

Questionnaire



Dr Marta Drozdowska

- a research instrument
- consisting of a series of questions and other prompts for the purpose of gathering information from respondents
- advantages:
 - cheap
 - do not require as much effort from the questioner as verbal or telephone / online surveys
 - often have standardized answers that make it simple to compile data
- disadvantages:
 - such standardized answers may frustrate users
 - sharply limited

Before:

Think about all the information you will need to base your costs/time.

For example you will need to know:

1. **how many interviews** are needed?
2. are **face to face interviews necessary**?
3. **Where** do they take place?
4. do they take place all year round? If not – **when** is the perfect time?
5. **How long** are the interviews?
6. **Pilot Interviews**
7. **Check-back questions**

1. How many interviews?

- There must be enough interviews to provide **a representative sample**.

Small cohort sizes lead to increased error when weighting is applied.

- **usually 10%** is the representative probe, or not less than **30 – 50%** in the small interviewed group

2. Are face to face interviews necessary?

- **Face-to-face interviews** enable **close control** over the composition of the sample and allow for **a wide range of questioning techniques**. In addition there is **the guarantee** that the questions have been answered in the order in which they are set out.
- **Self-completion questionnaires** are recommended for collecting information in multi-answer questions

- For all closed questions, if the respondent does not reply or seems puzzled, interviewers should **simply repeat** the question word-for-word, and say no more. They **must not offer any explanations**.
- For open-ended questions, interviewers should **not lead the respondents**; they may probe but not prompt.

"What do you like best about "Eurocity"?"

PROBE	✓
-------	---

Respondent Answers

1. There's plenty of things to do. →
2. Well, there are plenty of museums. →
3. There's a good choice of restaurants. →
4. No.

Probe by Interviewer

1. *What do you mean by this?*
2. *Anything else?*
3. *Fine. Anything else?*

PROMPT	X
--------	---

Respondent Answers

1. There's plenty of things to do. →
2. Yes, I suppose so. →
3. Yes.

Prompt by Interviewer

1. *Like lots of visitor attractions for instance?*
2. *And lots of good restaurants?*

- questions should be **asked in strict order**; there should be no deviation from this

3. **Where** do they take place?

- Interviews should take place **in locations where visitors are likely to be concentrated**, such as outside **major visitors attractions, in major city squares or plazas, city shopping centres and historic areas of the city.**
- The methodology for this type of visitor survey is based on the hypothesis that, **at some time during their visit to a city, a visitor will go to one of the main attractions or a specific location within the city.**

4. **When** is the perfect time? Interviewing Schedule

- It is important that the interviewing schedule is designed to cover the complete period i.e. **the full twelve months**.
- There should be **particular choice of days for interviewing** (i.e. all days of the week and all weeks of the month)
- However the interviewing schedule should reflect what is known about **when visitors are most likely to come**; for example, **summer** is the busiest period, it may be necessary to concentrate much more of the interviewing on the **weekends**.
- **Different types of visitors may be "out-and-about" at different times of the day**, therefore interviewing shifts should be arranged so that the whole day is covered.

Length

- As a general rule for a face-to-face street interview, questionnaires should run for **no longer than 15 minutes**.
- Any longer and the respondent will **lose interest** or they may **not agree** to be interviewed in the first place. After all they are here to enjoy your city, not spend too much time answering your questionnaire!

6. Pilot Interviews

Before starting the survey you must try out the questionnaire with a group of visitors (not those included in the actual survey sample) **to identify any problems** the interviewer or respondent may have, for example with understanding of specific questions or routing.

7. Respondents' personal details and 10% check-back

- All the respondents' personal details – name & address, telephone number, age, socio-demographic category etc. should be entered on the front cover. **However these details are not asked until the end of the interview when a rapport has been established with the interviewer.**
- The name and address are necessary **to enable a 10% check-back to ensure that respondents were actually interviewed.**

Sample Questionnaires

– European Cities Tourism

EUROCITY VISITOR SURVEY

Name:

Sex:

Male	1
Female	2

Address:

Place of residence (from address):

Postcode:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Questionnaire #:

Interview location:

Airport	1
Place of accommodation	2
Inside an attraction	3
Street interview	4
Other (SPECIFY):	5

Day of week:

