Flash Eurobarometer 291
February 2010

Survey on attitudes of Europeans
towards Tourism in 2010


Basic bilingual questionnaire

The GALLUP Organization

# FLASH 291 – TOURISM (2010)

**Q1. During 2009, how many times have you travelled for business or private purposes where you were away from home for a minimum of one night?**

Record the actual number: _____

[00] – Have not travelled at all -> GO TO Q4
[99] – DK/NA

**Q2. And how many of these were short private trips, where you stayed away for less than four nights?**

Record the actual number: _____

[00] – None
[99] – DK/NA

**Q3. How many times did you go on holiday in 2009, where you either stayed in paid accommodation / or in your second home for a minimum of four nights?**

Record the actual number: _____

[00] – None
[99] – DK/NA

**Q1. Au cours de l'année 2009, combien de fois avez-vous voyagé pour des raisons professionnelles ou privées en passant au moins une nuit hors de chez vous ?**

Noter le nombre réel : _____

[00] – n'a pas voyagé -> ALLER EN Q4
[99] – N.S.P. / Sans réponse

**Q2. Et combien d'entre eux étaient de courts voyages privés, avec des séjours de moins de quatre nuits ?**

Noter le nombre réel : _____

[00] – Aucun
[99] – N.S.P. / Sans réponse

**Q3. Combien de fois êtes-vous parti en vacances en 2009, au cours desquelles vous avez soit séjourné en hébergement payant / soit dans une maison secondaire, pendant au moins quatre nuits ?**

Noter le nombre réel : _____

[00] – Aucun
[99] – N.S.P. / Sans réponse

[IF Q3 = 0 OR Q1 = 0]

**Q4. What was the main reason why you did not go on holiday in 2009?**
[ROTATE]

- Personal/private reasons.................................................................1
- Financial reasons .........................................................................2
- Lack of time ................................................................................3
- Prefer to only make short-stay trips..........................................4
- No motivation to take a holiday in 2009 ...................................5
- Concerns about safety ................................................................6
- Prefer to stay at home or with family / friends .........................7
- Other.............................................................................................8
- [DK/NA].......................................................................................9

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[SI Q3=0 OU Q1=0]

**Q4. Quel était la raison principale pour laquelle vous n'êtes pas parti en vacances en 2009 ?**
[ROTATION]

- Raisons personnelles / privées ....................................................1
- Raisons financières.......................................................................2
- Manque de temps .........................................................................3
- Préfère ne faire que des voyages avec de courts
  séjours ...........................................................................................4
- Pas de motivation pour prendre des vacances en
  2009 ..............................................................................................5
- Soucis de sécurité.........................................................................6
- Préfère rester à la maison ou avec la famille / les
  amis ...............................................................................................7
- Autre .............................................................................................8
- [N.S.P. / Sans réponse] ................................................................9

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[IF Q3 NOT EQ 0 OTHERWISE GO TO QUESTION 8]

**Q5. What was the major motivation for your main holiday trip in 2009? (choose one)**
[ROTATE]

- Sun/beach....................................................................................1
- Wellness/health treatment ........................................................2
- Rest/recreation...........................................................................3
- City trips......................................................................................4
- Sports-related .............................................................................5
- Nature..........................................................................................6
- Culture / religion.........................................................................7
- Visiting friends / relatives ..........................................................8
- [DK/NA].......................................................................................9

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[SI Q3 N'EST PAS EGAL A 0, SINON ALLER A LA QUESTION 8]

**Q5. Quelle était votre motivation majeure pour faire ce principal voyage de vacances en 2009 ? (choisir une seule réponse)**
[ROTATION]

- Soleil / plage...............................................................................1
- Bien être / traitement de santé .................................................2
- Repos / détente............................................................................3
- Voyages de découverte de ville ..................................................4
- Liés au sport ................................................................................5
- Nature ..........................................................................................6
- Culture / religion .........................................................................7
- Rendre visite à des amis / de la famille......................................8
- [N.S.P. / Sans réponse].................................................................9

**Q6. How did you travel there in 2009? (what was the main method of transport?)**
[ROTATE]

- Airplane ....................................................................................1
- Boat ..........................................................................................2
- Train..........................................................................................3
- Bus ............................................................................................4
- Car / motorbike ........................................................................5
- Bicycle (not motorised)............................................................6
- Other.........................................................................................7
- [DK/NA]....................................................................................9

