

## 5. APPENDICES

### 5.1 : LIST OF MAIN ACTIVITIES

- A. Walk, hill-walk, rambling
- B. Cycling, mountain biking
- C. Swimming
- D. Visit beach, sunbathe, paddle in sea
- E. Taking part in sports or active pursuits - indoor, outdoor, field, water
- F. Watching live sport
- G. A hobby or special interest
- H. Visit a leisure attraction, place of interest or special event/exhibition
- I. Visit a park or garden
- J. To eat or drink out
- K. For entertainment (for example, going to cinema/ theatre/ club etc.)
- L. To go shopping as a leisure activity, that is not for food and other essentials on a regular basis
- M. Drive, sightsee, picnic, pleasure boating
- N. Visit friends, relatives at their home (for a leisure visit rather than for caring)
- O. To take part in informal sports, games, relaxation and well-being
- P. Other

### 5.2 : SURVEY METHOD AND SAMPLE DESIGN

Each month from March 2002 through to March 2003, interviews were conducted face-to-face with a representative sample of GB residents aged 16 and over. Interviews were administered using CAPI (Computer Assisted Personal Interviewing). Respondents were asked mainly about the details of all home-based leisure day visits which they had taken in the two weeks prior to interview. In particular, this covered:

- main activities undertaken on the trip,
- destination visited,
- duration of the trip,
- total distance travelled on the trip,
- trip-related expenditure made by the respondent.

The two-week recall period represents a cost-effective balance between the efficient use of interviewers' time and the risk of poor reporting due to memory error - some trips are relatively insignificant in respondents' minds and are less likely to be remembered the longer ago they took place.

The sample was designed with the aim of achieving sufficient interviews in each of England, Scotland and Wales to sustain separate analysis in each country, rather than taking a sample distributed evenly across Great Britain as a whole. In addition, the English sample was designed to produce an adequate number of interviews in each of the Government Regions within England. At the analysis stage, weighting was applied to ensure that the survey data was representative of the adult population of the three countries and also of the GB population as a whole.

The sampling frame used for the survey was the Postcode Address File (PAF). Interviewing took place within a systematic selection of Census Enumeration Districts (EDs). The total number of EDs selected for the 2002-3 survey was 348 in England, 174 in Wales and 170 in Scotland. The addresses selected within any one ED formed an interviewing assignment for a month. Interviewing was spread throughout the year and

across the various days of the week to minimise, as far as possible, any inherent bias within the sample.

The response rates in the individual countries were 40% in England, 43% in Scotland and 50% in Wales. A total of 6,600 adults (aged 16+) were interviewed. Where respondents had taken several trips during the two weeks prior to interview, they provided detailed information on all of these (to a practical maximum of seven), thus yielding information on a total of 21,931 leisure day visits. The sample sizes for individual countries were as follows:

Country	England	Scotland	Wales
No. of adults (16+) interviewed:	3,188	1,471	1,941
No. of trips reported on:	10,812	4,808	5,448

The sampling procedures outlined above yielded a sample of addresses selected with equal probability in each country (though not over Great Britain as a whole owing to the over-representation of Scotland and Wales), but differential probabilities of selection for households and individual adults found at these addresses, and hence also for the trips taken by those adults. The selection probabilities of individuals' trips are also affected where respondents had taken more than the seven trips that were followed up in detail. All of these factors are corrected by compensatory weighting at the analysis stage; this is necessary to remove bias that would otherwise be present in the results.

Additionally, to minimise the risk of fluctuations in the data resulting from possible differences in the characteristics of the samples interviewed at different points in the year, for each Quarter the samples of adults interviewed are weighted to a constant demographic profile.

Due to the over-representation of respondents in Scotland and Wales, further compensatory weighting is also needed when merging the data for the constituent countries to produce aggregate figures for Great Britain as a whole.

Further information about the sampling design and weighting as well as sampling errors for volume and expenditure and other headline statistics can be found in the '2002-3 GB Leisure Day Visits Survey' Technical Report.