Monday	1
Tuesday	2
Wednesday	3
Thursday	4
Friday	5
Saturday	6
Sunday	7

Month:

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

Working status:

self-employed, freelance, farmer	1
senior executive or senior civil servant	2
white-collar worker, civil servant (also trainee)	3
skilled worker (also trainee)	4
other worker	5
pensioner	6
housewife/house husband (full time)	7
student, pupil	8
currently without work	9
Other (SPECIFY):	10

Time of day:

Up to 12 noon	1
12 noon – 2 p.m.	2
2 p.m. – 5 p.m.	3
After 5 p.m.	4

Weather: MULTIPLE RESPONSE POSSIBLE

	Yes	No
Windy	1	0
Cold	1	0
Sunny	1	0
Rain	1	0
Cloudy	1	0

Household composition:

	Yes	No
MULTIPLE RESPONSE POSSIBLE		
Alone	1	0
With partner	1	0
With other adults	1	0
With children	1	0

DECLARATION: Interview conducted by me with respondent named above in accordance with instructions and MRS Code of Conduct

Interviewer:

Date:

Good I am an interviewer with We are carrying out a survey of visitors to EURO CITY. Could you spare me some time to answer questions about your visit?

<u>Q.1a)</u>	First of all, do you live in EURO CITY?	Yes	1
		No	0

<u>Q.1b)</u>	IF Q.1a) is NO , do you work in EURO CITY?	Yes	1
		No	0

<u>Q.2)</u>	Are you spending at least one night away from your normal place of residence?	Yes	1
		No	0

IF Q.2 is NO GOTO Q.4a)

<u>Q.3)</u> SHOW CARD	Which of the statements on this card best describes how your visit to EURO CITY fits into your trip away from home? (ONE ANSWER ONLY)		
	EURO CITY is my only destination on this trip away from home		1
	EURO CITY is my main destination on this trip, but I shall visit other places en route to and from EURO CITY		2
	EURO CITY is one of a number of destinations that I am visiting on this trip		3
	I am visiting EURO CITY en route to and from my main destination		4
	Other (SPECIFY):		5

**Q.4a) ASK ALL
SHOW CARD**

Which one of these best describes the main purpose of your visit to EURO CITY? **(ONE ANSWER ONLY)**

- | | |
|--|---|
| On holiday away from home | 1 |
| On a day out/day-trip from home | 2 |
| Visiting friends or relatives – on holiday | 3 |
| Visiting friends or relatives – other reason | 4 |
| Shopping only | 5 |
| On a business trip | 6 |
| Attending a conference/exhibition | 7 |
| Other (SPECIFY): | 8 |

**Q.4b) ASK IF ONLY HOLIDAY OR VISITING FRIENDS OR RELATIVES – ON
HOLIDAY (CODE 1 or 3) AT Q. 4a)**

Would you describe this holiday as ... **READ OUT (ONE ANSWER ONLY)**

- | | |
|---------------------------------------|---|
| ... your main holiday this year | 1 |
| ... a secondary/additional holiday | 2 |
| ... a short break | 3 |
| Some other type of holiday (SPECIFY): | 4 |

Q.5a) How many nights will you be spending away from home on this trip?

Q.5b) How many of these nights will you be spending in ...

i) EURO CITY?

ii) EURO COUNTRY?

Q.5c) And how many nights, if any, will you spend in other countries/cities on this trip away from home?	
Country/City	No. of nights
i)	
ii)	
iii)	

INTERVIEWER: CHECK THAT TOTAL NUMBER OF NIGHTS AT Q.5b) AND Q.5c) EQUALS Q.5a)!

Q.6) During your stay in EURO CITY, what type(s) of accommodation have you or will you use? (MORE THAN ONE ANSWER ALLOWED)		
	<u>Yes</u>	<u>No</u>
Luxury, superior class hotel	1	0
Moderate quality hotel	1	0
Standard or budget hotel	1	0
Guest House	1	0
Bed and Breakfast in a private house	1	0
Rented flat/house	1	0
University/college accommodation	1	0
Youth Hostel	1	0
Tourist caravan/tent	1	0
Static caravan/tent	1	0
Staying with friends/relatives	1	0
Second home	1	0
Other (SPECIFY):	1	0

