

# “England Leisure Visits”

## Technical Report for the 2005 survey

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# Contents

A. Background and introduction .....	1
B. Sample Design.....	4
C. Fieldwork.....	10
D. Questionnaire Design .....	15
E. Editing and Coding of Data .....	21
F. Weighting and Grossing-up of the Survey Data.....	26
G. Sampling Errors and Confidence Intervals.....	36
Appendix 1 – Core questionnaire script.....	42
Appendix 2 – Boost questionnaire script.....	72
Appendix 3 – Changes to questionnaire script from GBDVS to ELVS.....	99
Appendix 4- Adjustments to the GBDVS data in re-analysis to match it more closely to the ELVS data: .....	103

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## A. Background and introduction

A consortium of government departments and agencies with an interest in recreation and tourism, led by the Countryside Agency, commissioned Research International to conduct the England Leisure Visits Survey 2005 (ELVS). This was the fifth in a series of similar surveys, the previous ones having been conducted by the National Centre for Social Research (formerly SCPR) in 1994, 1996 and 1998, and TNS Travel and Tourism in 2002. ELVS 2005 differs from its predecessors in the fact that it focussed specifically on leisure trips made to England by English respondents as opposed to the wider Great Britain/ United Kingdom scope of the previous surveys.

The ELVS consortium for the 2005 survey included the following members:

- Countryside Agency
- Department for Environment, Food and Rural Affairs
- Environment Agency
- Forestry Commission
- The Broads Authority
- Dartmoor National Park Authority
- Exmoor National Park Authority
- Lake District National Park Authority
- North York Moors National Park Authority
- Northumberland National Park Authority
- Peak District National Park Authority
- Yorkshire Dales National Park Authority

In line with the previous surveys in this series, the main objective for ELVS 2005 was '*... to measure participation in leisure day trips to England by the adult population (aged 16 years and over) in England and estimate the scale and value of these visits.*'

Additionally, for ELVS, there were two new secondary objectives to provide *“additional information about visits to National Parks and information about the use of new open access land.”*

The accurate and comparable data on Leisure Visits collected by ELVS, and previous surveys in the series, is used by a wide range of government departments and agencies, consultants and academics. The results contribute to national government public service agreement indicators to measure levels of recreation activity, its contribution to personal health and well-being and on access to services and facilities for people with disabilities. The findings monitor the contribution of Leisure Visits to the economy, the benefits to the sustainability of communities and countryside and also monitors diversity including ethnicity.

The data are also used by the tourism industry to monitor trends and changes in use of leisure time and to identify the profile of trip takers and non- trip takers. The term ‘Leisure Visit’ is defined as a round trip made from home for leisure purposes to locations anywhere in England. Participants must commence their journey from their home and return there within the same day. Leisure Visits from a work address are also included provided the person started out from their home earlier that day and returned to their home that day. There is no minimum time limit imposed on the Leisure Visit.

The survey was also designed to measure ‘Tourism Visits,’ also referred to as tourism trips. These are defined as leisure trips of at least three hours’ duration and not done on a regular basis and are, as such, a subset of Leisure Visits.

An addition for ELVS was to gather information on ‘Trips from a holiday base.’ These are defined as any Leisure Visit that was taken either whilst on holiday (i.e. setting off from and returning to a holiday base) or en-route to or from the holiday base. As such, these are a completely separate data set from the ‘Leisure Visits’ in the manner that they are described above.

In ELVS, specific information was gathered on visits to National Parks and visits that included a trip to open access land. In these cases, bases of ‘Leisure Visits to a National Park’, also referred to as ‘trips to a National Park’ and ‘Leisure Visits which included a trip to open access land,’ also referred to as ‘trips to open access land’ were used as the convention to allow a direct comparison between the information gathered on these trips and the information gathered on all Leisure Visits (e.g. section 2 of the Main Report). Additionally, however, in some circumstances, the Leisure Visits and ‘trips from a holiday base’ to each of National Parks and open access land have been amalgamated to create

'all trips to National Parks' and 'all trips to open access land' bases- which can be used to infer information on all trips to either of these destination types by respondents in England.

While holding as a key objective, the need to provide "*up-to-date information on all types of day visits in a form which can be compared with previous surveys,*" ELVS also represented a break from the previous surveys in the series. The main difference was a move from the face-to-face Computer Assisted Personal Interview (CAPI) of the Great Britain Day Visits Survey (GBDVS) 2002/03 to Computer Assisted Telephone Interview (CATI) from a central location for ELVS. This difference facilitated the addition of the Transport Address Resolution Application (TARA), which offered a means of accurately locating geographic points throughout the country during the interviewing process through its use on a dual platform with CATI at the interviewer's workstation.

## B. Sample Design

### Overview

The universe for ELVS comprised all adults aged 16 years and over, resident in private households within England. A random sample of eligible individuals was drawn for the survey, the size of which was driven by reference to the smallest subgroup for which separate statistically reliable analysis is required, leavened by the realism of budgetary constraints. As such, in addition to a nationally representative core sample, a boost sample which focussed on residents living close to National Parks and large areas of open access land was incorporated in an attempt to increase the information obtained on visits to National Parks and those that included a trip to open access land.

### Sample Size

After careful deliberation, a sample size of 23,500 for both the core and the boost sample was chosen; this represented a more than seven-fold increase on the GBDVS 2002/03 sample size. Combining this increase in sample size with a reduced interview length (of 15 minutes) was an effective method of achieving both an increase in the overall volumes of trips for which data was collected and an increase in data quality (by only asking respondents to provide detailed trip information on one selected trip, taken in the last seven days.)

### Standard Government Regions

The core sample had the following Regional structure.

**Table B.1: Sample plan by Government Office Region**

<b>Government Office Region</b>	<b>Sample</b>
Total	23,500
North East	1199
North West	3196
Yorkshire and The Humber	2374
East Midlands	1998
West Midlands	2491

East of England	2585
London	3431
South East	3831
South West	2397

### **Sampling method**

For ELVS, the sample method chosen was EPSEM (Equal Probability of Selection Method). The rationale behind using this can best be described by looking at the considerations of sample bias within the CATI methodology.

#### Telephone ownership

The penetration of fixed line ownership is high, standing at 96%. The telephone owning population is therefore not dissimilar to the national population. Telephone owning households may be characterised by having slightly more over 35's and fewer lower income households but these differences are small, which led to the assertion in the inception of the survey that using telephone owning households as the survey universe is a satisfactory surrogate for all households. However, it must also be considered that a relatively small number of frequent trip takers account for a large proportion of the trips taken. Therefore, as it seems reasonable to hypothesise that there will be a correlation between having only a mobile phone and taking numerous trips, it seems possible that plausible that the 4% of households that were not included in the fixed line sample, represented a greater than 4% share of the total trips taken. This factor needs to be considered, both when looking at both this data and considering the methodology to be used for future surveys.

#### Unlisted telephone numbers

An increasingly large proportion of telephone numbers is now unlisted (ex-directory). Almost half the population fall into this category, with some regional variation. These households differ from the general population and it is straightforward to conclude that using only listed numbers would be unsuitable for a survey of this nature.

There are Random Digit Dialling (RDD) methods which use listed telephone numbers (the seed) as a basis for drawing a sample by taking a random sample from a directory or other listing and adding or subtracting a number from this. This has the effect of bringing some unlisted numbers into the sample but there is a correlation between number ranges. Although this correlation is not perfect, this method still does not represent ex-directory numbers in their right proportions and is discounted as a suitable method.

Alternative methods exist which take face-to-face recruited individuals' numbers as the seed (within which ex-directory numbers will be represented) but this will have the drawback of providing too few seeds, thus unnecessarily clustering the sample and not representing all regions (particularly at the postcode sector level).

An EPSEM sample overcomes these problems and thus was deemed the most appropriate sampling method for ELVS. This method of sampling provides a high quality sample of residential telephone lines in England, with both listed and unlisted numbers in their natural proportions in all eligible exchange codes.

An EPSEM sample takes the list of all English telephone codes as its starting point. It includes the codes of all residential telephone suppliers. There are approximately 11,000 exchange codes in England. Excluding the leading zero, most English telephone numbers are 10 digits long. In this context the exchange code is represented by the first 6 digits of the telephone number: for example, the full phone number for the Countryside Agency switchboard is 01242 521381, hence 124252 represents the exchange code. The remaining 4 digits identify the unique number.

The exchange codes were stratified by standard region and, within this, by local authority and, within this, by postcode sector. Then, for each exchange code, the same quantity of unique telephone numbers was selected by randomly generating the last 4 digits of the telephone number. At this point every number has an equal chance of being selected but, by stratifying as stated, we ensured that the required regional distribution was achieved.

As some of these generated numbers were not in service they were then subjected to a screening process. There was also a screening process for business numbers, although this only identified a proportion of business numbers and often cannot identify direct dial lines into large organisations. By selecting a fixed number per exchange and screening out non-working numbers, the process ensured that each exchange code was represented in proportion to the total of working numbers in that exchange. (Hence an exchange code with a small penetration of working numbers would have relatively few in the final sample.) Therefore a random sample of telephone numbers was systematically produced with equal probability across all active exchange codes and this distributed the numbers across the various regions in proportion to their share of total working exchange codes.

The samples were drawn quarterly and divided into 3 sub-samples for the individual months, making these months as representative as possible.

The identification of an individual within each household, to act as respondent, completed the random selection process. This took place at the recruitment stage of the interview, and

was carried out by means of the Birthday Rule, whereby the birthdays of all household members were listed and the most recent one selected.

### **The Core and Boost samples**

The core sample was drawn using the EPSEM method defined above and the 11,000 exchange codes as the sample frame.

The boost sample was then drawn from people living in catchment areas of approximately 70 miles radius from the designated National Parks and large areas of open access land, the catchment areas being defined by the Countryside Agency. The sample was drawn using Insite, a geo-demographic database, which accurately determined the postcode sectors of everyone living in these catchment areas, allowing their combination into one list for England.

This formed the basis of a further EPSEM sample, which was produced using a sample universe that was restricted to only those exchange codes contained within the postcode sectors identified, thus producing a random sample of this restricted population. Samples were drawn for each National Park and open access land region individually, making allowance for the possibility that households may fall into the catchment for more than one National Park/ open access land mapping area. A further consideration was the requirement for interviewing both pre and post implementation of new access rights. This was accounted for through spreading the boost interviews throughout the year and then aggregating the core and boost trip data for volumetric analysis by pre versus post commencement and in depth analysis for all trips throughout the period of the survey.

The original sampling plans for the access land and National Parks catchment areas in the boost survey are shown in tables B2 and B3. The boost sample for open access land and National Park catchment areas was divided equally and that for open access land was profiled across the year to reflect commencement dates and to allow for some pre/post commencement date comparisons.

**Table B.2: Sample plan for boost survey (open access land catchment areas)**

<b>Open Access Mapping Areas</b>	<b>Total</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>July</b>
Area 1:South East	<b>1599</b>	131	131	131	131	131	131
Area 2:Lower North West	<b>1600</b>	131	131	131	131	131	131
Area 3:Central Southern	<b>1600</b>	131	131	131	131	131	131
Area 4:Upper	<b>1757</b>	183	183	183	131	131	131

North West							
Area 5:North East	<b>1757</b>	183	183	183	131	131	131
Area 6:South West	<b>1364</b>	92	92	92	92	92	92
Area 7:West	<b>1102</b>	0	0	92	92	92	92
Area 8:East	<b>971</b>	0	0	0	92	92	92
<b>Totals</b>	<b>11750</b>	<b>851</b>	<b>851</b>	<b>943</b>	<b>930</b>	<b>930</b>	<b>930</b>
<b>Open Access Mapping Areas</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan 06</b>	<b>Feb 06</b>
Area 1:South East	131	131	131	131	131	131	27
Area 2:Lower North West	131	131	131	131	131	131	28
Area 3:Central Southern	131	131	131	131	131	131	28
Area 4:Upper North West	131	131	131	131	131	131	28
Area 5:North East	131	131	131	131	131	131	28
Area 6:South West	131	131	131	131	131	131	28
Area 7:West	92	92	131	131	131	131	28
Area 8:East	92	92	92	131	131	131	28
<b>Totals</b>	<b>969</b>	<b>969</b>	<b>1009</b>	<b>1048</b>	<b>1048</b>	<b>1048</b>	<b>223</b>

**Table B.3: Sample plan for boost survey (National Park catchment areas)**

<b>National Parks</b>	<b>Total</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>July</b>
Broads	<b>1469</b>	92	122	122	122	122	122
Dartmoor	<b>1469</b>	92	122	122	122	122	122
Exmoor	<b>1469</b>	92	122	122	122	122	122
Lake District	<b>1469</b>	92	122	122	122	122	122
North York Moors	<b>1469</b>	92	122	122	122	122	122
Northumberland	<b>1469</b>	92	122	122	122	122	122
Peak District	<b>1469</b>	92	122	122	122	122	122
Yorkshire Dales	<b>1469</b>	92	122	122	122	122	122
<b>Totals</b>	<b>11750</b>	<b>734</b>	<b>979</b>	<b>979</b>	<b>979</b>	<b>979</b>	<b>979</b>
<b>National Parks</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan 06</b>	<b>Feb 06</b>
Broads	122	122	122	122	122	122	31
Dartmoor	122	122	122	122	122	122	31
Exmoor	122	122	122	122	122	122	31
Lake District	122	122	122	122	122	122	31
North York Moors	122	122	122	122	122	122	31
Northumberland	122	122	122	122	122	122	31
Peak District	122	122	122	122	122	122	31
Yorkshire Dales	122	122	122	122	122	122	31
<b>Totals</b>	<b>979</b>	<b>979</b>	<b>979</b>	<b>979</b>	<b>979</b>	<b>979</b>	<b>245</b>

Midway through the fieldwork, it was noted that the average interview length was under the 15 minutes target. As a result, the planned number of interviews was completed in fewer shifts than expected, meaning it was possible to carry out additional interview shifts for the boost survey in an effort to increase the data bank of trips to National Parks and open access land.

The deployment of these additional boost interviewing shifts was as follows:

**Table B.4: Deployment of additional interviewer shifts**

<b>Access land region</b>	<b>August %</b>	<b>September %</b>	<b>October %</b>
Area 1:South East	6.7	8.33	8.33
Area 2:Lower North West	6.7	4.17	4.17
Area 3:Central Southern	6.7	8.33	8.33
Area 4:Upper North West	6.7	4.17	4.17
Area 5:North East	6.7	0	0
Area 6:South West	6.7	8.33	8.33
Area 7:West	4.7	8.33	8.33
Area 8:East	4.7	8.33	8.33
<b>Total no. of shifts deployed</b>	<b>50</b>	<b>75</b>	<b>75</b>
<b>National Park</b>	<b>August %</b>	<b>September %</b>	<b>October %</b>
Broads	0	6.25	6.25
Dartmoor	16.67	6.25	6.25
Exmoor	16.67	6.25	6.25
Lake District	0	6.25	6.25
North York Moors	0	6.25	6.25
Northumberland	0	6.25	6.25
Peak District	8.33	6.25	6.25
Yorkshire Dales	8.33	6.25	6.25
<b>Total no. of shifts deployed</b>	<b>50</b>	<b>75</b>	<b>75</b>

As a result of this deployment of additional shifts, a total of 26,701 interviews were completed on the boost survey, 3201 more interviews than the 23,500 that was originally planned. When combined with the 23,542 interviews completed on the core survey, it gave a total of 50,243 interviews for ELVS 2005.

## C. Fieldwork

### Organisation and timing

The ELVS 2005 fieldwork was conducted using CATI from a single central location. In total, 156,078 telephone numbers were issued for the core survey across the 12 months of the survey period which ran from February 2005 to February 2006. In addition, a further 124,754 telephone numbers were issued for the boost across the same time period. On average, around 5,400 addresses were issued on a monthly basis across the core and the boost surveys, split equally between the two.

### Sample Management

Each month, the sample was released to interviewers on the 1<sup>st</sup> and 15<sup>th</sup> day of the month, the balance being 2:1. This permitted a good spread of interviews attempted across the days of the week and month, and a good response rate, as discussed further below.

Further, interviewing took place every day of the week, and the supervisors initiated an equal number of interview attempts each day. However, regarding the endeavour to spread interviews achieved equally across days, a compromise position was necessary. Therefore, whilst it was possible to ensure fieldwork was undertaken across the week, it was understood that a rigid adherence to an equal number of interviews achieved per day of the week would have inevitably affected response rate.

Ultimately, the interviews by Day of week saw a very even spread, illustrated below:

**Table C.1: Interviews by Days of Week**

Day of week	Interviews achieved	% of total number of interviews
Monday	3509	14.9
Tuesday	3528	15.0
Wednesday	3413	14.5
Thursday	3075	13.1
Friday	3136	13.3
Saturday	3949	16.8
Sunday	2932	12.5

In total, 29% of interviews in ELVS were conducted on the weekend, which was the same percentage as in GBDVS. However, while the latter saw a large bias towards Saturday interviews (23:6 ratio), ELVS had a more even split between the two.

### **Interviewer Recruitment and Training**

The interviews were conducted by specialist interviewers from Research International's sister company, Kantar Operations. All the regional supervisors attended a personal briefing before the commencement of fieldwork. They, in turn, had responsibility for the personal briefing of the interviewers within their geographical areas. A detailed set of Interviewer Instructions was prepared and a copy was provided to each interviewer working on the study.

A comprehensive training module and manual were developed for TARA, our geo-coding system, and all interviewers new to TARA underwent this extra training. The formal training lasted half a day after which, expertise in the system increased by using it regularly.

### **Supervision and Monitoring**

The ELVS interviewers were supervised on the standard ratio of 1 supervisor for every 7 interviewers. The supervisors were trained in performance management, motivation, sample management and quality monitoring.

The standard interview verification and monitoring procedures that are always used for Random Probability Sample surveys were applied in full to ELVS. All the telephone interviewers and supervisors working on ELVS were contracted employees of the fieldwork division and as such, received regular feedback and appraisal on their performance.

### **Briefing**

All interviewers and supervisors working on ELVS received a full verbal and written briefing before starting work on the project. This included participation in, and observation of, dummy interviews; and a full hands-on demonstration of the TARA geo-coding system.

### **Provision for Ethnic Interviewing**

The proportion of the population which could not be interviewed in English was a very small sub-set, yet within this subset the range of languages spoken is very wide and cannot be

anticipated within an RDD sample. To provide resources to cover these languages can be very costly and would have needed to be done retrospectively once the specific language requirement had been established. Therefore, after careful consideration, the survey did not include a provision for ethnic language interviewing.

## **Response Rates**

### Definition of Response Rate

We define response rate as the proportion or percentage of contacts which convert to completed interviews within the 'effective sample'. The 'effective sample' is the part of the sample issued which connects to a qualifying household within the defined sample area (mainly consisting of completed interviews and refusals).

The 'issued sample' is the total number of contacts issued of which the 'effective sample' is a subset. We exclude from our response rate calculations, contacts which are found to be business numbers, unobtainable numbers and persistent no replies (including answer phone as the instruction for interviewers was for no message to be left) – collectively known as 'deadwood', also a subset of the 'issued sample'. (A randomly generated telephone sample will include a significant proportion of numbers of this type which can be quickly and accurately handled by automated dialling equipment).

On random telephone surveys, working telephone lines which do not answer after at least 10 calls (at different times and on different days) can be deemed out of scope or 'deadwood'. A proportion of randomly generated working lines will never answer because they are public call box lines.

### Response rates and sample

The total core sample for ELVS was 156,078, of which 49.4% was deadwood and 1.2% abandoned interviews. For the boost survey, the sample was 124,754 of which 43.3% was deadwood and 0.8% was abandoned interviews.

In total, the response rate for the main survey was 39% across the whole sample and for the boost it was 42%. This was in line with the target that was set for a 15 minute questionnaire with a minimum 40% response rate.