**Q7. How did you organize your main holiday trip in 2009?**

- Travel / accommodation organised individually ............................1
- Travel or accommodation booked through a travel agency....................................................................................2
- Package tour/All Inclusive holiday booked via the Internet....................................................................................3
- Package tour /All Inclusive holiday booked through a travel agency............................................................................4
- Other.........................................................................................5
- [DK/NA]....................................................................................9

**Q6. Comment vous êtes vous rendu là bas en 2009 ? (par quel mode de transport principal)**
[ROTATION]

- Avion ....................................................................................... 1
- Bateau ..................................................................................... 2
- Train ........................................................................................ 3
- Car ........................................................................................... 4
- Voiture / moto ........................................................................ 5
- Vélo (sans moteur).................................................................. 6
- Autre ....................................................................................... 7
- [N.S.P. / Sans réponse]............................................................ 9

**Q7. Comment avez-vous organisé votre principal voyage de vacances en 2009 ?**

- Voyage / hébergement organisé individuellement....................... 1
- Voyage ou hébergement réservé en passant par une agence de voyage................................................................ 2
- Voyage organisé / Formule tout compris réservée par Internet .............................................................................. 3
- Voyage organisé / Formule tout compris réservée par l'intermédiaire d'une agence de voyage................................ 4
- Autre ....................................................................................... 5
- [N.S.P. / Sans réponse]............................................................ 9

**Q8. When you are actually on holiday, what kind of leisure spending are you willing to reduce the most?**
[ROTATE]

- Entertainment (movies; theatres) ...........................................................1
- Restaurants and cafes ...........................................................................2
- Shopping ..............................................................................................3
- Beauty/Wellness treatments.................................................................4
- Sports and other activities ...................................................................5
- [None (I would not reduce any)] ...........................................................6
- [All of these] ........................................................................................7
- [DK/NA]................................................................................................9

**Q9. What type of holiday destinations do you prefer?**

- Traditional, well-known destinations ...................................................1
- Non-traditional, emerging destinations ...............................................2
- [Not important, no preference]..............................................................3
- [DK/NA]................................................................................................9

**Q10. What would be your main expectation from a non-traditional, emerging destination?**
[ROTATE]

- Better quality of service ......................................................................1
- Lower prices ........................................................................................2
- Better value for money.........................................................................3
- Local culture, lifestyle and traditions ..................................................4
- Better environmental quality ...............................................................5
- [DK/NA]................................................................................................9

**Q8. Quand vous êtes réellement en vacances, quel type de dépense de loisir seriez-vous prêt à réduire le plus ?**
[ROTATION]

- Distractions (cinémas, théâtres) ........................................................ 1
- Restaurants et cafés............................................................................ 2
- Achats / shopping................................................................................ 3
- Soins de beauté / bien être ................................................................. 4
- Sports et autres activités..................................................................... 4
- [Aucun (je n'en réduirais aucun)]........................................................ 4
- [Tous ceux-ci] ...................................................................................... 4
- [N.S.P. / Sans réponse] ....................................................................... 9

**Q9. Quel type de destinations de vacances préférez-vous ?**

- Destinations traditionnelles, bien connues........................................ 1
- Destinations non traditionnelles, nouvelles / émergeantes ................................................................................................. 2
- [Pas important, pas de préférence] ..................................................... 3
- [N.S.P. / Sans réponse] ....................................................................... 9

**Q10. Quelle serait votre attente principale de la part d'une destination non traditionnelle, nouvelle / émergeante**
[ROTATION]

- Une meilleure qualité de service ........................................................ 1
- Des prix plus bas................................................................................. 2
- Un meilleur rapport qualité / prix ....................................................... 3
- La culture, le style de vie et les traditions du lieu ......................... 4
- Une meilleure qualité de l'environnement.................................... 5
- [N.S.P. / Sans réponse]....................................................................... 9

**Q11a. From the following information sources, which one do you consider to be the most important when you make a decision about your travel plans?**
[ROTATE]

