COVID-19 Consumer Tracker

Wave 34

Published: 9th July 2021

Fieldwork Period: 28th June – 2nd July 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 28 June – 2 July 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	28 June – 2 July
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 34: Scorecard of Key Metrics

Key Metrics	Wave 33	Wave 34	Wave Shift
National mood (average score out of 10)	6.8	6.8	No Change
Perceptions of the situation regarding Covid-19 (% stating 'worst has passed')	32%	33%	+1
Appetite for Risk: Comfort in undertaking a range of activities (1-4 comfort score)	2.7	2.8	+0.1
Normality score (proportion expecting normality by December)	42%	30%	-12*
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. Personal Finances	One change
Near-term confidence in taking UK overnight trip (July confident)	47%	51%	+4
Medium-term confidence in taking UK overnight trip (August/September confident)	56%/61%	57%/61%	+1/no change
Net anticipated number of UK short breaks compared to normal (% more minus fewer)	+1	-7	-8
Net anticipated number of UK longer breaks compared to normal (% more minus fewer)	-7	-13	-4
Proportion going on a UK overnight trip in Summer (July - September)	34%	34%	No change
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)	Hotel/motel/inn; camping/caravan	Hotel/motel/inn; camping/caravan	No change
Proportion going on a UK day trip in next two weeks	28%	28%	No change
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

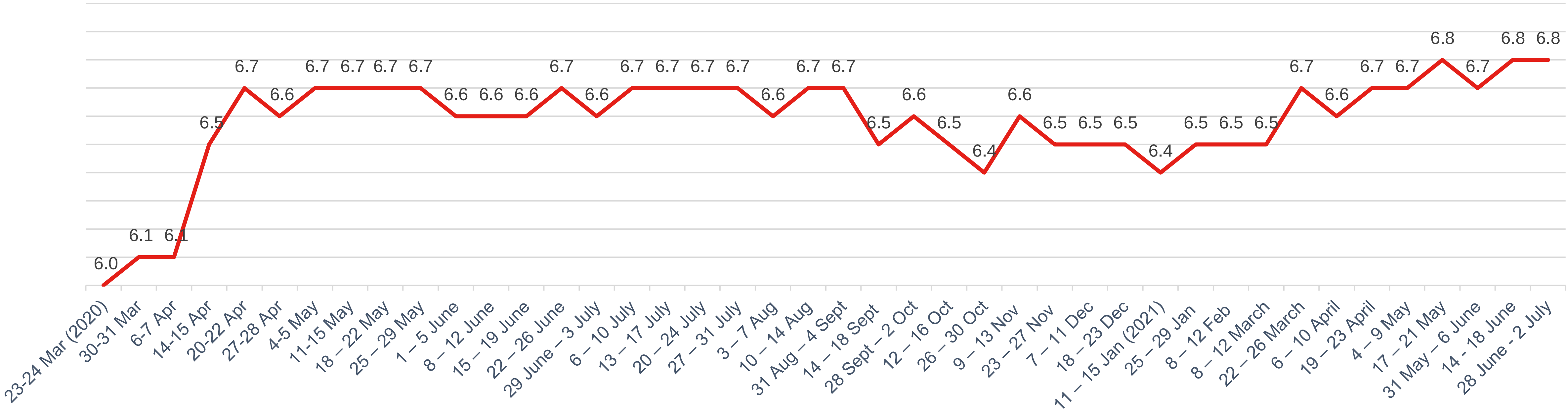
*** Represents a significant change on previous wave**

1. The National Mood

The National Mood

- The average mood of U.K. adults remains at 6.8 after a slight dip in sentiment in Wave 32 (a month earlier).

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

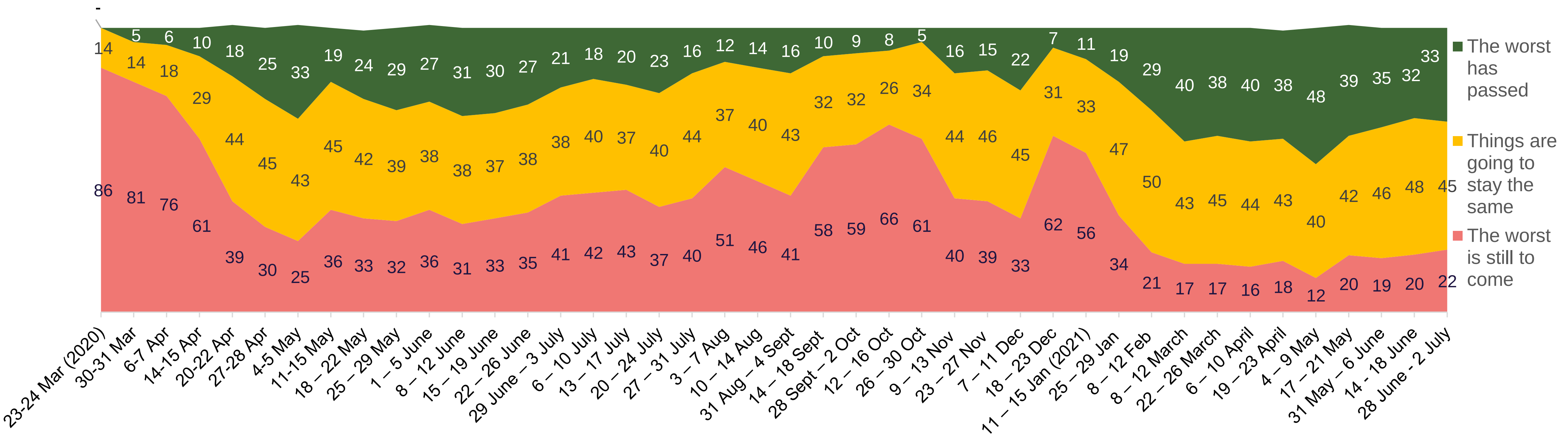


Q5: How would you rate, between 0 and 10, your mood today? Base: All respondents. Wave 34 = 1,759 All others waves n=c,1750. Pre Wave 1, research was conducted by BVA BDRC with base size of c.750

Perceptions of the situation relating to COVID-19

- **The proportion who believe ‘the worst has passed’ in relation to COVID-19 has stabilised after three consecutive waves of decline.**
- **The public remain significantly more likely to state ‘the worst has passed’ than ‘the worst is still to come’**

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 34 = 1,759 All others waves n=c,1750. Pre Wave 1, research was conducted by BVA BDRC with base size of c.750

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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 – 5% by July, 10% by August and 18% by September – a drop on the figures reported in Wave 33.
- 30% expect normality by the end of the year*, with two thirds now expecting normality by April-June 2022.

Figure 3. Perceptions of when things will return 'close to normal', cumulative percentage, Wave 34, UK

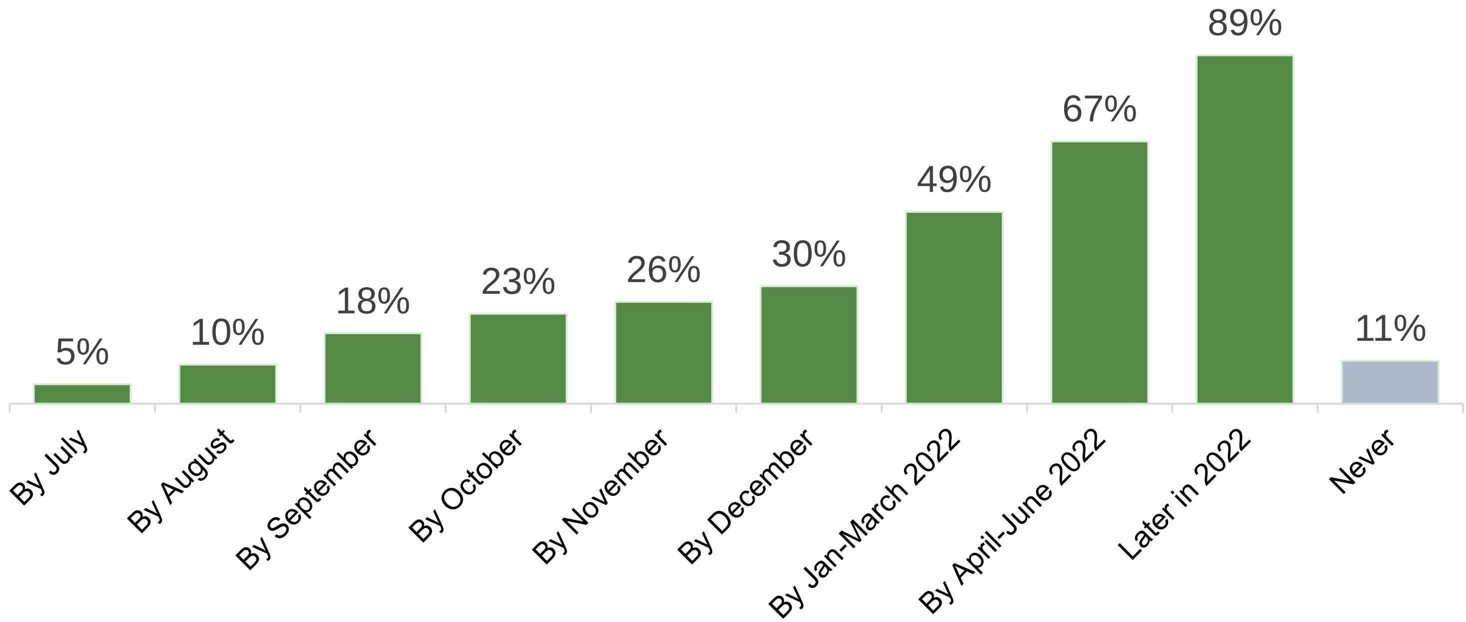
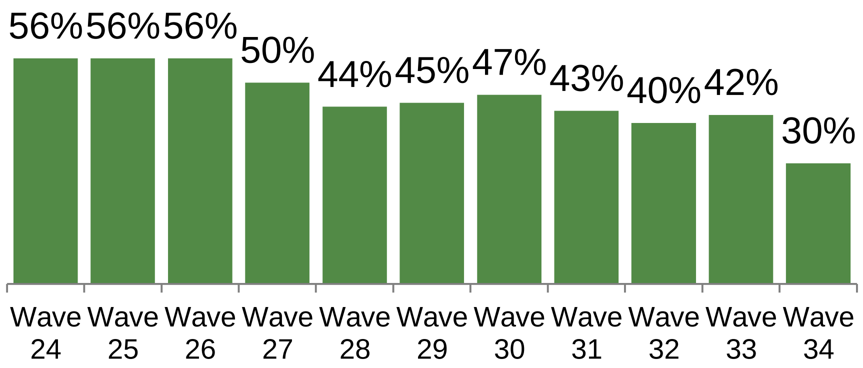


Figure 4. Proportion expecting normality by December, percentage wave-on-wave, UK



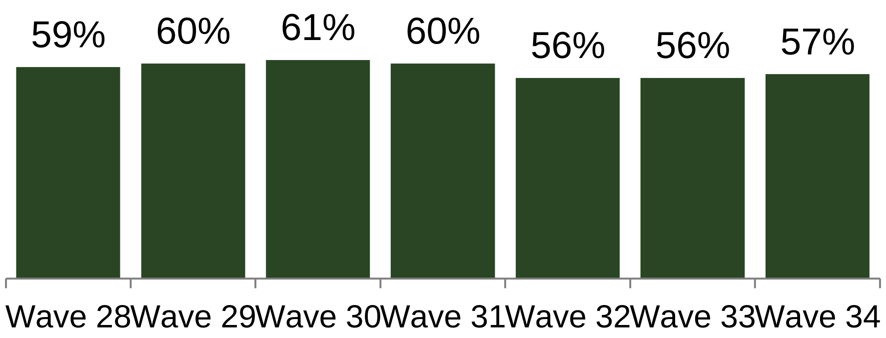
Q16: Given what you know today, when do you think life will return to something close to normal? Base: All respondents. Wave 34 = 1,759
*New options added to the questionnaire in Wave 34 means a potential increased bias to later time frame responses from Wave 34 onwards

Confidence in the ability to take overnight trips in UK

- **51% of U.K. adults are currently confident that an overnight domestic trip would go ahead in July and 57% in August. At 61%, September is the last month that confidence levels increase – from October they are either constant or slightly lower.**
- **Compared to Wave 33, confidence levels have marginally – but not significantly - increased.**

Figure 5. Confidence in taking a UK overnight trip across different time periods, percentage, Wave 34, 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 34 = 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, although – unlike in previous waves – it is only marginally more important than other issues.
- ‘Personal finances’ is the second top reason for not feeling confident in Summer while in Autumn, ‘concerns about catching COVID-19’ is the second most important reason.