### Techniques for Maximising Response Rates

To maximise the response rate for ELVS, a specialist approach to the management of sample and fieldwork was used. This included:

- Planning fieldwork across the data collection cycle to maximise contact with the sample and therefore response. For ELVS the majority of fieldwork was completed in the late afternoon and evening with a small proportion (maximum 20%) completed earlier in the day. This not only improved response overall but secured a more representative response.
- Pre-programming the sample release on the survey to ensure contacts are handled in a priority order and timescale which maximises response.
- Specialist training and on-going appraisal and coaching of interviewing teams on techniques in refusal avoidance.
- Re-contact surveys using highly specialist interviewers to ensure reluctant respondents are sensitively converted to interviews.
- Careful control of the release of sample into the survey. As levels of deadwood can vary by sample batch, it is essential to be extremely cautious when loading sample into the survey as response rates can be adversely impacted if a sample batch has a lower proportion of deadwood. Less 'deadwood' means more 'effective sample': once loaded into the survey this has to be counted in the response rate calculation.

Such procedures required careful management of the sample, which is most practical through CATI whereby all calls are logged and appointments can be made and passed to interviewers at the appropriate time. It is also, in surveys such as ELVS, important to allow a sufficient fieldwork period for re-contacting, and this was done.

Without such procedures, the final response rate would have been much lower and skewed towards those more likely to be at home and more willing to participate in surveys.

### **Interviews achieved**

The total of 23,542 interviews that were achieved in ELVS 2005 represents a more than seven-fold increase compared with GBDVS 2002/03. Table C.2, below, illustrates that a substantial increase occurred across all Government Office Regions.

**Table C.2: Interviews by Government Office Region: ELVS 2005 (core survey) vs. GBDVS 2002/03**

<b>Region</b>	<b>Number of Achieved Interviews (ELVS 2005)</b>	<b>Number of Achieved Interviews (GBDVS 2002/03)</b>
North East	1237	331
North West	3108	386
Yorkshire & The Humber	2308	358
East Midlands	2008	337
West Midlands	2410	300
Eastern	2627	335
London	3167	410
South East	4191	419
South West	2486	312
<b>Total</b>	<b>23542</b>	<b>3199</b>

## D. Questionnaire Design

As the fifth survey in the series, much of the content of the questionnaire had been developed and used in the previous surveys. Therefore, on the basis of monitoring trends and providing comparability, replication of the main questions, where possible, was the preferred approach. However, there were a few areas where some amendments were made to the questionnaire used in GBDVS 2002/03. These included some adaptations to existing questions from the 2002/03 survey as well as the addition of some questions and the removal of others, in response to a desire by the project board to meet their changing business needs. The adaptations and additions are covered in this section.

In addition to this, the structure of the questionnaire was altered to account for the change in methodology from a CAPI face to face in home interview to a CATI telephone survey. This required a shortened core questionnaire and a boost questionnaire to be used alongside the core but with a few differences outlined later in this section.

### **Differences: an overview**

#### Changes to the trip-diary section

As previously discussed, the trip-diary period used in ELVS was reduced from the previous fortnight to the previous week. In addition to this, the survey returned to the practice of recording up to five trips per day at the 'trip diary' stage as previously done in the United Kingdom Day Visits Surveys 1994-1998. This 'trip diary' was used in ELVS to identify all trips that had been taken over the required time period, in this case a week, and record some basic information about them. In GBDVS, the first information gathered was on the main activity and the day of the trip. For ELVS, early information gathered at this stage also included type of location visited and length of time on trip; as well as recording a geo-code for the destination of the trip if the trip was coded as being to a rural destination in the 'type of location visited' question.

#### Change to a 'selected trip' for detailed questioning

A significant change to the questionnaire structure, necessitated by the need for a shortened questionnaire to make it more compatible with telephone interviewing, was that once this basic information had been gathered for all trips, one trip was selected at random from those collected in the diary to be asked about in detail. The information gathered on

this trip was then grossed up to the total number of trips taken by the respondent for the trip-based data to be calculated. This differed from GBDVS, where the most recent seven trips were asked about and then weighted up for the very few additional trips in cases where respondents took more than seven trips.

#### Changes to the trips from a holiday base

Another major change in the questionnaire structure was the integration of the holiday-based trips questions to the main part of the survey. The way that this was done was by bringing the section about whether any nights were spent away from home to the front of the survey and integrating it with the trip diary section. This meant that, when the trip was randomly selected for detailed questioning after the trip diary section, the holiday-based trips were selected. In this way, they were given an equal prominence with Leisure Visits in ELVS, which was a change from GBDVS where they were asked about in a separate section and only asked about in detail if they included a trip to a wood or forest.

#### Addition of National Park and Open Access Questions

For ELVS, there were sections added specifically for trips that included a visit to open access land or National Parks. Whether trips included either of these was ascertained from the geo-codes gathered or, in the case of National Parks, from Q20a if an accurate geo-code could not be gathered. The details of the questions added are included in Appendix 3.

#### The Boost questionnaire

For this survey, a boost questionnaire was run alongside the core. The boost survey included two qualifying questions, P1 and P2, ascertaining whether the respondent had been to the countryside or seaside coast. If they had not, they were asked shortened classification questions and screened out. If they had, they were taken through the trip diary section as in the core. If, at the end of this, they had made a visit to either National Park or open access land, they were asked about these trips (a maximum of two) in detail. One further change was that the 'annual questions' were not asked in the boost.

#### **Differences: in detail**

Detailed information on the questions deleted, amended and added can be found in Appendices 3 and 4, with an explanation of the process used to re-analyse the GBDVS data to make it more comparable with ELVS.

## **Overview of the content of the questionnaire**

Copies of the scripts for both questionnaires are presented in the Appendices.

After an initial series of questions which were designed to select, randomly, the appropriate person within the household to be the respondent, the questionnaire was structured into five main sections as follows:

### *Section 1*

These questions were used to firstly ascertain whether the respondent had spent any nights away from home in England or abroad in the previous week to both screen out inappropriate days and classify trips made on the others as either home or holiday based. The questions then took the respondent through the previous 7 days to establish whether they had taken any leisure trips on each of the days, to a maximum of five trips per day. Information gathered on all trips at this stage included:

- The main activity and other activities undertaken on the leisure trip;
- The type of trip undertaken – inland town/city, seaside town/city, countryside, seaside/coast;
- The duration of the trip in time;
- The main destination of the trip, via geocode, for rural trips only.

Note that this information, gathered on all trips was only used in the selection of the 'selected trips,' and to determine the proportion of the population who had made a Leisure Visit and Tourism trip in the past week. All trip-based data quoted in the report relates only to the weighted up selected trip information.

If they had not taken any leisure trips in the previous 7 days, the respondents were asked the reasons why this was the case.

### *Section 2*

This section obtained detailed information about one of the trips identified in the trip diary in section 1 - selected at random.

The data collected for this leisure trip was as follows:

- Whether the trip was to woodland/forest or to inland water
- If woodland/forest trip – perceived ownership;
- Whether the trip was of a regular or occasional nature;
- The duration of the trip in distance and the time spent at the main destination;
- Means of transport used on the trip (both main and other);
- Whether any other places were visited on the trip and the location details, via geocoding;
- The party size and composition: alone, with friends, relatives, organised group;
- Whether accompanied by friends or relatives staying overnight away from home;
- Expenditure on selected items.

An estimate of the cost of fuel purchased for the trip was made based on the distance travelled on the trip and the average cost of petrol used per mile. The average cost of petrol used in the survey was 10 pence per mile for a car or van and 8 pence a mile for a motorcycle, obtained from the RAC website.

At the analysis stage, for comparison of the expenditure figures between 2002 and 2005, Retail Prices Index (RPI) figures, covering all items excluding mortgage interest payments and indirect taxes, were used to bring the GBDVS 2002/03 survey expenditure into line with 2005 prices. The calculation was as follows:

Weight all GBDVS values by  $1.79/1.67 = 1.072^*$

\*this value was taken from CBZW (All items excluding mortgage repayments and indirect taxes) from the ONS website, showing the difference between 2005 and 2002. The decision to use CBZW was taken following consultation with the Consumer Price Index project team within Research International and it is a recognized method of calculating inflation within the research industry. The CBZW figures were calculated by taking the rounded values for 2002 and 2005 averages (1.67 and 1.79 respectively) and then calculating a precise value of 1.072.

This method does contain inaccuracies as a result of the fact that the annual values in 2002 and 2005 were rounded. Additionally, it should be noted that the CBZW figure differs from the one used to calculate inflation on both the 1998 and 2002 surveys (CHMK). However, it

has been agreed that this approach should be used in ELVS because it provides a satisfactory surrogate for the inflation rate, allowing the figures from 2002/03 to be considered at 2005 prices.

### *Section 3*

In this section, respondents who had visited a National Park or open access land in their selected trip were asked some questions specific to this land designation. The full list of these can be found in Appendix 3 under *Added Questions*.

### Section 4

The respondents were then asked to indicate, for the previous 12 months, how many times they had taken leisure trips to each of the following:

- A town or city;
- A seaside town/city ;
- Seaside/coast;
- The countryside;
- A wood or forest;
- Inland water – used by boats;
- Inland water – not used by boats.

For each of these categories, the respondents were also asked when they had last made such a leisure trip. For those who had not taken any leisure trips to the countryside, they were asked to give their reasons. Note that this information was drawn by weighting up the selected trips, which were the trips selected at random from all trips selected at the trip diary stage.

### *Section 5*

This final section contained a series of questions which were used for classification purposes. The following details were obtained from the individual respondents:

- Gender
- Marital status
- Ethnicity
- Number of people in household – adults and children and their age group
- Access to a car and ability to drive
- Current employment status
- Whether respondent has a disability or health problem which limits their daily activities
- ACORN category

On average, the core interview took around 13 minutes to complete.

The boost interview took, on average, 6 minutes to complete.

## E. Editing and Coding of Data

### General

As the survey was undertaken using CATI (Computer Assisted Telephone Interview) technology, the vast majority of checks on the validity of the data were incorporated into the script programming and conducted 'live' in the course of the interview. The main editing and coding tasks which remained to be undertaken at the post-interview stage were as follows:

- Coding any responses provided under the 'other' answer categories, such as at Q3, 'Reasons for not taking any leisure trips';
- Resolving any geo-coding queries; this was undertaken either during the interview or immediately afterwards via the supervisors.

### Geocoding

Geocoding was undertaken using TARA, a composite of geographic databases, maps and a search engine which gain greatly in speed, power and precision when applied in combination. Its main elements are as follows:

- Quick Address: for the resolution of properties or addresses in streets or roads;
- Gazetteer: a bespoke gazetteer for addresses or places written at levels other than property or street;
- Digitised Maps: TARA incorporates a full set of digitised maps for the UK Mainland.

### Quick Address

Quick Address (QAS) was one of the primary tools for entry and resolution of the address when the respondent could supply property or street information. QAS enables rapid entry of key elements of the address into a search facility that then displays candidate matches from the Postal Address File (PAF). A candidate can be selected or displayed on the map, if necessary. Alternatively, the interviewer can change the spelling or order of words and search again, if necessary.

Quick Address supports a wide variety of shortcuts and wildcards to minimise problems caused by spelling and legibility issues.

The interviewer provisionally selects an address, which is then displayed for a final check, after which it is accepted and saved to the database.

Research International customised the TARA program so that addresses found through Quick Address could be saved at a number of different levels, depending on the detail given by the respondent:

- Property level
- Building name level
- Street level
- Postcode level

#### Gazetteer

Quick Address does not support settlement, locality or town coding, and its directory of landmarks and other types of tourist attractions is limited, so a bespoke gazetteer was created, to enable searches for addresses written at levels other than property or street. This includes the following main elements:

Place names - derived from the OS 1:50,000 gazetteer and the PAF alias file - used for geocoding towns, localities, small settlements, landmarks, farms, tourist attractions and natural features.

For the ELVS we expanded the gazetteer still further by using information supplied by the Countryside Agency under its various licences and so were able to search on:

- UK Streets – an alternative method to Quick Address for street level addresses.  
Enables different types of searches, and sends the result to Quick Address for postcode retrieval.
- UK Ports and Airports
- UK Stations
- UK Postal Districts (e.g. N10)
- National Parks
- Open access land

- Points of Interest

The gazetteer returns the centroid of the place or area selected, and this could be saved to the respondent's destination record when no further information was available.

#### Digitised Maps

Any geocoded address, QAS candidate address or area centroid can be displayed on the map pane. This was exceptionally useful in ELVS in pinpointing whether or not trip destinations fell within National Parks or open access land.

The TARA maps were held locally on each PC, and the speed of access is very fast. Visibility is good, and the tools we have enable us to zoom in and out and pan.

Open access land and National Parks were highlighted by overlaying the map layers supplied by the Countryside Agency, and thus were visible to the interviewer.

It was also possible to use the Geographical Information System (GIS) controls as an alternative to the other tools in order to find non-postal addresses such as a park, estate, landmark or anything that proved difficult in Quick Address. The map pane was configured so that the user could select a tool and click on screen to geocode an address. This updated the current record with the grid reference.

#### TARA in Use

The interviewer keyed in all the elements of the trip destination address as specified by the respondent, and used TARA's address enhancement tools to clean and geocode the address in one pass. The exact decision of what constituted the trip destination on mobile trips such as walking or cycling ones was left to the respondent; so whether a trip was classified as being to a National Park or not was dependent on what the respondent termed as their trip destination.

An additional effort was made to maximise the incidence of visits that included a trip to open access land. The way that this was done was for the TARA software to flag up on the screen if the respondent's chosen trip destination was within 1 mile of open access land. In these cases, the interviewer probed to find out if the visit had included a trip to the open access land in question. In these cases, the open access land was taken as the trip destination and the visit could be classified as a 'visit that included a trip to open access land'. Therefore, all figures quoted in the report and main tables refer to 'visits that included a trip to open access land' and where the shortened 'visits to open access land' phrase is used, this is as shorthand of the full nomenclature.

An important feature of TARA during the CATI interview was its “Timed Out” facility. “Timed Out” limits the time the interviewer can spend on a difficult address; this avoided disrupting the interview flow, or generating undue respondent impatience. For example, if the interviewer was trying to establish whether or not a respondent had been near, or onto open access land, they would prompt for the location as much as possible before the “time-out” warning, and between the warning and the cut-off would then add in detail in a separate field to facilitate resolution later.

The time out facility could be suspended if the interview felt “on the verge” of resolving the address. As far as possible, timed-out addresses were resolved after the interview by the Supervisor.

When the interviewer provisionally confirmed that the correct address had been found, TARA could display the address type – for instance one of:

- Open Access Land
- National Park
- Other

The address type was found by comparing the coordinate of the address to the maps. Displaying it to the interviewer helped to confirm that the correct address had been selected, and informed them for the next part of the process.

On final confirmation of the address, TARA generated a unique code, which the interviewer inputted to the CATI system. This code identified the address and linked it to the respondent and place in interview by means of code, date, time and interviewer ID. It also informed the CATI system of the nature of the address, so that the correct set of questions could be posed.

The same process was followed for geocoding the origin address for the respondent at the end of the interview.

### **ACORN Classification**

Previous surveys had categorised respondents based on occupation- using MRS grade and social class. However, the 2005 study used a different method of classification, ACORN. This system, based upon the 2001 census data, classifies respondents into five main categories based upon their postcode:

- Wealthy Achievers
- Urban Prosperity
- Comfortably Off
- Moderate Means
- Hard Pressed

For a full description of these categories and the types of people who fall into them, please visit the ACORN website ([www.caci.co.uk/acorn](http://www.caci.co.uk/acorn)).

## F. Weighting and Grossing-up of the Survey Data

### ***Core Sample***

The five stages of weighting were:

1. Compensating for differential non-response within Exchange Code
2. Compensating for day of week and month bias
3. Compensating for differential household size
4. Grossing up by age within sex within region
5. Weighting for number of trips: full-year grossing

Stage 1 was carried out and then used as a pre-weight. Stages 2-4 were then applied as single-stage rim weights using Quantum software. Finally, Stage 5 was applied, as a separate and multiplicative weight, to the trip-based data only.

- *Stage 1: Exchange Code Weighting*

Weighting was applied to correct for differential refusal rates within Exchange Codes. As described above there are 11,000 exchange codes, each comprising 6 digits. For example the Countryside Agency switchboard number is 01242 521381 - 124252 is the exchange code. The 11,000 exchange codes were aggregated together to the four digit level - to the 1242 level for the Countryside Agency (a total of 87 groupings) and a refusal rate for each aggregated code calculated. This formed the basis of the weighting to correct for differential refusal rates and, in conjunction with the weighting by region used in stage four, provided a geographical balancing of the sample.

- *Stage 2: Day of Week and Month Bias*

Although the smoothing of interviewing volumes by day of week, and month, was greatly facilitated by having interviewers working under direct supervision in the Call Centre, the control was necessarily greater for interviews assigned rather than interviews successfully completed. Hence rim weights for day of week (100/7%) and month of year (100/12%) were applied.

- *Stage 3: Differential Household Size*

This compensated for the higher probability of selection for individuals in smaller households and the lower probability of selection for individuals in larger households. It was included because of the need to make the sample representative of the population at an individual rather than household level. The weighting factor used was total number of adults in the households in which an interview was conducted. The cases where the number of adults was not established were given a weight of 2.00 as this was the most common weight.

**Table F.1: Weighting factors applied to account for differential house size**

No. of adults in household	Weighting factor applied	No. of respondents
1	1.00	7120
2	2.00	12245
3	3.00	2387
4	4.00	1025
5+	5.00	375
unknown	2.00	390

- *Stage 4: Grossing up by age-within-sex-within-region*

The procedure used was to correct for imbalance by Government Office Region and then, in parallel, to weight age within sex for England as a whole, using the latest data from the Census 2001. This process and the series of calculations required are illustrated in the tables below:

**Table F.2: Regional weighting factors**

Region	Factor applied
North East	0.9735
North West	1.0285
Yorkshire & The Humber	1.0285
East Midlands	1.0034
West Midlands	1.0322
East of England	0.9810
London	1.1026
South East	0.9092
South West	0.9645

**Table F.3: Weights applied age within sex**

<b>Male</b>	
16-17	2.1419
18-24	1.9572
25-34	1.3070
35-44	0.9607
45-54	1.0976
55-64	0.9462
65-75	1.0356
75+	1.1248
<b>Female</b>	
16-17	2.2052
18-24	1.5736
25-34	0.9496
35-44	0.7233
45-54	0.8377
55-64	0.7417
65-75	0.7831
75+	1.1591

- *Stage 5: Weighting for Number of Trips and Full Year Grossing*

The final stage of weighting for the data from the core survey was to apply a weight for number of trips taken by the individual on top of the respondent based weights of stages 1-4. This stage was only applied and used on trip based tables.

ELVS asked about all Leisure Visits taken within the past week and established trip details for one trip, the selected trip. Therefore, each selected trip was up-weighted by the number of total trips taken by the respondent in the past week. Finally, to gross to the full year, each respondent's trip records for the last week were multiplied by 52.

### ***Boost Sample***

In ELVS, the boost sample is only added in to the trip-based tables for National Park trips and trips that include a visit to open access land as the respondent based tables use core-survey data only, with the first four stages of the core sample weighting applied. It was, therefore, preferable to apply the weights directly to the trip-based data.

This approach combined the benefits of taking the volumetric data gathered by the nationally representative core survey and boosting it within each of the various parks and access land mapping regions to allow reporting of data about specific trips to be carried out to a greater level of confidence. As an illustration of the benefits of adding the boost survey to the core, the table below shows the base sizes for trips to a National Park and trips including a visit to open access land both before and after the addition of the boost data:

**Table F.4: Effect of boost survey on base sizes**

	National Parks	Open access land
Core survey	193	95
Core + Boost survey	789	407
Increase in base size (%)	309%	328%

The exact process used to weight the boost sample into the core sample involved applying weighting to the trips taken to National Parks and open access land within the boost survey to match them to trips to National Parks and open access land taken within the core survey in terms of some key characteristics. The decision over which characteristics to weight upon was taken with consideration to two main factors. Firstly, the ways in which the design of the boost sample led to inherent differences with the core sample and secondly the need for a pragmatic approach given the small base sizes of visits to the National Parks and involving a trip to open access land. The base sizes, broken down by National Park and open access land region, are shown in the tables below.

