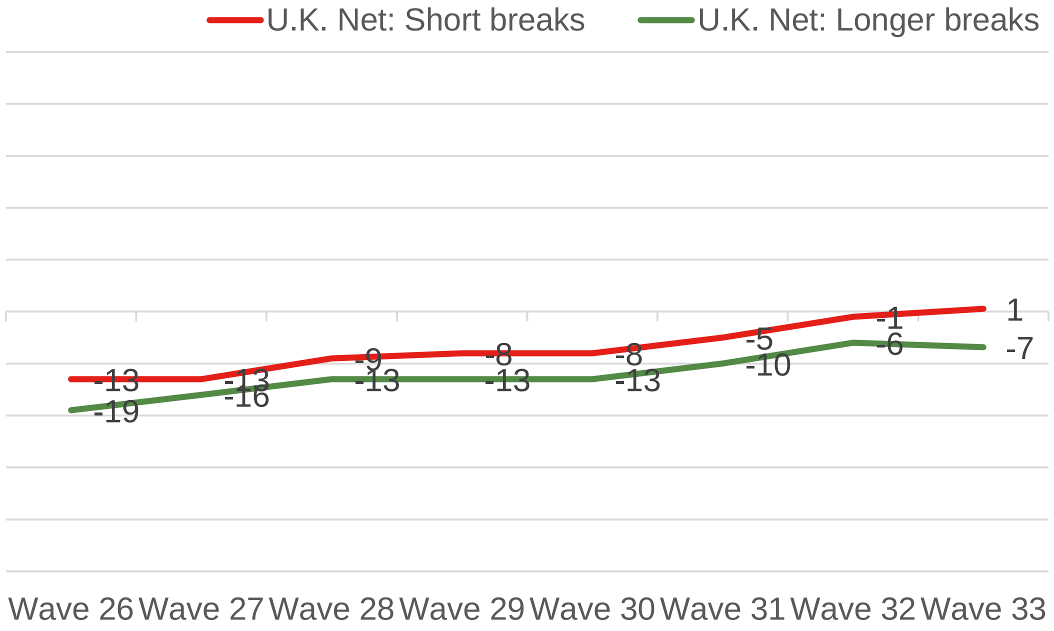
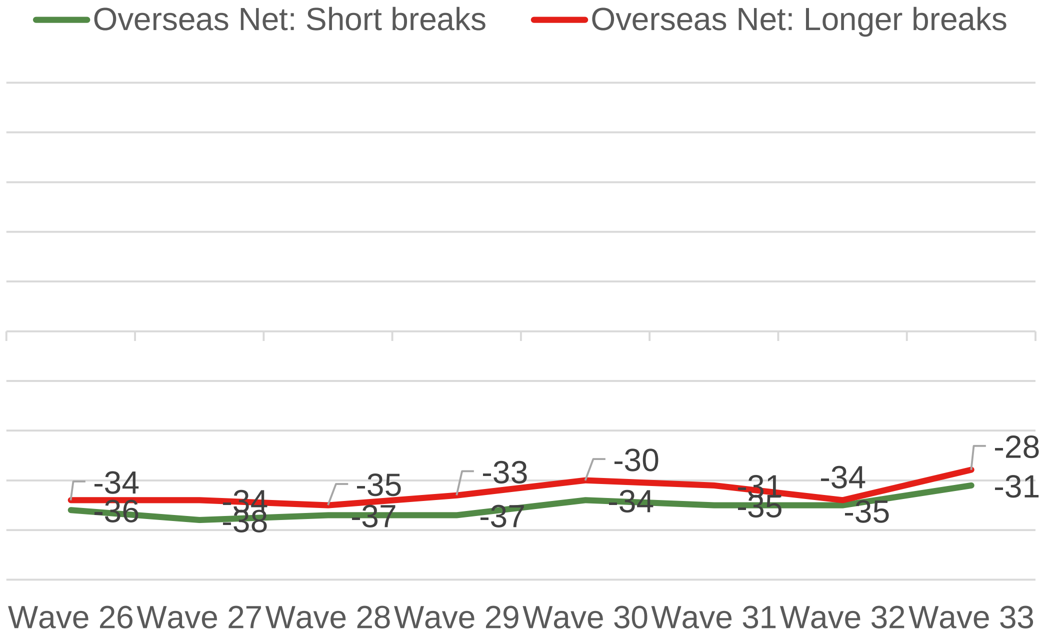


Figure 11. Number of OVERSEAS overnight trips between now and the end of the year compared to normal, Net 'More minus fewer', Wave-on-wave, UK



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 2021? Base: All respondents. Wave 33 = 1,759

When anticipate to plan and book the next overnight trip in UK

- **26% of U.K. adults claim to have already planned and 20% already *booked* their next domestic overnight trip, both of which are fairly consistent with last wave, but significantly ahead of the equivalent period in 2020.**
- **51% are likely to have planned a domestic overnight trip by the end of summer (compared to 39% in 2020), with almost half (47%) expecting to have one booked (compared to 32% in 2020).**

Figure 12. When anticipate PLANNING the next UK overnight trip, Percentage Wave 33, UK

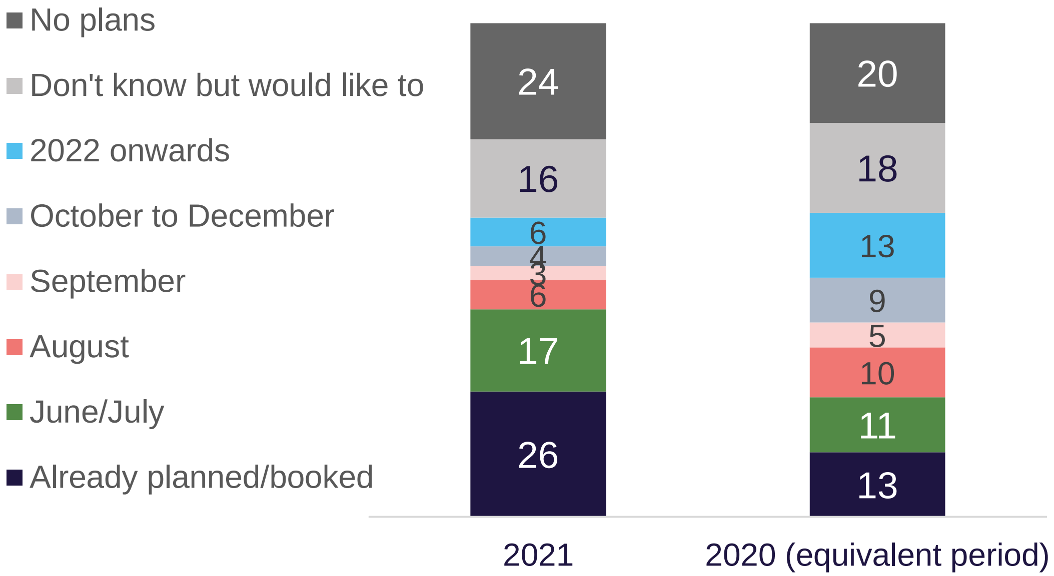
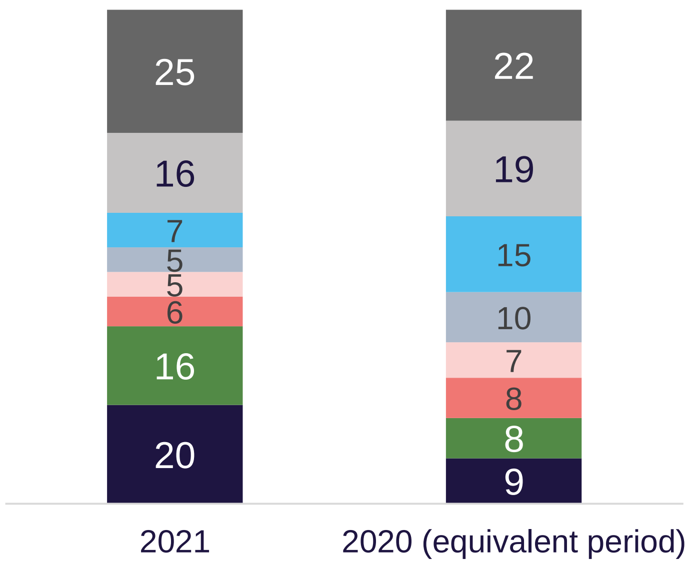


Figure 12. When anticipate BOOKING the next UK overnight trip, Percentage Wave 33, UK



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 33 = 1,759 .