Figure 7. Top 5 reasons for not being confident about travelling in Summer*, percentage Wave 34, UK

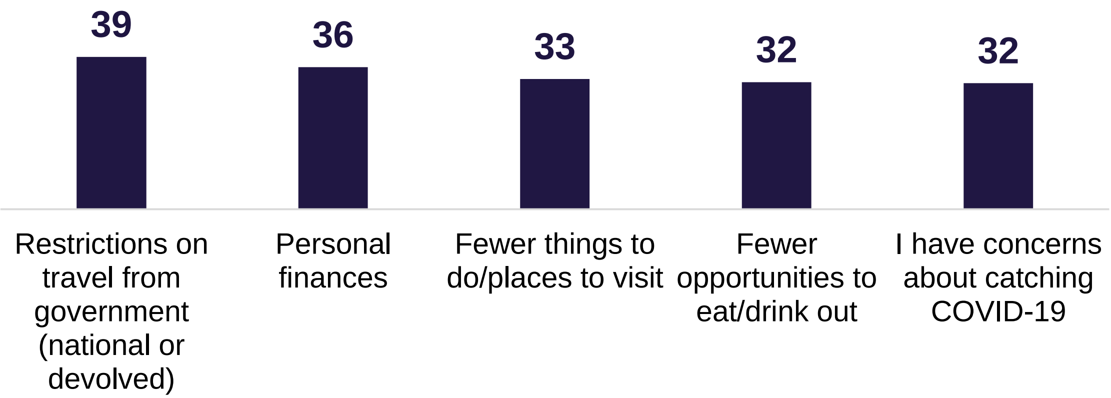
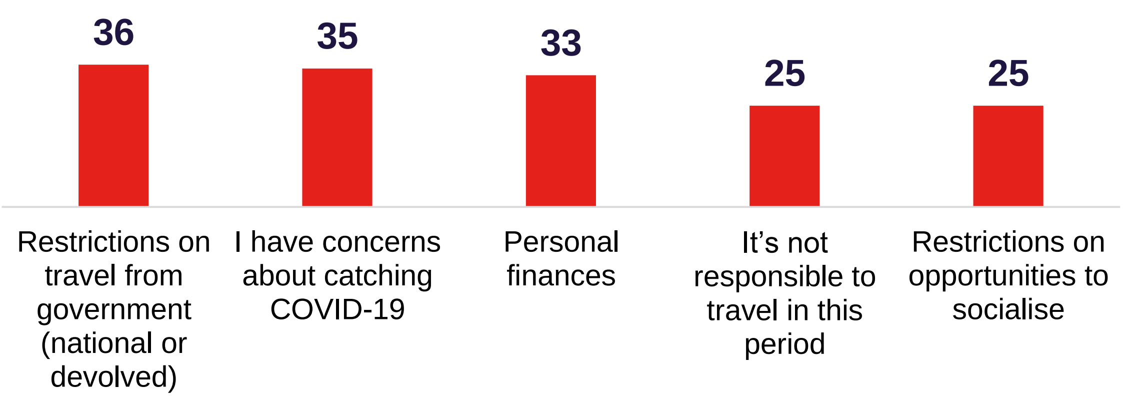


Figure 8. Top 5 reasons for not being confident about travelling in Autumn*, percentage Wave 34, UK

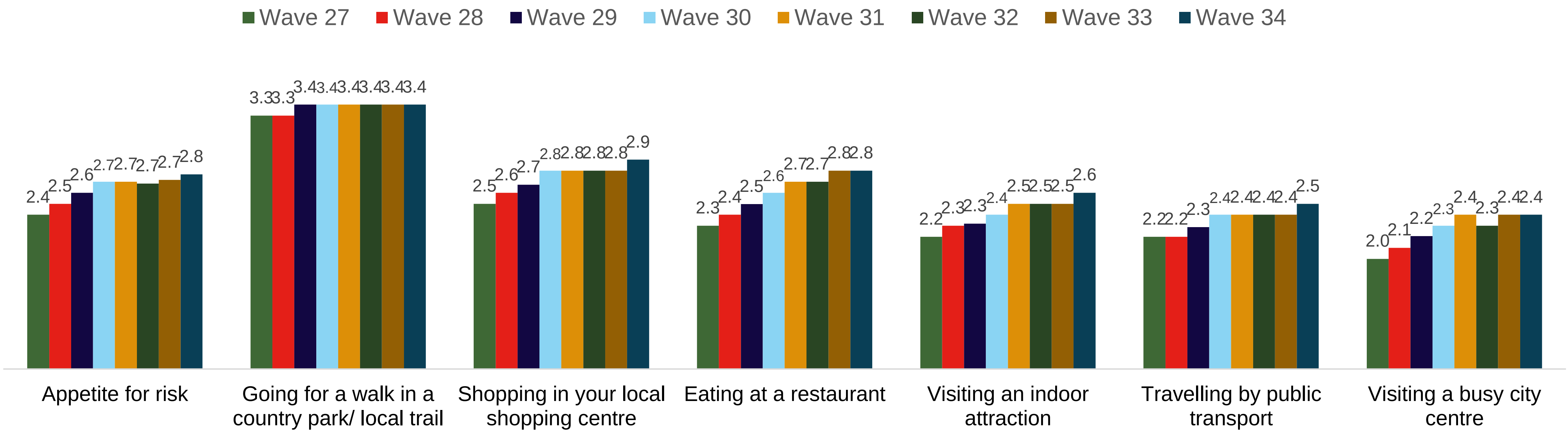


QVB8a. Which of the following factors are contributing to you being ‘not very confident’ or ‘not at all confident’ about taking a UK short break or holiday? Base: Wave 34 respondents not confident about taking a break in Summer n=383 and Autumn n = 126 . *Summer is defined as July to September, Autumn is defined as October to December

The ‘Appetite for Risk’

- **This wave’s ‘appetite for risk’ score is 2.8, rising 0.1 since Wave 33, making it now 0.4 points higher than in Wave 27 (late March).**
- **The overall rise is driven by increases in comfort levels for ‘shopping in your local shopping centre’, ‘visiting an indoor attraction’ and ‘travelling by public transport’.**

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 34 = 1,759

2. Overnight Trip Intentions

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

- **Despite similar ‘travel confidence’, the proportion of U.K. adults anticipating more or about the same number of U.K. breaks in the next six months is lower in Wave 33*, with around half falling into this category.**
- **Anticipated overseas trips continue to be significantly below normal, with the number of those saying ‘fewer’ trips having risen since Wave 33.**

Figure 10a. Number of U.K. overnight trips between now and the end of the year compared to normal, Percentage Wave 34, UK

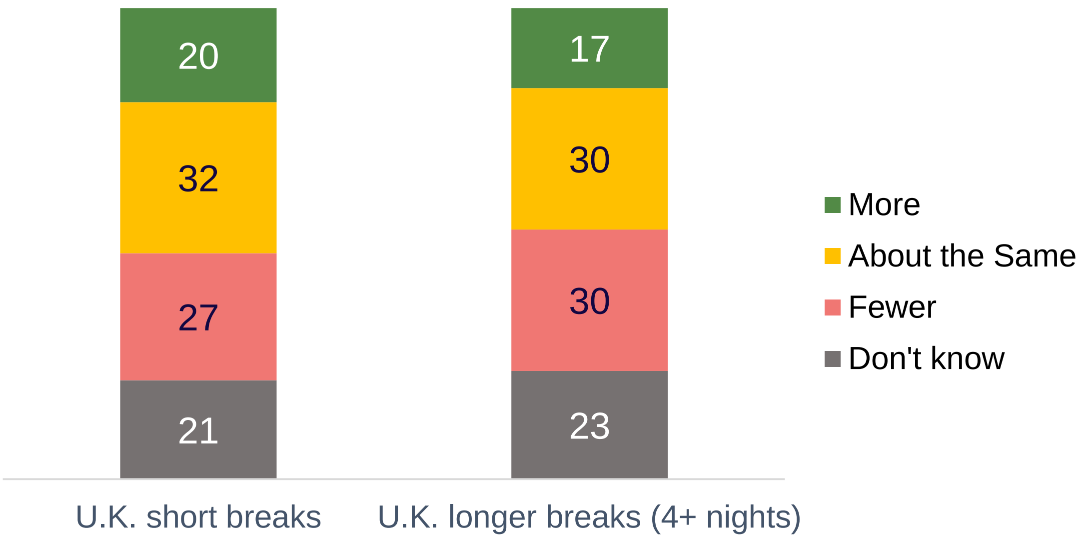
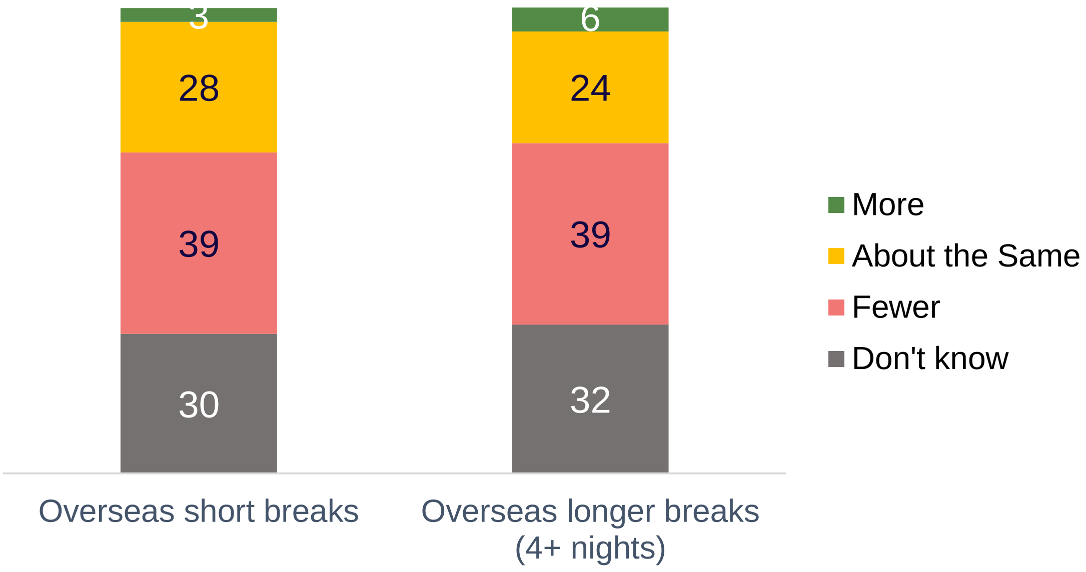


Figure 10b. Number of OVERSEAS overnight trips between now and the end of the year compared to normal, Percentage Wave 34, UK



QVB1b. Compared to normal, are you likely to take more, fewer or about the same number of UK holidays/short breaks in the next 6 months? Base: All respondents. Wave 34 = 1,759
*Note: Questionnaire changed in Wave 34 from ‘by the end of the year’ to ‘next six months’

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

- Overall, the U.K. public anticipate taking fewer breaks in comparison to Wave 33*, with a decline in both domestic and overseas trips.
- The anticipated number of domestic trips is now at similar levels to Wave 30 (early May), whilst anticipated overseas trips have returned to the low levels reported prior to Wave 33.

