

QUESTIONNAIRE



Títol: IMATGE TURÍSTICA DE CATALUNYA

Nº Estudi: 6473043

Versió:English

0 Good morning/evening. My Name is from ... and we are carrying out a survey about tourism.
I would like to speak to the person, in your household who is over 18 years of age and who has had the most recent birthday.

1. SEX (Do not ask)

Man1

Woman2

1.1. AGE

years

2. Good morning/evening. My name is from WBR and we are carrying out a survey about tourism.
During the last two years how many trips abroad have you made, for holiday or leisure purposes, where you have stayed for more than one night. Please do not take into account trips to second homes.

Trips:

NO TRIPS: NO VALID

I would like to ask you about the last 3 (2 or 1, depending on Q2) trips abroad which you have made for holiday or leisure purposes.

2.1.1. Thinking about the very last leisure trip that you took, which was the main country that you visited? (SINGLE CODE)

- Germany1
- Austria2
- Belgium.....3
- Croatia4
- Spain5
- Russian Federation.....6
- France.....7
- Greece8
- Hungary9
- Ireland10
- Italy11
- Norway12
- Holland13
- Poland.....14
- Portugal15
- United Kingdom16
- Czech Republic17
- Sweden18
- Switzerland.....19
- Turkey20
- Other (specify)21

2.1.2. (IF CROATIA, SPAIN, FRANCE, GREECE AND ITALY: 4, 5, 7, 8 AND 11 a P2.1.) To be more exact, which regions/cities in (COUNTRY OF 2.1) did you visit on this trip?

QUESTIONNAIRE



Títol: IMATGE TURÍSTICA DE CATALUNYA

Nº Estudi: 6473043

Versió:English

2.1.3. In which month did you make this trip?

January	1
February	2
March.....	3
April.....	4
May	5
June.....	6
July.....	7
August	8
September.....	9
October.....	10
November	11
December.....	12
DK/ NA.....	13

2.1.4. How many nights did you spend abroad on this trip?

2.1.5. What type of accommodation did you mainly stay in during this trip? (SINGLE CODE)

Hotels or similar.....	1
Camp site.....	2
Apartment or rented house.....	3
Farm/guest house/B&B/rural dwelling	4
Home of friend/ relation	5
Other	6

2.1.6. What was your main form of transport to arrive at this destination? (SINGLE CODE)

Plane	1
Vehicle: car, motorcycle	2
Train.....	3
Ship	4
Coach	5
Others.....	6

2.1.7. Who were you making this leisure trip with? (SINGLE CODE)

Relations	1
Friends.....	2
Relations and friends.....	3
Work colleagues	4
Alone	5
With my partner	6
Others.....	7

2.1.8. In **total**, how much did this trip cost?

2.1.9. How many people are included in this cost?

QUESTIONNAIRE



Títol: IMATGE TURÍSTICA DE CATALUNYA

Nº Estudi: 6473043

Versió:English

2.1.10. Which of the following best describes the principal theme of your last trip? (SINGLE CODE) (READ OUT)

- Sun and beach.....1
- Nature.....2
- Cities.....3
- Cultural4

ASK ALL THE QUESTIONS FROM 2.1.1 TO 2.1.10. FOR ALL THE TRIPS IN THE LAST 2 YEARS. IF THERE ARE MORE THAN 3, ONLY THE LAST 3.

For the second (and the third) trip start "The leisure trip abroad prior to the last which we have discussed, which was the main country that you visited?"

2.2. In general, how do you plan your trips abroad? (READ OUT)

- On your own/without any help from Tour Operators/Travel agencies1
- Whole trip planned by Tour Operator/Travel Agency2
- Mix/partly with Tour Operator/Travel Agency3 GO TO Q2.3.