When anticipate taking overnight trips in the UK and impact on U.K. trip if overseas restrictions lifted

- Over a third (34%) of U.K. adults anticipate taking an overnight domestic trip this summer. 12% plan to do so in July, 17% in August and 14% in September – all of which are significantly ahead of intentions in the equivalent period in 2020. 23% plan on taking a trip this Autumn – identical to predictions in 2020.
- The vast majority would continue to take their planned U.K. trip even if all overseas travel restrictions were lifted.

Figure 14. Proportion anticipating going on any overnight UK trips, percentage Wave 33, UK

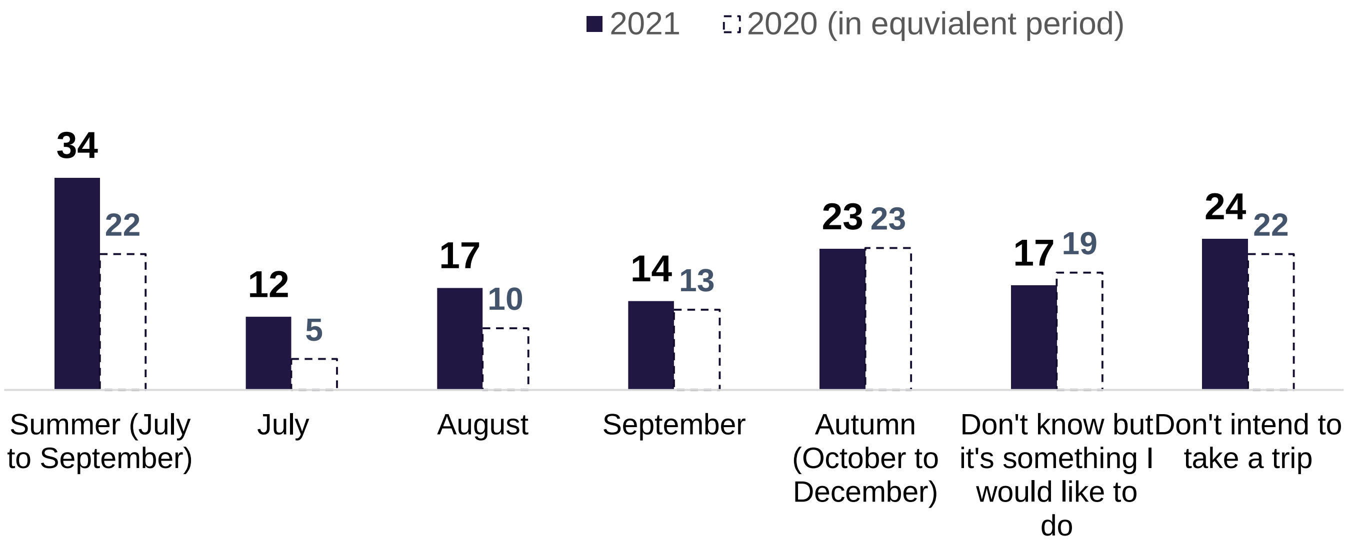
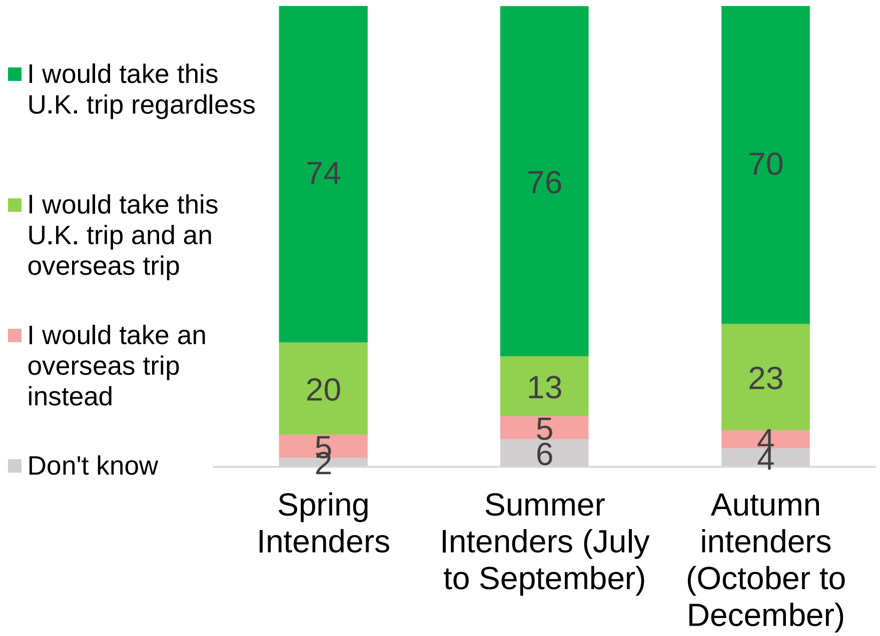


Figure 14b. Impact on U.K. trip if majority of overseas travel restrictions were lifted, percentage Wave 33, UK



QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? Base: All respondents. Wave 33 = 1,759
Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods. VB6gii. In the event of the vast majority of restrictions relating to overseas travel being lifted, how, if at all, would this impact your planned overnight trip in the UK during <<insert month>>? Base: All Wave 33 respondents planning on taking a holiday or short break in the UK in Summer (July to September) n=526; Autumn (October to December) n=187

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Planning and booking timeline compared to normal

- The *planning* phase of summer and autumn trips is happening further in advance, particular for autumn trips.
- The 'net' position among both summer and autumn intenders indicates that the *booking* of trips is happening closer to the travel date than usual.

Figure 15. PLANNING lead times for Summer or Autumn trips compared to normal, percentage Wave 33, U.K.

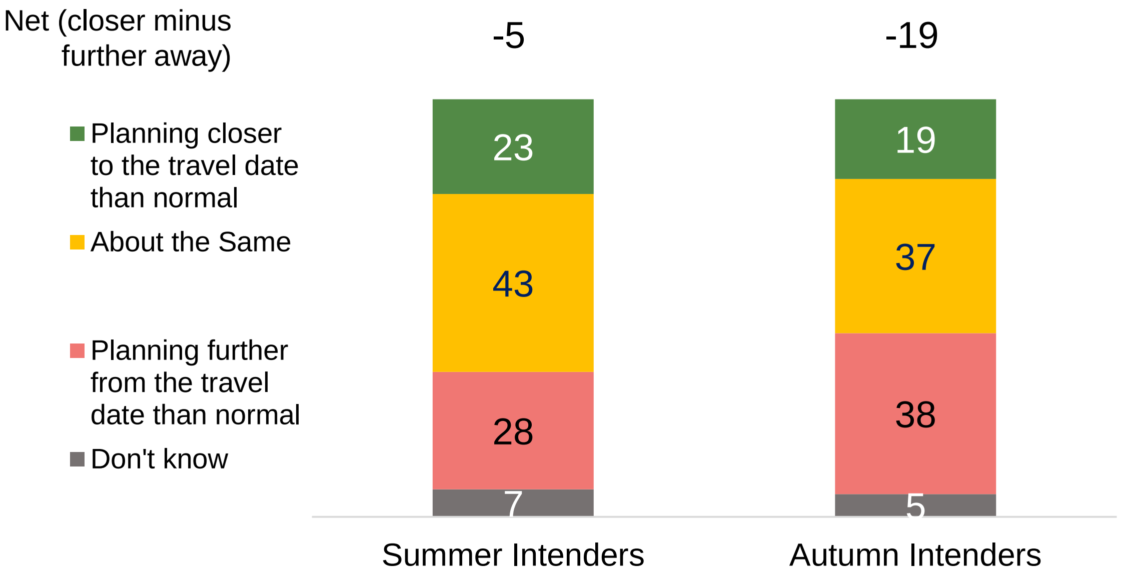
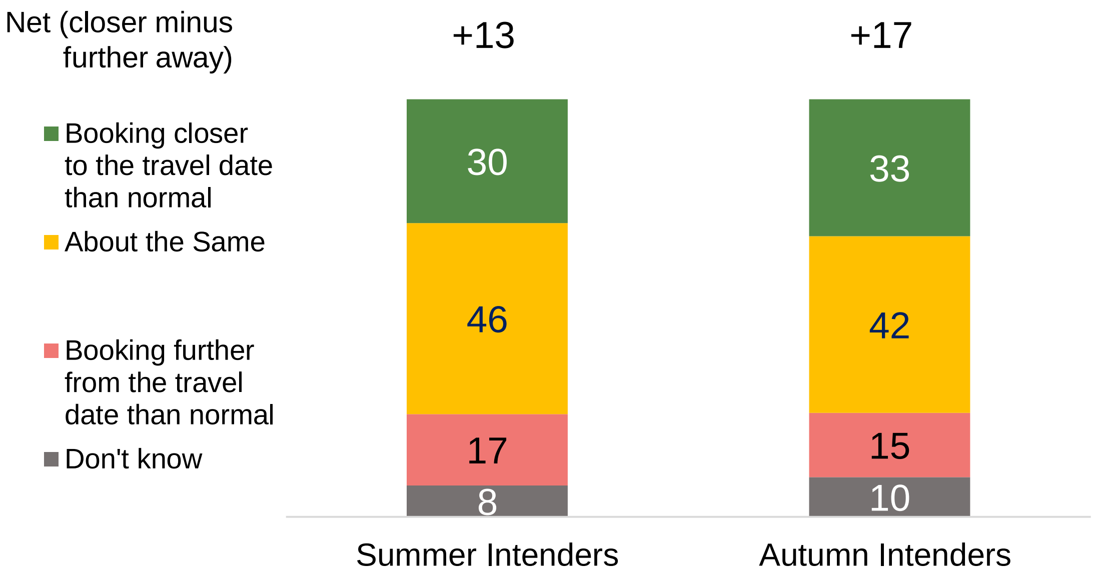