**Table F.4: Visits including a trip to access land- base sizes**

Access land mapping area	Sample size (core only)	Sample size (core + boost)
South East	11	26
Lower North West	17	45
Central Southern England	12	20
Upper North West	26	175
North East	12	50
South West	2	62
West	9	14
East	6	15
<b>Total</b>	<b>95</b>	<b>407</b>

**Table F.5: Visits to National Parks: base sizes**

National Park	Sample size (core only)	Sample size (core + boost)
The Broads	7	26
Lake District	45	227
Peak District	50	104
Yorkshire Dales	16	111
Dartmoor	19	142
Exmoor	4	26
Northumberland	7	37
North York Moors	28	99
New Forest	17	17
<b>Total</b>	<b>193</b>	<b>789</b>

The small base sizes for National Park visits and visits that include a trip to open access land meant that it was not possible to apply single-stage rim weights for age, sex, region, household size etc to the data. However, the fact that the boost survey followed the same rigorous sampling approach as the core survey meant that it was reasonable, in general, to assume that the data would be representative within each of the catchment areas, negating, to a large extent, the need for these respondent weights.

However, the boost survey differs from the nationally representative core survey in respect of time of interview and geographical location of respondent so consideration was given to ways to alleviate the effects of these.

The time-based differences came from:

- The fact that the boost survey was rolled out in different stages across the different access land mapping areas to reflect their various commencement dates
- The augmentation of the boost survey in August-October to utilise the extra interview shifts that were freed as a result of the average boost interview time being shorter than expected.

The geographical differences came from:

- The fact that the boost survey was conducted in catchment areas around the various National Parks and main areas of access land and therefore omitted certain areas of the country as well as duplicating others where the catchment areas overlapped.

The small base sizes once again restricted what was possible in the weighting. It proved possible to apply weights to compensate for the time based differences. However, it was not possible to incorporate a weight to alleviate the geographical differences between the core and the boost as the small base sizes, particularly in Exmoor and the Broads in the National Park data and across most regions in the access land data made this weighting ineffective.

As a result of this, it must be noted that the data on visits to National Parks and visits that included a trip to open access land must be handled with due caution and used, reported and quoted with a caveat. This caveat is that while being nationally representative in terms of respondent demographics and the number of Leisure Visits made as a result of the rigorous sampling methods used and also being representative across the full duration of the survey, the data does contain an inherent bias towards shorter trips to National Parks and access land owing to the higher probability of selection of those respondents who live inside the various catchment areas.

The implications of this bias are illustrated in examples shown in the tables below, which compare timing of the trip, trip detail and respondent characteristics of trips to National Park, from the core and boost survey combined with a total distance travelled of less than 70 miles versus 70 miles and over. Note that of the 789 trips to National Parks across the core and boost surveys, 572 were less than 70 miles in total distance travelled and 226 were 70 miles and over.

**Table F.6: Day of Trip**

Day of the Week	Total Distance travelled	
	Under 70 miles	70 miles+
Weekday	53%	41%
Weekend	47%	59%

There appears to be some difference between short and long distance trips in terms of the time of the week that trips are made, with longer trips more likely on the weekends.

**Table F.7: Seasonality of Trip**

Season	Total Distance Travelled	
	Under 70 miles	70 miles+
Spring	23%	20%
Summer	41%	40%
Autumn	15%	22%
Winter	20%	18%

There is little difference evident between the seasonal patterns of short and long distance trips to National Parks.

**Table F.8: Main Activity on Trip**

Activity on Trip	Total Distance Travelled	
	Under 70 miles	70 miles+
Walk	55%	37%
Cycle	5%	6%
Beach	3%	6%
Play Sport	5%	2%
Hobby	5%	5%
Attraction	4%	13%
Park/Garden	3%	1%
Eat/Drink Out	10%	11%
Drive	3%	15%
Visit Friends/Relatives	3%	1%
Other	6%	4%

*Table note: 'Other' includes activities such as 'Entertainment and 'Watching live sport'*

As shown, there are large differences between the proportions of respondents undertaking some activities: walking accounts for a larger proportion of trips of less than 70 miles compared with longer trips, while driving and visiting key attractions account for smaller proportions of the shorter trips. These differences appear to be intuitive as walks to National Parks are more likely from people living in close proximity, while those living further away are more likely to go for a drive to the Park. As visiting an attraction would be a strong draw for a visitor to a National Park, it is likely that distance would be less of a deterrent, possibly explaining the higher proportion of long distance trips that were for this main activity.

**Table F.9: Main Form of Transport for Trip**

Main Form of Transport	Total Distance Travelled	
	Under 70 miles	70 miles+
Car/Van	72%	87%
Train/Tube/Underground	2%	*
Public Bus or Coach	1%	2%
Bicycle/Mountain Bike	4%	4%
On Foot/Walking	20%	2%
Other	2%	5%

With the exception of walking, there appears to be little difference in the mode of transportation used to visit a National Park between short and long distance trips. A much greater proportion of people living in close proximity to the park (under 70 miles) walked in comparison to a much smaller percent of those that lived further away (over 70 miles).

**Table F.10: Age of Respondent**

Age of Respondent	Total Distance Travelled	
	Under 70 miles	70 miles+
16-24	5%	6%
25-44	32%	34%
45-64	45%	43%
65+	15%	14%

There is little evidence that age breakdown of visitors differs between short distance trips and long distance trips.

**Table F.11: Cultural or Ethnic Background**

Ethnic Background	Total Distance Travelled	
	Under 70 miles	70 miles+
White	96%	99%
Non-White (net)	5%	1%

There is some difference in the ethnic background of respondents travelling 70 miles or greater versus those travelling under 70 miles to reach their destination, with those travelling the longer distances more likely to be white.

**Table F.12: ACORN Category and Group**

ACORN Category	Total Distance Travelled	
	Under 70 miles	70 miles+
Wealthy Achievers	36%	32%
Urban Prosperity	5%	2%
Comfortably Off	22%	24%
Moderate Means	8%	9%
Hard Pressed	8%	11%
Unclassified/Unknown	21%	23%

There is little difference evident in the socio-economic status (expressed through ACORN categories) between those who take shorter versus longer distance trips.

### ***Weighting the boost sample into the core***

In weighting the boost sample into the core sample, an effort was made to account for ways in which the boost sample deviated from being nationally representative in terms of geography and time of interview.

Therefore, the stages of weighting were as follows:

1. The visits from the core sample only to both the National Parks and open access land were isolated from the rest of the data, although they maintained the five stages of core survey weighting as described above.
2. The visits from the boost sample to National Parks and open access land were collated with a pre-weight applied which was the equivalent of stage 5 of the core only weighting (except that the boost survey allowed for two trips to be selected so in the cases where a respondent had made two selected trips, these selected trips were weighted up by a factor of 'total number of trips taken'/2).
3. There was a compensation for day of week and seasonal bias by the application of a single-stage rim weight to the core and boost data combined by 'Weekday'/ 'Weekend' + 'Spring'/ 'Summer'/ 'Autumn'/ 'Winter' to bring them into line with the National Park and open access land visits from nationally representative core survey in terms of these trip characteristics.
4. To correct for the geographical bias between the various Parks and access land regions resulting from the boost survey, an extra set of tables were produced to show the breakdown of visits between individual National Parks and open access

land areas. In these tables, a target weight was added multiplicatively to the previous weights to bring the volume of visits to each of the individual Parks and areas with the core and boost data into line with the nationally representative core survey. As the data for the New Forest National Park was included in the core survey the number of visits for this park, contained in the extra set of tables, are nationally representative and can be used alongside the volumes for all other Parks.

### ***Weighting to create a file of Tourism Trip-takers***

The requisite information to identify if a trip as a Tourism Visit or not is the length of trip and whether it was a regular trip or not. This information was gathered for all 'selected trips' which were chosen after the completion of the diary stage. This meant that through the process of weighting up the information on the selected trip, the volume of tourism trips could be calculated. However, within the diary stage itself, whether the trip was taken regularly or not was asked, meaning that it was not possible to ascertain whether or not each individual respondent had taken a tourism trip in the past week- only whether their 'selected trip' was a tourism trip.

Therefore, in order to show the extent of participation in tourism trips, it was necessary to create a set of tables showing an inferred volume of 'Tourism trip-takers.' This table contains the respondents whose 'selected trip' was a tourism trip, with a weighting factor applied to account for the respondents that had made a tourism trip in the trip diary that had not been their 'selected trip' so had not been picked up. As the 'selected trip' selection was random, it is reasonable to assume that the respondents whose 'selected trip' was a tourism trip make up a random and reflective sample of all tourism trip takers. Therefore the characteristics and patterns of the tourism trip takers in the tourism trip takers only file can be assumed to be reflective of all tourism trip takers.

However, as this process of inferring the proportion of tourism trip takers is limited and relies upon certain assumptions, a decision was made not to extend it beyond calculating a proportion of respondents that had made a tourism trip *from home*. Therefore, there is no publishing of the proportion of respondents that had made tourism trips to each destination type (e.g. countryside) individually or those who had made tourism trips from a holiday base.

These points need to be considered when looking at the respondent-based tourism trip takers information.

## G. Sampling Errors and Confidence Intervals

Data collected in surveys of this type are always estimates of the true proportions in the population. The accuracy of these estimates – the sampling error – are calculated from the data and related back to the population via a “confidence interval”. These confidence intervals give us a range of values about the estimate within which we are fairly certain that the true population value lies.

The sample mean is used as a proxy for the population mean. The precision of the mean is given by the standard error which is calculated using information about the proportion of people giving the response and the number of people in the sample (or sub-sample).

The most common measure of data variability is the standard deviation. For a simple random sample this is calculated by summing the squared differences between each observation and the mean, dividing by one less than the total number of observations, and then taking the square root of this sum.

The standard error gives a measure of variability of the sample mean. It is mathematically related to the standard deviation and it is calculated by dividing the standard deviation by the square root of number of observations. We use this to construct confidence intervals for the sample mean the width is determined by the level of confidence required, and variability of the actual data and the size of the sample.

It should be noted that this survey is not a simple random design so standard methods have to be amended in order to take into account the impact of clustering and stratification. The data structure affects the precision on each of the survey estimates differently so the standard error calculations required to produce the confidence intervals are adjusted accordingly.

Hence, in order to account for the complex survey design, we calculated the design factor. The design factors for the various data sets are outlined below:

<b><u>Data Set</u></b>	<b><u>Design Factor</u></b>
Set A: Respondent-based	1.086423
Set A: Respondent based- tourism trip takers only	1.122313
Set B: Trip based- Leisure Visits	1.343431
Set C: Trip based- Tourism Visits	1.485418
Set D: Trip based- Trips from a holiday base	1.285634

Set E: Respondent based- Access land trip takers only	1.058590
Set E: Trip based- Trips to Access Land	1.319113
Set E: Trip based- Trips to Access Land (individual regions)	1.706257
Set F: Respondent based- National Park trip takers only	1.063710
Set F: Trip based- Trips to National Parks	1.280472
Set F: Trip based- Trips to National Parks (individual parks)	1.544007

*Table note: the design factors quoted here are the ratio of the standard error for the actual design compared with the standard error for a random sample. The design effect, which is inversely proportional to the effective sample sizes, is the design factor squared.*

These design factors can be used to derive the effective sample sizes which account for the stratification and clustering of the sample. As the effective sample sizes are smaller than the actual sample sizes, this has the effect of making the confidence intervals slightly wider.

It should be noted that for the purposes of this survey, the complexity of the data made direct calculation of the design effect and design factor via the standard deviation overly complex. Therefore, a decision was taken to calculate the Effective Sample Size (ESS) from the weights applied to each individual case in the data and then use the relationship between ESS and Design Effect and Design Factor.

This relationship is outlined in the equations below:

$$NEFF = \frac{n}{DEFT^2}$$

$$DEFT = \sqrt{\frac{n}{NEFF}}$$

$$DEFF = DEFT^2$$

NEFF = effective sample size

DEFT = design factor

DEFF = design effect

From these design factors, we derive the effective sample sizes which account for the stratification and clustering of the sample. As the effective sample sizes are smaller than the actual sample sizes, this has the effect of making the confidence intervals slightly wider.

Tables G.1-G.3, below, show the 95% confidence intervals based on the effective sample sizes and standard errors calculated for selected key respondent-based data, trip-based data, and National Park/ open access land trip data.

**Table G.1: Confidence Intervals using effective sample sizes- respondent based**

<i>Proportion of respondents who have visited ... in ...</i>	All Respondents
Inland town/city trip, last week	51.8% $\pm$ 0.69%
Inland town/city trip, last year	64.4% $\pm$ 0.66%
Seaside town/city trip, last week	4.7% $\pm$ 0.29%
Seaside town/city trip, last year	62.3% $\pm$ 0.67%
Seaside/coast trip, last week	2.4% $\pm$ 0.21%
Seaside/coast trip, last year	36.7% $\pm$ 0.67%
Countryside trip, last week	18.8% $\pm$ 0.54%
Countryside trip, last year	58.6% $\pm$ 0.68%
Wood/forest trip, last year	39.8% $\pm$ 0.68%
Water with boats trip, last year	25.4% $\pm$ 0.60%
Water without boats trip, last year	17.7% $\pm$ 0.53%
Open access land, last week	0.64% $\pm$ 0.11%
National Parks, last week	1.17% $\pm$ 0.15%

**Table G2: Confidence Intervals using effective sample sizes- trip based**

<i>Proportion of trips taken to ... within ....</i>	<b>LDV from home</b>	<b>Tourism LDV</b>	<b>LDV from holiday</b>
Inland town/city, last 12 months	73.5% ± 0.97%	77.3% ± 2.10%	60.3% ± 4.57%
Seaside town/city, last 12 months	4.9% ± 0.47%	5.4% ± 1.13%	12.1% ± 3.05%
Seaside/coast, last 12 months	2.0% ± 0.31%	1.7% ± 0.65%	5.0% ± 2.04%
Countryside, last 12 months	19.6% ± 0.87%	15.6% ± 1.82%	22.5% ± 3.90%
Wood/forest, last 12 months	4.8% ± 0.47%	2.9% ± 0.84%	6.2% ± 2.26%
Water with boats, last 12 months	1.8% ± 0.29%	1.4% ± 0.59%	2.7% ± 1.52%
Water without boats, last 12 months	2.4% ± 0.34%	2.0% ± 0.70%	3.2% ± 1.64%
<b><i>Trip characteristics</i></b>			
Duration of trip (hours)	3.14 ± 0.06	5.32 ± 0.15	4.14 ± 0.41
Mean distance (round trip - miles)	17.13 ± 0.93	32.83 ± 3.12	71.51 ± 14.01
Time at destination (hours)	2.11 ± 0.04	3.41 ± 0.23	2.85 ± 0.28
Total party size (all trips)	3.42 ± 0.17	4.98 ± 1.14	4.30 ± 0.90
Average expenditure per trip-all items	£25.09 ± 1.80	£42.93 ± 3.76	£51.04 ± 8.96
Total Expenditure (£million)- all trips	£89,555m ± 1,199m	£37,432m ± 2,206m	£11,220m ± 1,317m
<b><i>Total Number of trips taken (in thousands)</i></b>			
All destinations, last 12 months (trip diary)	3,568,811 ± 81,567	*Cannot be calculated	188,914 ± 16,784
Inland town/city, last 12 months (trip diary)	2,624,169 ± 56,708	*Cannot be calculated	113,948 ± 9,019
Seaside town/city, last 12 months (trip diary)	173,969 ± 1,326	*Cannot be calculated	22,941 ± 894
Seaside/coast, last 12 months (trip diary)	71,734 ± 297	*Cannot be calculated	9,495 ± 263
Countryside, last 12 months (trip diary)	698,618 ± 10,299	*Cannot be calculated	42,530 ± 2,425
Wood/forest, last 12 months (trip diary)	170,032 ± 302	*Cannot be calculated	11,729 ± 105
Water with boats, last 12 months	65,097 ± 73	*Cannot be calculated	5,132 ± 31
Water without boats, last 12 months	85,533 ± 109	*Cannot be calculated	6,036 ± 39

*Table note: the trip volume figures and the confidence intervals are both quoted in thousands*

### G.3: Confidence Intervals using effective sample sizes- Trips to National Parks/ open access land

Number of trips taken to... within...	LDV to open access land	LDV to National Parks
All destinations, last 12 months	21,168 + 3,961	42,303 + 5,528
<b><i>Trip Characteristics</i></b>		
Mean duration of trip (hours)	3.80 ± 0.35	4.57 ± 0.26
Mean distance (round trip - miles)	35.86 ± 7.62	42.93 ± 4.60
Time at destination (hours)	2.43 ± 0.26	2.61 ± 0.25
Total party size (all trips)	3.75 ± 0.73	4.23 ± 0.59
Average expenditure per trip-all items	13.07 ± 2.83	19.68 ± 2.41
Total Expenditure (£million)- all trips	277m ± 60.0m	833m ± 101.9m

*Table note: The trip volume figures and the confidence intervals are both quoted in thousands.*

## H. Appendices

## Appendix 1 – Core questionnaire script

### EDVS 2005 CORE SAMPLE FINAL QUESTIONNAIRE

[R2 - sample number / telephone number automatically allocated by system]

[R3 - Date of selection process allocated by system]

#### **PREAMBLE**

“Good morning/afternoon/evening. We are conducting an important research survey about people’s leisure activities. My name is ... and I’m calling from The Operations Centre on behalf of Research International. In order to be sure that our survey represents the population as a whole we need to select participants at random, so may I ask...

#### **[R4 – No. of adults in household] (formerly Q31a)**

...how many people aged 16 or over, including yourself, there are in your household?”  
OPEN NUMERIC

*(If 1, continue to recruit by moving to R9*

*If more than 1, ask: “Who in your household, aged 16 or over, had the most recent birthday?”)*

ASK TO SPEAK TO THE PERSON WITH THE MOST RECENT BIRTHDAY. REPEAT INTRODUCTION IF NECESSARY

**IF NECESSARY SAY :** This survey is being conducted on behalf of The Minister for Environment, Food and Rural Affairs in order to help plan the provision of leisure activities in future.

Can I stress that we are not selling or promoting anything.

Your answers will be treated in the strictest confidence

This survey will take about 15 minutes “

#### **[R9 – R10 - availability]**

Available now - continue

Available later – rearrange

Personal refusal by selected respondent

Proxy refusal on behalf of selected respondent

#### **[R11 - Reason for refusal]**

Reason(s) for refusal to be recorded



**GO TO Q21ai IF:***IF ALL NIGHTS AWAY ON HOLIDAY OUT OF ENGLAND**IF ALL NIGHTS AWAY ON HOLIDAY OUT OF ENGLAND EXCEPT LAST NIGHT**IF ALL NIGHTS EXCEPT A WEEK AGO YESTERDAY OUT OF ENGLAND***OTHERS GO TO A3d****A3d***If any nights away from home, for pleasure, in England**For each such night ask:**“Could you tell me the address of the place you stayed on (night at A3a)?”*

GEOCODE

Spec for this definition:

Yes at A1

AND A2 position 1 or 2

**A3e***“What type of accommodation did you stay in for your holiday or short break on (night at A3a)?”*

## READ OUT

Serviced (hotel, B&amp;B etc.)