### Reliability of Results

In publishing this report the sponsors are confident that it represents the best information currently available in pursuit of the survey's objectives. However users should be aware that, in common with the results from all sample surveys, the data are subject to various potential sources of error. The principal factors which may affect the reliability of survey results are errors associated with response, non-response and sampling.

Response errors cannot readily be quantified, but for this survey they will depend mainly on the ability and willingness of respondents to recall accurately the activities they had undertaken within the specified period, as well as on the design and wording of the questionnaire.

Non-response errors arise when a proportion of potential respondents cannot be contacted despite persistent attempts, refuse to be interviewed, or cannot be interviewed for other reasons. If non-responders are different from responders in ways which relate to the objectives of the survey, these differences will bias the results - greater potential bias being associated with lower response rates. The extent of such bias can be lessened by weighting the responding population to known profiles of the population as a whole on criteria such as age, sex and region, but non-responders may still differ from responders in other ways that are relevant to the survey but hard to quantify.

Sampling error is a measure of the likely difference between the results from the survey and the true value for the whole population. It depends on the way the sample was designed, the size of the sample and the variability of the attribute being measured - so there will be different sampling errors for different attributes. When a random sampling method is used, as in this survey, sampling errors can be quantified. They are normally measured at the 95% confidence level - meaning that we can be 95% confident that a given result is accurate to within plus or minus x, where x is the sampling error for the attribute in question.

As sampling errors vary with the sample size and between attributes, it is not practical to quote an overall level of accuracy

for the results. However, complex sampling errors (which take full account of the sample design and weighting procedures employed for the survey) have been calculated for a number of key attributes, and some examples are given below, for illustration.

These sampling errors are based on the full sample size in each country. Sampling errors for attributes based on sub-sets of the sample would be correspondingly larger. Some of the figures given in this report are included for sake of completeness rather than because the estimates are necessarily robust, and users should treat estimates based on only a small proportion of the sample with particular caution.

<b>Sampling Errors at 95% Confidence Level</b>					
<b>Attribute</b>	<b>GB</b>	<b>England</b>	<b>Scotland</b>	<b>Wales</b>	<b>See Table:</b>
<b>Proportion of adults taking a ... trip within ...:</b>					
Town/city trip, last 2 weeks	50% ± 1.9%	50% ± 2.1%	50% ± 7.0%	49% ± 2.3%	1
Town/city trip, last 12 months	87% ± 0.9%	86% ± 1.0%	85% ± 4.4%	89% ± 1.9%	1
Seaside/coast trip, last 2 weeks	10% ± 1.2%	9% ± 1.4%	14% ± 3.1%	16% ± 1.9%	1
Seaside/coast trip, last 12 months	53% ± 1.7%	52% ± 2.0%	52% ± 2.2%	66% ± 2.3%	1
Countryside trip, last 2 weeks	21% ± 1.7%	21% ± 1.9%	21% ± 2.8%	20% ± 2.9%	1
Countryside trip, last 12 months	62% ± 2.1%	62% ± 2.4%	61% ± 4.1%	65% ± 3.4%	1
Wood/forest trip, last 2 weeks	8% ± 0.9%	8% ± 1.0%	9% ± 1.7%	7% ± 1.5%	1
Wood/forest trip, last 12 months	40% ± 1.8%	40% ± 2.0%	36% ± 5.1%	40% ± 2.0%	1
Water with boats trip, last 2 weeks	6% ± 0.6%	6% ± 0.6%	6% ± 1.4%	3% ± 1.2%	1
Water with boats trip, last 12 months	34% ± 2.4%	35% ± 2.8%	29% ± 3.7%	27% ± 4.1%	1
Water without boats trip, last 2 weeks	5% ± 1.0%	5% ± 1.1%	6% ± 1.4%	4% ± 1.2%	1
Water without boats trip, last 12 months	24% ± 1.6%	23% ± 1.8%	24% ± 4.7%	29% ± 4.6%	1
Mean duration of trip (hours)	3.31 ± 0.06	3.27 ± 0.07	3.58 ± 0.09	3.49 ± 0.15	5, 6, 7, 8, 9
Mean distance (round trip - miles)	15.39 ± 1.25	15.03 ± 1.38	18.45 ± 1.22	16.57 ± 1.74	5, 6, 7, 8, 9
Time at destination (hours)	2.38 ± 0.05	2.37 ± 0.05	2.45 ± 0.08	2.48 ± 0.08	5
Total party size (all trips)	2.83 ± 0.14	2.81 ± 0.15	3.00 ± 0.19	2.86 ± 0.16	5, 6, 7, 8, 9
No of adults in party (all trips)	2.47 ± 0.11	2.46 ± 0.12	2.58 ± 0.17	2.56 ± 0.13	5
No of children in party (trips with children present)	1.96 ± 0.14	1.94 ± 0.14	2.26 ± 0.40	1.84 ± 0.13	5
Average expenditure per trip (all adults) - all items	£13.70 ± 1.18	£13.50 ± 1.34	£13.60 ± 1.03	£14.40 ± 2.00	10