Figure 16. BOOKING lead times for Summer or Autumn trips compared to normal, percentage Wave 33, U.K.



VB6diic. Compared to normal, when did or will you plan and book your next UK trip?
Base: All Wave 33 respondents planning on taking a holiday or short break in the UK in Summer (July to September) n=526, Autumn (October to December) n=187

Proportion of trip intenders that have already planned or booked their next overnight trip in the UK

- **Over half (52%) of summer intenders have already planned their forthcoming trip with 44% having already booked it - an increase on 50% and 41% respectively in Wave 32, and significantly higher than in the equivalent period in 2020.**
- **The proportion of autumn intenders who have already planned or booked their trip is lower than summer (28% and 19% respectively), but also higher than in 2020.**
- **21% of summer and 38% of autumn overnight trips are transferred bookings that were previously cancelled or postponed due to Covid.**

Figure 17. Proportion of Intenders that have already *planned* their trip, percentage Wave 33 for Summer and Autumn, UK

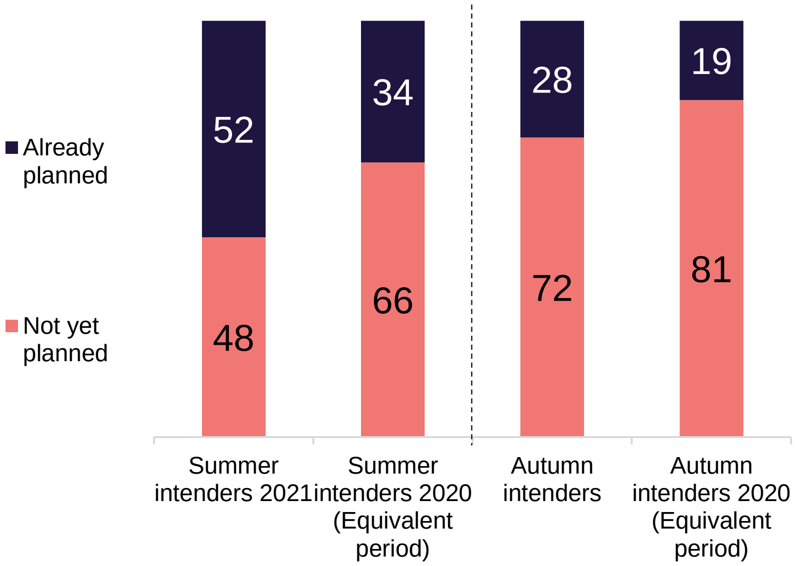


Figure 18. Proportion of Intenders that have already *booked* their trip, percentage Wave 33 for Summer and Autumn, UK

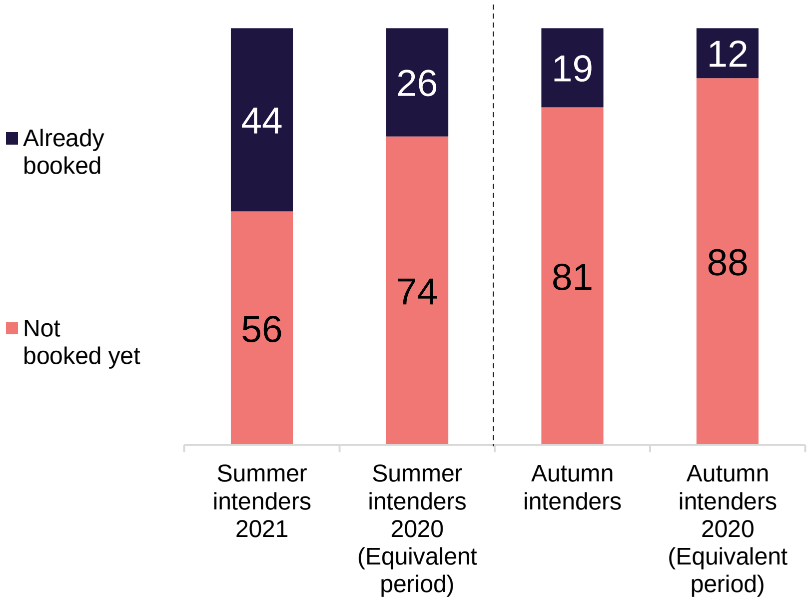
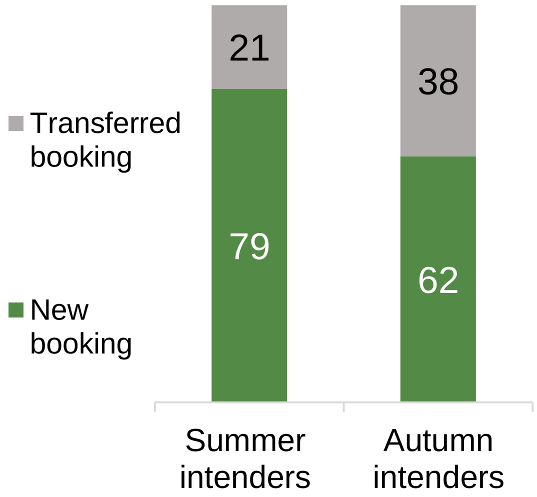


Figure 19. Proportion of next trips that are *transferred bookings*, percentage Wave 33 for Summer and Autumn, UK