- Personal experience ........................................................................1
- Recommendations of friends and colleagues...............................2
- Guidebooks and magazines (commercial)....................................3
- Catalogues, brochures (non-commercial) ....................................4
- The Internet ....................................................................................5
- Travel / tourist agencies ...............................................................6
- Media (newspaper, radio, TV) ......................................................7
- [DK/NA]............................................................................................9

**Q11b. And what is the second most important?**
[ROTATE]

- Personal experience ........................................................................1
- Recommendations of friends and colleagues...............................2
- Guidebooks and magazines (commercial)....................................3
- Catalogues, brochures (non-commercial) ....................................4
- The Internet ....................................................................................5
- Travel / tourist agencies ...............................................................6
- Media (newspaper, radio, TV) ......................................................7
- [DK/NA]............................................................................................9

**Q11a. Parmi les sources d'informations suivantes, laquelle considérez-vous comme la plus importante quand vous prenez une décision au sujet de vos plans de voyage ?**
[ROTATION]

- L'expérience personnelle ................................................................ 1
- Les recommandations d'amis et collègues ................................... 2
- Les guides et magazines (commerciaux)....................................... 3
- Les catalogues, les brochures (non commercial) .......................... 4
- Internet ........................................................................................... 5
- Les agences de voyage / de tourisme ........................................... 6
- Les média (journaux, radio, télévision) ........................................ 7
- [N.S.P. / Sans réponse].................................................................. 9

**Q11b. Et laquelle est la deuxième plus importante ?**
[ROTATION]

- L'expérience personnelle ................................................................ 1
- Les recommandations d'amis et collègues ................................... 2
- Les guides et magazines (commerciaux)....................................... 3
- Les catalogues, les brochures (non commercial) .......................... 4
- Internet ........................................................................................... 5
- Les agences de voyage / de tourisme ........................................... 6
- Les média (journaux, radio, télévision) ........................................ 7
- [N.S.P. / Sans réponse].................................................................. 9

**Q12. From the following attractions, please choose the one that has the major influence on your choice of destination?**
[ROTATE]

- Art ................................................................................................1
- Gastronomy ..................................................................................2
- Entertainment .............................................................................3
- Cultural heritage .........................................................................4
- Festivals & other events .............................................................5
- The environment .........................................................................6
- Others .........................................................................................7
- [DK/NA].......................................................................................9

**Q12. Parmi les attraits suivants, veuillez choisir celui qui a la plus grande influence sur votre choix de destination ?**
[ROTATION]

- L'art ............................................................................................ 1
- La gastronomie............................................................................ 2
- Les loisirs/animations................................................................. 3
- L'héritage culturel ...................................................................... 3
- Les festivals et autres événements ............................................ 3
- L'environnement.......................................................................... 3
- Autres.......................................................................................... 3
- [NSP/SR] ..................................................................................... 9

**Q13. What kind of holidays are you planning in 2010?**

- A holiday with more than 13 consecutive nights ...........................1
- A holiday with more than four consecutive nights........................2
- A combination of longer holidays and shorter trips......................3
- Short-stay trip(s) (1 - 3 nights) only .............................................4
- No decision yet .............................................................................5
- No trip at all ........................................... 6-> GO TO DEMOGRAPHY
- [DK/NA]..........................................................................................9

**Q13. Quel type de vacances prévoyez-vous pour 2010 ?**

- Des vacances de plus de 13 nuits consécutives ........................... 1
- Des vacances de plus de quatre nuits consécutives..................... 2
- Une association de vacances plus longues et de voyages plus courts ..................................................................... 3
- Un / des voyage(s) de court séjour uniquement (1 - 3 nuits) ........................................................................................... 4
- Aucune décision pour le moment ................................................ 5
- Aucun voyage du tout6-> ALLEZ AUX QUESTIONS DEMOGRAPHIQUES
- [NSP/SR] ..................................................................................... 9

**Q14. Will you have the necessary financial resources to be able to afford to take your planned holidays in 2010?**

- Yes, without any major difficulties ...............................................1
- Yes, but we will need to make extra savings .................................2
- No, not without going into debt....................................................3
- No, I cannot afford given the current financial situation.........................................................................................4
- [DK/NA]..........................................................................................9