Note: Further Standard Errors are included within the Technical Report for the survey.

### **5.3 : TERMS, CONVENTIONS AND DEFINITIONS**

#### **Home-based leisure day visits**

These only include trips, with no minimum duration, taken from a person's home and not any taken whilst staying away from home. Trips must be round trips where the person started from and returned to their home within the same day (returns in the early hours would count as long as they did not actually spend the night away from home). Trips made during the day after work or school/college are included, as long as the person started from and returned to their home within the same day. Trips needed to be made in what the person considered to be his/her leisure time.

#### **Tourism day visits**

'Tourism' day visits are a sub-set of all home-based leisure day visits. 'Tourism' visits are here defined as those trips which lasted three hours or more and which were not taken on a regular basis.

#### **Type of trip**

All trips are classified as being one of three types: a visit to:

- a town/city
- the seaside/coast, or
- the countryside.

In all cases it is the respondent's judgement which determines the type of trip.

Any trip may also be classified as entailing a visit to a wood/forest, 'water with boats' and 'water without boats'.

#### **Duration of trip**

This is the total duration of the trip - generally speaking, from the time the respondent left home to the time they returned. However, for trips taken during the working day, e.g. after work/school /college, the total length is from when the respondent left work/school etc. to when they returned home.

## Distance travelled

This is the total distance of the round trip from start to finish. However, for trips e.g. starting from/finishing at work, the same principle applies as for the duration of the trip.

## Main mode of transport

This refers to the mode of transport used for the longest distance rather than the longest time.

## Party composition

This is the respondent's subjective classification of their immediate party. If the trip entailed the respondent being with different people at different points during the trip, then the party composition refers to the people he/she was with for the longest part of the time.

## Party size

This refers to the precise numbers of adults and children on the trip, so may not necessarily bear a direct correspondence with the subjective description given at 'party composition'. Again, however, if different numbers of people were involved at different points on the trip, then the party size refers to the number of people present for the longest part of the time.

## A note on Social Grade

National Centre surveys usually classify the respondents' occupational details to the 1991 SOC (Standard Occupational Classification) published by ONS - the Office for National Statistics. However, most market research surveys categorise their respondents by Social Grade, derived from the occupation of the Chief Income Earner and classified into categories used by the Institute for Practitioners in Advertising. In summary, these are:

- A Higher managerial, administrative or professional
- B Intermediate managerial, administrative or professional
- C 1 Supervisory or clerical, and junior managerial, administrative or professional
- C2 Skilled manual workers
- D Semi-skilled and unskilled manual workers
- E State pensioners or widows (with no other earners in the household), casual or lowest grade workers, and the long-term unemployed.

## Derivation of expenditure figures

The survey aims to collect information on expenditure made by the respondent on behalf of all members of the leisure day visit party. All expenditure made by the respondent - including spending by credit cards and cheques as well as cash - is included. Thus, for example, if there were three people on the trip and the respondent bought the admission tickets for all three then this expenditure would be recorded. However, if on another day visit the respondent's admission ticket was bought by some other member of the party, then this expenditure would not be recorded. As in previous years, expenditure is collected in this way for each of the expenditure categories then summed to arrive at the respondent's total expenditure on the leisure day visit.