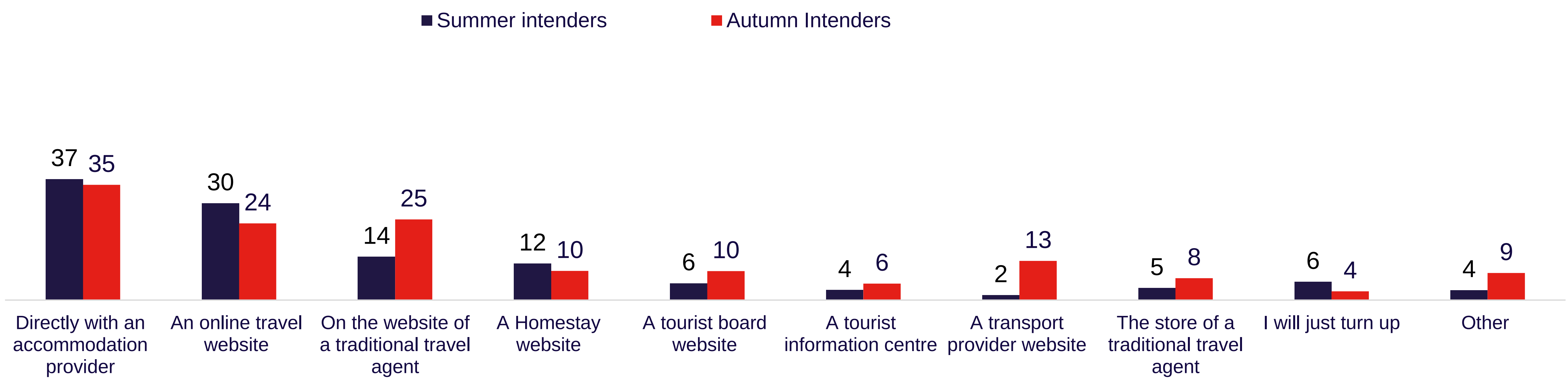


QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip? VB6diii Is this next trip a transferred booking from a trip that was previously cancelled or postponed due to COVID-19?
Base: All Wave 33 respondents planning on taking a holiday or short break in the UK in Summer (July to September) n=526, Autumn (October to December) n = 187

Ideal method of booking accommodation for next overnight trip in UK

- ‘Directly with an accommodation provider’ remains the leading anticipated method of booking accommodation across both summer and autumn. An ‘online travel website’ is the next most preferred booking channel, particularly among autumn intenders

Figure 19a. Accommodation booking channel for next trip in Summer and Autumn, percentage Wave 33, UK



VB6d. How would you ideally book or have you already booked your accommodation for your U.K. trip.
Base: All Wave 33 respondents planning on taking a holiday or short break in the UK in Summer (July to September) n=526, Autumn (October to December) n = 187

Where planning on staying on next overnight trip in UK

- The South West of England remains the leading destination for an overnight domestic trip during both the summer and autumn periods – preferred by more than twice as many summer intenders as any other destination, although with Scotland not far behind amongst autumn intenders.
- In line with previous waves, little separates the visitor share of the majority of subsequent destinations in the summer period.
- Destination intention is relatively in line with the equivalent period in 2020.

Figure 21. Where planning on staying on next UK overnight trip in Summer, percentage Waves 32 and 33, UK

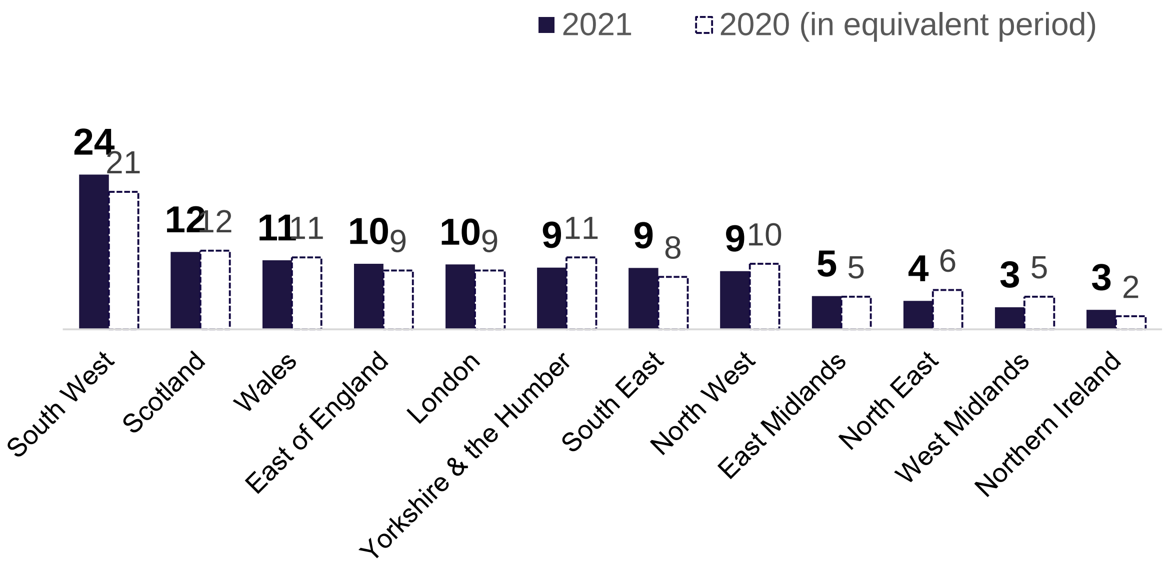
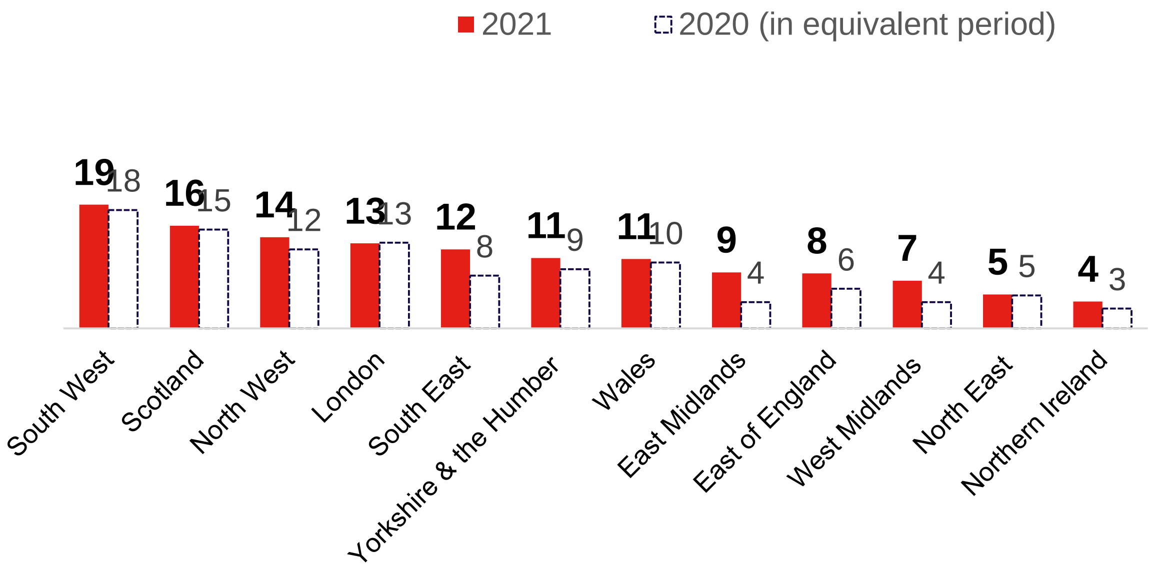


Figure 22. Where planning on staying on next UK overnight trip in Autumn, Percentage Waves 32 and 33, UK



QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>?
Base: All Waves 32 and 33 respondents planning on taking a holiday or short break in the UK for Summer (July to September) n=1053, Autumn (October-December) n = 351
Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate staying in more than one location.

Destination type for next overnight trip in UK

- **Nearly 2 in 5 (37%) summer intenders are likely to stay in a ‘traditional coastal/seaside town’, consistent with Wave 32, but higher than the equivalent period in 2020.**
- **In the autumn period, ‘city or large town’ is the top destination type, ahead of ‘countryside or village’ (the top destination this time last year).**

Figure 23. Main type of destination for trip in summer, percentage Waves 32 and 33, UK