Self-catering - rented cottage or apartment

Self-catering- camping, caravanning, hostelling

Self-catering - second home

Stayed with friends or relatives

**A4***If some nights holiday/some nights business at A2, or, if nights away all for business ask A4; others go to A5**“Which nights were you away for business or other non-holiday reasons?”**Same list as at A3a***GO TO Q21ai IF:***IF ALL NIGHTS AWAY ON BUSINESS**IF ALL NIGHTS EXCEPT LAST NIGHT AWAY ON BUSINESS**IF ALL NIGHTS EXCEPT A WEEK AGO YESTERDAY AWAY ON BUSINESS***OTHERS GO TO A5****A5 – instructions to define the different types of day that will come up***Now label each of 7 days before interview day with the following classification:*

IF....	TYPE OF DAY	SPEC
...at home on night on both sides of day	HOME-BASED	OR No/DK at A1 None of nights on either side coded at A3a of A4
...away on holiday in England on night on both sides of day	HOLIDAY-BASED	AND Yes at A1 Nights on either side both coded at A3a AND None of nights on either side coded at A4  <i>First and last lines of qualification may not be required – should not have answered A3a if not Yes at A1 and CATI should not code a night a A4 that has already been coded at A3a</i>
...night before day is holiday in England and night of day is home	TRAVELLING HOME FROM HOLIDAY	AND Yes at A1 Night before coded at A3a AND NOT Night after coded at A4  <i>First line may not be necessary here</i>
...night before day is home & night of day is holiday in England	TRAVELLING TO HOLIDAY	AND NOT Yes at A1 Night before coded at A3 or A4 AND Night after coded at A3a  <i>First line may not be necessary here</i>
...none of the above	DAY DOES NOT QUALIFY FOR 7 DAY DIARY OF TRIPS	NOT any of above

**Q1 - Introduction**

"I would like to ask you about any trips or outings made for leisure purposes in the last seven days. Please include trips within England only as for this survey we are not discussing trips outside England"

"I am interested in any round trips made from your home {as well as on the way to, or from your holiday base} (Include {} if spent night(s) away from home at A1 -A5)

It doesn't matter how long or short the trip was, as long as it started and finished on the same day and was made in your leisure time. Please include any trips you made during the day, such as going out during your lunch time or after work before going home, or in the evening."

"The types of trips and outings I'm interested in are:"

READ OUT (NO ORDER ROTATION)

Walk, hill-walk, rambling [1]

Cycling, mountain biking [2]

Swimming [3]

Visit beach, sunbathe, paddle in sea [4]

Taking part in sports or active pursuits - indoor, outdoor, field, water [5]

Watching live sport or attending a live event [6]

A hobby or special interest [7]

Visit a leisure attraction or place of interest [8]

Visit a park or garden [9]

To eat out [11]

To drink out [12]

For entertainment (for example, going to cinema/ theatre/ club etc.) [13]

To go shopping as a leisure activity, that is not for food and other essentials on a regular basis

[14]

Drive, sightsee, picnic, pleasure boating [15]

Visit friends, relatives at their home (for a leisure visit rather than for caring) [16]

To take part in informal sports, games and relaxation [17]

Then ask for each day separately, starting with previous day:

**[Q1a – day trips in last seven days]**

**Q1a** has 4 alternative wordings depending on which type of day it is:

Home-based

Holiday-based

Travelling from holiday

Travelling to holiday.

Where a DAY DOES NOT QUALIFY FOR 7 DAY DIARY OF TRIPS, interviewer needs these words:

“Now (day of week calculated from interview day e.g. yesterday, that is Tuesday see *grid for Q1a*), I’m not asking about this because of your other travels, so we’ll go on to the next day I need to ask you about.”

**Q1a**

So/nor thinking about (when), that is (day)...

*Text substitution:*

Use “so” for the first question and “now” for subsequent questions

<b>When</b>	<b>Day</b>
Yesterday	<i>Calculate which day of week from day of interview e.g. if interviewing on Wednesday, yesterday will be Tuesday</i>
The day before yesterday	<i>Calculate, - last Monday</i>
Three days ago	“
Four days ago	“
Five days ago	“
Six days ago	“
Seven days ago	“ – last Wednesday, a week ago today

*IF day is HOME-BASED:*

.... did you make any trips or outings from your home, or from your workplace – perhaps at lunch time or before going home, for any of the activities we just mentioned?

*IF day is HOLIDAY-BASED:*

....when you were away for a break, did you make any trips or outings from where you were staying for your holiday?

*IF day is TRAVELLING HOME FROM HOLIDAY*

.... the day you travelled back from your holiday or break away from home, did you make any detours on the way home to do something that was for pleasure, or build in time for some of the activities I’ve been talking about, rather than coming straight home?

*IF day is TRAVELLING TO HOLIDAY*

.....the day you travelled to your holiday or break away from home, did you make any detours on the way to your holiday destination to do something that was for pleasure, or build in time for some of the activities I’ve been talking about, rather than going straight to your destination?

**ALL TYPES OF QUALIFYING DAY**

If necessary, probe as appropriate:

can you remember what happened yesterday? Did you go to work? When did you get up? What did you have for breakfast? What was the weather like? What did you do in the morning? Where did you have lunch? What did you do in the afternoon? Did you meet with anyone unexpectedly? Did you meet anyone you had planned to meet? What time did you get back home/to where you were staying? Did you go out in the evening?

Answers:

Yes – go to Q2a	<b>Date</b> of day needs to be attached to data so bank holidays can be identified
No/ Don't know	Repeat Q1a for next day

**[Q2a - main activity undertaken]**

"What was the main activity while on that trip?"

CODE AS BELOW – READ OUT / PROMPT AS NECESSARY

Walk, hill-walk, rambling [1]

Cycling, mountain biking [2]

Swimming [3]

Visit beach, sunbathe, paddle in sea [4]

Taking part in sports or active pursuits - indoor, outdoor, field, water [5]

Watching live sport or attending a live event (*not on TV*) [6]

A hobby or special interest [7]

Visit a leisure attraction or place of interest [8]

Visit a park or garden [9]

To eat and drink out [10]

To eat out [11]

To drink out [12]

For entertainment (for example, going to cinema/ theatre/ club etc.) [13]

To go shopping as a leisure activity, that is not for food and other essentials on a regular basis

[14]

Drive, sightsee, picnic, pleasure boating [15]

Visit friends, relatives at their home (for a leisure visit rather than for caring) [16]

To take part in informal sports, games and relaxation [17]

**[Q7a - Where went on trip]**

"Which of these phrases best describes where you went on this trip?"

READ OUT

A town or city

Q11a

A seaside resort or town

Q11a

A seaside coastline

Q2ai

The countryside (including inland villages)

Q2ai

**[Q2ai- actual location of main visit]**

"What is the name and address of the actual place you visited?"

**GEOCODED**

IF GEOCODING INDICATES MAIN DESTINATION is WITHIN 1km of OPEN ACCESS LAND, interviewer will probe as to whether the respondent actually went into the OPEN ACCESS LAND and geo-code as appropriate

**ASK ALL**

**[Q11a - Length of trip]**

*IF day is HOME-BASED:*

How long did the trip last altogether – that is, from the time you left your home or workplace until you returned to your home or workplace?

ENTER TIME IN HOURS AND MINUTES

*IF day is HOLIDAY BASED:*

How long did the trip last altogether – that is, from the time you left the place you were staying until you returned there?

ENTER TIME IN HOURS AND MINUTES

*IF day is TRAVELLING HOME FROM HOLIDAY*

How long did your detour last – that is how much time did it add to your journey from where you were staying for your holiday or break, to getting home?

ENTER TIME IN HOURS AND MINUTES

*IF day is TRAVELLING TO HOLIDAY*

How long did your detour last – that is how much time did it add to your journey from home to your final destination?

ENTER TIME IN HOURS AND MINUTES

**[Q1b - whether made any other trips that day]**

*IF day is HOME-BASED:*

Did you make any other trips or outings from your home, or from your workplace – perhaps at lunch time or before going home, on the same day; that is (*same day as at Q1a*)?

*IF day is HOLIDAY\_BASED:*

Did you make any other trips or outings to any other places that same day; that is (*same day as at Q1a*)?

*IF day is TRAVELLING HOME FROM HOLIDAY*

Did you make any other detours for any other activities or visits that same day when you were travelling back from your holiday or break away from home on (*same day as at Q1a*)?

*IF day is TRAVELLING TO HOLIDAY*

Did you make any other detours on the way to your holiday destination for any other activities or visits that same day when you were travelling to your holiday or break away from home on (*same day as at Q1a*)?

Answers:

Yes	go to Q2b etc
No/Don't know	repeat Q1a for next day

**[Q2b etc- Main activity undertaken]**

"What was the main activity while on that trip?"

[as per Q2a]

**[Q7b etc- Where went on trip]**

"Which of these phrases best describes where you went on this trip?"

[as per Q7a]

**[Q2b etc i – Actual location of other visit]**

"What is the name and address of the actual place you visited?"

[Geo-coded as per Q2ai]

**[Q11b etc – Length of trip]**

(4 options according to trip type as per Q11a)

NEED TO ALLOW FOR MAXIMUM OF 5 TRIPS PER DAY – SO REPEAT Q1b, Q2b, Q7b, (Q2bi), Q11b, 3 more times; thus creating Q2 c, d and e, Q7c,d,e, (Q2ci,di,ei) and Q11c,d,e

**REPEAT Q1a ONWARDS FOR 6 PREVIOUS DAYS**

**If no trips at all made in last seven days at Q1a, ask Q3, then Q21ai: otherwise go to Q6**

**[Q3 - Reasons not made any leisure day trips]**

“Was there any particular reason why you did not take any leisure trip in the last seven days?”

[Probe fully, but do not prompt or read out]  
 Can be multi-coded  
 On holiday abroad  
 Have been on/ preparing for holiday  
 Away on business  
 Too busy/ working/ studying  
 Work nights/ shift work  
 Partner working/ nights/ away from home  
 Lack of information on possible destinations  
 Poor health/ unable to go  
 Illness within the family  
 Too old  
 Disabled/ blind/ poor eyesight – {go to Q3a}  
 Caring for housebound relative  
 Recent bereavement  
 Too difficult with children / baby  
 Too difficult with elderly  
 Too difficult with animals to look after  
 No one to look after matters at HOME while I am away  
 No one to look after matters at WORK while I am away  
 Concern about personal safety / getting lost  
 Weather  
 Wrong time of year  
 Lack of suitable transport  
 No one to go with  
 No money/ unable to afford to go out  
 Prefer to spend money on something else  
 Prefer to save my money  
 Don't go out/ not interested in going out on trips/ happy at home  
 Only go short distances/ short walks  
 Nowhere to go/ nothing for us to do  
 Dislike travelling  
 Other reason (SPECIFY)  
 No particular reason

**[Q3a – Problems experienced if disabled / poor eyesight]**

“Is this because you experience problems on a leisure trip with any of the following?”

READ OUT  
 Physical features such as stiles, gates or steps  
 No readily available information appropriate to you and your needs before you go  
 No readily available information appropriate to you and your needs when you get there  
 On-site facilities such as access ramps, accessible parking or toilets  
 Obtaining the right equipment for the site  
 Other problems- (specify)

**SYSTEM WILL NOW RANDOMLY SELECT TRIP TO QUESTION IN DETAIL**  
**prioritise trips in last three days, balance by proportion of interviews conducted by day**  
**Trips to Scotland or Wales should not be selected for detailed questioning.**

**[Q6b - Activities taken part in, including reconfirm main activity on selected trip]**

IF RESPONDENT HAS HAD MORE THAN ONE TRIP IN LAST 7 DAYS:

Now, I'm going to ask you a few more questions about just one of those trips. I'd like you to think about the (no. of trip – 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, or 5th) trip you took on (day). You said it was mainly for (activity). Which of these specific activities did you take part in?

PROMPT RESPONDENT FULLY WITH RELEVANT SUBSET OF ACTIVITIES  
(CAN BE MULTI-CODED RESPONSE)

IF RESPONDENT HAS HAD ONLY ONE TRIP IN LAST 7 DAYS:

"Now, I'd like to ask you a little more about that trip you took on (day). You said it was mainly for (activity). Which of these specific activities did you take part in?"

PROMPT RESPONDENT FULLY WITH RELEVANT SUBSET OF ACTIVITIES  
(CAN BE MULTI-CODED RESPONSE)

**Walk, hill-walk, rambling**

Long walk, hike or ramble (minimum of 2 miles / 1 hour) (1)

Short walk/stroll – up to 2 miles / 1 hour (2)

Dog walking for leisure (new)

Hill walking (3)

Other (SPECIFY) (67)

**Cycling, mountain biking**

Cycling (on road) (4)

Cycling (off road)

Other (SPECIFY) (67)

**Swimming**

Swimming –indoor / outdoor pool (6)

Swimming –sea (8)

Swimming – lake/river/inland water (9)

Other (SPECIFY) (67)

**Visit coast, beach,**

Long walk, hike or ramble (minimum of 2 miles / 1 hour) (1)

Short walk/stroll –up to 2 miles / 1 hour (2)

Dog walking for leisure (new)

Swimming – sea (8)

Fishing – sea angling, coarse fishing, game fishing (12)

Horse riding, pony trekking (13)

Water sport – motorised (motorboat, jet biking, water skiing) (14)

Water sports –non-motorised (sailing, canoeing, kayaking, windsurfing, surfing, body boarding) (15)

Hired a rowing/paddle boat (61)

Other sports (SPECIFY) (20)

Bird watching, nature study (25)

Other hobby/special interest (27)

Castle, ancient monument/site (29)

Nature reserve/wetlands (32)

Heritage or visitor centre (34)

Other attraction (SPECIFY) (41)

To eat out (in pub / hotel / restaurant / café / club) (47)  
 To go for a drink (in pub / hotel / café / club) (46)  
 Went for a drive/sightseeing (58)  
 Relax/sit in car (59)  
 Had a picnic (60)  
 Informal sport (e.g. rounders, football) (63)  
 Played with children/informal games (64)  
 Sunbathe/sit (65)  
 Just relaxing (66)  
 Other (SPECIFY)

#### **Take part in sports or active pursuits –indoor, outdoor, field, water (5)**

Playing indoor sports – 5 a-side football, badminton, basketball, ice hockey etc (10)  
 Playing outdoor sports-football, rugby, hockey, cricket, golf, athletics etc (11)  
 Running / jogging / orienteering (new)  
 Fishing –sea angling, coarse or game fishing (12)  
 Horse riding, pony trekking (13)  
 Water sports – motorised (motorboat / jet biking / water skiing (14)  
 Water sports – non-motorised (sailing / canoeing / kayaking / windsurfing, surfing, body-boarding (15)  
 Climbing / abseiling / bouldering / caving / potholing (new)  
 Motor sports (16)  
 Field sports –hunting, shooting etc (17)  
 Air sports – gliding, flying, microlites, ballooning, paragliding, parachuting (18)  
 Going to the gym, aerobics class, yoga etc (19)  
 Other sports (SPECIFY) (20)

#### **Watching live sport (not on TV) (6)**

A live match or live sports event – football, rugby, hockey, cricket, athletics meeting, car race/rally etc (21)  
 Other (SPECIFY) (67)

#### **A hobby or special interest (7)**

Bird watching, nature study (25)  
 Religious activities (26)  
 Other hobby/special interest (27)

#### **Visit a leisure attraction, place of interest or special event/exhibition (8)**

An outdoor fair or exhibition – country fair, agricultural show (22)  
 An exhibition such as Ideal Home, Motor Show, holiday exhibition (23)  
 Historic/ stately home (28)  
 Castle/ancient monument/site (29)  
 Cathedral/ancient church (30)  
 Visited a village (new)  
  
 Theme/amusement park (31)  
 Nature reserve/wetlands (32)  
 Zoo, wildlife or safari park (33)  
 Heritage or visitor centre (34)  
 Museum or art gallery (35)  
 Steam or heritage railway (36)  
 Other industrial sites or workplaces such as a distillery, mill etc (37)  
 Craft centres (38)  
 Working farms/rare breeds centre (39)  
 Science or technology centre (40)

Other attraction (SPECIFY) (41)

**Visit a park or garden (9)**

A park or garden in a town or city (42)

Country Park, managed to provide informal public recreation (43)

Other gardens or parkland in the countryside (44)

Botanical garden or arboretum (45)

**To eat or drink out (10)**

**To eat out (11)**

**To drink out (12)**

**For entertainment (cinema, theatre, concert, club etc) (13)**

**To go shopping as a leisure activity, that is not for food and other essentials on a regular basis (14)**

**Drive, sightsee, picnic, pleasure boating (15)**

Went for a drive / sightseeing (58)

Short walk/stroll (up to 2 miles / 1 hour) (2)

Dog walking for leisure (new)

Relax/sit in car (59)

Visited a village (new)

Had a picnic (60)

Hired a rowing/paddle boat (61)

Went on a river/lake boat trip (62)

Sunbathe/sit (65)

Just relaxing (66)

Other (SPECIFY)

**Visit friends, relatives at their home (for a leisure visit rather than for caring) (16)**

See insert below \*\*\*

**To take part in informal sports, games, relaxation and well- being (17)**

Informal sport (e.g. rounders, cricket, football skateboarding) (63)

Played with children/informal games (e.g. kid's games) (64)

Sunbathe/sit (65)

Just relaxing (66)

Other (SPECIFY) (67)

\*\*\*

**IF RESPONDENT VISITED FRIENDS/RELATIVES AT Q2A etc, ASK Q6 AS FOLLOWS:****IF RESPONDENT HAS HAD MORE THAN ONE TRIP IN THE LAST 7 DAYS:**

- a “Now I’m going to ask you a few more questions about just one of those trips. I’d like you to think about the (no. of trip) trip you took on (day) that was mainly for visiting friends or relatives. Did you have any outings or trips while you were with them?”  
If yes go to b, if no go to Q15/H15
- b If Yes: What was the main activity on that outing?  
*List as Q2a without Visit friends etc.*
- c Which of these specific activities did you take part in?  
*Prompt interviewee with relevant subset of activities*

**IF RESPONDENT HAS HAD ONLY ONE TRIP IN THE LAST 7 DAYS:**

- a Now, I’d like to ask you a little more about your trip, which you said was mainly for visiting friends or relatives. Did you have any outings or trips while you were with them?
- b & c as above

**Q15 – Q16b RE-ORDERED****[Q15 H15 - whether visited other places or attractions]**

“Did you visit any other places or attractions on this leisure trip?”

- Yes Q15a / H15a  
No Q16b / H16b

**[Q15a / H15a– actual location(s) of other attraction(s)]**

“What is/are the name and address of the other actual place(s) or attraction(s) you visited?”

**GEOCODED**

**ALLOW for up to 3 places to be geo-coded**

**[Q16a / H16a - Main destination]**

“At which of these places or attractions did you spend the longest time, including the place where you did your main activity?”

- Codes: 1<sup>st</sup> other place mentioned  
2<sup>nd</sup> other place mentioned  
3<sup>rd</sup> other place mentioned  
Main activity

**ASK ALL****[Q16b / H16b - Time spent at main destination]**

IF ‘YES’ at Q15/H15

“How much time did you spend at the place where you spent the longest time?”

IF ‘NO’ at Q15/H15

“How much time did you spend at the place where you did your main activity?”

ENTER HOURS AND MINUTES

**[Q8 /H3b- where else went on trip]**

*[Filter for relevant activities only- i.e. only where answer to Q7a was either 'A seaside coastline' or 'The countryside (including inland villages)']*

"Was your trip to any of these kinds of places?"

READ OUT

To a wood or forest

Q9

To a stretch of inland water (e.g. canal, river, stream, lake, reservoir) USED BY BOATS

To a stretch of inland water (e.g. canal, river, stream, lake, reservoir) NOT USED BY BOATS

None of these

ASK Q9 if 'wood/forest' at Q8 OR if chosen trip was geo-coded as OPEN ACCESS at Q2ai or Q2bi etc, others go to Q10

**[Q9 - who owns site of visit]**

"Who do you think owns or manages the place that you visited?"