2.3. (MIX/PARTLY: 3 IN 2.2.) Which elements did you contract with Tour Operator/Travel Agencies? (READ OUT)

- Accommodation1
- Transport2
- Other3

2.4. When you are planning where to travel abroad, for leisure reasons, which of the following sources of information do you use to assist you? (MULTIPLE)(NOT READ)

- Friends.....1
- Family2
- Press/television.....3
- Travel agencies.....4
- Trade fair5
- Own experience6
- Internet.....7
- Books and travel guides8
- Specialized press.....9
- Others (specify)10

2.5. In general, when you travel abroad for leisure reasons how do you make the decision about the destination? Do you...? (READ OUT)

- Make the decision alone1
- Share the decision with others2
- Others decide it3
- DK/NA.....4

2.6. What were the reasons that influenced the choice of destination for your last leisure trip abroad?

3. Have you heard of Catalonia? (It does not matter if you have never been there.)

- Yes1 → GO TO 3.2.
- No2

QUESTIONNAIRE



Títol: IMATGE TURÍSTICA DE CATALUNYA

Nº Estudi: 6473043

Versió:English

3.1. (CATALONIA NOT KNOWN IN P3: COD 2) Does it help if I tell you that Catalonia is situated in a region of North East Spain, which borders with the south of France and the Mediterranean sea in the east? Do you now know what I mean by Catalonia or can you tell us nothing more?

- Yes, I know Catalonia..... 1
- I only know the geographical situation or nothing at all 2 → GO TO 3.4.

3.2. What is the first thing that you think about Catalonia, as a tourist destination?

3.3. Thinking about Catalonia what are the main tourist areas? It does not matter if you have not actually visited Catalonia

- Barcelona 1
- Costa Brava 2
- Costa Dorada..... 3
- Catalonian Pyrenees..... 4
- Val d'Arana 5
- Central Catalonia 6
- Costa de Garraf 7
- Terres de l'Ebre 8
- Terres de Lleida 9
- Maresme 10
- Don't know any..... 11
- Others (specify) 12

3.4. Which of the following areas have you heard about, even if you have never visited them? (ONLY PROMPT WITH THOSE NOT MENTIONED IN 3.3.) (ROTATED ANSWERS) (READ OUT)

- Barcelona 1
- Costa Brava 2
- Costa Dorada..... 3
- Catalonian Pyrenees..... 4
- Val d'Arana 5
- Central Catalonia 6
- Costa de Garraf 7
- Terres de l'Ebre 8
- Terres de Lleida 9
- Maresme 10
- Don't know any..... 11

4. Now, we have spoken a little about Catalonia and their tourist areas, we would like to speak about your impressions/image that you have about Catalonia, even if you have never visited it. With which three words do you define Catalonia? (IF NOT 3 ANSWER: PROMPT) Anything else?

- 1.
- 2.
- 3.

CODE 2: NOT APPLICABLE / NOT ANSWERED
CODE 3: I DON'T HAVE ENOUGH INFORMATION ABOUT CATALONIA

QUESTIONNAIRE



Títol: IMATGE TURÍSTICA DE CATALUNYA

Nº Estudi: 6473043

Versió:English

4.1. With which three tourist destinations would you compare Catalonia? (IF NOT 3 ANSWER: PROMPT) Anything more?

- 1.
- 2.
- 3.

CODE 2: NOT APPLICABLE / NOT ANSWERED

CODE 3: I DON'T HAVE ENOUGH INFORMATION ABOUT CATALONIA

4.2. (IF SOMETHING MENTIONED IN 4.1. OR 4.) Which three aspects do you like most about Catalonia? (IF NOT 3 ANSWER: PROMPT) Anything else?

- 1.
- 2.
- 3.

CODE 2: NOT APPLICABLE / NOT ANSWERED

CODE 3: I DON'T HAVE ENOUGH INFORMATION ABOUT CATALONIA

4.3. (IF SOMETHING MENTIONED IN 4.1. OR 4.) Which three aspects do you dislike most about Catalonia? ((IF NOT 3 ANSWER: INSIST) Anything else?

- 1.
- 2.
- 3.