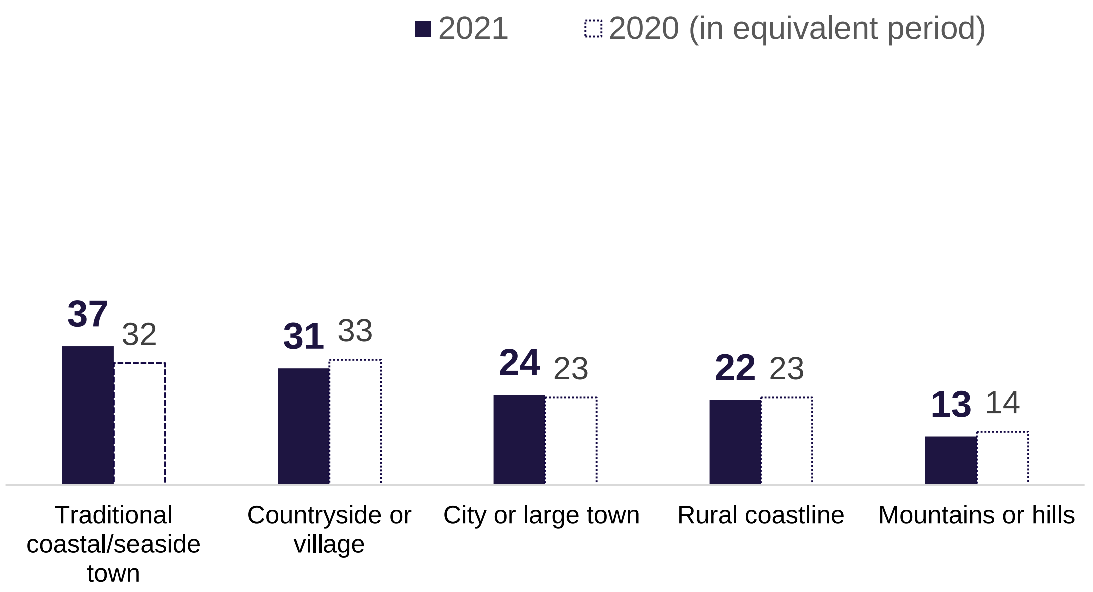
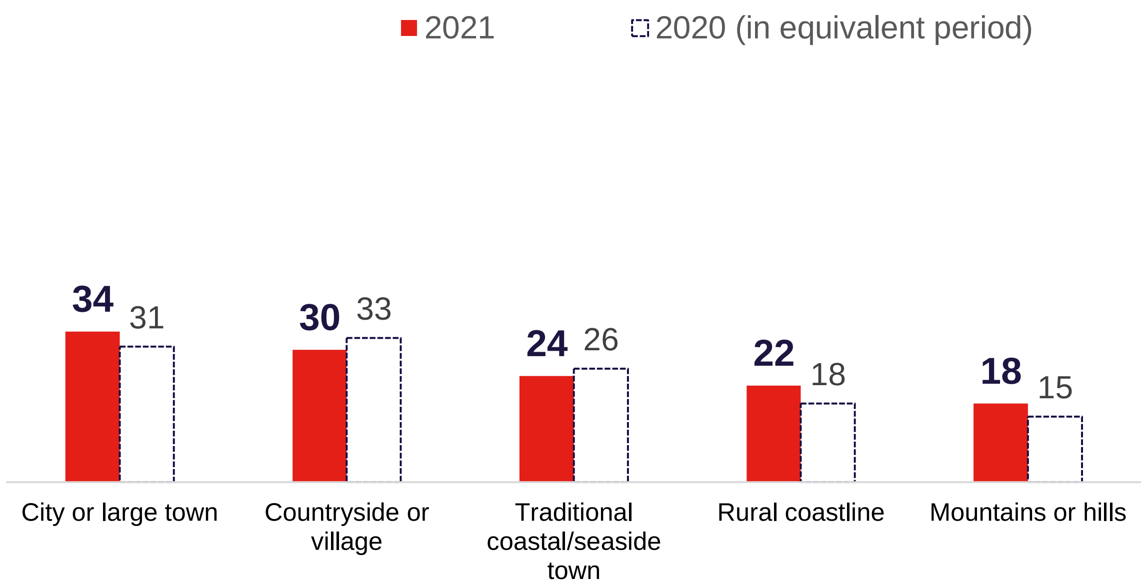


Figure 24. Main type of destination for trip in autumn, percentage Waves 32 and 33, UK



QVB5a. Which of the following best describes the main types of destination you are likely to stay in during your UK trip?
Base: All Waves 32 and 33 respondents planning on taking a holiday or short break in the UK for Summer (July to September) n=1053, Autumn (October-December) n = 351
Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate staying in more than one location.

Accommodation type for next overnight trip in UK

- **‘Hotel/motel/inn’ and ‘camping/caravan’ are the leading accommodation choices amongst summer intenders, although only marginally ahead of ‘commercial rental’ and ‘a private home’.**
- **‘A private home’ is the leading choice amongst autumn intenders, marginally ahead of ‘camping/caravan’. Autumn intenders are considering a wider range of accommodation choices than 2020 intenders.**

Figure 25. Accommodation planning on staying in on next UK overnight trip in summer, net percentage Waves 32 and 33

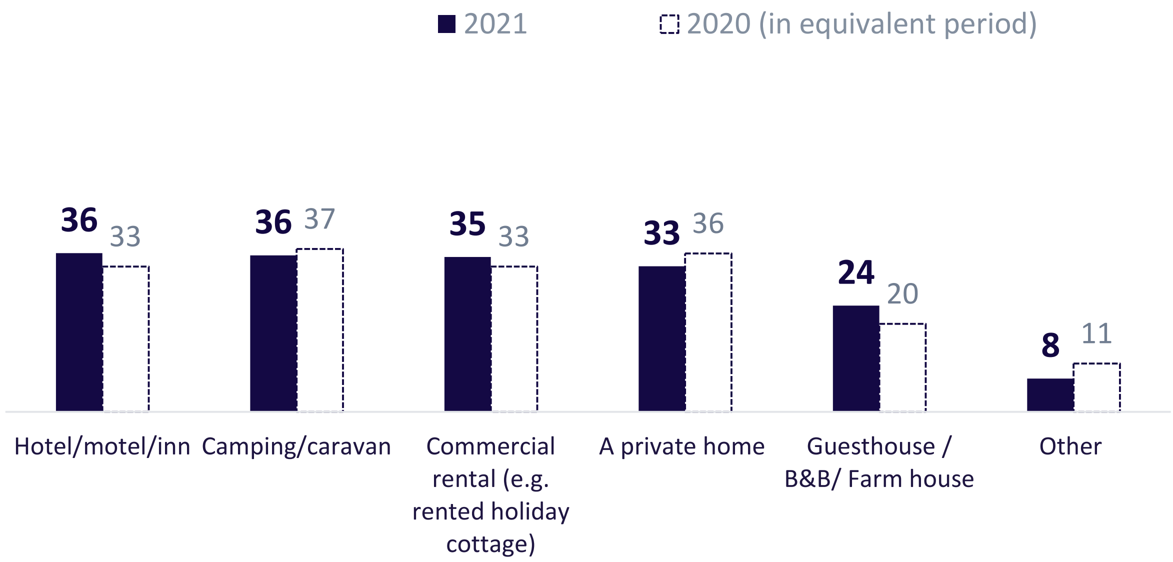
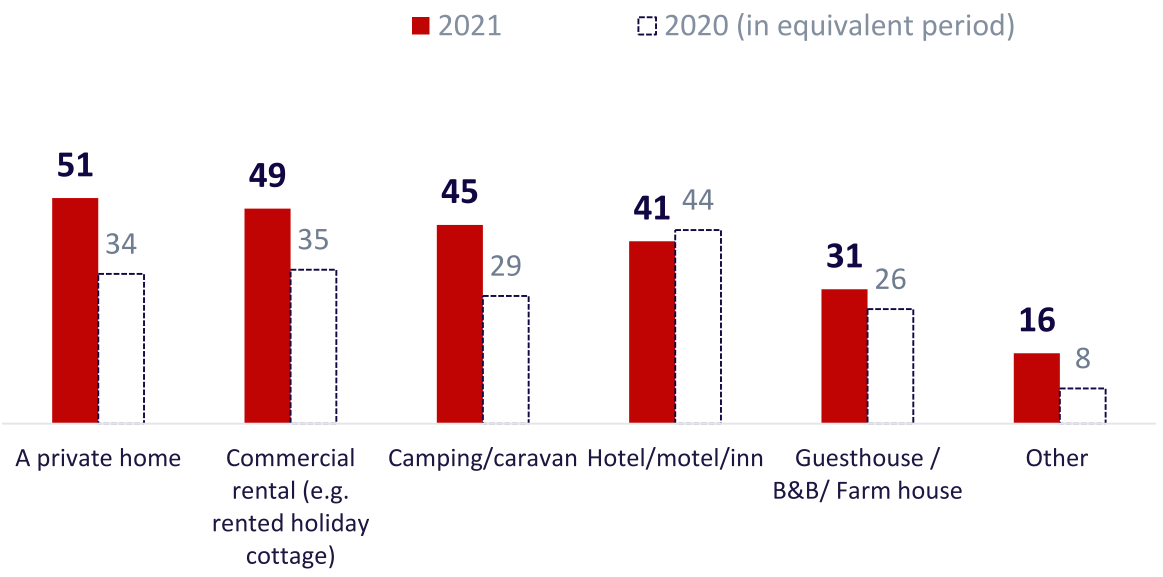