The Forestry Commission (Forest Enterprise)

A Local Authority

The National Trust

Woodland Trust

Some other voluntary organisation or community group

National Parks Authority

Other Public/Government Agency

A private landowner

Other (SPECIFY)

Don't Know

*[Record all responses - do not prompt or read out]*

**ASK ALL****[Q10 - How often make particular trip]**

"Is this type of trip something that you do regularly, or just now and again?"

Regular trip

Trip taken now and again

**[Q10a Additional]**

"And for {activity type at Q6}, do you usually go to the same place, or not?"

Always same place

Usually same place

Usually different places

Always different places

(Repeat Q10a for each activity that is listed in the multi-coded Q6)

**[H9 – Extra Distance]*****IF TRAVELLING HOME FROM HOLIDAY***

This was a trip that you made while travelling home from a holiday or short break. What was the extra distance, if any, that you travelled in order to make this visit?

IF DON'T KNOW

What would be your best estimate?

IF under one mile, enter 0.5

***IF TRAVELLING TO HOLIDAY***

This was a trip that you made while travelling to a holiday or short break. What was the extra distance, if any, that you travelled in order to make this visit?

IF DON'T KNOW

What would be your best estimate?

IF under one mile, enter 0.5

*IF HOLIDAY BASED*

This was a trip that you made while you were on holiday. What was the total distance in miles you travelled on this trip? By that I mean the round trip from start to finish.

INTERVIEWER INSTRUCTION: if respondent was moving from one holiday base to another and did this trip on the way, then ask: what was the extra distance, if any, that you travelled in order to make this visit?

IF DON'T KNOW

What would be your best estimate?

IF under one mile, enter 0.5

*IF HOME-BASED TRIP*

**[Q12- Distance travelled]**

"What was the total distance in miles you travelled on this trip? By that, I mean the round trip from start to finish."

IF DON'T KNOW

"What would be your best estimate?"

If under one mile, enter 0.5

**[Q13 / H13- Main form of transport used]**

"What was the main form of transport that you used for the longest part of your journey for this trip?"

Car/Van  
 Train/tube/underground  
 Public bus or coach  
 Coach trip/Private coach  
 Motorcycle/scooter  
 Bicycle/Mountain bike  
 On foot/walking  
 On horseback  
 Boat (sail or motor)  
 Taxi  
 Other

**[Q13a – Additional on secondary transport**

"And did you use any other form of transport during your trip (apart from walking?)"

Codes as Q13 minus 'on foot/ walking'  
 - plus a "No" response

IF GEOCODING INDICATES MAIN DESTINATION AT Q2ai, Q2bi, Q2ci, Q2di, Q2ei, or other places at Q15a is:

-on OPEN ACCESS LAND only, ASK OAL1- OAL7 inc.

-within a NATIONAL PARK only, ASK NP1- NP7 inc.

-on OPEN ACCESS LAND WITHIN A NATIONAL PARK, ASK MIX1 –MIX16 inc

**[OAL1 – Open Access Land awareness (unprompted)] [was OAL3]**

“Do you know whether the land that you visited to {activity} on {day} has any special status?”

-If ‘yes’, ask

“What is that status called?”

DO NOT PROMPT

Open Access mentioned                      Miss out OAL1b

National Park mentioned

Other mentioned (specify)

**[OAL1b – Open Access Land awareness (prompted)]**

“Do any of the following phrases apply to this land?”

READ OUT

National Park

Open Access land

Area of Outstanding Natural Beauty

Site of Special Scientific Interest

Private land

If ‘Open Access Land’ not selected, say “In fact this is Open Access Land”

**[OAL2 – Particular reason (unprompted)]**

“Was there any particular reason why you visited this land on this occasion?”

RECORD ALL RESPONSES. DO NOT PROMPT

**[OAL3 – Influences on choice to visit Open Access Land ] (was OAL4)**

“Did any of the following influence your choice in visiting this land?”

## READ OUT

Been before  
 Wish to explore new area  
 Wish to exercise new rights of access  
 TV or Radio programme  
 On-site signage for public access  
 Tourist or Visitor Centre Information  
 Formed part of a longer walk  
 Formed part of a wider area with access rights  
 Personal recommendation

**[OAL1a – Restrictions during visit]**

“Did you notice any restrictions during your visit? If so, what were they?”

## DO NOT PROMPT

No open access rights  
 No open access rights, but can use paths  
 No dogs allowed  
 Dogs must be on short fixed lead  
 Can enter land only from point marked on map

If dog walking indicated at Q6, ask OAL4, else go to OAL5

**[OAL4 – Dog on a lead?] (was OAL5)**

“Did you keep your dog on a lead when visiting this land?”

Yes, at all times	OAL5
Yes, some of the time	OAL4a
No	OAL5

**[OAL4a – Dog on a lead-specific] (was OAL5a)**

“Was your dog on the lead...”

## READ OUT

When in the vicinity of livestock?  
 At other times during the visit?

**[OAL5 – Roam at Will] (was OAL6)**

“Did you roam at will across this land, or did you stay on the footpaths?”

Roamed at will  
 Stayed on footpaths

**[OAL6– Annual Usage] (was OAL2)**

“About how many times have you visited this area of land in the past year?”

OPEN NUMERIC

**[OAL6a - When last took leisure trip to this area of land]**

“When did you last have a leisure trip to this area of land (apart from in the last week)?”

## CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month  
 Over a month ago, but within last three months  
 Over three months ago, but within last six months  
 Over six months ago, but within last year  
 More than a year ago                      If ‘0’ entered at OAL6 only

First visit

If '0' entered at OAL6 only

**[OAL7– Future Use] (was OAL 8)**

“How likely would you be to visit this Open Access Land again in the next year or so?”

READ OUT

Definitely will visit again in next year

Definitely will not visit again in next year

Not sure

**[NP1 – National Parks Awareness] (was NP0)**

“Do any of the following phrases apply to the land that you visited to {activity} on {day}?”

READ OUT

National Park

Open Access land

Area of Outstanding Natural Beauty

Site of Special Scientific Interest

Private land

If 'National Park' not selected, say “In fact this land is part of a National Park”

**[NP2- Identifying National Parks]**

“Do you know the name of the National Park that you visited?”

*[Do not prompt]*

- The Broads
- The Lake District
- The Peak District
- The Yorkshire Dales
- Dartmoor
- Exmoor
- Northumberland
- North York Moors
- New Forest
- Other answer (write down)
- Don't know

**[NP3– Annual usage of this National Park] (was NP1)**

“About how many times would you say you have visited this National Park within the past year?”

OPEN NUMERIC

**[NP3a - When last took leisure trip to this National Park]**

“When did you last have a leisure trip to this National Park (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month

Over a month ago, but within last three months

Over three months ago, but within last six months

Over six months ago, but within last year

More than a year ago                      If '0' entered at NP3 only

First visit                                      If '0' entered at NP3 only

**[NP4 – Influences on choice to visit National Park] (was NP2)**

“Did any of the following influence your choice in visiting this National Park?”

READ OUT – code ‘yes’ or ‘no’ to each  
 Have been before  
 Easy to get to  
 Special event or festival  
 Part of a pre-planned group or party visit  
 Peace and quiet  
 Special landscape  
 Good for walking, cycling or other outdoor activity  
 Knowing that visitors are welcome  
 Safe environment  
 No entrance charge  
 Personal recommendation  
 Live here  
 Family or friends live here  
 Have never been before *{only ask if answer to [NP3] ‘how many times...’ is 0}*

**[NP5 – Information Sources] (was NP3)**

“Did you use any of the following sources of information before or during this visit?”

READ OUT - code ‘yes’ or ‘no’ to each  
 Guidebook  
 Holiday brochure or guide  
 Website  
 Map  
 Tourist or Visitor Information Centre  
 Magazine or newspaper article  
 TV or radio programme  
 Personal recommendation  
 Previous knowledge of area

**[NP6 – Pre-planned / Not] (was NP4)**

“Was your visit to this National Park pre-planned, or on the spur of the moment?”

Pre-planned  
 Spur of the moment

**[NP7 – Future Use] (was NP5)**

“How likely would you be to visit this National Park again in the next year or so?”

READ OUT  
 Definitely will visit again in next year  
 Definitely will not visit again in next year  
 Not sure

**[MIX3 - Unprompted awareness]**

“Do you know whether the area you visited to {activity} on {day} has any special status?”

-If ‘yes’, ask

“What is that status called?”

DO NOT PROMPT  
 Open Access mentioned  
 National Park mentioned (Go to MIX3a)  
 Other mentioned (specify)

**[MIX3a – Other than National Park]**

“That is correct but could I ask whether it has any other special status other than being a National Park?”

-If ‘yes,’ ask

“What is that status called?”

DO NOT PROMPT  
 Open Access mentioned  
 Other mentioned (specify)

**[MIX4 – National Parks and Open Access Awareness (prompted)] (a.k.a. NP1/OAL1b)**

“Do any of the following phrases apply to this land?”

READ OUT  
 National Park  
 Open Access land  
 Area of Outstanding Natural Beauty  
 Site of Special Scientific Interest  
 Private land

-If not both ‘National Park’ and ‘Open Access land’ selected, say “In fact this land is Open Access land within a National Park, so I will now ask you a few questions about its Open Access status and then a few about it being a National Park.

-If ‘National Park’ and ‘Open Access land’ selected say “As you have correctly identified, this is Open access land within a National Park, so I will now ask you a few questions about its Open Access status and then a few about it being a National Park.

**[MIX1 – Particular reason (unprompted)] (a.k.a. OAL2)**

“Was there any particular reason why you visited this land on this occasion?”

RECORD ALL RESPONSES. DO NOT PROMPT

**[MIX2 – Reasons for choice] (a.k.a. OAL3)**

“Did any of the following influence your choice in visiting this land?”

READ OUT – code ‘yes’ or ‘no’ to each

1. Have been before
2. Wish to explore new area
3. Wish to exercise new rights of access
4. TV or Radio programme
5. On-site signage for public access
6. Tourist or Visitor Centre Information
7. Formed part of a longer walk
8. Formed part of a wider area with access rights
9. Personal recommendation

**[MIX5 – Visit Restrictions] (a.k.a. OAL1a)**

“Did you notice any restrictions during your visit? If so, what were they?”

DO NOT PROMPT  
 No open access rights  
 No open access rights, but can use paths  
 No dogs allowed  
 Dogs must be on short fixed lead  
 Can enter land only from point marked on map

If dog-walking indicated at Q6, ask MIX6, else go on to MIX7

**[MIX6 – Dog on lead?] (a.k.a. OAL4)**

“Did you keep your dog on a lead when visiting this land?”

Yes, at all times	MIX7
Yes, some of the time	MIX6a
No	MIX7

**[MIX6a – Dog on lead- specific] (a.k.a. OAL4a)**

“Was your dog on the lead...

READ OUT

When in the vicinity of livestock?

At other times during the visit?

**[MIX7 – Roam at Will] (a.k.a. OAL5)**

“Did you roam at will across this land, or did you stay on the footpaths?”

Roamed at will
Stayed on footpaths

**[MIX8 – Annual usage of this Mixed Land] (a.k.a. OAL6)**

“About how many times have you visited this land in the past year?”

OPEN NUMERIC

**[MIX9 - When last took leisure trip to this area of land]**

“When did you last have a leisure trip to this area of land (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month

Over a month ago, but within last three months

Over three months ago, but within last six months

Over six months ago, but within last year

More than a year ago                      If ‘0’ entered at MIX8 only

First visit                                      If ‘0’ entered at MIX8 only

**[MIX10 – Future Use] (a.k.a. OAL7)**

“How likely would you be to visit this open access land again in the next year or so?”

**[MIX11 - Identifying National Parks]**

“Now focusing on the land’s National Park status, do you know the name of the National Park that you visited?”

*[Do not prompt]*

- The Broads
- The Lake District
- The Peak District
- The Yorkshire Dales
- Dartmoor
- Exmoor
- Northumberland
- North York Moors
- New Forest
- Other answer (write down)
- Don’t know

**[MIX12 – Influences on choice to visit National Park] (a.k.a. NP4)**

“Did any of the following influence your choice in visiting this National Park?”

READ OUT – code ‘yes’ or ‘no’ to each

1. Have been before
10. Easy to get to
11. Special event or festival
12. Part of a pre-planned group or party visit
13. Peace and quiet
14. Special landscape
15. Good for walking, cycling or other outdoor activity
16. Knowing that visitors are welcome
17. Safe environment
18. No entrance charge
9. Personal recommendation
19. Live here
20. Family or friends live here
21. Have never been before *{Only if answer to [MIX8] ‘how many times...’ is ‘0’}*

**[MIX13 – Information Sources] (a.k.a. NP5)**

“Did you use any of the following sources of information before or during this visit?”

READ OUT - code ‘yes’ or ‘no’ to each

- Guidebook
- Holiday brochure or guide
- Website
- Map
- Tourist or Visitor Information Centre
- Magazine or newspaper article
- TV or radio programme
- Personal recommendation
- Previous knowledge of area

**[MIX14 – Pre-planned / Not] (a.k.a. NP6)**

“Was your visit to this National Park pre-planned, or on the spur of the moment?”

- Pre-planned
- Spur of the moment

**[MIX16 – Future Use] (a.k.a. NP7)**

“How likely would you be to visit this National Park again in the next year or so?”

READ OUT

- Definitely will visit again in next year
- Definitely will not visit again in next year
- Not sure

**ASK ALL****[Q17a / H17a - Composition of group]**

"Which of these phrases best describes who accompanied you on this leisure trip?"

I was on my own	Q18
I was with other members of my family	Q17b
I was with friends	Q17b
I was part of an educational group	Q17b
I was part of another organised group	Q17b

**[Q17b - Whether accompanied by people staying away from home]**

"On this trip, were you accompanied by any friends or relatives from elsewhere who were staying overnight with you or in accommodation locally?"

Yes  
No

**[Q17c / H17c - Number people on trip]**

"Can I check how many people were on this trip? Please include yourself."

IF PART OF COACH PARTY OR SIMILAR, OBTAIN THE NUMBER IN IMMEDIATE GROUP, NOT THE WHOLE COACH

**[Intro - Q18]**

"I'd now like to ask you about any money you personally spent on, or for, this trip. Please include any expenditure you made on behalf of other members of your party and spending by credit cards, debit cards and cheques, as well as cash.

**[Q18a - Items spent money on]**

"Did you personally spend money on any of the following items"? READ OUT

PROMPT: Any others?

- Fuel (i.e. Petrol or diesel)
- Road or bridge tolls
- Fares (e.g. Bus/train/coach/taxi)
- Parking charges
- Admission tickets, including tickets bought in advance
- Inclusive tickets for combined travel and entrance charges
- Alcoholic drinks
- Meals/snacks/non-alcoholic drinks
- Gifts & Souvenirs
- Hiring of equipment/facilities
- Clothes
- Local products
- Other things (SPECIFY)
- None of these

**[Q18b2 - Amount spent on specific items]**

"How much did you spend on... {each item at Q18a apart from fuel}"

Amount in pounds and pence

**[Q18c - Total amount spent check]**

"So that means you spent, in total, £x.xx apart from fuel. Does that sound about right?"

- Yes     Q21bi
- No     recycle through Q18

**[Fuel cost to be added at analysis stage from H9 / Q12 with Q13]**

**ANNUAL QUESTIONS****[Q21ai – How often taken seaside town leisure trip in past year]**

“About how many times would you say you have made a leisure trip to an English seaside town in the last 12 months?”

(If 0 entered, Q21bi will be automatically coded as ‘more than a year ago,’ so go to Q21aii)

**[Q21bi - When last took leisure trip to seaside town]**

“When did you last have a leisure trip to an English seaside town (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month

Over a month ago, but within last three months

Over three months ago, but within last six months

Over six months ago, but within last year

**[Q21aii – How often taken seaside coast leisure trip in past year]**

“About how many times would you say you have made a leisure trip to an English seaside coast that was not in a town in the last 12 months?”

(If 0 entered, Q21bii will be automatically coded as ‘more than a year ago,’ so go to Q20a)

**[Q21bii - When last took leisure trip to seaside coast]**

“When did you last have a leisure trip to an English seaside coast that was not in a town (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month

Over a month ago, but within last three months

Over three months ago, but within last six months

Over six months ago, but within last year

**[Q20a – How often taken town/city leisure trip in past year]**

“About how many times would you say you have made a leisure trip to an English town or city that is not by the seaside in the last 12 months?”

(If 0 entered, Q20b will be automatically coded as ‘more than a year ago,’ so go to Q23a)

**[Q20b - When last took leisure trip to town or city]**

“When did you last have a leisure trip to an English town or city that is not by the seaside (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month

Over a month ago, but within last three months

Over three months ago, but within last six months

Over six months ago, but within last year

**[Q23a – How often taken wood/forest leisure trip in past year]**

“About how many times would you say you have made a leisure trip to an English wood or forest in the last 12 months?”

(If 0 entered, Q23b will be automatically coded as ‘more than a year ago,’ so go to Q24a)

**[Q23b - When last took leisure trip to wood or forest]**

“When did you last have a leisure trip to an English wood or forest (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month

Over a month ago, but within last three months  
 Over three months ago, but within last six months  
 Over six months ago, but within last year

**[Q24a – How often taken inland water used by boats leisure trip in past year]**

“About how many times would you say you have made a leisure trip to inland water within England that is USED BY BOATS in the last 12 months?”

(If 0 entered, Q24b will be automatically coded as ‘more than a year ago,’ so go to Q25a)

**[Q24b - leisure trips to inland water used by boats]**

“When did you last have a leisure trip to inland water, within England, that is USED BY BOATS (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month  
 Over a month ago, but within last three months  
 Over three months ago, but within last six months  
 Over six months ago, but within last year

**[Q25a – How often taken inland water not used by boats leisure trip in past year]**

“About how many times would you say you have made a leisure trip to inland water within England that is NOT USED BY BOATS in the last 12 months?”

(If 0 entered, Q25b will be automatically coded as ‘more than a year ago,’ so go to Q22a)

**[Q25b - leisure trips to inland water not used by boats]**

“When did you last have a leisure trip to inland water, within England, that is NOT USED BY BOATS (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month  
 Over a month ago, but within last three months  
 Over three months ago, but within last six months  
 Over six months ago, but within last year

**[Q22a – How often taken countryside leisure trip in past year]**

“About how many times would you say you have made a leisure trip to the countryside in England in the last 12 months?”

(If 0 entered, Q22b will be automatically coded as ‘more than a year ago,’ so go to Q22c)

**[Q22b - When last took leisure trip to countryside]**

“When did you last have a leisure trip to the countryside in England (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month	Go to Q28
Over a month ago, but within last three months	Go to Q28
Over three months ago, but within last six months	Go to Q28
Over six months ago, but within last year	Go to Q28

If '0' at Q22a, ask Q22c, otherwise go to Q28

**[Q22c – reasons not taken leisure trip to countryside]**

"Was there any particular reason why you haven't taken a leisure trip to the countryside in the last twelve months?"

- Always too busy/ lack of time
- Physical disability Go to Q22d
- Other health reason Go to Q22d
- Lack of information on possible destinations
- Lack of information on where access is permitted to countryside visits
- Prefer to go to other places outside of England
- Access to countryside prevented or discouraged by land owners / managers
- Feel nervous or uneasy about what might happen (incl. Personal safety, getting lost)
- Not enough money/ can't afford it
- Lack of suitable means of transport
- Preferred to spend money on something else
- Prefer to save my money
- No-one to go with
- No-one to look after matters AT HOME while I am away
- No-one to look after matters AT WORK while I am away
- Too difficult with children
- Too difficult with elderly
- Dislike travelling
- Other
- No particular reason
- Not interested

**[Q22d – Problems experienced if disabled / poor eyesight]**

"Is this because you experience problems on a leisure trip with any of the following?"