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

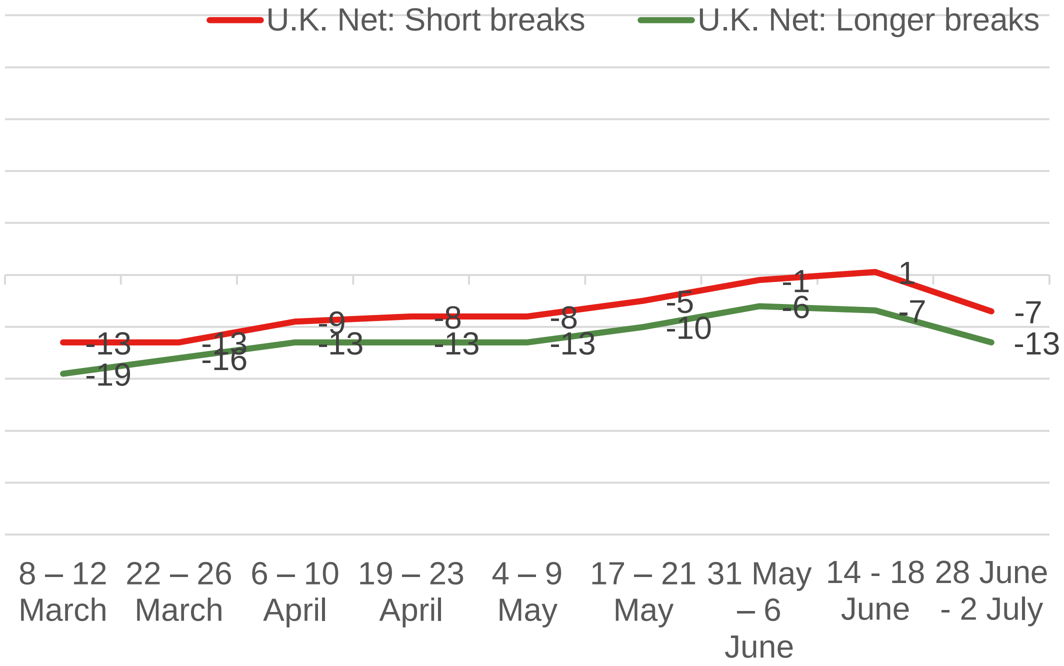
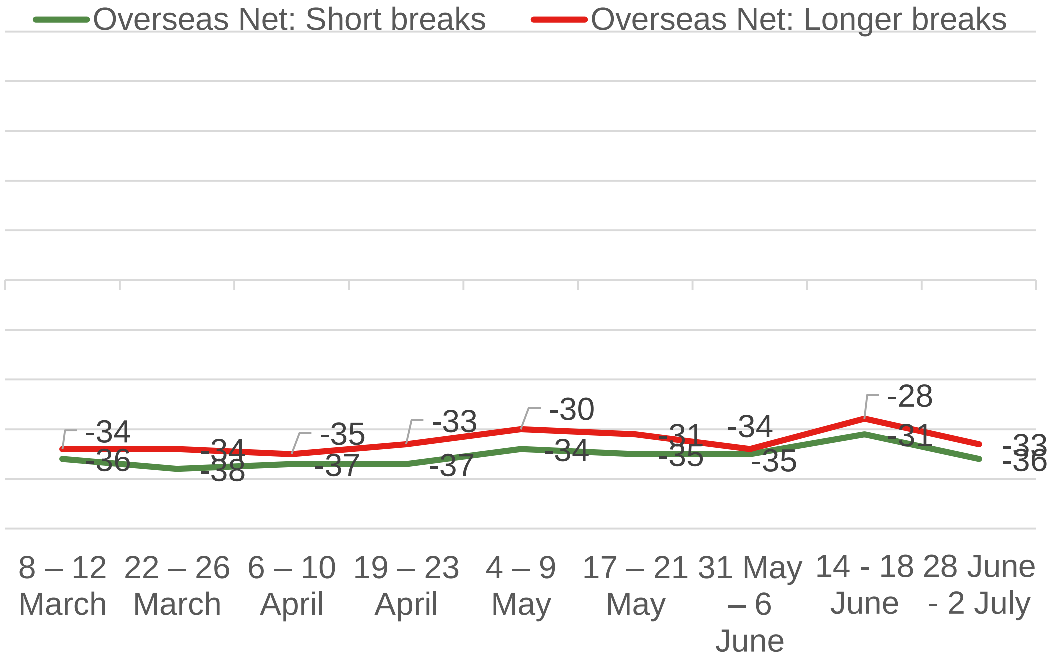


Figure 11. Number of OVERSEAS overnight trips between now and the end of the year compared to normal, Net 'More minus fewer', Wave-on-wave, UK



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 34 = 1,759

*Note: Questionnaire changed in Wave 34 from 'by the end of the year' to 'next six months'

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 consistent with last wave, but significantly ahead of the equivalent period in 2020.**
- **49% are likely to have *planned* a domestic overnight trip by the end of summer (compared to 41% in 2020), with 2 in 5 (43%) expecting to have one *booked* (compared to 36% in 2020).**

Figure 12. When anticipate PLANNING the next UK overnight trip, Percentage Wave 34, UK

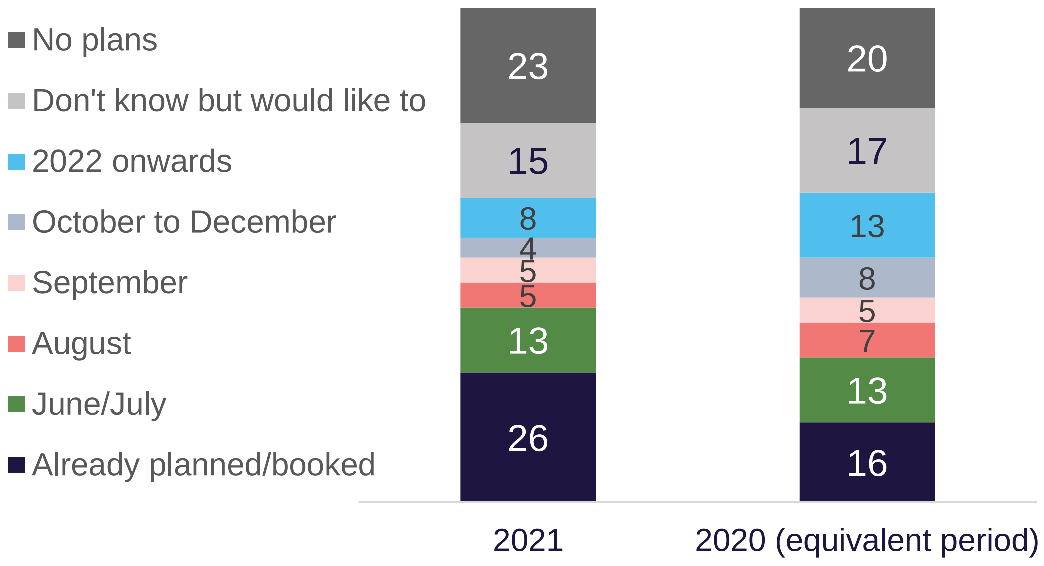
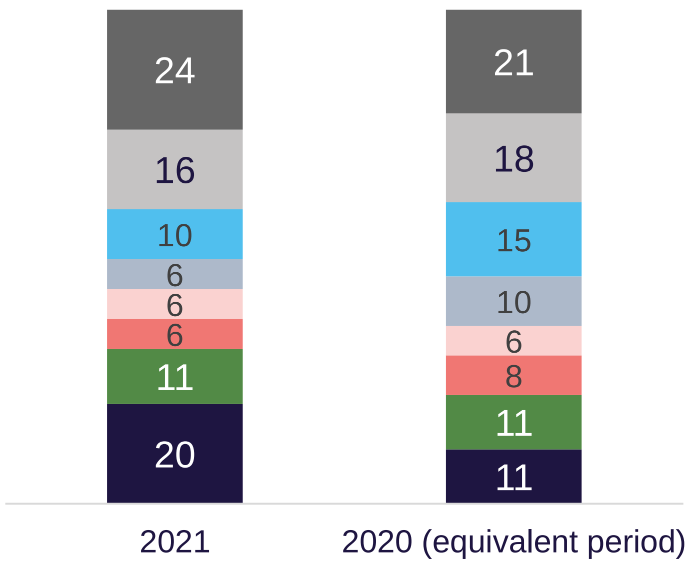


Figure 12. When anticipate BOOKING the next UK overnight trip, Percentage Wave 34, UK



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 34 = 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, similar to last wave. 13% plan to do so in July, 14% in August and 15% in September – all of which are significantly ahead of intentions in the equivalent period in 2020. 22% 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 34, UK