Figure 26. Accommodation planning on staying in on next UK overnight trip in autumn, net percentage Waves 32 and 33

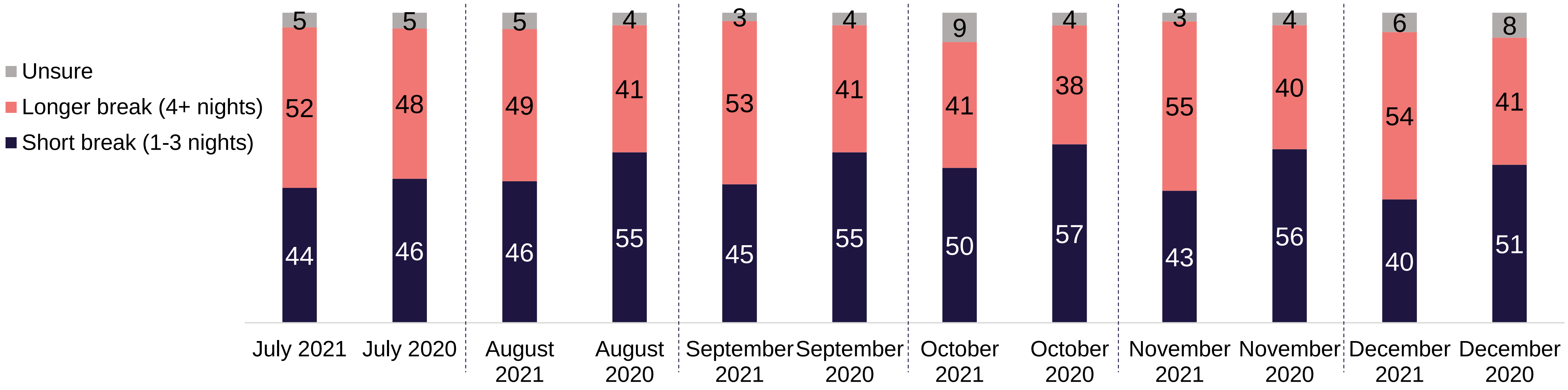


QVB6a. What type/s of accommodation do you expect to be staying in during your UK trip in <insert month>?
Base: All Waves 32 and 33 respondents planning on taking a holiday or short break in the UK for Summer (July to September) n=1053, Autumn (October-December) n = 351
Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate using more than one type of accommodation.

Duration of the next overnight trip in UK

- **Overnight domestic trips planned in the summer are predominantly longer breaks. Shorter breaks are more likely from October onwards, though there is more uncertainty during this time period.**
- **Notably, intended trips in 2021 are more likely to be longer breaks than in 2020 – across all months.**

Figure 27. Length of next UK holiday or short break by time period, percentage Waves 32 and 33, UK



QVB3. Is this next trip likely to be a short break (1-3 nights) or a holiday (4+ nights)?
Base: All Wave 32 and 33 respondents intending to take next holiday or short break in each time period: July n=360, August n=402, September n=291, October n = 170, November n = 87, December n = 94

Main mode of transport for next overnight trip in UK

- **Across both time periods, 'own car' is by far the leading main mode of transport for travelling to an overnight destination, with 67% stating this for summer trips and 49% for autumn trips. For summer trips this is up 3 percentage points on the same point in 2020.**
- **'Train' is the second most likely mode of travel to an overnight destination in both time periods.**

Figure 28. Top 5 main modes of travel to destination for trip in Summer, percentage, Wave 33, UK

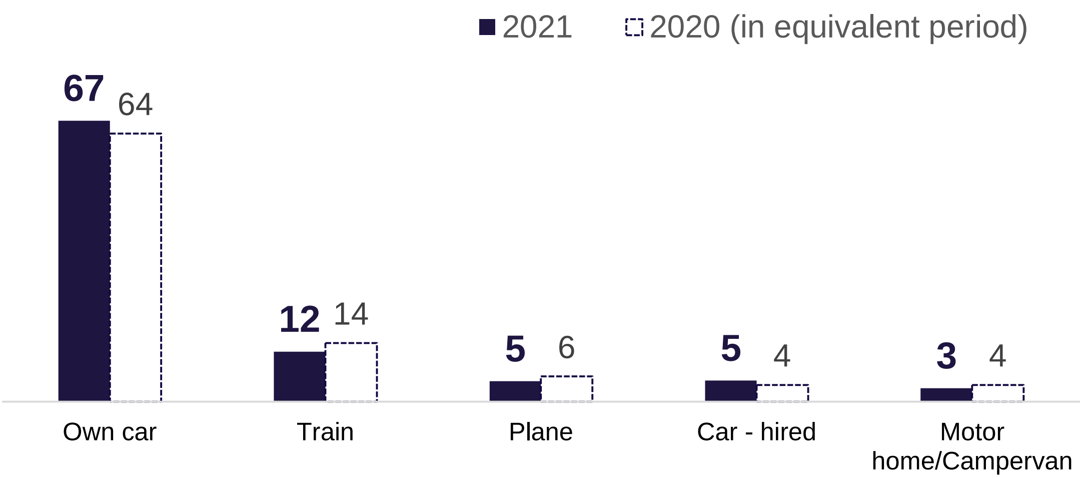
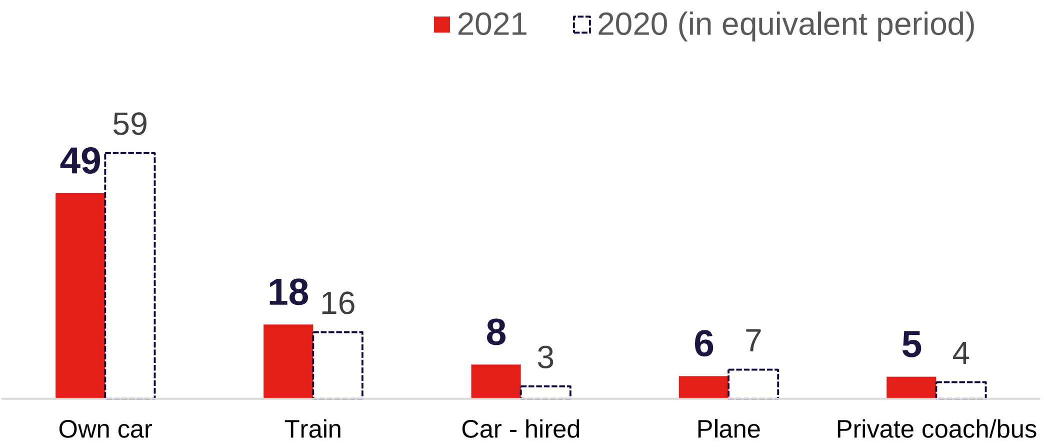


Figure 29. Top 5 main modes of travel to destination for trip in Autumn, percentage, Wave 33 UK

