

**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

    

Internet (company websites etc, Groupon website)

    

Content and information on social networking sites – (such as Facebook, Twitter)

    

TV/Travel channel/Magazine/Media

    

Travel blogs/sites (e.g. Tripadvisor)

    

Search engines (Google, Yahoo etc)

    

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?**    **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?**    **6. How far in advance do you typically book your flight? Please tick:**Never plan  Less than 1 week  1 to 4 weeks  1 to 3 months 3 to 6 months  6 to 12 months  12 months and more **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  One to two weeks  Within one month  More than a month **8. How do you normally book your flight ticket ?**Online Yes  No If Yes: With a tour operator (Thomas Cook etc)  OR Directly with airline/hotel provider. By phone or in person Yes  No If yes: With tour operator (Thomas Cook etc)  OR Directly with airline/hotel provider 

Other \_\_\_\_\_

**9. Do you typically book with on particular brand of airline:**Yes  No 

Which one? \_\_\_\_\_

**10. Would you buy a flight ticket on your Smartphone?**Yes  No 

If no, please explain why: \_\_\_\_\_