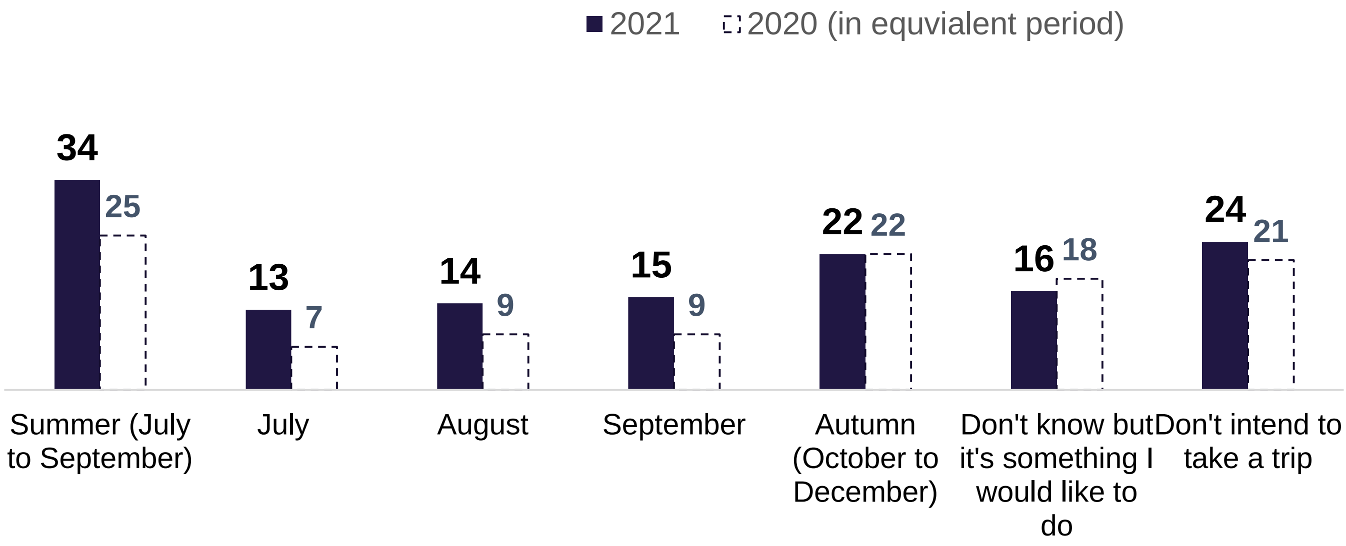
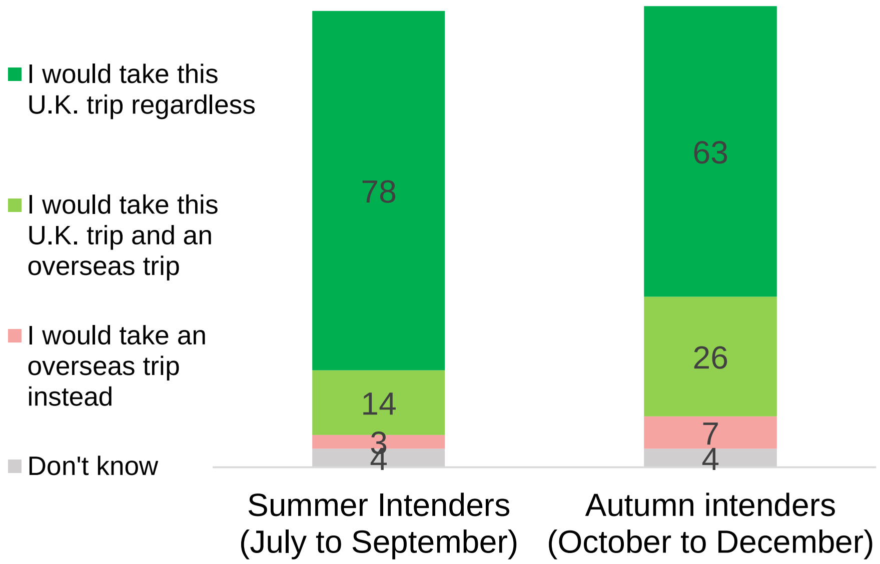


Figure 14b. Impact on U.K. trip if majority of overseas travel restrictions were lifted, percentage Wave 34, UK



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 34 = 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 34 respondents planning on taking a holiday or short break in the UK in Summer (July to September) n=538, Autumn (October to December) n=184

Planning and booking timeline compared to normal

- **The U.K. public are planning their summer trips in line with normal behaviour while for autumn trips is it is happening further in advance.**
- **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 34, U.K.

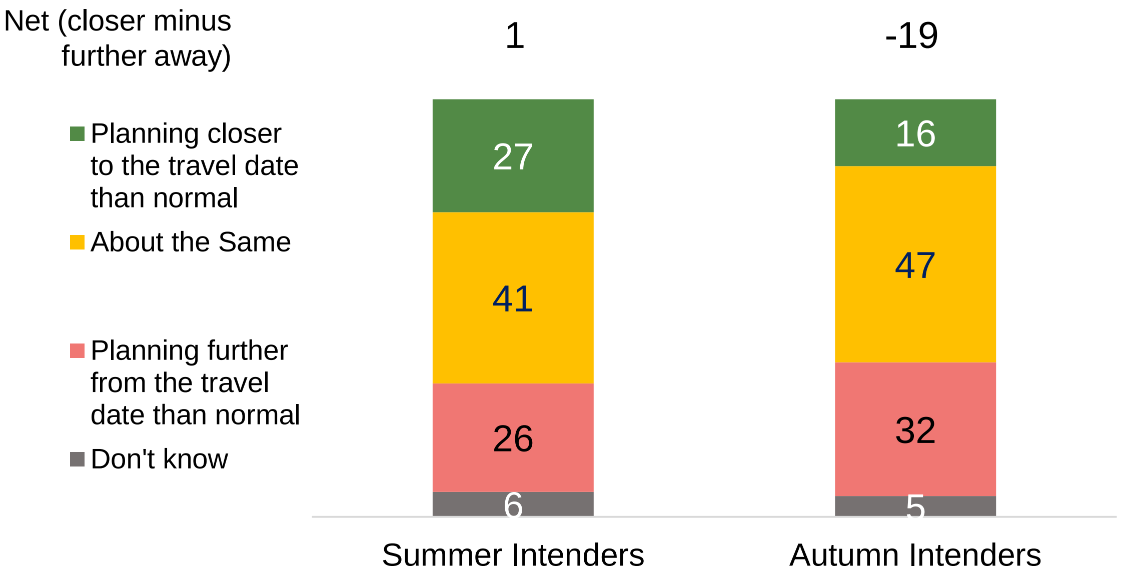
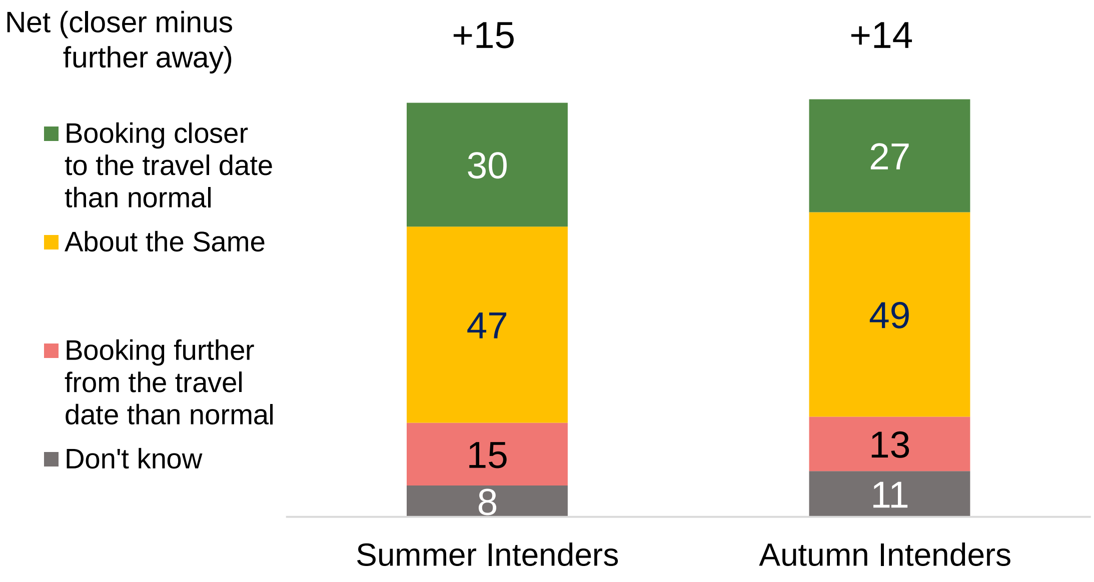


Figure 16. BOOKING lead times for Summer or Autumn trips compared to normal, percentage Wave 34, U.K.



VB6diic. Compared to normal, when did or will you plan and book your next UK trip?
Base: All Wave 34 respondents planning on taking a holiday or short break in the UK in Summer (July to September) n=538, Autumn (October to December) n=184

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

- **Over half (56%) of summer intenders have already planned their forthcoming trip with 46% having already booked it - an increase on 52% and 44% respectively in Wave 33, and significantly higher than in the equivalent period in 2020.**
- **The proportion of autumn intenders who have already planned or booked their trip is unsurprisingly lower than summer (30% and 21% respectively), but also higher than in 2020.**
- **20% of summer and 35% 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 34 for Summer and Autumn, UK

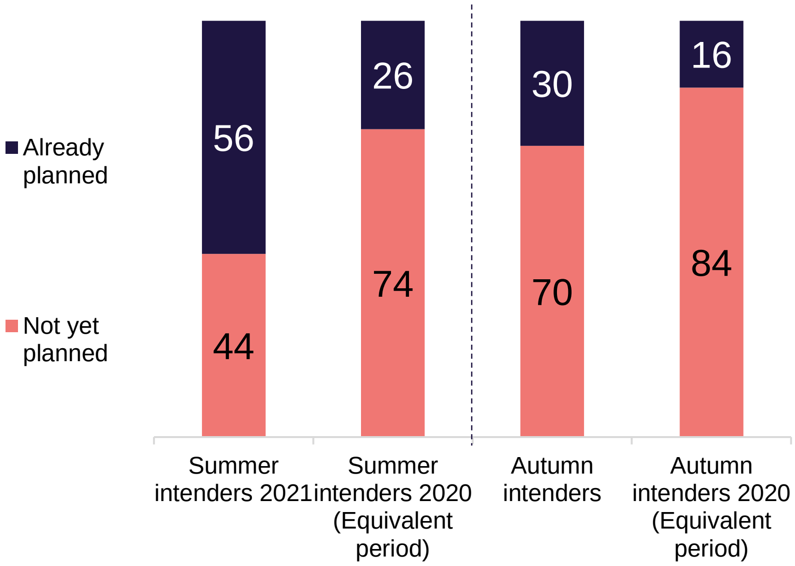


Figure 18. Proportion of Intenders that have already *booked* their trip, percentage Wave 34 for Summer and Autumn, UK