**Q14. Aurez-vous les ressources financières nécessaires pour pouvoir vous offrir ces vacances planifiées pour 2010 ?**

- Oui, sans difficulté majeure ........................................................ 1
- Oui, mais nous aurons besoin de faire des économies supplémentaires ......................................................... 2
- Non, pas sans m'endetter ............................................................ 3
- Non, je ne peux pas me le permettre étant donné la situation financière actuelle...................................................... 4
- [NSP/SR] ..................................................................................... 9

**Q15. Where do you plan to spend your main holiday in 2010?**
[Precoded, including the at home and within the country]

_____

**D1.      Gender**

_[DO NOT ASK - MARK APPROPRIATE]_

- [1]   Male
- [2]   Female

**D2.      How old are you?**

- [_][_] years old

- [00]  [REFUSAL/NO ANSWER]

**D3.      How old were you when you stopped full-time education?**
[Write in  THE AGE  WHEN EDUCATION  WAS TERMINATED]

- [_][_] years old
- [99]  [REFUSAL/NO ANSWER]
- [01]  [NEVER BEEN IN FULL TIME EDUCATION]
- [00]  [STILL IN FULL TIME EDUCATION]

**Q15. Où prévoyez-vous de passer vos vacances principales en 2010 ?**
[Pré codé, inclure les à la maison et dans le pays]

_____

**D1.      Sexe**

_[NE PAS DEMANDER - NOTER COMME APPROPRIE]_

- [1]   Homme
- [2]   Femme

**D2.      Quel âge avez-vous?**

- [_][_] ans

- [00]  [REFUS/PAS DE REPONSE]

**D3.      Quel âge aviez-vous quand vous avez terminé vos études à temps plein?**
[Noter l'âge de fin d'études]

- [_][_] ans
- [99]  [REFUS/PAS DE REPONSE]
- [01]  [Jamais suivi des études à temps plein]
- [00]  [Toujours en train de poursuivre des études à temps plein]

**D4.** **As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...**

*[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES - ONE ANSWER ONLY]*

- **Self-employed**
→ i.e. : - farmer, forester, fisherman ......................................................11
- owner of a shop, craftsman...................................................12
- professional (lawyer, medical practitioner, accountant, architect,...)...............................................................13
- manager of a company .........................................................14
- other ........................................................................................15

- **Employee**
→ i.e. : - professional (employed doctor, lawyer, accountant, architect)......................................................................21
- general management, director or top management................22
- middle management................................................................23
- Civil servant ...........................................................................24
- office clerk ..............................................................................25
- other employee (salesman, nurse, etc...)................................26
- other ........................................................................................27

- **Manual worker**
→ i.e. : - supervisor / foreman (team manager, etc...)...........................31
- Manual worker.........................................................................32
- unskilled manual worker .........................................................33
- other ........................................................................................34

- **Without a professional activity**
→ i.e. : - looking after the home ...........................................................41
- student (full time) ...................................................................42
- retired .....................................................................................43
- seeking a job............................................................................44
- other ........................................................................................45

- [Refusal] ........................................................................................99

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**D4.** **Concernant votre emploi actuel, êtes vous indépendant, employé, ouvrier ou sans activité professionnelle? Cela veut-il dire que vous êtes un(une)...**

*[SI UNE REPONSE EST DONNEE A LA CATEGORIE PRINCIPALE, LIRE LES SOUS CATEGORIES RESPECTIVES - UNE SEULE REPONSE POSSIBLE]*

- **profession libérale/ indépendant**
→ i.e. : - agriculteur, sylviculteur, pêcheur ...........................................11
- commerçant, artisan ................................................................12
- profession libérale (avocat, médecin, comptable, architecte...).................................................................13
- Dirigeant d'entreprise ..............................................................14
- Autre ........................................................................................15

- **Employé (e)**
→ i.e. : - Cadre employé (médecin sous convention, avocat, comptable, architecte) .............................................21
- Direction générale, directeur ou direction supérieure ............22
- Cadre moyen ...........................................................................23
- Fonctionnaire ..........................................................................24
- employé(e) de bureau..............................................................25
- Autre salarié (commercial, infirmière etc...) ...........................26
- Autre ........................................................................................27

- **Ouvrier**
→ i.e. : - superviseur/agent de maîtrise (chef d'équipe, etc...)..............31
- Ouvrier.....................................................................................32
- Ouvrier non qualifié .................................................................33
- Autre ........................................................................................34