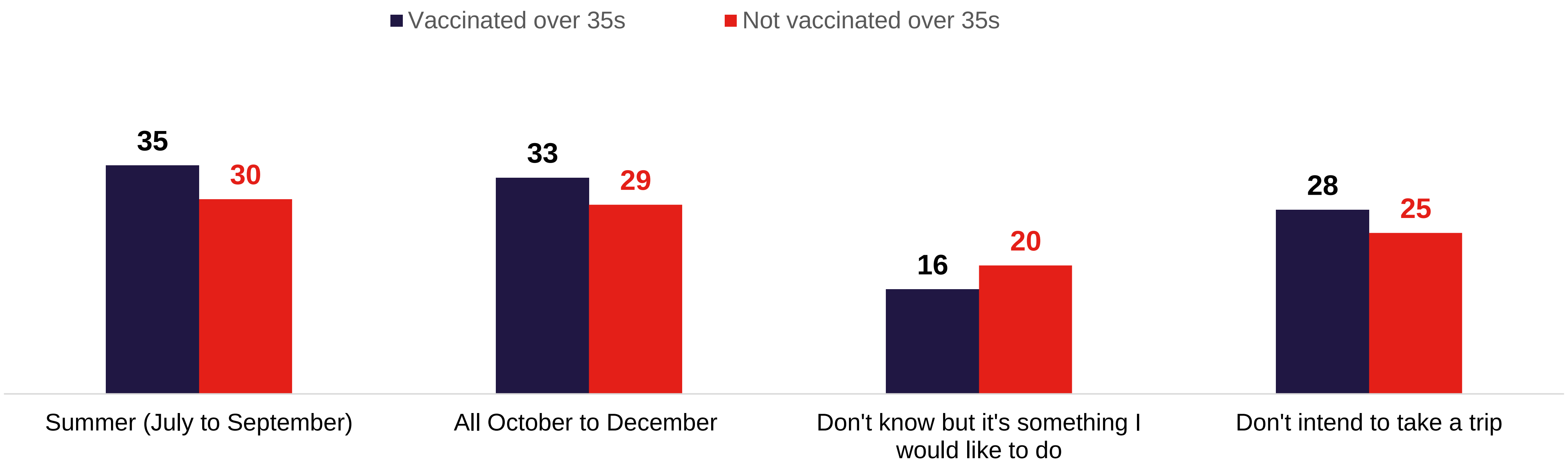


QVB4c. What do you anticipate being the main mode of travel to your holiday or short break destination?
Base: All Wave 33 respondents planning on taking a holiday or short break in the UK for; Summer (July to September) n=526, Autumn (October to December) n = 187

Vaccine impact on domestic overnight trip intent

- **U.K. adults aged over 35 and who claim to have had at least one dose of a Covid-19 vaccine exhibit a greater likelihood to take both summer and autumn overnight trips than over 35s that have *not* been vaccinated.**

Figure 30. Proportion anticipating going on any overnight UK trip by vaccine status, Percentage Wave 33, UK

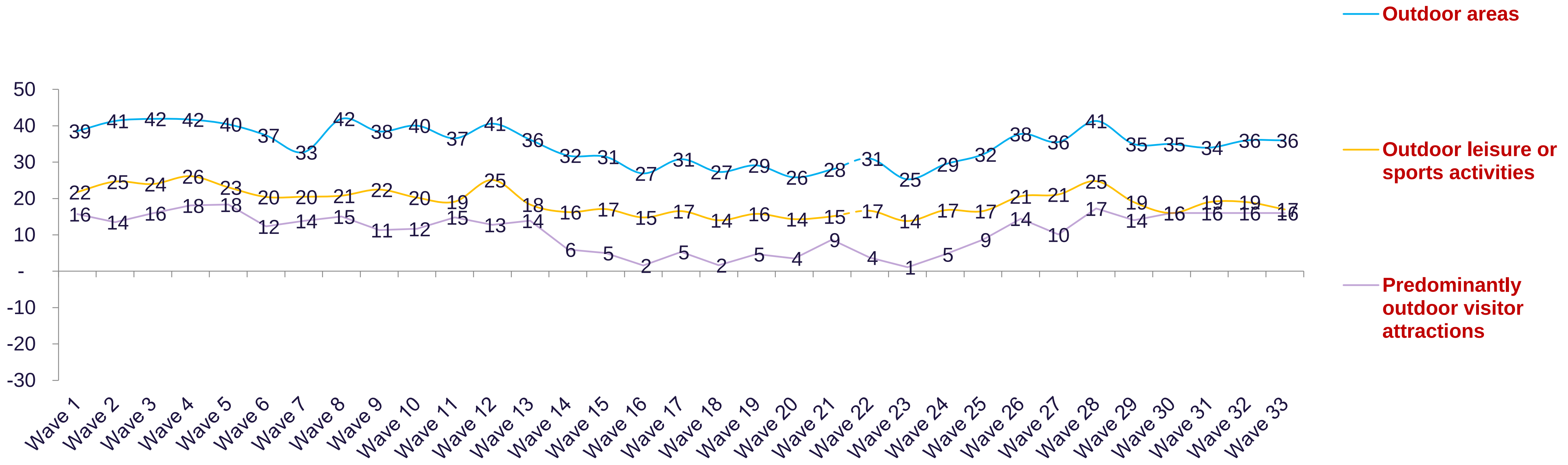


QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? Base: All vaccinated respondents aged 35+ n= 816 ; Non-vaccinated respondents aged over 35 n= 237
Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.

Outdoor leisure activity engagement in the next few months

- **Engagement levels for outdoor areas remains largely unchanged this wav, continuing to generate more activity than normal.**

Figure 31. Leisure venues and activities more or less likely to visit/do as lockdown restrictions are lifted, Net: 'more likely' minus 'less likely', Wave-on-wave, UK

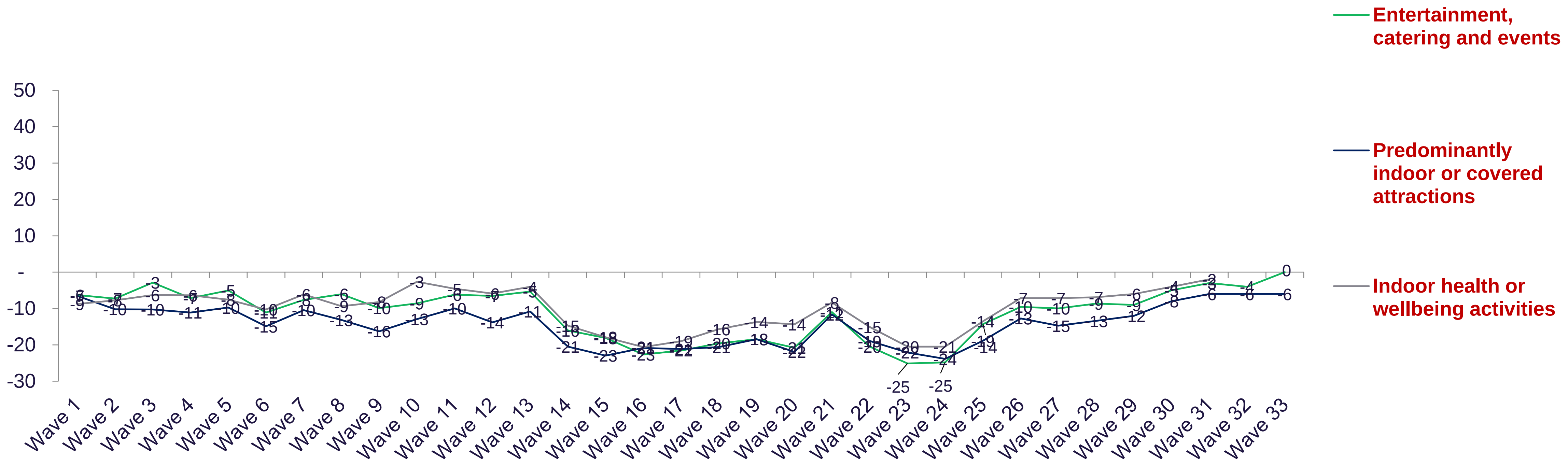


QVB9a/bB10a/b. Which, if any, of these types of places/activities in the UK are you more/less likely than normal to visit/do over the next few months? Base: All Wave 33 = 1,759

Indoor leisure activity engagement in the next few months

- **Notably, intended engagement levels with ‘entertainment, catering and events’ and ‘indoor health or wellbeing activities’ are ‘net: neutral’ for the first time since the research began. At -6, ‘predominantly indoor or covered attractions’ are close to achieving ‘neutral’ activity levels.**

Figure 31. Leisure venues and activities more or less likely to visit/do as lockdown restrictions are lifted, Net: ‘more likely’ minus ‘less likely’, Wave-on-wave, UK