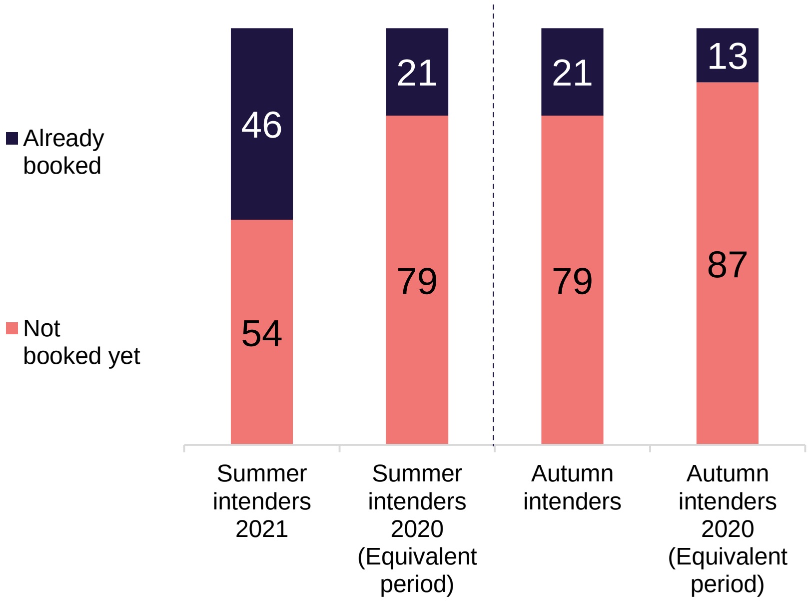
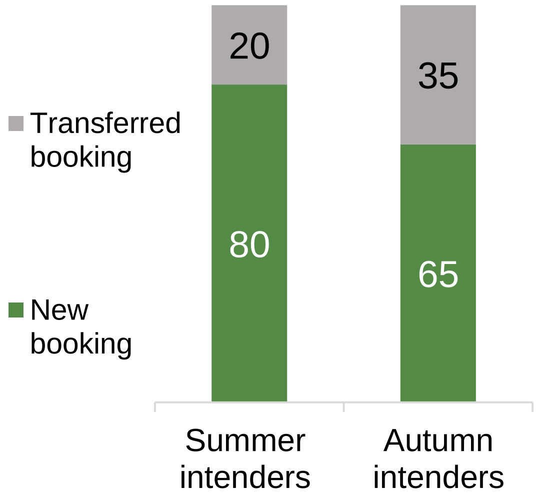


Figure 19. Proportion of next trips that are *transferred bookings*, percentage Wave 34 for Summer and Autumn, UK

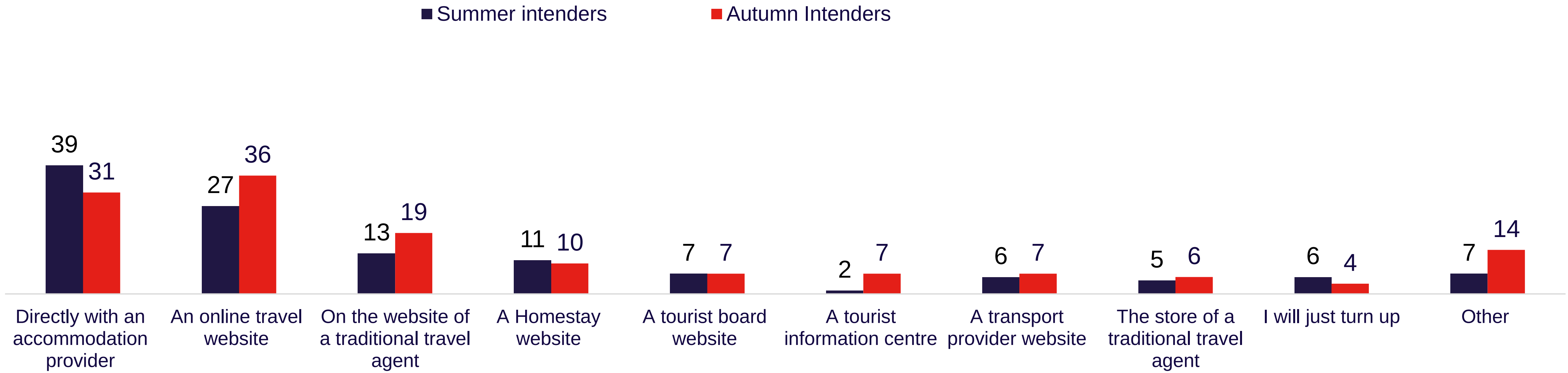


QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip? VB6diii Is this next trip a transferred booking from a trip that was previously cancelled or postponed due to COVID-19?
Base: All Wave 34 respondents planning on taking a holiday or short break in the UK in Summer (July to September) n=538, Autumn (October to December) n=184

Ideal method of booking accommodation for next overnight trip in UK

- 'Directly with an accommodation provider' remains the leading anticipated method of booking accommodation for summer intenders
- 'An online travel website' proves to be the leading anticipated method of booking accommodation in the autumn

Figure 19a. Accommodation booking channel for next trip in Summer and Autumn, percentage Wave 34, UK



VB6d. How would you ideally book or have you already booked your accommodation for your U.K. trip.
Base: All Wave 34 respondents planning on taking a holiday or short break in the UK in Summer (July to September) n=538, Autumn (October to December) n=184

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.
- 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, although the South West of England is preferred across both periods.

Figure 21. Where planning on staying on next UK overnight trip in Summer, percentage Waves 33 and 34, UK

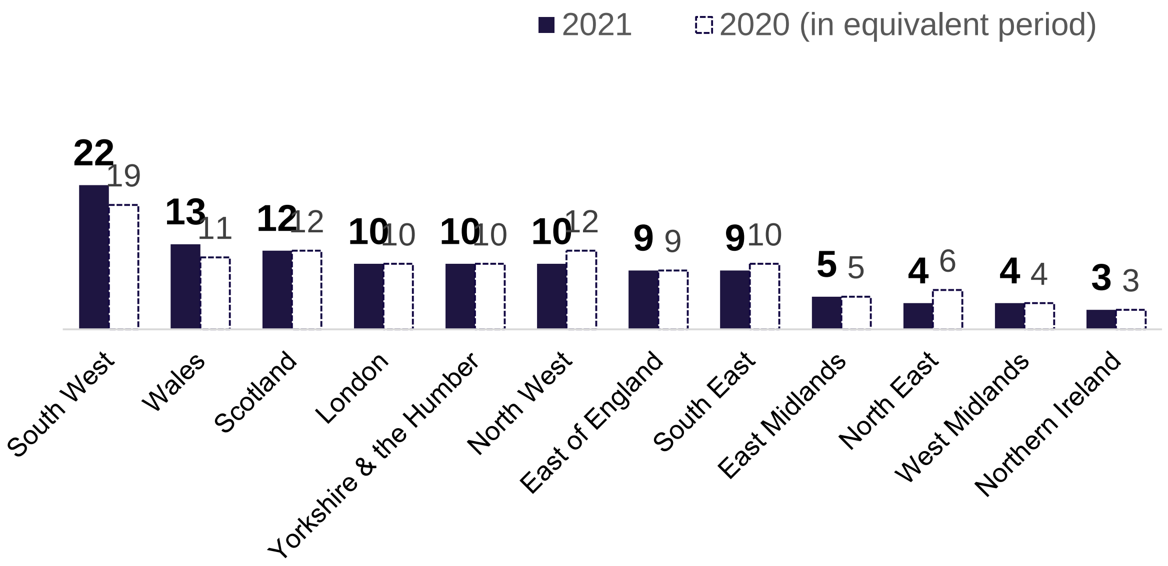
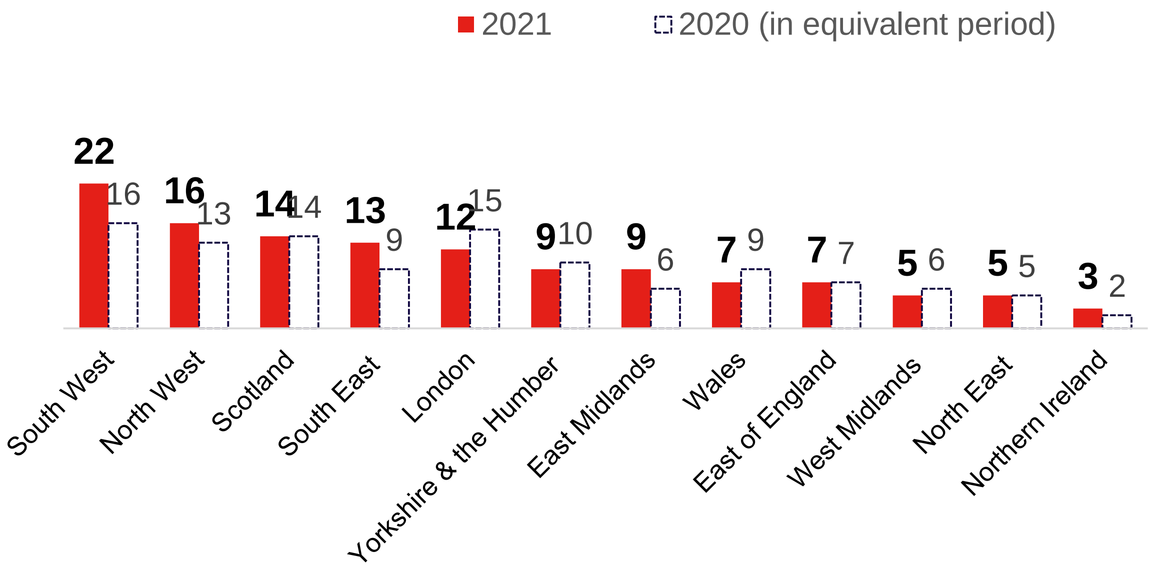


Figure 22. Where planning on staying on next UK overnight trip in Autumn, Percentage Waves 33 and 34, UK



QVB4a. Where in the UK are you likely to stay on this next trip in <INSERT MONTH FROM VB2(III)>?
Base: All Waves 33 and 34 respondents planning on taking a holiday or short break in the UK for Summer (July to September) n=880, Autumn (October-December) n = 371
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

- Over 1 in 3 (35%) summer intenders are likely to stay in a 'traditional coastal/seaside town', fairly consistent with Wave 33, but higher than the equivalent period in 2020.
- In the autumn period, 'city or large town' is the top destination type (and the top destination this time last year), ahead of 'countryside or village'

Figure 23. Main type of destination for trip in summer, percentage Waves 33 and 34, UK