READ OUT

- Physical features such as stiles, gates or steps
- No readily available information appropriate to you and your needs before you go
- No readily available information appropriate to you and your needs when you get there
- On-site facilities such as access ramps, accessible parking or toilets
- Obtaining the right equipment for the site
- Other problems- (specify)

**[Q28 - Gender]**

"Now I need to ask you a few final details about yourself and your household."

CODE RESPONDENT GENDER

Male

Female

**[Q28a - Age]**

What was your age last birthday?

16 - 17 years

18 - 24 years

25 - 34 years

35 - 44 years

45 - 54 years

55 - 64 years

65 - 74 years

75 years and over

**[Q29 - Marital status]**

"What is your current marital status?"

Single

Married/ living with partner

Separated/ divorced

Widowed

**[Q30a - Cultural or ethnic background]**

"How would you describe your cultural or ethnic background?"

White- British (1)

White- Irish (2)

Any other white background (3)

White and Black Caribbean (4)

White and Black African (5)

White and Asian (6)

Any other mixed background (7)

Indian (8)

Pakistani (9)

Bangladeshi (10)

Any other Asian background (11)

Caribbean (12)

African (13)

Any other Black background (14)

Chinese (15)

Don't know (16)

Refused (17)

Other (SPECIFY)

**[Q31b - Number children in household]**

**[Q31c - Number children under 5 in household]**

**[Q31d - Number children aged 5 - 10 in household]**

**[Q31e - Number children aged 11 - 15 in household]**

System check that Q31c-e sum to Q31b

**[Q33 - Access to car and ability to drive]**

"Which of these statements applies to you?"

- I own or have access to a car/van which I can drive
- I own or have access to a car/van, but I personally do not drive
- I do not own or have access to a car/van but I can drive
- I do not own or have access to a car/van and I cannot drive

**[Q34a - Current situation]**

"What are you doing at the present time? Are you in work, a full-time student, or doing something else? What is that?"

Prompt, If Necessary, With Items Below. If 2+ Activities, Code First On List

- Self-employed
- Employed full-time (30+ hours per week)
- Employed part-time (less than 30 hours per week)
- Looking after the home or family
- Permanently retired from paid work
- Unemployed and seeking work
- At school
- In full-time further/ higher education
- Government work or training scheme
- Permanently sick or disabled
- Temporarily absent from work because of short-term illness or injury
- Other

**[Q34b - Long standing illness or health problem]**

"Do you have any long standing illness, health problem or disability that limits your daily activities or the kind of work you can do?"

- RECORD RESPONSE BUT DO NOT PROBE FURTHER
- Yes
- No

**[Q35a - Q35b: Q36a – Q36n: Q37 REPLACE WITH ACORN CLASSIFICATION – will be coded post-interview from postcode**

**[Q39 - Permission to re-contact]**

"May I just take your full name and title please?"

IF NECESSARY: This is just so that we have a record of who we spoke to in case of any queries.

ENTER OVER NEXT THREE SCREENS

ENTER TITLE HERE:

ENTER FORENAME OR INITIAL HERE:

ENTER SURNAME HERE:

**[Q39a – Willing to help]** "Occasionally, we need to speak to people more than once. If we need to come back to you with further questions relating to this survey or to help with other connected research. Would you be willing to help us?"

IF NECESSARY ADD: You can be assured that that your name will never be passed on to anyone outside my organisation. Taking part in market research will never result in anyone trying to sell you anything.'

- Yes
- No

**[Q38 – Address & Postcode]**

Thank you for your help in this interview. Before we close I would like to record your full post code. Please could you tell me the full post code for this address?

Post code given - RECORD POST CODE IN FULL

Post code refused – read 'IF NECESSARY ADD:' section and if still refused go to Q40

IF NECESSARY ADD:

We are recording post codes in order to identify the sort of area you live in. It is important we speak to people from a wide range of places. This information is for classification purposes only and is strictly confidential.

IF RESPONDENT IS UNSURE OF FULL POST CODE:

I really need to record your postcode in full, do you have a utility bill or similar letter handy which may have your post code written on it?

IF RESPONDENT DOES NOT KNOW POSTCODE AND CANNOT FIND IT, SWITCH TO TARA TO SEARCH FOR POST CODE AND SAY:

I may be able to find your postcode from your address. Please could you tell me your address?

INTERVIEWER TO CHECK THE POST CODE BY READING BACK TO THE RESPONDENT IN ALL CASES:

Thank you, can I just check I have recorded that correctly, so your post code is.....READ OUT AND CONFIRM

**[Q40 – Telephone number]**

## Appendix 2 – Boost questionnaire script

### EDVS 2005 BOOST SAMPLE FINAL QUESTIONNAIRE

[R2 - sample number / telephone number automatically allocated by system]

[R3 - Date of selection process allocated by system]

#### **PREAMBLE**

“Good morning/afternoon/evening. We are conducting an important research survey about people’s leisure activities. My name is ... and I’m calling from The Operations Centre on behalf of Research International. In order to be sure that our survey represents the population as a whole we need to select participants at random, so may I ask...

#### **[R4 – No. of adults in the household] (formerly Q31a)**

...how many people aged 16 or over, including yourself, there are in your household?”  
OPEN NUMERIC

*(If 1, continue to recruit by going to R9*

*If more than 1, ask: “Who in your household, aged 16 or over, had the most recent birthday?”)*

ASK TO SPEAK TO THE PERSON WITH THE MOST RECENT BIRTHDAY. REPEAT INTRODUCTION IF NECESSARY

**IF NECESSARY SAY :** This survey is being conducted on behalf of The Minister for Environment, Food and Rural Affairs in order to help plan the provision of leisure activities in future.

Can I stress that we are not selling or promoting anything.

Your answers will be treated in the strictest confidence

This survey will take about 15 minutes “

#### **[R9 – R10 - availability]**

Available now - continue

Available later – rearrange

Personal refusal by selected respondent

Proxy refusal on behalf of selected respondent

#### **[R11 - Reason for refusal]**

Reason(s) for refusal to be recorded

#### **[P1 – Establishing countryside visits]**

“Firstly, I’d just like to check - have made any trips to the countryside in England in the last 7 days? Please include any trips to villages in the countryside.”

Yes/No

#### **[P2 – Establishing seaside visits]**

And have you made any trips to the seaside coast in England in the last 7 days? Please exclude any visits to a town at the seaside, where you just visited the town, and maybe the beach there, but did not go to any beaches outside the town.

Yes/No

-If Yes at P1 or P2, go to A1

-If No at P1 and P2, continue to Q3.

**[Q3 - Reasons not made any leisure day trips to the countryside]**

“Was there any particular reason why you did not take any leisure trip to the countryside in the last seven days?”

[Probe fully, but do not prompt or read out]  
 Can be multi-coded  
 On holiday abroad  
 Have been on/ preparing for holiday  
 Away on business  
 Too busy/ working/ studying  
 Work nights/ shift work  
 Partner working/ nights/ away from home  
 Lack of information on possible destinations  
 Poor health/ unable to go  
 Illness within the family  
 Too old  
 Disabled/ blind/ poor eyesight – {go to Q3a}  
 Caring for housebound relative  
 Recent bereavement  
 Too difficult with children / baby  
 Too difficult with elderly  
 Too difficult with animals to look after  
 No one to look after matters at HOME while I am away  
 No one to look after matters at WORK while I am away  
 Concern about personal safety / getting lost  
 Weather  
 Wrong time of year  
 Lack of suitable transport  
 No one to go with  
 No money/ unable to afford to go out  
 Prefer to spend money on something else  
 Prefer to save my money  
 Don't go out/ not interested in going out on trips/ happy at home  
 Only go short distances/ short walks  
 Nowhere to go/ nothing for us to do  
 Dislike travelling  
 Other reason (SPECIFY)  
 No particular reason

**[Q3a – Problems experienced if disabled / poor eyesight]**

“Is this because you experience problems on a leisure trip with any of the following?”

READ OUT

Physical features such as stiles, gates or steps  
 No readily available information appropriate to you and your needs before you go  
 No readily available information appropriate to you and your needs when you get there  
 On-site facilities such as access ramps, accessible parking or toilets  
 Obtaining the right equipment for the site  
 Other problems- (specify)

Now go to [Q28]

This section establishes:

- any nights stayed away out of last 8,
- whether they were for business or not,



*For each such night ask:*

"Could you tell me the address of the place you stayed on (night at A3a)?"

GEOCODE

**A3e**

"What type of accommodation did you stay in for your holiday or short break on (night at A3a)?"

READ OUT

Serviced (hotel, B&B etc.)

Self-catering - rented cottage or apartment

Self-catering- camping, caravanning, hostelling

Self-catering - second home

Stayed with friends or relatives

**A4**

*If some nights holiday/some nights business at A2, or, if nights away all for business ask A4; Others go to A5*

"Which nights were you away for business or other non-holiday reasons?"

*Same list as at A3a*

**GO TO Q28 IF:**

*IF ALL NIGHTS AWAY ON BUSINESS*

*IF ALL NIGHTS EXCEPT LAST NIGHT AWAY ON BUSINESS*

*IF ALL NIGHTS EXCEPT A WEEK AGO YESTERDAY AWAY ON BUSINESS*

**OTHERS GO TO A5**

**A5 – instructions to define the different types of day that will come up**

*Now label each of 7 days before interview day with the following classification:*

IF....	TYPE OF DAY	SPEC
...at home on night on both sides of day	HOME-BASED	OR No/DK at A1 None of nights on either side coded at A3a of A4
...away on holiday in England on night on both sides of day	HOLIDAY-BASED	AND Yes at A1 Nights on either side both coded at A3a AND None of nights on either side coded at A4  <i>First and last lines of qualification may not be required – should not have answered A3a if not Yes at A1 and CATI should not code a night a A4 that has already been coded at A3a</i>
...night before day is holiday in England and night of day is home	TRAVELLING HOME FROM HOLIDAY	AND Yes at A1 Night before coded at A3a AND NOT Night after coded at A4  <i>First line may not be necessary here</i>
...night before day is home & night of day is holiday in England	TRAVELLING TO HOLIDAY	AND NOT Yes at A1 Night before coded at A3 or A4 AND Night after coded at A3a  <i>First line may not be necessary here</i>
...none of the above	DAY DOES NOT QUALIFY FOR 7 DAY DIARY OF TRIPS	NOT any of above

**Q1 - Introduction**

"I would like to ask you about any trips or outings made for leisure purposes in the last seven days. Please include trips within England only as for this survey we are not discussing trips outside England"

"I am interested in any round trips made from your home {as well as on the way to, or from your holiday base}" (Include {} if spent night(s) away from home at A1 -A5)

It doesn't matter how long or short the trip was, as long as it started and finished on the same day and was made in your leisure time. Please include any trips you made during the day, such as going out during your lunch time or after work before going home, or in the evening."

"The types of trips and outings I'm interested in are:"

READ OUT (NO ORDER ROTATION)

Walk, hill-walk, rambling [1]

Cycling, mountain biking [2]

Swimming [3]

Visit beach, sunbathe, paddle in sea [4]

Taking part in sports or active pursuits - indoor, outdoor, field, water [5]

Watching live sport or attending a live event (not on TV) [6]

A hobby or special interest [7]

Visit a leisure attraction or place of interest [8]

Visit a park or garden [9]

To eat out [11]

To drink out [12]

For entertainment (for example, going to cinema/ theatre/ club etc.) [13]

To go shopping as a leisure activity, that is not for food and other essentials on a regular basis

[14]

Drive, sightsee, picnic, pleasure boating [15]

Visit friends, relatives at their home (for a leisure visit rather than for caring) [16]

To take part in informal sports, games and relaxation [17]

Then ask for each day separately, starting with previous day:

**[Q1a – day trips in last seven days]**

**Q1a** has 4 alternative wordings depending on which type of day it is:

Home-based

Holiday-based

Travelling from holiday

Travelling to holiday.

Where a DAY DOES NOT QUALIFY FOR 7 DAY DIARY OF TRIPS, interviewer needs these words:

“Now (day of week calculated from interview day e.g. yesterday, that is Tuesday see *grid for Q1a*), I’m not asking about this because of your other travels, so we’ll go on to the next day I need to ask you about.”

**Q1a**

So/now thinking about (when), that is (day)...

*Text substitution:*

Use “so” for the first question and “now” for subsequent questions

<b>When</b>	<b>Day</b>
Yesterday	<i>Calculate which day of week from day of interview e.g. if interviewing on Wednesday, yesterday will be Tuesday</i>
The day before yesterday	<i>Calculate, - last Monday</i>
Three days ago	“
Four days ago	“
Five days ago	“
Six days ago	“
Seven days ago	“ – last Wednesday, a week ago today

*IF day is HOME-BASED:*

.... did you make any trips or outings from your home, or from your workplace – perhaps at lunch time or before going home, for any of the activities we just mentioned?

*IF day is HOLIDAY\_BASED:*

....when you were away for a break, did you make any trips or outings from where you were staying for your holiday?

*IF day is TRAVELLING HOME FROM HOLIDAY*

.... the day you travelled back from your holiday or break away from home, did you make any detours on the way home to do something that was for pleasure, or build in time for some of the activities I’ve been talking about, rather than coming straight home?

*IF day is TRAVELLING TO HOLIDAY*

.....the day you travelled to your holiday or break away from home, did you make any detours on the way to your holiday destination to do something that was for pleasure, or build in time for some of the activities I’ve been talking about, rather than going straight to your destination?

**ALL TYPES OF QUALIFYING DAY**

If necessary, probe as appropriate:

can you remember what happened yesterday? Did you go to work? When did you get up? What did you have for breakfast? What was the weather like? What did you do in the morning? Where did you have lunch? What did you do in the afternoon? Did you meet with anyone unexpectedly? Did you meet anyone you had planned to meet? What time did you get back home/to where you were staying? Did you go out in the evening?

Answers:

Yes – go to Q2a      **Date** of day needs to be attached to data so bank holidays can be identified

No/ Don't know      Repeat Q1a for next day

**[Q2a - main activity undertaken]**

“What was the main activity while on that trip?”

CODE AS BELOW – READ OUT / PROMPT AS NECESSARY

Walk, hill-walk, rambling [1]

Cycling, mountain biking [2]

Swimming [3]

Visit beach, sunbathe, paddle in sea [4]

Taking part in sports or active pursuits - indoor, outdoor, field, water [5]

Watching live sport or attending a live event [6]

A hobby or special interest [7]

Visit a leisure attraction or place of interest [8]

Visit a park or garden [9]

To eat and drink out [10]

To eat out [11]

To drink out [12]

For entertainment (for example, going to cinema/ theatre/ club etc.) [13]

[14] To go shopping as a leisure activity, that is not for food and other essentials on a regular basis

Drive, sightsee, picnic, pleasure boating [15]

Visit friends, relatives at their home (for a leisure visit rather than for caring) [16]

To take part in informal sports, games and relaxation [17]

**[Q7a - Where went on trip]**

“Which of these phrases best describes where you went on this trip?”

READ OUT

A town or city      Q11a

A seaside resort or town      Q11a

A seaside coastline      Q2ai

The countryside (including inland villages)      Q2ai

**[Q2ai– actual location of main visit]**

“What is the name and address of the actual place you visited?”

**GEOCODED**

IF GEOCODING INDICATES MAIN DESTINATION is WITHIN 1km of OPEN ACCESS LAND, interviewer will probe as to whether the respondent actually went into the OPEN ACCESS LAND and geo-code as appropriate

IF INTERVIEWER INPUT INCLUDES THE ‘PASS TO SUPERVISOR’ STRING, go to Q20a, else continue to Q11a.

**[Q20a – non- TARA National Park confirmation]**

“Was this trip to a National Park?”

CODE AS APPROPRIATE

Yes      (Count as ‘National Park’ so include in trip selection)

No      (Count as non- National Park so omit from trip selection)

Don't know/ Not sure      (Count as non- National Park so omit from trip selection)

**ASK ALL**

**[Q11a - Length of trip]***IF day is HOME-BASED:*

How long did the trip last altogether – that is, from the time you left your home or workplace until you returned to your home or workplace?

ENTER TIME IN HOURS AND MINUTES

*IF day is HOLIDAY\_BASED:*

How long did the trip last altogether – that is, from the time you left the place you were staying until you returned there?

ENTER TIME IN HOURS AND MINUTES

*IF day is TRAVELLING HOME FROM HOLIDAY*

How long did your detour last – that is how much time did it add to your journey from where you were staying for your holiday or break, to getting home?

ENTER TIME IN HOURS AND MINUTES

*IF day is TRAVELLING TO HOLIDAY*

How long did your detour last – that is how much time did it add to your journey from home to your final destination?

ENTER TIME IN HOURS AND MINUTES

**[Q1b - whether made any other trips that day]***IF day is HOME-BASED:*

Did you make any other trips or outings from your home, or from your workplace – perhaps at lunch time or before going home, on the same day; that is (*same day as at Q1a*)?

*IF day is HOLIDAY\_BASED:*

Did you make any other trips or outings to any other places that same day, that is (*same day as at Q1a*)?

*IF day is TRAVELLING HOME FROM HOLIDAY*

Did you make any other detours for any other activities or visits that same day when you were travelling back from your holiday or break away from home on (*same day as at Q1a*)?

*IF day is TRAVELLING TO HOLIDAY*

Did you make any other detours on the way to your holiday destination for any other activities or visits that same day when you were travelling to your holiday or break away from home on (*same day as at Q1a*)?

Answers:

Yes	go to Q2b etc
No/ Don't Know	repeat Q1a for next day

**[Q2b etc- Main activity undertaken]**

“What was the main activity while on that trip?”

[as per Q2a]

**[Q7b etc- Where went on trip]**

“Which of these phrases best describes where you went on this trip?”

[as per Q7a]

**[Q2bi etc i – Actual location of other visit]**

“What is the name and address of the actual place you visited?”

[Geocoded as per Q2ai]

**[Q11b etc – Length of trip]**

**4 options according to trip type as per Q11a**

NEED TO ALLOW FOR MAXIMUM OF 5 TRIPS PER DAY – SO REPEAT Q1b, Q2b, Q7b, (Q2bi and Q20b), Q11b, 3 more times; thus creating Q2 c, d and e, Q7c,d,e, (Q2ci,di,ei and Q20c, d, e) and Q11c,d,e

**REPEAT Q1a ONWARDS FOR 6 PREVIOUS DAYS**

**NB. If the trips made in last seven days are not within England, go to Q28, otherwise continue to Q6**

**SELECTION OF TRIP(S) TO QUESTION IN DETAIL****Prioritise trips in last three days, balance by proportion of interviews conducted by day**

Up to TWO trips to distinct geo-codes to be selected from Q2ai, Q2bi, etc for any of the past 7 days by system, as follows:

- Prioritise trips in last three days
- Priority in all cases is to use different land types where possible.

**NATIONAL PARKS BOOST**

ORDER OF PRIORITY IS: (1) Most recent Mixed Land, (2) Most recent National Park Land, (3) Most recent Open Access Land, (4) Second most recent Mixed Land, (5) Second most recent National Park Land, (6) Second most recent Open Access Land

**OPEN ACCESS BOOST**

ORDER OF PRIORITY IS: (1) Most recent Mixed Land, (2) Most recent Open Access Land, (3) Most recent National Park Land, (4) Second most recent Mixed Land, (5) Second most recent Open Access Land, (6) Second most recent National Park Land.

IF NO NATIONAL PARKS OR OPEN ACCESS AREA VISIT IN LAST SEVEN DAYS, go to Q28

**[Q6b - Activities taken part in, including reconfirm main activity on selected trip]**

IF RESPONDENT HAS HAD MORE THAN ONE OAL/NP TRIP IN LAST 7 DAYS:

Now, I'm going to ask you a few more questions about two of those trips.

For the first trip: Firstly I'd like you to think about the (no. of trip – 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, or 5th) trip you took on (day). You said it was mainly for (activity). Which of these specific activities did you take part in?