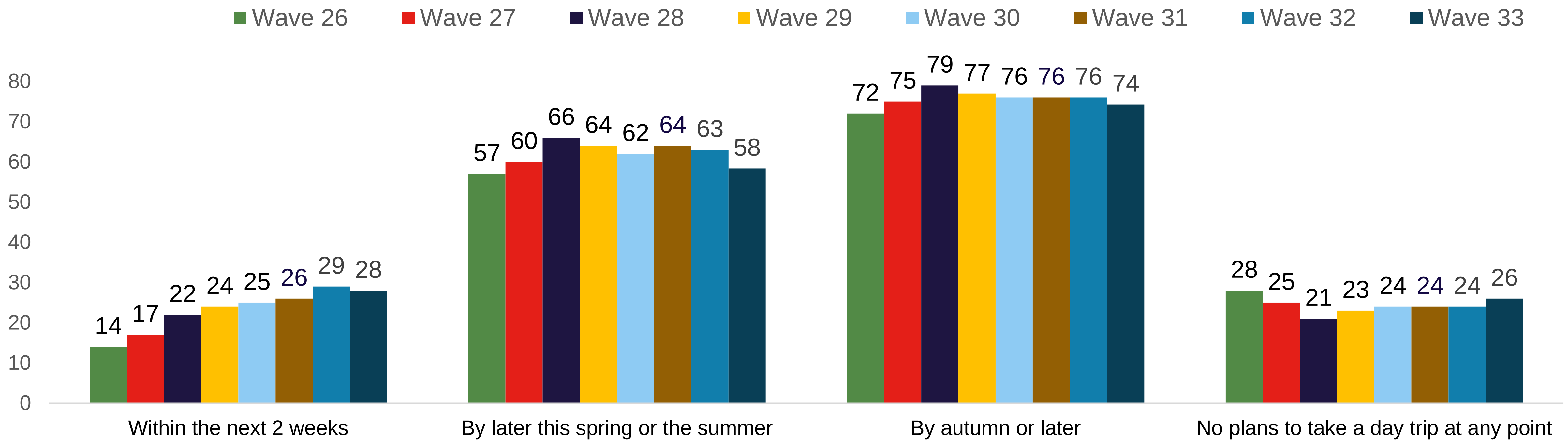
QVB9a/bB10a/b. Which, if any, of these types of places/activities in the UK are you more/less likely than normal to visit/do over the next few months? Base: All Wave 33 = 1,759

4. Day Trip Intentions

Day trip intention overall

- **The likelihood to take day trips in the next two weeks remains relatively stable with Wave 32, despite a slight drop. Notably, intended day trips by the summer have dropped since Wave 32.**

Figure 32. Likelihood to take any day trip, percentage wave-on-wave, UK

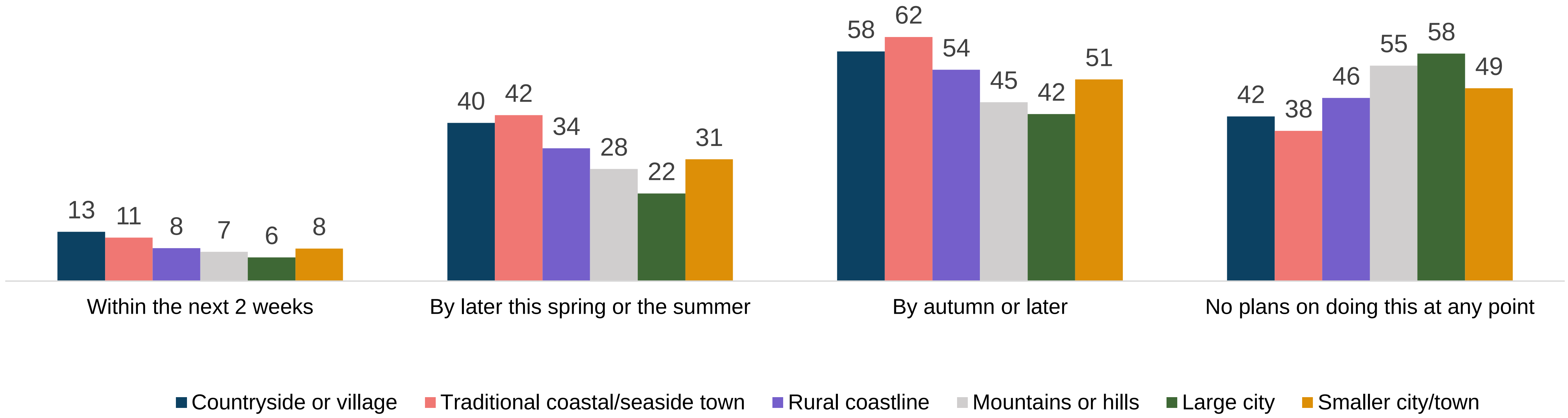


QVB16a. Are you likely to go on any day trips to the following types of places in these time periods? Base: All Wave 33 = 1,759 Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple day trips across several time periods.

Day trip intention by destination type

- The destinations of choice for day trippers are more likely to be rural or coastal in nature.
- Day trips to large cities by the autumn continue to index the lowest out of all destination types.

Figure 33. Likelihood to take a day trip by destination type, percentage, Wave 33, UK

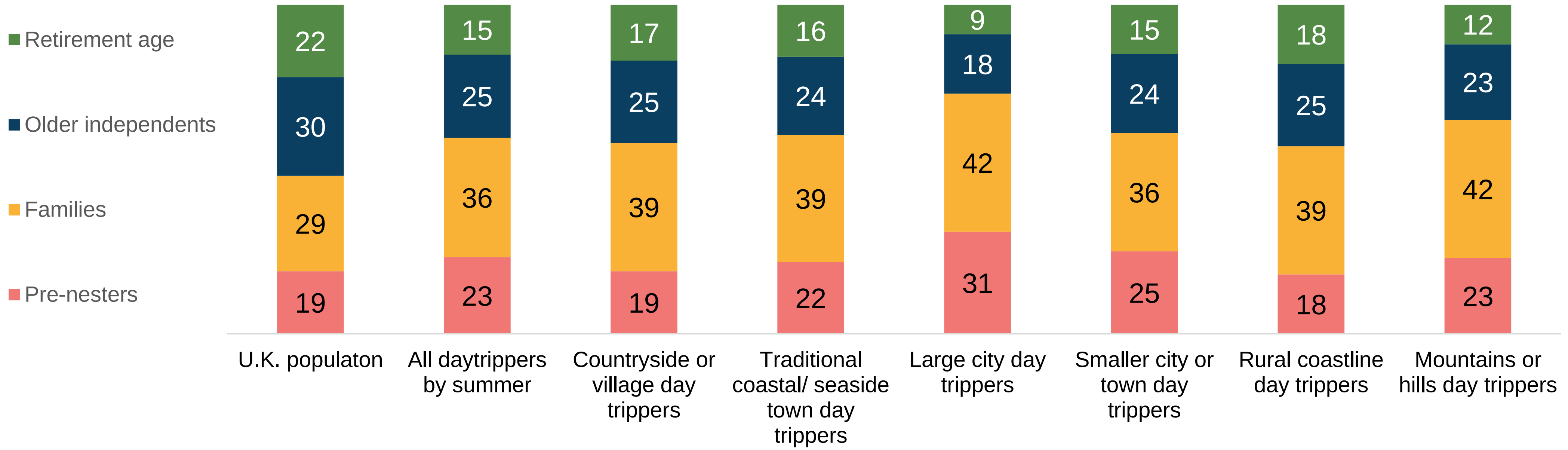


QVB16a. Are you likely to go on any day trips to the following types of places in these time periods? Base: All Wave 33 = 1,759 Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple day trips across several time periods.

Life stage of day trip intenders

- **Overall, day trippers have higher representation amongst pre-nesters and families compared to the UK adult population.**
- **The skew towards the younger life stages is most apparent among those planning a day trip to a large city.**

Figure 34. Breakdown of day trip intenders* by life stage, percentage, Wave 33, UK



Demographics questions and QVB16a. Are you likely to go on any day trips to the following types of places in these time periods? Base: Wave 33 respondents: *All day trippers within the next 2 weeks/early spring summer n=1063; All day-trippers Countryside or village day trippers n=708; Traditional coastal/ seaside town day trippers n=764 Large city day trippers n=444 Smaller city or town day trippers n=567 Rural coastline day trippers n=609 Mountains or hills day trippers n=528

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 33 of the COVID-19 consumer sentiment tracker, with comparisons to Waves 1-32 where appropriate. Wave 33 fieldwork was conducted between 14-18 June 2021

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.