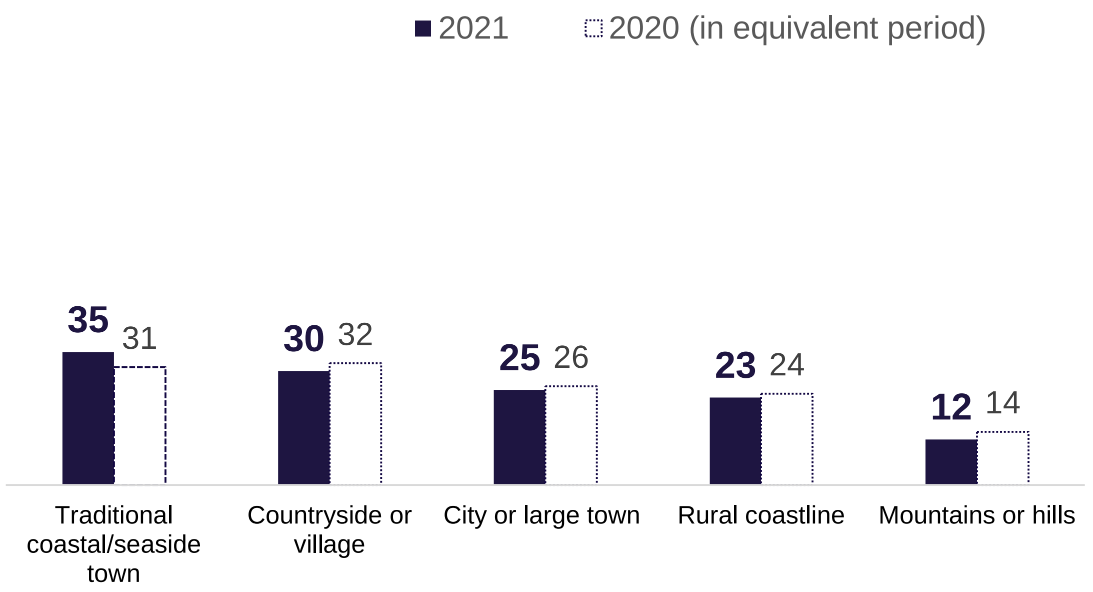
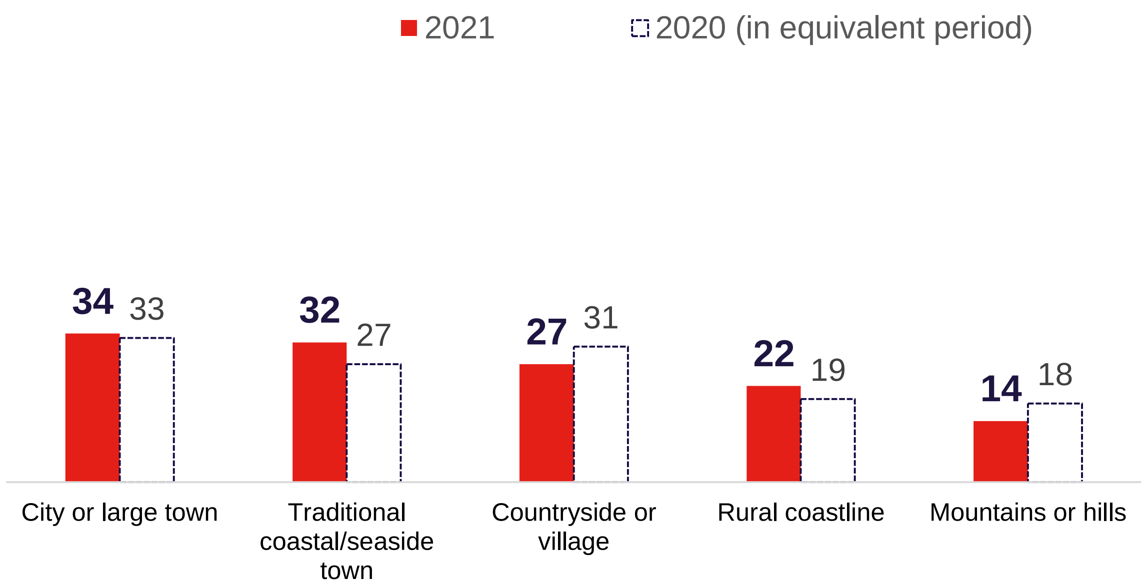


Figure 24. Main type of destination for trip in autumn, percentage Waves 33 and 34, UK



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 33 and 34 respondents planning on taking a holiday or short break in the UK for Summer (July to September) n=880, Autumn (October-December) n = 371
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’ is the leading accommodation choice amongst summer intenders, ahead of ‘camping/caravan’ and ‘a private home’.
- ‘Commercial rental’ is the leading choice amongst autumn intenders, marginally ahead of ‘a private home’, ‘hotel/motel/inn’ and ‘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 33 and 34

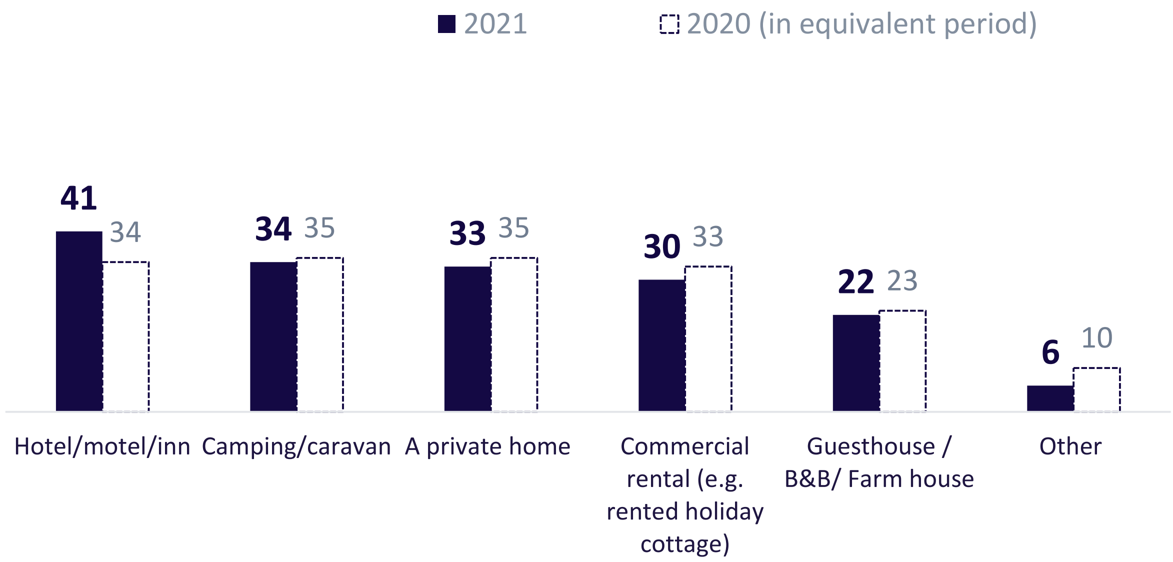
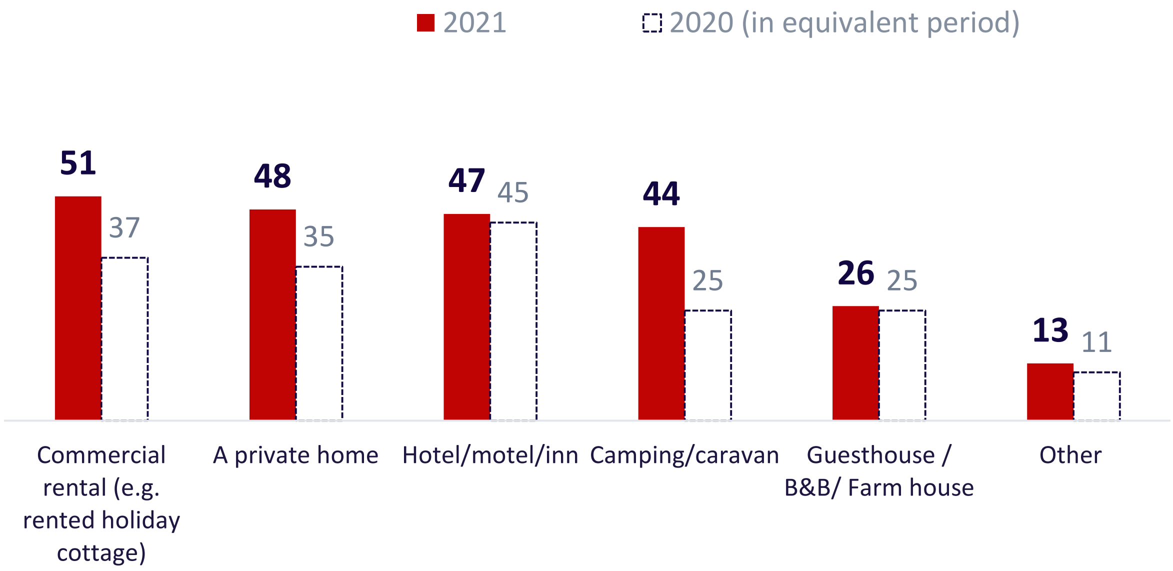


Figure 26. Accommodation planning on staying in on next UK overnight trip in autumn, net percentage Waves 33 and 34

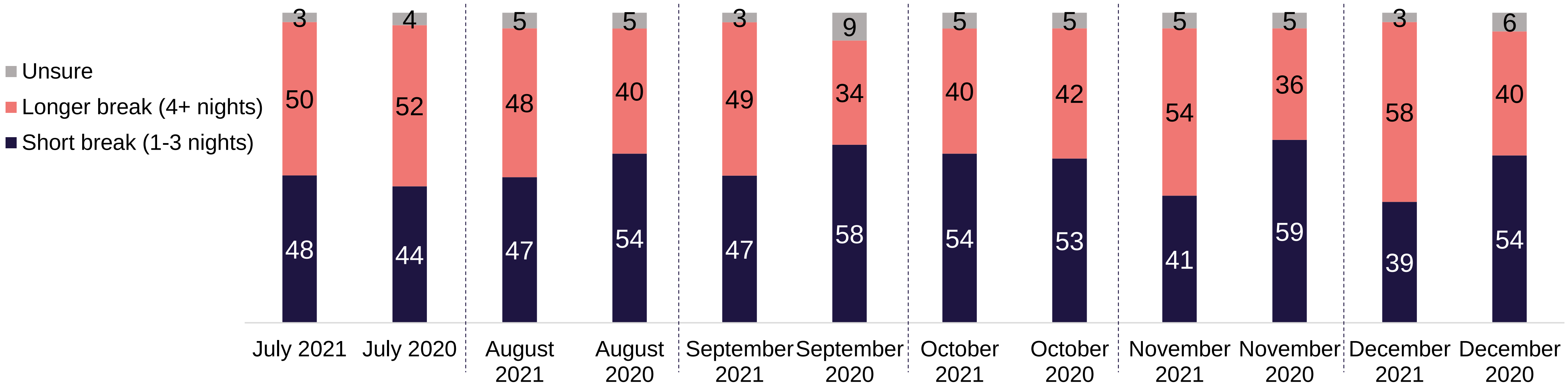


QVB6a. What type/s of accommodation do you expect to be staying in during your UK trip in <insert month>?
Base: All Waves 33 and 34 respondents planning on taking a holiday or short break in the UK for Summer (July to September) n=880, Autumn (October-December) n = 371
Note: Multiple choice question. 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 in October, though there is more uncertainty during this time period.**
- **Broadly, intended trips in 2021 are more likely to be longer breaks than in 2020.**

Figure 27. Length of next UK holiday or short break by time period, percentage Waves 33 and 34, UK



QVB3. Is this next trip likely to be a short break (1-3 nights) or a holiday (4+ nights)?
Base: All Waves 33 and 34 respondents intending to take next holiday or short break in each time period: July n=172, August n=399, September n=309, October n = 191, November n = 85, December n = 95

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 66% stating this for summer trips and 50% for autumn trips. For summer trips this is up 5 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 34, UK