CODE 2: NOT APPLICABLE / NOT ANSWERED

CODE 3: I DON'T HAVE ENOUGH INFORMATION ABOUT CATALONIA

4.4. Do you think that Catalonia is a destination for... (READ) (MULTICODE. CIRCLE ALL THAT APPLY) (ROTATED)

- Sun and beach holidays.....1
- Winter sports.....2
- City trips3
- Cultural tourism4
- Nature holidays.....5
- Health/Spa trips.....6
- Congress and meetings tourism7
- Sports in general.....8
- Cruises9
- Countryside trips.....10
- Gastronomic tourism11
- Family holidays12
- Others. Which?13

5. (IF CATALONIA KNOWN: AT Q3 OR Q3.1) How many times have you visited Catalonia in the last 5 years?

Trips:

--	--

QUESTIONNAIRE



Títol: IMATGE TURÍSTICA DE CATALUNYA

Nº Estudi: 6473043

Versió:English

5.1. (IF CATALONIA KNOWN: Q3 OR 3.1) Do you intend to visit Catalonia during the next 2 years? (READ)

- Definitely yes.....1
- Probably yes.....2
- DK/ NA INDIFFERENT (DO NOT READ)3
- Probably no4
- Definitely no5

5.2. (IF CATALONIA KNOWN: 1 IN 3 OR 3.1) I am going to read out some statements, can you tell me for each one whether you (READ OUT SCALE) (ROTATE STATEMENTS)

- Agree.....1
- Neither agree nor disagree2
- Disagree.....3
- DK/NA.....4

Statements:

	It has good beaches
	It has mountains
	It has beautiful landscapes
	It has historical patrimony
	It has good gastronomy
	It has fiestas and popular traditions
	It's a place where you can be tranquil and relax
	It has friendly and caring people
	It's a safe destination
	It's a destination where there are a lot of events happening
	It's a good shopping destination
	It has a distinct character
	It has good weather
	It's a modern place
	It's an unusual destination
	It's a unique destination
	It's a destination full of differences
	It's a destination to have a great time
	It's one of the most interesting destinations in the world.

QUESTIONNAIRE



Títol: IMATGE TURÍSTICA DE CATALUNYA

Nº Estudi: 6473043

Versió:English

CLASSIFICATION

6. What level of education did you reach? (READ)

- No formal education..... 1
- Primary education 2
- Secondary education 3
- University education 4
- Other (specify) 5

7. Which is your professional situation? (READ OUT) (SINGLE CODE)

- Student 1
- Housewife 2
- Pensioner 3
- Looking for the first job 4
- Employed 5
- Unemployed 6
- Other (specify) 7
- DK/NA 8

8. (IF WORKING OR PENSIONER OR UNEMPLOYMENT) Are you (or were you) (READ OUT)

- Self-employed..... 1
- In a paid employment 2

9. (SELF-EMPLOYED) Are you or were you ... (READ OUT)

- Owner of a firm with less than 5 employees 1
- Owner of a firm with 5 or more employees 2
- Self-employed worker (work alone) 3
- DK/NA 4

10. (IN PAID EMPLOYMENT) Are you or were you ... (READ OUT)

- Director/manager..... 1
- Sales, office based 2
- Skilled worker 3
- Manual worker 4
- Others (specify) 8
- DK/NA 9

11. What is your current situation? (READ OUT)

(IF THERE ARE POSSIBILITY OF MORE THAN ONE ANSWER, PRIORITY TO THE YOUNGEST COMPONENT)
(CHILDREN OF DIFFERENT AGES, FOR THE CLASSIFICATION THE YOUNGEST CHILD)

- Independent young (single, up to 35 years old) 1
- Independent adult (single, over 35 years old) 2
- Young couple (up to 35 years old) without children..... 3
- Adult couple (over 35 years old) without children..... 4
- Couple with children up to 5 years old 5
- Couple with children from 6 to 17 years old 6
- Couple with children over 17 years old 7
- Single parent family 8
- Retired/pensioner 9
- Adult living with the parents 10
- DK/NA 11

QUESTIONNAIRE



Títol: IMATGE TURÍSTICA DE CATALUNYA

Nº Estudi: 6473043

Versió:English

12. Approximately, into which band does your annual income fall? (READ OUT)

- To 20.000€ 1
- From 20.000 to 50.000€ 2
- From 50.000 to 100.000€ 3
- More than 100.000€ 4
- DK/NA 5

That's all I need to ask you, thank you very much for your help.