PROMPT INTERVIEWER FULLY WITH RELEVANT SUBSET OF ACTIVITIES

(CAN BE MULTI-CODED RESPONSE)

For the second trip: Now I'd like you to think about the (no. of trip – 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, or 5th) trip you took on (day). You said it was mainly for (activity). Which of these specific activities did you take part in?

PROMPT INTERVIEWER FULLY WITH RELEVANT SUBSET OF ACTIVITIES

(CAN BE MULTI-CODED RESPONSE)

IF RESPONDENT HAS HAD ONLY ONE OAL/NP TRIP IN LAST 7 DAYS:

"Now, I'd like to ask you a little more about that trip you took on (day). You said it was mainly for (activity). Which of these specific activities did you take part in?"

PROMPT INTERVIEWER FULLY WITH RELEVANT SUBSET OF ACTIVITIES

(CAN BE MULTI-CODED RESPONSE)

**Walk, hill-walk, rambling**

Long walk, hike or ramble (minimum of 2 miles / 1 hour) (1)

Short walk/stroll – up to 2 miles / 1 hour (2)

Dog walking for leisure (new)

Hill walking (3)

Other (SPECIFY) (67)

**Cycling, mountain biking**

Cycling (on road) (4)

Cycling (off road)

Other (SPECIFY) (67)

**Swimming**

Swimming –indoor / outdoor pool (6)  
 Swimming –sea (8)  
 Swimming – lake/river/inland water (9)  
 Other (SPECIFY) (67)

**Visit coast, beach,**

Long walk, hike or ramble (minimum of 2 miles / 1 hour) (1)  
 Short walk/stroll –up to 2 miles / 1 hour (2)  
 Dog walking for leisure (new)  
 Swimming – sea (8)  
 Fishing – sea angling, coarse fishing, game fishing (12)  
 Horse riding, pony trekking (13)  
 Water sport – motorised (motorboat, jet biking, water skiing) (14)  
 Water sports –non-motorised (sailing, canoeing, kayaking, windsurfing, surfing, body boarding) (15)  
 Hired a rowing/paddle boat (61)  
 Other sports (SPECIFY) (20)  
 Bird watching, nature study (25)  
 Other hobby/special interest (27)  
 Castle, ancient monument/site (29)  
 Nature reserve/wetlands (32)  
 Heritage or visitor centre (34)  
 Other attraction (SPECIFY) (41)

To eat out (in pub / hotel / restaurant / café / club) (47)  
 To go for a drink (in pub / hotel / café / club) (46)  
 Went for a drive/sightseeing (58)  
 Relax/sit in car (59)  
 Had a picnic (60)  
 Informal sport (e.g. rounders, football) (63)  
 Played with children/informal games (64)  
 Sunbathe/sit (65)  
 Just relaxing (66)  
 Other (SPECIFY)

**Take part in sports or active pursuits –indoor, outdoor, field, water (5)**

Playing indoor sports – 5 a-side football, badminton, basketball, ice hockey etc (10)  
 Playing outdoor sports-football, rugby, hockey, cricket, golf, athletics etc (11)  
 Running / jogging / orienteering (new)  
 Fishing –sea angling, coarse or game fishing (12)  
 Horse riding, pony trekking (13)  
 Water sports – motorised (motorboat / jet biking / water skiing (14)  
 Water sports – non-motorised (sailing / canoeing / kayaking / windsurfing, surfing, body-boarding (15)  
 Climbing / abseiling / bouldering / caving / potholing (new)  
 Motor sports (16)  
 Field sports –hunting, shooting etc (17)  
 Air sports – gliding, flying, microlites, ballooning, paragliding, parachuting (18)  
 Going to the gym, aerobics class, yoga etc (19)  
 Other sports (SPECIFY) (20)

**Watching live sport (not on TV) (6)**

A live match or live sports event – football, rugby, hockey, cricket, athletics meeting, car race/rally etc (21)

Other (SPECIFY) (67)

**A hobby or special interest (7)**

Bird watching, nature study (25)

Religious activities (26)

Other hobby/special interest (27)

**Visit a leisure attraction, place of interest or special event/exhibition (8)**

An outdoor fair or exhibition – country fair, agricultural show (22)

An exhibition such as Ideal Home, Motor Show, holiday exhibition (23)

Historic/ stately home (28)

Castle/ancient monument/site (29)

Cathedral/ancient church (30)

Visited a village (new)

Theme/amusement park (31)

Nature reserve/wetlands (32)

Zoo, wildlife or safari park (33)

Heritage or visitor centre (34)

Museum or art gallery (35)

Steam or heritage railway (36)

Other industrial sites or workplaces such as a distillery, mill etc (37)

Craft centres (38)

Working farms/rare breeds centre (39)

Science or technology centre (40)

Other attraction (SPECIFY) (41)

**Visit a park or garden (9)**

A park or garden in a town or city (42)

Country Park, managed to provide informal public recreation (43)

Other gardens or parkland in the countryside (44)

Botanical garden or arboretum (45)

**To eat and drink out (10)**

**To eat out (11)**

**To drink out (12)**

**For entertainment (cinema, theatre, concert, club etc) (13)**

**To go shopping as a leisure activity, that is not for food and other essentials on a regular basis (14)**

**Drive, sightsee, picnic, pleasure boating (15)**

Went for a drive / sightseeing (58)

Short walk/stroll –up to 2 miles / 1 hour) (2)

Dog walking for leisure (new)

Relax/sit in car (59)

Visited a village (new)

Had a picnic (60)

Hired a rowing/paddle boat (61)

Went on a river/lake boat trip (62)

Sunbathe/sit (65)

Just relaxing (66)

Other (SPECIFY)

**Visit friends, relatives at their home (for a leisure visit rather than for caring) (16)**

See insert below \*\*\*

**To take part in informal sports, games, relaxation and well- being (17)**

Informal sport (e.g. rounders, cricket, football skateboarding) (63)

Played with children/informal games (e.g. kid's games) (64)

Sunbathe/sit (65)

Just relaxing (66)

Other (SPECIFY) (67)

\*\*\*

**IF RESPONDENT VISITED FRIENDS/RELATIVES AT Q2A etc, ASK Q6 AS FOLLOWS:****IF RESPONDENT HAS HAD MORE THAN ONE TRIP IN THE LAST 7 DAYS:**

a "Now I'm going to ask you a few more questions about just one of those trips. I'd like you to think about the (no. of trip) trip you took on (day) that was mainly for visiting friends or relatives. Did you have any outings or trips while you were with them?"  
If yes go to b, if no go to Q15/H15

b If Yes: What was the main activity on that outing?  
*List as Q2a without Visit friends etc.*

c Which of these specific activities did you take part in?  
*Prompt interviewee with relevant subset of activities*

**IF RESPONDENT HAS HAD ONLY ONE TRIP IN THE LAST 7 DAYS:**

a Now, I'd like to ask you a little more about your trip, which you said was .mainly for visiting friends or relatives. Did you have any outings or trips while you were with them?

b &amp; c as above

**Q15 – Q16b RE-ORDERED****[Q15 H15 - Whether visited other places or attractions]**

"Did you visit any other places or attractions on this leisure trip?"

Yes Q15a / H15a

No Q16b / H16b

**[Q15a / H15a– Actual location(s) of other attraction(s)]**

"What is/are the name and address of the other actual place(s) or attraction(s) you visited?"

**GEOCODED****ALLOW for up to 3 places to be geo-coded****[Q16a / H16a - Main destination]**

"At which of these places or attractions did you spend the longest time, including the place where you did your main activity?"

Codes: 1<sup>st</sup> other place mentioned  
2<sup>nd</sup> other place mentioned  
3<sup>rd</sup> other place mentioned  
Main activity

**ASK ALL**

**[Q16b / H16b - Time spent at main destination]**

IF 'YES' at Q15/H15

"How much time did you spend at the place where you spent the longest time?"

IF 'NO' at Q15/H15

"How much time did you spend at the place where you did your main activity?"

ENTER HOURS AND MINUTES

**[Q8 /H3b- Where else went on trip]***[Filter for relevant activities only- i.e. only where answer to Q7a was either 'A seaside coastline' or 'The countryside (including inland villages)']*

]

"Was your trip to any of these kinds of places?"

READ OUT

To a wood or forest Q9

To a stretch of inland water (e.g. canal, river, stream, lake, reservoir) USED BY BOATS

To a stretch of inland water (e.g. canal, river, stream, lake, reservoir) NOT USED BY BOATS

None of these

ASK Q9 if 'wood/forest' at Q8 OR if chosen trip was geo-coded as OPEN ACCESS at Q2ai or Q2bi etc, others go to Q10

**[Q9 - Who owns site of visit]**

"Who do you think owns or manages the place that you visited?"

The Forestry Commission (Forest Enterprise)

A Local Authority

The National Trust

Woodland Trust

Some other voluntary organisation or community group

National Parks Authority

Other Public/Government Agency

A private landowner

Other (SPECIFY)

Don't Know

*[Record all responses - do not prompt or read out]***ASK ALL****[Q10 - How often make particular trip]**

"Is this type of trip something that you do regularly, or just now and again?"

Regular trip

Trip taken now and again

**[Q10a - Additional]**

"And for {activity type at Q6}, do you usually go to the same place, or not?"

Always same place

Usually same place

Usually different places

Always different places

(Repeat Q10a for each activity that is listed in the multi-coded Q6)

**[H9 – Extra Distance]***IF TRAVELLING HOME FROM HOLIDAY*

This was a trip that you made while travelling home from a holiday or short break. What was the extra distance, if any, that you travelled in order to make this visit?

IF DON'T KNOW

What would be your best estimate?

IF under one mile, enter 0.5

*IF TRAVELLING TO HOLIDAY*

This was a trip that you made while travelling to a holiday or short break. What was the extra distance, if any, that you travelled in order to make this visit?

IF DON'T KNOW

What would be your best estimate?

IF under one mile, enter 0.5

*IF HOLIDAY BASED*

This was a trip that you made while you were on holiday. What was the total distance in miles you travelled on this trip? By that I mean the round trip from start to finish.

INTERVIEWER INSTRUCTION: if respondent was moving from one holiday base to another and did this trip on the way, then ask: what was the extra distance, if any, that you travelled in order to make this visit?

IF DON'T KNOW

What would be your best estimate?

IF under one mile, enter 0.5

*IF HOME-BASED TRIP*

**[Q12- Distance travelled]**

"What was the total distance in miles you travelled on this trip? By that, I mean the round trip from start to finish."

IF DON'T KNOW

"What would be your best estimate?"

If under one mile, enter 0.5

**[Q13 / H13- Main form of transport used]**

"What was the main form of transport that you used for the longest part of your journey for this trip?"

Car/Van  
 Train/tube/underground  
 Public bus or coach  
 Coach trip/Private coach  
 Motorcycle/scooter  
 Bicycle/Mountain bike  
 On foot/walking  
 On horseback  
 Boat (sail or motor)  
 Taxi  
 Other

**[Q13a – Additional on secondary transport**

"And did you use any other form of transport during your trip (apart from walking?)"

Codes as Q13 minus 'on foot/ walking'  
 - plus a "No" response

IF GEOCODING INDICATES MAIN DESTINATION AT Q2ai, Q2bi, Q2ci, Q2di, Q2ei, or other places at Q15a is:

-on OPEN ACCESS LAND only, ASK OAL1- OAL7 inc.

-within a NATIONAL PARK only, ASK NP1- NP7 inc.

-on OPEN ACCESS LAND WITHIN A NATIONAL PARK, ASK MIX1 –MIX16 inc

**[OAL1 – Open Access Land awareness (unprompted)] [was OAL3]**

“Do you know whether the land you visited to {activity} on {day} has any special status?”

-If ‘yes’, ask

“What is that status called?”

DO NOT PROMPT

Open Access mentioned                      Miss out OAL1b

National Park mentioned

Other mentioned (specify)

**[OAL1b –Open Access Land awareness (prompted)]**

“Do any of the following phrases apply to this land?”

READ OUT

National Park

Open Access land

Area of Outstanding Natural Beauty

Site of Special Scientific Interest

Private land

If ‘Open Access Land’ not selected, say “In fact this is Open Access Land”

**[OAL2 – Particular reason (unprompted)]**

“Was there any particular reason why you visited this land on this occasion?”

RECORD ALL RESPONSES. DO NOT PROMPT

**[OAL3 – Influences on choice to visit Open Access Land] (was OAL4)**

“Did any of the following influence your choice in visiting this land?”

## READ OUT

Been before  
 Wish to explore new area  
 Wish to exercise new rights of access  
 TV or Radio programme  
 On-site signage for public access  
 Tourist or Visitor Centre Information  
 Formed part of a longer walk  
 Formed part of a wider area with access rights  
 Personal recommendation

**[OAL1a – Restrictions during visit]**

“Did you notice any restrictions during your visit? If so, what were they?”

## DO NOT PROMPT

No open access rights  
 No open access rights, but can use paths  
 No dogs allowed  
 Dogs must be on short fixed lead  
 Can enter land only from point marked on map

If dog walking indicated at Q6, ask OAL4, else go to OAL5

**[OAL4 – Dog on a lead?] (was OAL5)**

“Did you keep your dog on a lead when visiting this land?”

Yes, at all times	OAL5
Yes, some of the time	OAL4a
No	OAL5

**[OAL4a – Dog on a lead-specific] (was OAL5a)**

“Was your dog on the lead...”

## READ OUT

When in the vicinity of livestock?  
 At other times during the visit?

**[OAL5 – Roam at Will] (was OAL6)**

“Did you roam at will across this land, or did you stay on the footpaths?”

Roamed at will  
 Stayed on footpaths

**[OAL6– Annual Usage of this Open Access Land] (was OAL2)**

“About how many times have you visited this area of land in the past year?”

OPEN NUMERIC

**[OAL6a - When last took leisure trip to this area of land]**

“When did you last have a leisure trip to this area of land (apart from in the last week)?”

## CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month  
 Over a month ago, but within last three months  
 Over three months ago, but within last six months  
 Over six months ago, but within last year  
 More than a year ago                      If ‘0’ entered at OAL6 only  
 First visit                                      If ‘0’ entered at OAL6 only

**[OAL7– Future Use] (was OAL 8)**

“How likely would you be to visit this Open Access Land again in the next year or so?”

READ OUT

Definitely will visit again in next year

Definitely will not visit again in next year

Not sure

**[NP1 – National Parks Awareness] (was NP0)**

“Do any of the following phrases apply to the land that you visited to {activity} on {day}?”

READ OUT

National Park

Open Access land

Area of Outstanding Natural Beauty

Site of Special Scientific Interest

Private land

If ‘National Park’ not selected, say “In fact this land is part of a National Park”

**[NP2- Identifying National Parks]**

“Do you know the name of the National Park that you visited?”

*[Do not prompt]*

-The Broads

-The Lake District

-The Peak District

-The Yorkshire Dales

-Dartmoor

-Exmoor

-Northumberland

-North York Moors

-New Forest

-Other answer (write down)

-Don't know

**[NP3– Annual usage of this National Park] (was NP1)**

“About how many times would you say you have visited this National Park within the past year?”

OPEN NUMERIC

**[NP3a - When last took leisure trip to this National Park]**

“When did you last have a leisure trip to this National Park (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month

Over a month ago, but within last three months

Over three months ago, but within last six months

Over six months ago, but within last year

More than a year ago                      If ‘0’ entered at NP3 only

First visit                                      If ‘0’ entered at NP3 only

**[NP4 – Influences on choice to visit National Park] (was NP2)**

“Did any of the following influence your choice in visiting this National Park?”

READ OUT – code ‘yes’ or ‘no’ to each

Have been before

Easy to get to

Special event or festival

Part of a pre-planned group or party visit

Peace and quiet

Special landscape

Good for walking, cycling or other outdoor activity

Knowing that visitors are welcome

Safe environment

No entrance charge

Personal recommendation

Live here

Family or friends live here

Have never been before *{only ask if answer to [NP3] ‘how many times...’ is 0}*

**[NP5 – Information Sources] (was NP3)**

“Did you use any of the following sources of information before or during this visit?”

READ OUT - code ‘yes’ or ‘no’ to each

Guidebook

Holiday brochure or guide

Website

Map

Tourist or Visitor Information Centre

Magazine or newspaper article

TV or radio programme

Personal recommendation

Previous knowledge of area

**[NP6 – Pre-planned / Not] (was NP4)**

“Was your visit to this National Park pre-planned, or on the spur of the moment?”

Pre-planned

Spur of the moment

**[NP7 – Future Use] (was NP5)**

“How likely would you be to visit this National Park again in the next year or so?”

READ OUT

Definitely will visit again in next year

Definitely will not visit again in next year

Not sure

**[MIX3- Unprompted awareness]**

“Do you know whether the area you visited to {activity} on {day} has any special status?”

-If ‘yes,’ ask

“What is that status called?”

DO NOT PROMPT

Open Access mentioned

National Park mentioned

(Go to MIX3a)

Other mentioned (specify)

**[MIX3a – Other than National Park]**

“That is correct but could I ask whether it has any other special status other than being a National Park?” ---If ‘yes,’ ask

“What is that status called?”

DO NOT PROMPT

Open Access mentioned

Other mentioned (specify)

**[MIX4 – National Parks and Open Access awareness (prompted)] (a.k.a. NP1/OAL1b)**

“Do any of the following phrases apply to this land?”

READ OUT

National Park

Open Access land

Area of Outstanding Natural Beauty

Site of Special Scientific Interest

Private land

-If not both ‘National Park’ and ‘Open Access land’ selected, say “In fact this land is Open Access land within a National Park, so I will now ask you a few questions about its Open Access status and then a few about it being a National Park.

-If ‘National Park’ and ‘Open Access land’ selected say “As you have correctly identified, this is Open access land within a National Park, so I will now ask you a few questions about its Open Access status and then a few about it being a National Park.

**[MIX1 – Particular reason (unprompted)] (a.k.a. OAL2)**

“Was there any particular reason why you visited this land on this occasion?”

RECORD ALL RESPONSES. DO NOT PROMPT

**[MIX2 – Reasons for choice] (a.k.a. OAL3)**

“Did any of the following influence your choice in visiting this land?”

READ OUT – code ‘yes’ or ‘no’ to each

1. Have been before
2. Wish to explore new area
3. Wish to exercise new rights of access
4. TV or Radio programme
5. On-site signage for public access
6. Tourist or Visitor Centre Information
7. Formed part of a longer walk
8. Formed part of a wider area with access rights
9. Personal recommendation

**[MIX5 – Visit Restrictions] (a.k.a. OAL1a)**

“Did you notice any restrictions during your visit? If so, what were they?”

DO NOT PROMPT

No open access rights

No open access rights, but can use paths

No dogs allowed

Dogs must be on short fixed lead

Can enter land only from point marked on map

If dog-walking indicated at Q6, ask MIX6, else go on to MIX7

**[MIX6 – Dog on lead?] (a.k.a. OAL4)**

“Did you keep your dog on a lead when visiting this land?”

Yes, at all times                      MIX7

Yes, some of the time              MIX6a

No    MIX7

**[MIX6a – Dog on lead- specific] (a.k.a. OAL4a)**

“Was your dog on the lead...”

READ OUT

When in the vicinity of livestock?

At other times during the visit?

**[MIX7 – Roam at Will] (a.k.a. OAL5)**

“Did you roam at will across this land, or did you stay on the footpaths?”

Roamed at will

Stayed on footpaths

**[MIX8 – Annual usage of this Mixed Land] (a.k.a. OAL6)**

“About how many times have you visited this land in the past year?”

OPEN NUMERIC

**[MIX9 - When last took leisure trip to this area of land]**

“When did you last have a leisure trip to this area of land (apart from in the last week)?”

CODE AS APPROPRIATE (PROMPT AS APPROPRIATE)

Within last month

Over a month ago, but within last three months

Over three months ago, but within last six months

Over six months ago, but within last year

More than a year ago                      If ‘0’ entered at MIX8 only

First visit                                      If ‘0’ entered at MIX8 only

**[MIX10 – Future Use] (a.k.a. OAL7)**

“How likely would you be to visit this Open Access Land again in the next year or so?”