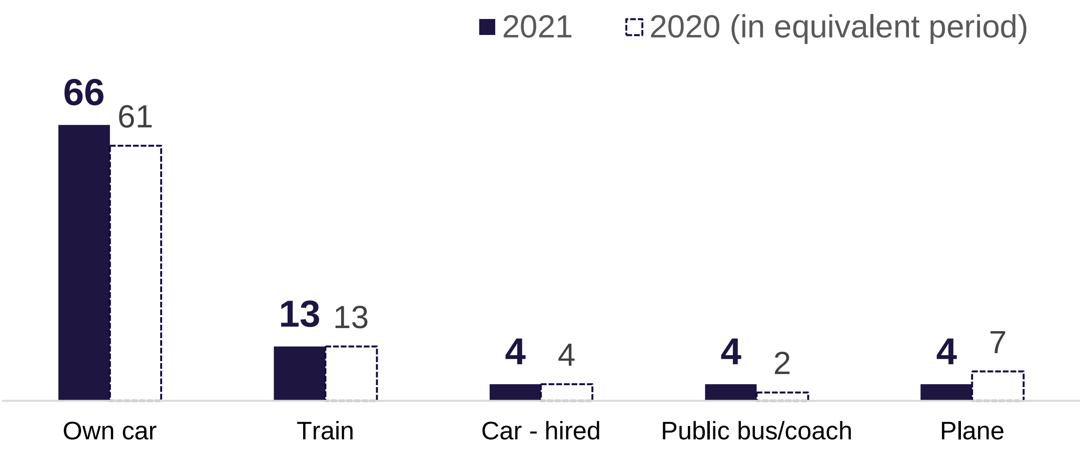
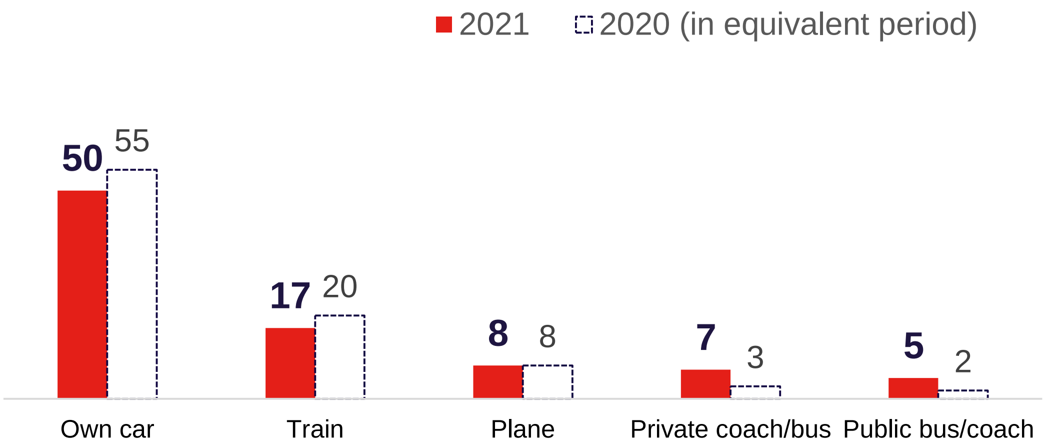


Figure 29. Top 5 main modes of travel to destination for trip in Autumn, percentage, Wave 34 UK

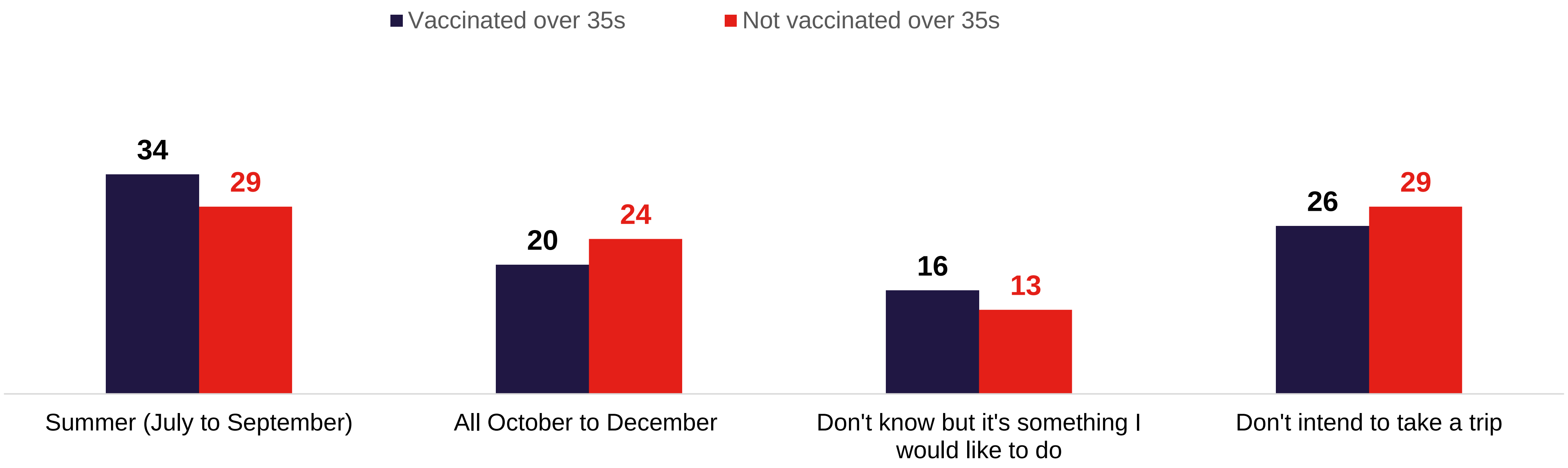


QVB4c. What do you anticipate being the main mode of travel to your holiday or short break destination?
Base: All Wave 34 respondents planning on taking a holiday or short break in the UK for; Summer (July to September) n=538, Autumn (October to December) n=184

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 summer overnight trips than over 35s that have *not* been vaccinated.**

Figure 30. Proportion anticipating going on <u>any</u> overnight UK trip by vaccine status, Percentage Wave 34, UK

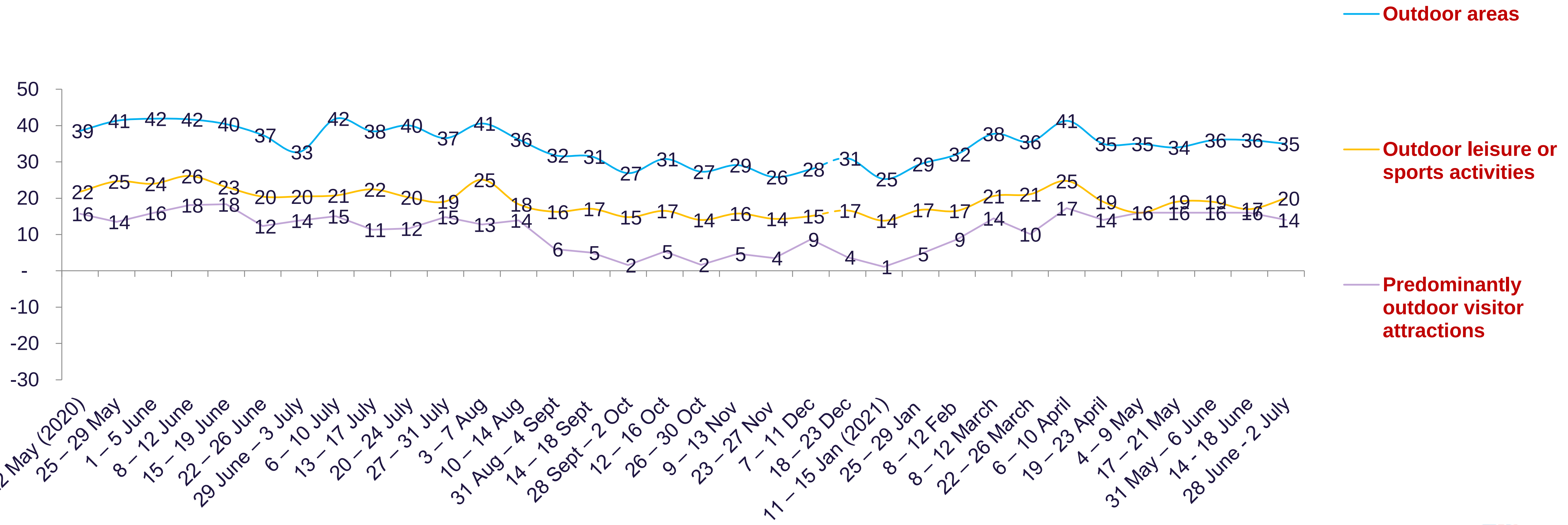


QVB2a. Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? Base: All vaccinated respondents aged 35+ n= 871 ; Non-vaccinated respondents aged over 35 n= 221
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 wave, continuing to generate more activity than normal.**
- **For 'outdoor leisure or sports activities' there is a 3 percentage point improvement, while 'predominantly outdoor visitor attractions' observe a marginal decrease**

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

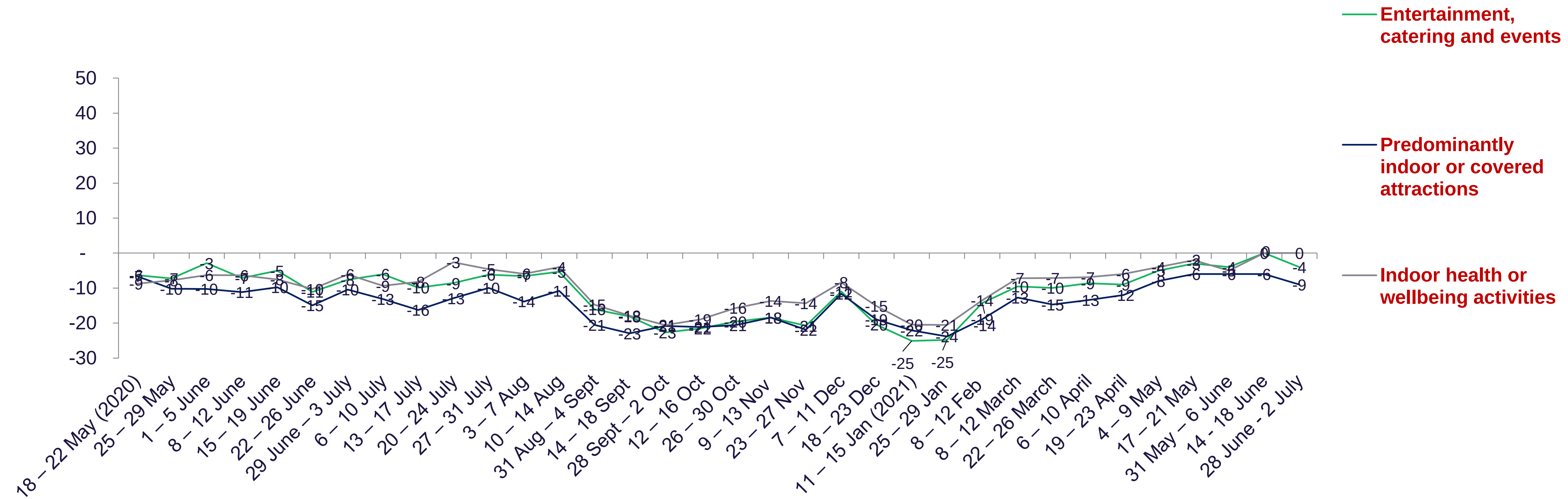


QVB9a/bB10a/b. Which, if any, of these types of places/activities in the UK are you more/less likely than normal to visit/do over the next few months? Base: All Wave 34 = 1,759

