

Holidays! - FLIGHTS

Please tick the box to give permission for the information provided to be used for this research and to also confirm you have understood the terms explained to you.

DEMOGRAPHIC INFORMATION:

Age: 18-22 23-26 27-30 31-35

Gender: Male Female

Have you been resident in the UK for at least 5 years? Yes No

Have you booked a flight (flight only) to go abroad in the last 1-2 years? Yes No

Please state what you are currently doing?

Student Field of study _____ Employed Industry _____

Self-employed Specialising in _____ Student and Employed Field of study _____

None of the above Industry _____

Please state your current relations status:

Single In a relationship Widowed

Separated Married / Civil Partnership Living with partner but not married

Divorced

Do you have children? Yes No

**1. Please rate each of the following for how often you usually JUST buy a flight ticket for?.
(ie you do not book accommodation with your flight purchase).**

1 2 3 4 5

To visit friends

To visit family

To be spontaneous when going on holiday

When you need a connecting flight

When you can get a better deal by booking accommodation separately

When you are confident you can find accommodation once you are at your destination (but knowing you will not be staying with friends/family).

Other: _____

2. Please rate each of the following for how often you stay in the following accommodation after you have reached your flight destination.

1 2 3 4 5

Stay with friends

Stay with family

Find a hostel

Find a hotel

In your own home you own abroad

Other: _____

3. Please rate each of the following for how often you use for gathering holiday information:
- | | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Friends and family suggestions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Internet (company websites etc, Groupon website) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Content and information on social networking sites – (such as Facebook, Twitter) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| TV/Travel channel/Magazine/Media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Travel blogs/sites (e.g. Tripadvisor) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Search engines (Google, Yahoo etc) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Others: _____ | | | | | |

Our definition of trust: To believe in the information you read, value the information, respect and engage in the information and use the information when taking action.

- | | 1 | 2 | 3 | 4 | 5 |
|---|---|---|--|--------------------------|--------------------------|
| 4. Do you trust recommendations you read on a travel/social networking sites (not a company website) with regards to booking flights with a particular airline? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Would you be discouraged from making a purchase if you were to read negative reviews (from one or more reviewers) on a travel/social networking site? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. How far in advance do you typically book your flight? Please tick: | | | | | |
| Never plan <input type="checkbox"/> | Less than 1 week <input type="checkbox"/> | 1 to 4 weeks <input type="checkbox"/> | 1 to 3 months <input type="checkbox"/> | | |
| 3 to 6 months <input type="checkbox"/> | 6 to 12 months <input type="checkbox"/> | 12 months and more <input type="checkbox"/> | | | |
| 7. How much time does it take you on average from the point when you decide you want to go holiday to when you actually make a purchase? Please tick: | | | | | |
| Within one week <input type="checkbox"/> | One to two weeks <input type="checkbox"/> | Within one month <input type="checkbox"/> | More than a month <input type="checkbox"/> | | |
| 8. How do you normally book your flight ticket ? | | | | | |
| Online | Yes <input type="checkbox"/> | No <input type="checkbox"/> | | | |
| If Yes: With a tour operator (Thomas Cook etc) <input type="checkbox"/> OR Directly with airline/hotel provider. <input type="checkbox"/> | | | | | |
| By phone or in person | Yes <input type="checkbox"/> | No <input type="checkbox"/> | | | |
| If yes: With tour operator (Thomas Cook etc) <input type="checkbox"/> OR Directly with airline/hotel provider <input type="checkbox"/> | | | | | |
| Other _____ | | | | | |
| 9. Do you typically book with on particular brand of airline: | Yes <input type="checkbox"/> | No <input type="checkbox"/> | | | |
| Which one? _____ | | | | | |
| 10. Would you buy a flight ticket on your Smartphone? | Yes <input type="checkbox"/> | No <input type="checkbox"/> | | | |
| If no, please explain why: _____ | | | | | |