**Q.7) How did you book your accommodation in and travel to EUROCITY?
(ONE ANSWER ONLY)**

	Accommodation	Travel
Travel agent	1	1
Tour operator	2	2
Part of an organised group	3	3
Directly with accommodation	4	4
Directly with local tourist office	5	5
With help from friends or relatives	6	6
Directly with airline/ferry/train operator	7	7
Through the Internet	8	8
Other (SPECIFY):	9	9
Did not book	0	0

Q.8a) Did you book your accommodation before arriving in EURO CITY, or after you arrived? (**ONLY ONE ANSWER**)

- | | |
|--|---|
| Before arrival | 1 |
| On arrival | 2 |
| Staying with friends/relatives/second home | 3 |
| Haven't booked yet | 0 |

Q.8b) When did you book your accommodation in EURO CITY? (**ONLY ONE ANSWER**)

- | | |
|------------------------------------|---|
| Less than a week before arriving | 1 |
| 1 – 4 weeks before arriving | 2 |
| 5 – 8 weeks before arriving | 3 |
| 9 – 12 weeks before arriving | 4 |
| more than 12 weeks before arriving | 5 |
| booking was not necessary | 0 |

Q.9) SHOW CARD

Using one of the phrases on this card, please tell me how much or how little an influence each of the following were on your decision to visit EUROCITY?

(READ OUT, ROTATE ORDER)

		<u>A major influence</u>	<u>Some influence</u>	<u>Not much influence</u>	<u>No influence</u>	<u>Don't know</u>
a	A previous visit	1	2	3	4	5
b	Advice from friends/relatives	1	2	3	4	5
c	Articles in a magazine or newspaper	1	2	3	4	5
d	Advertisement(s) in a magazine/newspaper	1	2	3	4	5
e	Tourist brochure	1	2	3	4	5
f	Guide book	1	2	3	4	5
g	Radio programmes	1	2	3	4	5
h	Television programmes/coverage	1	2	3	4	5
i	Advertising on television	1	2	3	4	5
j	Site on the Internet	1	2	3	4	5
k	Advice from a travel agent	1	2	3	4	5
l	Tourist Information Centre	1	2	3	4	5
m	National Tourist Board Office	1	2	3	4	5
n	Other (SPECIFY):	1	2	3	4	5

Q.10) SHOW CARD

Which of the types of information listed on this card did you, or have you used on this trip to EUROCIITY?
(MORE THAN ONE ANSWER ALLOWED)

	Yes	No
Telephoned for a brochure from EUROCIITY Tourist Information Centre	1	0
Wrote for a brochure from EUROCIITY Tourist Information Centre	1	0
Telephoned for a brochure from EUROCOUNTRY Tourist Board	1	0
Wrote for a brochure from EUROCOUNTRY Tourist Board	1	0
Accessed EUROCIITY Internet site	1	0
Picked up leaflets/brochures at EUROCIITY Tourist Information Centre	1	0
Obtained information from friends/relatives	1	0
Other (SPECIFY):	1	0

Q.11a) ASK ALLOn your journey **TO** EUROACITY, what was your main form(s) of transport?**(MORE THAN ONE ANSWER ALLOWED)**

	Yes	No
Private car/van	1	0
Hired car/van	1	0
Train	1	0
Plane	1	0
Boat/ferry	1	0
Bicycle	1	0
Motorbike	1	0
Public bus/coach	1	0
Private bus/coach	1	0
Walked/hitch-hiked	1	0
Other (SPECIFY):	1	0

Q.11b) SHOW CARDDuring your stay **IN** EUROACITY, which of these forms of transport have you already used to get about the city? (**CODE ALL MENTIONED BELOW**)

i)

... have you used most often? (**ONE ANSWER ONLY**)

ii)

	i) Used		ii) Used most often
	Yes	No	
Car	1	0	1
Train	1	0	2
Taxi	1	0	3
Public bus	1	0	4
Bus – sightseeing tour	1	0	5
Private coach	1	0	6
Motorbike	1	0	7
Bicycle	1	0	8
Walked	1	0	9

Q.12) Which of the following activities, if any, have you done or will you do on this visit to EUROCITY? (**MORE THAN ONE ANSWER ALLOWED**)