- **Sans activité professionelle**
→ i.e. : - Femme/ Homme au foyer .......................................................41
- Etudiant (temps plein) .............................................................42
- Retraité ....................................................................................43
- Demandeur d'emploi ...............................................................44
- Autre ........................................................................................45

- [Refus] ........................................................................................99

**D6. Would you say you live in a ...?**

- metropolitan zone .........................................................................1
- other town/urban centre .............................................................2
- rural zone....................................................................................3
- [Refusal]....................................................................................9

**D6. Diriez-vous que vous vivez ...?**

- zone métropolitaine....................................................................1
- autre ville/centre urbain .............................................................2
- zone rurale ................................................................................. 3
- [Refus] ...................................................................................... 9

# Survey on the attitudes of Europeans towards tourism

Conducted by
The Gallup Organisation, Hungary
upon the request of Directorate General
Enterprise and Industry



EUROBAROMETER

Survey co-ordinated by
Directorate General Communication

THE GALLUP ORGANISATION

# Survey details

This general population survey "*Survey on the Attitudes of Europeans towards Tourism in 2010*"(No 291) was conducted for the European Commission, Enterprise and Industry Directorate General – New Approach Industries, Tourism & CSR.

Telephone interviews were conducted in each country, with the exception of the Bulgaria, Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania, Slovakia and the former Yugoslav Republic of Macedonia where both telephone and face-to-face interviews were conducted (70% webCATI and 30% F2F interviews). Note: Flash Eurobarometer surveys systematically include mobile phones in samples in Austria, Finland, Italy, Portugal and Spain.

Telephone interviews were conducted in each country between the 05/02/2010 and the 09/02/2010 by the following institutes:

| | | | |
|---|---|---|---|
| Belgium | BE | Gallup Europe | (Interviews: 05/02/2010 - 09/02/2010) |
| Czech Republic | CZ | Focus Agency | (Interviews: 05/02/2010 - 09/02/2010) |
| Denmark | DK | Hermelin | (Interviews: 05/02/2010 - 09/02/2010) |
| Germany | DE | IFAK | (Interviews: 05/02/2010 - 09/02/2010) |
| Estonia | EE | Saar Poll | (Interviews: 05/02/2010 - 09/02/2010) |
| Greece | EL | Metroanalysis | (Interviews: 05/02/2010 - 09/02/2010) |
| Spain | ES | Gallup Spain | (Interviews: 05/02/2010 - 09/02/2010) |
| France | FR | Efficience3 | (Interviews: 05/02/2010 - 09/02/2010) |
| Ireland | IE | Gallup UK | (Interviews: 05/02/2010 - 09/02/2010) |
| Italy | IT | Demoskopea | (Interviews: 05/02/2010 - 09/02/2010) |
| Cyprus | CY | CYMAR | (Interviews: 05/02/2010 - 09/02/2010) |
| Latvia | LV | Latvian Facts | (Interviews: 05/02/2010 - 09/02/2010) |
| Lithuania | LT | Baltic Survey | (Interviews: 05/02/2010 - 09/02/2010) |
| Luxembourg | LU | Gallup Europe | (Interviews: 05/02/2010 - 09/02/2010) |
| Hungary | HU | Gallup Hungary | (Interviews: 05/02/2010 - 09/02/2010) |
| Malta | MT | MISCO | (Interviews: 05/02/2010 - 09/02/2010) |
| Netherlands | NL | MSR | (Interviews: 05/02/2010 - 09/02/2010) |
| Austria | AT | Spectra | (Interviews: 05/02/2010 - 09/02/2010) |
| Poland | PL | Gallup Poland | (Interviews: 05/02/2010 - 09/02/2010) |
| Portugal | PT | Consulmark | (Interviews: 05/02/2010 - 09/02/2010) |
| Slovenia | SI | Cati d.o.o | (Interviews: 05/02/2010 - 09/02/2010) |
| Slovakia | SK | Focus Agency | (Interviews: 05/02/2010 - 09/02/2010) |
| Finland | FI | Norstat Finland Oy | (Interviews: 05/02/2010 - 09/02/2010) |
| Sweden | SE | Hermelin | (Interviews: 05/02/2010 - 09/02/2010) |
| United Kingdom | UK | Gallup UK | (Interviews: 05/02/2010 - 09/02/2010) |
| Bulgaria | BG | Vitosha | (Interviews: 05/02/2010 - 09/02/2010) |
| Romania | RO | Gallup Romania | (Interviews: 05/02/2010 - 09/02/2010) |
| Croatia | HR | Gallup Croatia | (Interviews: 05/02/2010 - 09/02/2010) |
| Norway | NO | Fieldwork Scandinavia | (Interviews: 05/02/2010 - 09/02/2010) |
| Iceland | IS | Capacent Gallup | (Interviews: 05/02/2010 - 09/02/2010) |
| Turkey | TR | Konsensus | (Interviews: 05/02/2010 - 09/02/2010) |
| The formal Yugoslav Republic of Macedonia | MK | Ipsos Strategic Puls | (Interviews: 05/02/2010 - 09/02/2010) |