Tables 10 and 11 show the expenditure in each given category, and in total, averaged across all visits. Thus, for example, 25% of leisure day visits entailed the respondent in spending an average of £12.59 on meals, snacks and non-alcoholic drinks. This equates to an average of £3.19 across all trips.

It follows that the grossed-up expenditure is the average expenditure per trip multiplied by the number of leisure day visits. Thus, for example, £3.19 per visit x c.4.7bn visits equates to around £14.8bn being spent on meals, snacks and non-alcoholic drinks. Also, £18.30 total expenditure per leisure day visit equates to c£86bn grossed-up total expenditure.

## 5.4 : ADDITIONAL TABLES

The following is a full list of the volumes available for the 2002-3 survey and held by all sponsors in electronic format. Each set includes data analysed by country and by region.

Set	Description
A	<b>Leisure day visits from home: respondent-based analysis</b> Full Year – separate tables for GB, England, Scotland, Wales Unweighted and Weighted tables
B	<b>Leisure day visits from home: visit-based analysis</b> Full Year – separate tables for GB, England, Scotland, Wales Unweighted and Weighted tables
C	<b>Leisure day visits from a holiday base: respondent-based analysis</b> Full Year – separate tables for GB, England, Scotland, Wales Unweighted and Weighted tables
D	<b>Leisure day visits from a holiday base: visit-based analysis</b> Full Year – separate tables for GB, England, Scotland, Wales Unweighted and Weighted tables
E	<b>Tourism day visits from home: respondent-based analysis</b> Full Year – separate tables for GB, England, Scotland, Wales Unweighted and Weighted tables
F	<b>Tourism day visits from home: visit-based analysis</b> Full Year – separate tables for GB, England, Scotland, Wales Unweighted and Weighted tables

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- Wales Tourist Board

For further information, contact one of the addresses below:

**British Waterways**

Willow Grange  
Church Road  
Watford WD13QA  
Tel: 01923 201356  
Fax: 01923 201300

**Countryside Agency**

John Dower House  
Crescent Place  
Cheltenham  
Gloucestershire  
GL50 3RA  
Tel: 01242 521381  
Fax: 01242 584270  
www.countryside.gov.uk

**Countryside Council for Wales**

Plas Penrhos  
Ffordd Penrhos  
Bangor, Gwynedd  
LL57 2LQ  
Tel: 08451 306229  
www.ccw.gov.uk

**Dept. for Culture, Media & Sport**

2-4 Cockspur St  
London SW1Y 5DH  
Tel: 020 7211 6121  
Fax: 020 7211 6171  
www.culture.gov.uk

**Environment Agency**

Sentinel House  
9 Wellington Crescent  
Cradley Park  
Lichfield  
Staffordshire  
WS13 8RR  
www.environment-agency.gov.uk

**Forestry Commission**

231 Corstorphine Road  
Edinburgh  
EH12 7AT  
Tel: 0131 314 6337  
Fax: 0131 316 4344  
www.forestry.gov.uk

**Scottish Natural Heritage**

Recreation & Access Group  
27 Ardconnell Terrace  
Inverness  
IV2 3AE  
Tel: 01463 712221  
www.snh.gov.uk

**VisitBritain**

Market Insight  
Thames Tower  
Black's Road  
Hammersmith  
London  
W6 9EL  
www.staruk.org.uk

**VisitScotland**

Research Department  
23 Ravelston Terrace  
Edinburgh,  
EH4 3TP  
Tel: 0131 3322433  
Fax: 0131 343 2023  
www.staruk.org.uk

**Wales Tourist Board**

Brunel House  
2, Fitzalan Road  
Cardiff  
CF2 1UY  
Tel: 01222 499909  
www.tourism.wales.gov.uk

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Written and produced by  
TNS Travel & Tourism, 19 Atholl Crescent, Edinburgh, EH3 8HQ



Design: George Nicol Graphics, 10a Buckingham Terrace, Edinburgh EH4 3AA