	Yes	No
Shopping	1	0
Visiting sights/attractions	1	0
Visiting museums	1	0
Visiting exhibitions	1	0
Going to the theatre	1	0
Going to concerts	1	0
Walking around the city	1	0
Go on an organised tour	1	0
Take an excursion out of the city	1	0
Go out in the evening to a pub/bar or restaurant	1	0
Watching a sporting event	1	0
Playing sport	1	0
Visiting a spa	1	0
Other (SPECIFY):	1	0
None of these	1	0

Q.13) I would like to read out a number of statements which other visitors have made about EUROCITY. Using one of the phrases on this card, please tell me how much you agree or disagree with each statement? (**SHOW CARD, ROTATE ORDER**)

	Agree strongly	Agree	Neithe r	Disagre e	Disagree strongly	Don't know
a	1	2	3	4	5	6
b	1	2	3	4	5	6
c	1	2	3	4	5	6

d	It has good nightlife	1	2	3	4	5	6
e	It's too crowded for sightseeing	1	2	3	4	5	6
f	Prices are too expensive	1	2	3	4	5	6
g	Pleasant weather for sightseeing	1	2	3	4	5	6
h	Easy to get around the city	1	2	3	4	5	6
i	Plenty of good restaurants available	1	2	3	4	5	6
j	Good value for money	1	2	3	4	5	6
k	A good variety of visitor attractions	1	2	3	4	5	6
l	It has a rich cultural life	1	2	3	4	5	6
m	There are a lot of museums to visit	1	2	3	4	5	6

Q.14) How many times have you visited EURO CITY in the last 10 years, before this visit?

Q.15) SHOW CARD

How likely are you to visit EURO CITY again in the future? (**ONLY ONE ANSWER**)

- | | |
|-------------------|---|
| Very likely | 1 |
| Quite likely | 2 |
| Not very likely | 3 |
| Not at all likely | 4 |
| Don't know | 5 |

Q.16 Including yourself, how many people are with you on this visit to EUROACITY?
 And, what are their ages? (**WRITE IN NUMBER IN EACH CATEGORY BELOW**)

	<u>Male</u>	<u>Female</u>
Under 5 years		
5 – 9 years		
10 – 14 years		
15 – 18 years		
19 – 24 years		
25 – 34 years		
35 – 44 years		
45 – 54 years		
55 – 64 years		
65+ years		

Q.17 On a rating scale from 1 – 10, with 10 being the highest and 1 the lowest, how would you rate your overall visit to EUROACITY?

1 2 3 4 5 6 7 8 9 10

Thank you for taking the time to speak to one of our interviewers and give us some information about your visit to EUROACITY. However, to help us measure the economic impact of tourism in EUROACITY, we would also like to find out approximately how much you will spent in EUROACITY during your visit to the city.

OPTIONAL:

Please keep this questionnaire until the end of your visit to EUROACITY and then complete it and return it to us using the reply-paid envelope attached.

Those who complete and return this questionnaire will be eligible for entry to a prize draw for a weekend for two in EUROACITY (excluding travel) subject to availability. If you live overseas and are unable to return to EUROACITY, this prize may be transferred to someone else of your choice.

Listed below are a number of categories. Please write in approximately how much you spent, in each of these categories, in EURO CITY during your visit to the city. Only include spending **within the city** and not outside it. Please include any spending on other members of your party (e.g. your wife/husband, children etc.) for whom you have paid.

If you spent **nothing** in a particular category please write in "0". If you **don't know** how much you spent in a particular category please write in "Don't know" or "D/K".

	<u>Currency</u>	<u>Value</u>
Accommodation (including food and drink at this accommodation)		
Meals, snacks, drinks etc. (excluding those at your accommodation)		
Tourist shopping (e.g. gifts, souvenirs etc.)		
Entertainment (including admission fees to visitor attractions, theatres, cinemas, etc.)		
Other miscellaneous items (please write in examples of this/these)		
TOTAL SPEND		

How many people (adults and children) does the above expenditure cover?	
Number of adults	
Number of children	

If your visit to EURO CITY was part of an **inclusive package** (for example, a package which included your travel, accommodation etc.) you may not know how much you have spent on some of the categories above. If this is the case please give details of the package below – how much it cost per person and how many days/nights this price included.

	<u>Currency</u>	<u>Value</u>
Cost of package		

Number of days/nights included	
--------------------------------	--

Thank you very much!