**Representativeness of the results**

Each national sample is representative of the population aged 15 years and above.

## Sample sizes

In most European countries the target sample size was 1000 respondents, but in Germany the sample size was 2000 interviews, 1500 interviews in  Spain, France, Italy, Poland, United Kingdom, and 500 interviews in Estonia, Cyprus, Latvia, Lithuania, Luxembourg, Malta, Slovenia, Croatia, Norway, Iceland, the former Yugoslav Republic of Macedonia. The table below shows the achieved sample size by country.

A weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the European Union result in proportion to its population.

The table below presents, for each of the countries:
(1) the number of interviews actually carried out
(2) the population-weighted total number of interviews

## Total interviews

| | Total Interviews | | | |
|---|---|---|---|---|
| | **Conducted** | **% of Total** | **EU27 weighted** | **% of Total (weighted)** |
| **Total** | **30138** | **100** | **27115** | **100** |
| BE | 1000 | 3.3 | 571 | 2.1 |
| BG | 1005 | 3.3 | 432 | 1.6 |
| CZ | 1004 | 3.3 | 573 | 2.1 |
| DK | 1002 | 3.3 | 288 | 1.1 |
| DE | 2009 | 6.7 | 4609 | 17.0 |
| EE | 525 | 1.7 | 74 | 0.3 |
| EL | 1006 | 3.3 | 623 | 2.3 |
| ES | 1505 | 5.0 | 2472 | 9.1 |
| FR | 1504 | 5.0 | 3358 | 12.4 |
| IE | 1000 | 3.3 | 224 | 0.8 |
| IT | 1500 | 5.0 | 3304 | 12.2 |
| CY | 501 | 1.7 | 42 | 0.2 |
| LV | 502 | 1.7 | 128 | 0.5 |
| LT | 502 | 1.7 | 185 | 0.7 |
| LU | 503 | 1.7 | 25 | 0.1 |
| HU | 1003 | 3.3 | 555 | 2.0 |
| MT | 506 | 1.7 | 22 | 0.1 |
| NL | 1003 | 3.3 | 871 | 3.2 |
| AT | 1000 | 3.3 | 456 | 1.7 |
| PL | 1507 | 5.0 | 2088 | 7.7 |
| PT | 1006 | 3.3 | 583 | 2.1 |
| RO | 1003 | 3.3 | 1187 | 4.4 |
| SI | 501 | 1.7 | 112 | 0.4 |
| SK | 1010 | 3.4 | 294 | 1.1 |
| FI | 1008 | 3.3 | 285 | 1.0 |
| SE | 1000 | 3.3 | 492 | 1.8 |
| UK | 1500 | 5.0 | 3261 | 12.0 |
| HR | 505 | 1.7 | | |
| NO | 501 | 1.7 | | |
| IS | 504 | 1.7 | | |
| TR | 1000 | 3.3 | | |
| MK | 513 | 1.7 | | |

**Questionnaires**

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English.
2. The institutes listed above translated the questionnaire in their respective national language(s).
3. One copy of each national questionnaire is annexed to the results (volume tables).

**Tables of results**

VOLUME A: COUNTRY BY COUNTRY
The VOLUME A tables present the European results country by country.