**[MIX11 - Identifying National Parks]**

“Now focusing on the land’s National Park status, do you know the name of the National Park that you visited?”

*[Do not prompt]*

-The Broads

-The Lake District

-The Peak District

-The Yorkshire Dales

- Dartmoor
- Exmoor
- Northumberland
- North York Moors
- New Forest
- Other answer (write down)
- Don't know

**[MIX12 – Influences on choice to visit National Park] (a.k.a. NP4)**

“Did any of the following influence your choice in visiting this National Park?”

READ OUT – code ‘yes’ or ‘no’ to each

1. Have been before
10. Easy to get to
11. Special event or festival
12. Part of a pre-planned group or party visit
13. Peace and quiet
14. Special landscape
15. Good for walking, cycling or other outdoor activity
16. Knowing that visitors are welcome
17. Safe environment
18. No entrance charge
9. Personal recommendation
19. Live here
20. Family or friends live here
21. Have never been before *{only if answer to [MIX8] ‘how many times...’ is ‘0’}*

**[MIX13 – Information Sources] (a.k.a. NP5)**

“Did you use any of the following sources of information before or during this visit?”

READ OUT - code ‘yes’ or ‘no’ to each

- Guidebook
- Holiday brochure or guide
- Website
- Map
- Tourist or Visitor Information Centre
- Magazine or newspaper article
- TV or radio programme
- Personal recommendation
- Previous knowledge of area

**[MIX14 – Pre-planned / Not] (a.k.a. NP6)**

“Was your visit to this National Park pre-planned, or on the spur of the moment?”

- Pre-planned
- Spur of the moment

**[MIX16 – Future Use] (a.k.a. NP7)**

“How likely would you be to visit this National Park again in the next year or so?”

READ OUT

- Definitely will visit again in next year
- Definitely will not visit again in next year
- Not sure

**ASK ALL****[Q17a / H17a - Composition of group]**

"Which of these phrases best describes who accompanied you on this leisure trip?"

I was on my own	Q18
I was with other members of my family	Q17b
I was with friends	Q17b
I was part of an educational group	Q17b
I was part of another organised group	Q17b

**[Q17b - Whether accompanied by people staying away from home]**

"On this trip, were you accompanied by any friends or relatives from elsewhere who were staying overnight with you or in accommodation locally?"

Yes  
No

**[Q17c / H17c - Number people on trip]**

"Can I check how many people were on this trip? Please include yourself."

IF PART OF COACH PARTY OR SIMILAR, OBTAIN THE NUMBER IN IMMEDIATE GROUP, NOT THE WHOLE COACH

**[Intro - Q18]**

"I'd now like to ask you about any money you personally spent on, or for, this trip. Please include any expenditure you made on behalf of other members of your party and spending by credit cards, debit cards and cheques, as well as cash.

**[Q18a - Items spent money on]**

"Did you personally spend money on any of the following items"? READ OUT  
PROMPT: Any others?

Fuel (i.e. Petrol or diesel)  
Road or bridge tolls  
Fares (e.g. Bus/train/coach/taxi)  
Parking charges  
Admission tickets, including tickets bought in advance  
Inclusive tickets for combined travel and entrance changes  
Alcoholic drinks  
Meals/snacks/non-alcoholic drinks  
Gifts & Souvenirs  
Hiring of equipment/facilities  
Clothes  
Local products  
Other things (SPECIFY)  
None of these

**[Q18b2 - Amount spent on specific items]**

"How much did you spend on... {each item at Q18a apart from fuel}"

Amount in pounds and pence

**[Q18c - Total amount spent check]**

"So that means you spent, in total, £x.xx apart from fuel. Does that sound about right?"

Yes Q22b  
No recycle through Q18

**[Fuel cost to be added at analysis stage from H9 / Q12 with Q13]**

(If a second OAL/NP trip was made, repeat Q6- Q18c. NB. If both trips were to either Open Access only or Open Access within a National Park then omit OAL1 or MIX3/MIX3a respectively from the second time of questioning.)

**[Q28 - Gender]**

"Now I need to ask you a few final details about yourself and your household."

CODE RESPONDENT GENDER

Male

Female

**[Q28a - Age]**

What was your age last birthday?

16 - 17 years

18 - 24 years

25 - 34 years

35 - 44 years

45 - 54 years

55 - 64 years

65 - 74 years

75 years and over

(IF NO NP/OAL/BOTH TRIPS ASK Q39, Q39a and Q40 ONLY; ELSE CONTINUE TO Q29)

**[Q29 - Marital status]**

"What is your current marital status?"

Single

Married/ living with partner

Separated/ divorced

Widowed

**[Q30a - Cultural or ethnic background]**

"How would you describe your cultural or ethnic background?"

White- British (1)

White- Irish (2)

Any other white background (3)

White and Black Caribbean (4)

White and Black African (5)

White and Asian (6)

Any other mixed background (7)

Indian (8)

Pakistani (9)

Bangladeshi (10)

Any other Asian background (11)

Caribbean (12)

African (13)

Any other Black background (14)

Chinese (15)

Don't know (16)

Refused (17)

Other (SPECIFY)

**[Q31b - Number children in household]**  
**[Q31c - Number children under 5 in household]**  
**[Q31d - Number children aged 5 - 10 in household]**  
**[Q31e - Number children aged 11 - 15 in household]**  
 System check that Q31c-e sum to Q31b

**[Q33 - Access to car and ability to drive]**  
 "Which of these statements applies to you?"

I own or have access to a car/van which I can drive  
 I own or have access to a car/van, but I personally do not drive  
 I do not own or have access to a car/van but I can drive  
 I do not own or have access to a car/van and I cannot drive

**[Q34a - Current situation]**

"What are you doing at the present time? Are you in work, a full-time student, or doing something else? What is that?"

Prompt, If Necessary, With Items Below. If 2+ Activities, Code First On List

Self-employed  
 Employed full-time (30+ hours per week)  
 Employed part-time (less than 30 hours per week)  
 Looking after the home or family  
 Permanently retired from paid work  
 Unemployed and seeking work  
 At school  
 In full-time further/ higher education  
 Government work or training scheme  
 Permanently sick or disabled  
 Temporarily absent from work because of short-term illness or injury  
 Other

**[Q34b - Long standing illness or health problem]**

"Do you have any long standing illness, health problem or disability that limits your daily activities or the kind of work you can do?"

RECORD RESPONSE BUT DO NOT PROBE FURTHER  
 Yes  
 No

**[Q35a - Q35b: Q36a – Q36n: Q37 REPLACE WITH ACORN CLASSIFICATION – will be coded post-interview from postcode]**

**[Q39 - Permission to re-contact]**

"May I just take your full name and title please?"

IF NECESSARY: This is just so that we have a record of who we spoke to in case of any queries.

ENTER OVER NEXT THREE SCREENS

ENTER TITLE HERE:

ENTER FORENAME OR INITIAL HERE:

ENTER SURNAME HERE:

**[Q39a – Willing to help]** "Occasionally, we need to speak to people more than once. If we need to come back to you with further questions relating to this survey or to help with other connected research. Would you be willing to help us?"

IF NECESSARY ADD: You can be assured that that your name will never be passed on to anyone outside my organisation. Taking part in market research will never result in anyone trying to sell you anything.'

Yes

No

**[Q38 – Address & Postcode]**

Thank you for your help in this interview. Before we close I would like to record your full post code. Please could you tell me the full post code for this address?

Post code given - RECORD POST CODE IN FULL

Post code refused – read 'IF NECESSARY ADD:' section and if still refused go to Q40

IF NECESSARY ADD:

We are recording post codes in order to identify the sort of area you live in. It is important we speak to people from a wide range of places. This information is for classification purposes only and is strictly confidential.

IF RESPONDENT IS UNSURE OF FULL POST CODE:

I really need to record your postcode in full, do you have a utility bill or similar letter handy which may have your post code written on it?

IF RESPONDENT DOES NOT KNOW POSTCODE AND CANNOT FIND IT, SWITCH TO TARA TO SEARCH FOR POST CODE AND SAY:

I may be able to find your postcode from your address. Please could you tell me your address?

INTERVIEWER TO CHECK THE POST CODE BY READING BACK TO THE RESPONDENT IN ALL CASES:

Thank you, can I just check I have recorded that correctly, so your post code is.....READ OUT AND CONFIRM

**[Q40 – Telephone number]**

## Appendix 3 – Changes to questionnaire script from GBDVS to ELVS

### Deleted questions

The following GBDVS questions were deleted:

Q14a+b and Q15a+b- Address and postcode of attraction/ Address and postcode of other attraction: These were deleted as they were superseded by gathering geo codes for all rural trip destinations interactively during the interview process.

Q17d- Age group of people on trip: Deleted at request of the project board.

Q18b1- Amount spent on fuel: In GBDVS the respondent had been asked to estimate amount spent on fuel and only if they couldn't guess was it calculated by miles travelled by car/van. For ELVS, an automated calculation of miles travelled was used to estimate all fuel costs.

Q19- Local products bought: Deleted at request of project board.

Q20c, 21c, 23c, 24c, 25c- Reasons for not visiting various locations in past year: Deleted at project board's request.

Q26a+b- Whether visited National Park/ National Parks visited: No information was gathered for whether respondents had visited a National Park in the past twelve months in ELVS.

Q27a+b- Whether visited Area of Outstanding Natural Beauty/ Area of Outstanding Natural Beauty visited: No information was gathered for whether respondents had visited an Area of Outstanding Natural Beauty in the past twelve months in ELVS

Q30b+c- Cultural or ethnic background if Welsh/Scottish: ELVS survey was carried out in England only.

Q32- Number of cars or vans in household: Deleted at project board's request.

### Adaptations to existing questions:

Q7- Where went on trip: List augmented from 'a town or city', 'the seaside (a coast or resort)' and 'the countryside (including inland villages)' to 'a town or city', 'a seaside resort

or town', 'seaside coast' and 'the countryside (including inland villages). The disaggregation of the seaside category into two distinct location types for ELVS was requested by the project board as they considered the previous surveys under-represented trips to the countryside by failing to collect trips adequately to "seaside" that was actually more "countryside" in character and did not offer a clear urban/rural split in terms of destination.

Q3- Reasons not made leisure trip: This was asked of all people who had not made a trip from home or holiday rather than just home as was the case in GBDVS. This is because trips from a holiday base were added to the main part of the questionnaire.

Q6- select detailed activity- respondent choices were limited to those detailed activities appropriate to main activity to avoid the need to read out a long list.

Q9- Who owns or manages wood or forest went to: Changed 'wood or forest' to 'place visited' and added the options The National Trust, Woodland Trust, National Park Authority, other public/ government agency to the list.

Q18a- Items spent money on: Local products added to the list because specific question on it was no longer included.

Q18c- Total amount spend check: Adapted to exclude fuel which was calculated by distance travelled by car/van/ motorcycle.

Q20b, 21b, 22b, 23b, 24b, 25b- Selection of responses changed at project board's request.

Q35a, 35b, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 37: Removed social grade questions to reduce length of interview and replaced them with an ACORN category gathered by recoding and then classifying respondent's postcode.

#### Added questions

A1, A2, A3a, A3b, A3c, A3d, A4, A5- Added to ascertain whether the respondent had been on holiday or not so that each trip could be classified as either home based or holiday based.

Q2ai, 2bi, 2ci etc- actual location of main visit: Added to ascertain exact location of all rural visits through geo-coding.

Q3a- Problems experienced if disabled/ poor eyesight: Question added for those that selected disability as reason not made any trips in past week at Q3 to ascertain more information on problems experienced by the disabled.

Q15a- Actual location(s) of other attraction(s): Added to ascertain exact location of all additional locations through geo-coding.

Q10a- Additional: Added at request of project board in attempt to investigate whether respondents are habitual in their leisure activities.

Q13a- Secondary transport used: Added at project board's request. Included same options as Q13 minus 'walking'.

Q22c- Problems experienced if disabled/ poor eyesight: Question added for those that selected disability as reason they had not made a trip to the countryside in past year at Q22b to ascertain more information on problems experienced by the disabled.

Open Access/ National Park Sections- (NP= National Park, OAL= open access land, MIX= open access land within National Park)

OAL1 – Open Access Land awareness (unprompted)

OAL1b – Open Access Land awareness (prompted)

OAL2 – Particular reason (unprompted)

OAL3 – Influences on choice to visit Open Access Land

OAL1a – Restrictions during visit

OAL4 – Dog on a lead?

OAL4a – Dog on a lead-specific

OAL5 – Roam at Will

OAL6– Annual Usage

OAL6a - When last took leisure trip to this area of land

OAL7– Future Use

NP1 – National Parks Awareness

NP2- Identifying National Parks

NP3– Annual usage of this National Park

NP3a - When last took leisure trip to this National Park

NP4 – Influences on choice to visit National Park

NP5 – Information Sources

NP6 – Pre-planned / Not

NP7 – Future Use

MIX3 - Unprompted awareness

MIX3a – Other than National Park

MIX4 – National Parks and Open Access Awareness (prompted) (a.k.a. NP1/OAL1b)

MIX1 – Particular reason (unprompted) (a.k.a. OAL2)

MIX2 – Reasons for choice (a.k.a. OAL3)

MIX5 – Visit Restrictions (a.k.a. OAL1a)

MIX6 – Dog on lead? (a.k.a. OAL4)

MIX6a – Dog on lead- specific (a.k.a. OAL4a)

MIX7 – Roam at Will (a.k.a. OAL5)

MIX8 – Annual usage of this Mixed Land (a.k.a. OAL6)

MIX9 - When last took leisure trip to this area of land

MIX10 – Future Use (a.k.a. OAL7)

MIX11 - Identifying National Parks

MIX12 – Influences on choice to visit National Park (a.k.a. NP4)

MIX13 – Information Sources (a.k.a. NP5)

MIX14 – Pre-planned / Not (a.k.a. NP6)

MIX16 – Future Use (a.k.a. NP7)

## Appendix 4- Adjustments to the GBDVS data in re-analysis to match it more closely to the ELVS data:

In the light of these changes to the questionnaire between the GBDVS and ELVS surveys, it was necessary to do some re-analysis of the GBDVS data to make it as comparable as possible to the data gathered in ELVS. To do this the GBDVS 2002/03 results were re-analysed to provide direct comparison with ELVS by focussing on trips made in the last week to England by respondents from English addresses only. This adjustment increased the estimated number of trips in 2002/03, compared with the results published for that year by c. 19% overall.

The adjustments made are outlined here:

- 1) The data map for GBDVS was adjusted to match it, where possible, to the ELVS data map.
  - The primary focus here was to match the list of coded responses to questions between the two surveys. For example, local products were included in the 'Items spent money on' list for ELVS but not for GBDVS so a row was added in the GBDVS re-analysis, which remained blank, to illustrate this change. The other examples of this recoding can be drawn from looking at the questionnaire changes section in Appendix 3.
  - Another focus was to ensure that the tables in the GBDVS analysis drew their data from the same source within the questionnaire as the ELVS equivalent analysis. Therefore, as a result, the data in the 'Types of trip taken in the last week' table was drawn from Q7a in the GBDVS re-analysis- to match the approach used in ELVS-, while it had been based on Q20b- Q25b in the annual questions section in the original GBDVS analysis.
- 2) The data was filtered to include only trips from England to an English destination. This is different from the original GBDVS 'England only' analysis, which included all trips from England but to any destination in Britain. It is important to note that, the address of the trip destination (and therefore which country the trip was made to) was only gathered for selected trips- i.e. the most recent seven quoted in the interview. Therefore, an assumption had to be made regarding the non-selected trips (those that were outside the most recent seven trips). The decision was taken to assume that all such trips that were from England were to England as well.

- 3) The data was filtered to be only trips taken in the previous seven days rather than in the last fourteen days as had been the case in the GBDVS original analysis.
- 4) The data was then weighted by respondent for the respondent-based tables using the same weights as had been used in the GBDVS original analysis.
- 5) The data was then weighted to trip level, also using the same weights as had been applied in the original GBDVS analysis- but with a weighting factor of 52 rather than 26 to account for the fact that the data included in this analysis only covered the previous week rather than the previous two weeks.

The table below quantifies the adjustments made for the volume of Leisure Visits as shown in the new GBDVS Set B.

**Table H.1: Adjustments to GBDVS data in re-analysis to match it to EDVS data – Leisure Day Visits**

	Un- weighted total	Weighted
GBDVS - All England based trips to all GB (past 2 weeks)	10,812	4,533,420,000 (multiplied by 26 because of 2 week recall)
GBDVS – All England based trips to England only (past 2 weeks)	10,772	4,515,635,000 (multiplied by 26 because of 2 week recall)
GBDVS – All England based trips to England only (last week only)	6,139	5,377,602,000 (multiplied by 52 because of 1 week recall)

## **England Leisure Visits Survey 2005: A guide to using the data**

### **1 ELVS questionnaires**

ELVS 2005 contained a core survey, which was nationally representative and used to form the majority of the data. In addition, it contained a boost survey, which was focussed on the catchment areas around the English National Parks and main areas of open access land and were used with the specific aim of boosting the volume of information on trips to each of these Parks and access land regions. The core and boost questionnaires have been provided as appendices to the ELVS Technical Report. The data garnered from the core survey and the boost survey has been combined in both the respondent-based and trip-based files. To isolate the data from either the core or the boost survey, it is necessary to filter on the Core or Boost variable in the relevant files.

### **2 ELVS SPSS data files**

The ELVS raw data are contained in SPSS files labelled 'respondent-based' (where each case is a respondent from either the core or the boost survey) and 'trip-based' (where each case is a trip from a respondent from either the core or the boost survey). Note that the only respondents included in the data from the boost survey are those that had made a trip to one of the National Parks and/or access land areas and the only trips included from the boost surveys are those that are to a National Park and/or access land area.

#### **-Respondent based file**

*ELVS05\_resp-based.sav* contains respondent-level data. There is one record for every individual respondent in the core survey and one for every respondent who had visited a National Park or access land area in the past week. The file contains variables which correspond to each of the questions in the questionnaire, variables that can be used to isolate particular groups, and variables that isolate the weighting factors applied to individual cases.

Where a question was a single code (e.g. sex), one variable was used with each option as a different value. Where a question was multi-code (e.g. reason not made trip in past week), each option has a different variable with the options 'Yes' or 'No' depending on whether this option was chosen.

#### **-Trip based file**

*ELVS05\_trip-based.sav* contains trip-level data. There is one record for every individual trip in the core survey and one for every trip to National Park and access land area in the boost survey. Once again, the file contains variables which correspond to each of the questions in the questionnaire, variables that can be used to isolate particular groups, and variables that isolate the weighting factors applied to individual cases.

Where a question was a single code (e.g. sex), one variable was used with each option as a different value. Where a question was multi-code (e.g. detailed activity), each option has a different variable with the options 'Yes' or 'No' depending on whether this option

was chosen. Note that variables 5 to 908 in this file are used to outline the detailed activity as a subset of main activity for each trip. This level of breakdown is necessary because of the substantial array of information that was gathered on trip activity. Additionally, the weight variables from variable 1130 to 1136 can be used to identify into which data table set each trip fits as well as isolating the particular weight applied to each case.

### **Linking the Trip based file to the Respondent based file.**

The trip cases in the Trip based file can be linked back to the respondent who made them via the 'UniqueID' variable, which is contained in both files. Each respondent has a unique ID and all trips made by that respondent have that unique ID recorded in the 'UniqueID' variable in the trip based file.

### **Files saved in different formats**

As .sav files are not compatible with SAS, and owing to the demand for the files to be available in a SAS friendly format, the two .sav files have also been saved in .por format. These files are labelled *ELVS2005\_Trip-based.por* and *ELVS05\_Resp-based.por*. Note that during this process, some variables were shortened or altered to fit the new format. These changes are documented in *Name changes for SAS files.xls* 