Indoor leisure activity engagement in the next few months

- **Notably, intended engagement levels ‘indoor health or wellbeing activities’ are ‘net: neutral’ for the second time since the research began. At -4, ‘predominantly indoor or covered attractions’ are close to achieving ‘neutral’ activity levels, after improving 2 percentage points on last wave, while ‘entertainment, catering and events’ have dropped by 4 percentage points.**

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 34 = 1,759

3. Business trip Intentions

Intentions for overnight business trips between now and the next 6 months

- 10% of U.K. adults in employment say they are intending to take a domestic overnight business trip between now and the next 6 months
- ‘Meetings’ dominate the leading reasons, with 30% planning to take a meeting of 6 people or more, and 24% 5 people or fewer

Figure 30a. Proportion anticipating an overnight business trip by end of 2021, Percentage, Wave 34, U.K. adults in employment

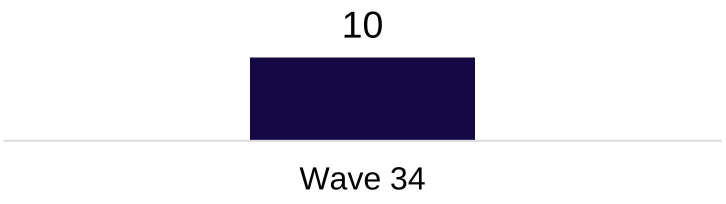
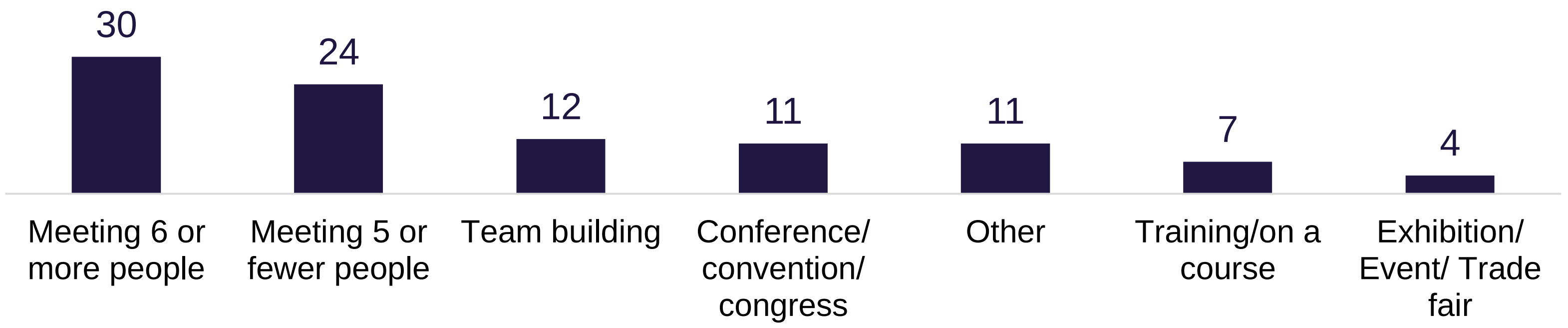


Figure 31b. Reasons for taking an overnight business trip, Percentage, Wave 34, U.K. adults in employment planning a trip



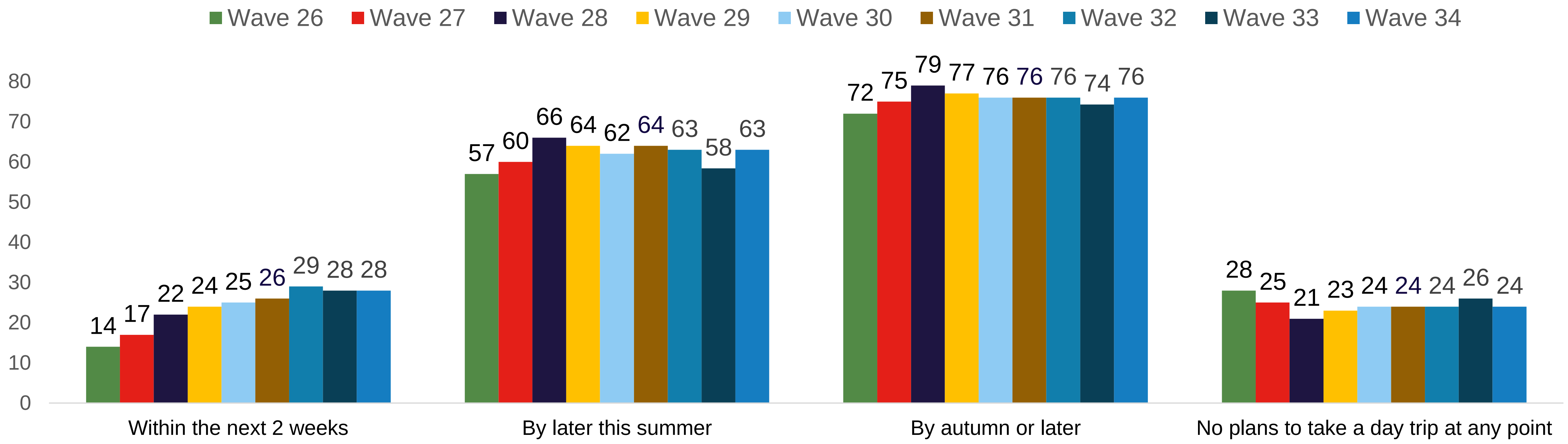
QVB14a/b. Now looking ahead, are you intending to take any overnight business trips in the UK between now and end of the year? VB14b: What would be the main reason for this overnight business trip? Base: Wave 34 respondents currently in employment n = 872. All taking a business trip n=142

4. Day Trip Intentions

Day trip intention overall

- **The likelihood to take day trips in the next two weeks remains consistent with Wave 33.**
- **The likelihood to take a day trip by later in summer or by autumn or later shows improvements on Wave 33, returning to Wave 32 levels.**

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

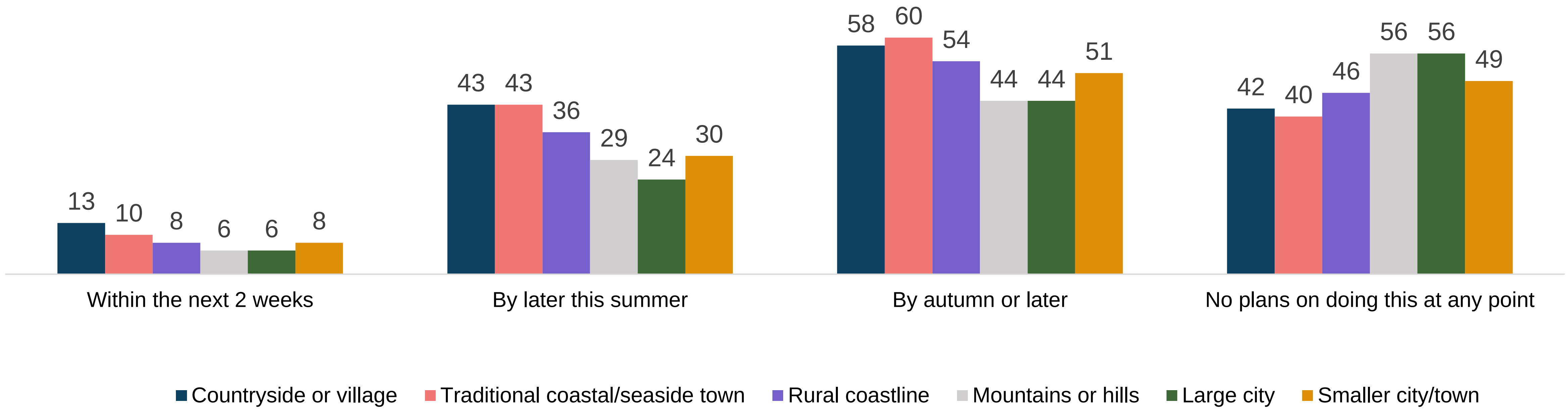


QVB16a. Are you likely to go on any day trips to the following types of places in these time periods? Base: All Wave 34 = 1,759 Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple day trips across several time periods.

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, while smaller cities/towns look set to be more popular among those travelling by autumn or later.

Figure 33. Likelihood to take a day trip by destination type, percentage, Wave 34, UK

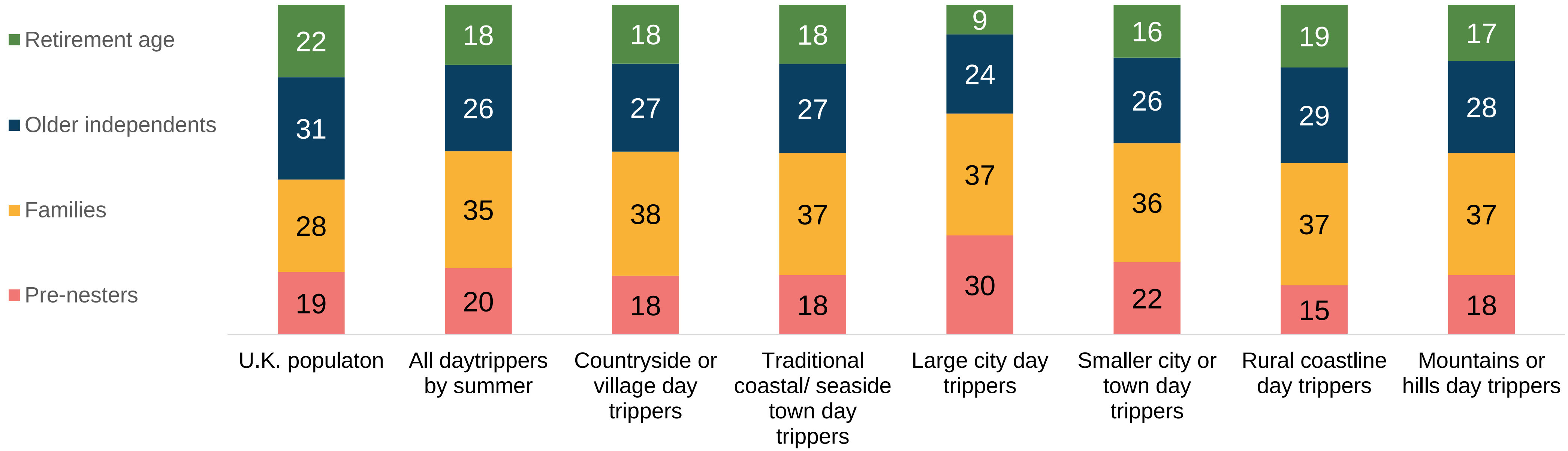


QVB16a. Are you likely to go on any day trips to the following types of places in these time periods? Base: All Wave 34 = 1,759 Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple day trips across several time periods.

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 34, 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=1119; All day-trippers Countryside or village day trippers n=753; Traditional coastal/ seaside town day trippers n=758 Large city day trippers n=460 Smaller city or town day trippers n=547 Rural coastline day trippers n=644 Mountains or hills day trippers n=514

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 34 of the COVID-19 consumer sentiment tracker, with comparisons to Waves 1-33 where appropriate. Wave 34 fieldwork was conducted between 28 June- 2 July 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.