VOLUME B: RESPONDENTS' DEMOGRAPHICS
The VOLUME B tables present the European results with the following socio-demographic characteristics of respondents as breakdowns:

Volume B:
Sex *(Male, Female)*
Age *(15-24, 25-39, 40-54, 55 +)*
Subjective urbanisation *(Metropolitan zone, Other town/urban centre, Rural zone)*
Occupation *(Self-employed, Employee, Manual worker, Not working)*
Education (*-15, 16-20, 21+, Still in full time education*)


**Sampling error**

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The "margin of error" is a common summary of sampling error, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: survey estimate +/- margin of error. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be (45%-10%) to (45%+10%), suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

**Margin of error (95% confidence interval)**

| Survey estimate | Sample size (n) | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 10 | 50 | 100 | 150 | 200 | 400 | 800 | 1000 | 2000 | 4000 |
| 5% | 13.5% | 6.0% | 4.3% | 3.5% | 3.0% | 2.1% | 1.5% | 1.4% | 1.0% | 0.7% |
| 10% | 18.6% | 8.3% | 5.9% | 4.8% | 4.2% | 2.9% | 2.1% | 1.9% | 1.3% | 0.9% |
| 25% | 26.8% | 12.0% | 8.5% | 6.9% | 6.0% | 4.2% | 3.0% | 2.7% | 1.9% | 1.3% |
| 50% | 31.0% | 13.9% | 9.8% | 8.0% | 6.9% | 4.9% | 3.5% | 3.1% | 2.2% | 1.5% |
| 75% | 26.8% | 12.0% | 8.5% | 6.9% | 6.0% | 4.2% | 3.0% | 2.7% | 1.9% | 1.3% |
| 90% | 18.6% | 8.3% | 5.9% | 4.8% | 4.2% | 2.9% | 2.1% | 1.9% | 1.3% | 0.9% |
| 95% | 13.5% | 6.0% | 4.3% | 3.5% | 3.0% | 2.1% | 1.5% | 1.4% | 1.0% | 0.7% |

(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

# Evaluation of the samples

The attached tables (after the Technical Report tables) provide a detailed insight to the within country weighting of the study. (For cross-country weights please refer to the table on previous page) The weighting of the dataset is a three-fold exercise.

In the *first step* we will apply the basic **selection probability weights**, primarily to avoid the overcoverage of households with multiple telephone lines. In the same step, we calculate the weights that corrects the estimations based on the merged **dual frame** samples, i.e., weights that deal with phone owners;

In the *second step*, on a country-by-country basis, a **nonresponse population weighting** was carried out. As nonresponse rates vary by social segments, the sample characteristics reflect such differences as well (i.e., there are usually less males and especially less young people in the samples than in the universe.) In this step, we .compensated. for the nonresponse bias that stems from the field execution process. The most advanced method for eliminating such deviations is the so-called *Raking Adjustment for Nonresponse* (raking). Gallup applied this method. This procedure performs iterative proportional fitting in contingency table analysis. This method is also used to deal with the problem of large variability of weights . when weighting classes are formed based on full cross-classification of the auxiliary variables, the result is a large number of weighting classes with unstable response rates.

However, one drawback is that raking assumes that the variables used for adjustment are independent. Raking works in the following way:
1) sets initial weight factor values in each cross-classification term to 1;
2) adjusts the weight factors of the first cross-classification term so the weighted sample is representative for the variables involved;
3) adjusts the weight factors for the next cross-classification term so the weighted sample becomes representative with respect to the variables involved (this might disrupt the representativeness with respect to the variables involved);
4) repeats this adjustment for all cross-classification terms;
5) repeats all steps until the factors do not change.

A common approach to weighting is to determine the sample weights adjusting for unequal probabilities of selection, revise these weights to compensate for different sub-class response rates, and finally modify the weights again to conform the weighted sample distribution for certain variables (e.g., age, gender, activity etc.) to the known population distributions of the same variables.

The following variables will be used in all national raking procedures (with categories levels used):

**Age X Sex**
male, 15-29
male, 30-49
male, 50 -64
male, 65+
female, 15-29
female, 30-49
female, 50 -64
female, 65+
**Activity**
Active worker
retired
Other non-active worker
**Regions ( NUTS2)**
Please note that levels might be collapsed to achieve convergence or universe information is not available in the necessary detail.