

**NUI Galway – Marine & Coastal Tourism & Leisure Survey 2018**  
**CAPI QUESTIONNAIRE**

Good morning/afternoon/evening. I am \_\_\_\_\_ from RED C Research & Marketing, an independent research agency. We are conducting a survey on behalf of the National University of Ireland Galway. The purpose of the study is to examine the market for coastal and marine-based tourism and leisure in Ireland. The information you provide will be used to help policymakers better manage our coastal and marine resources in the future.

In this survey, we would therefore like to ask you about your use of the coast in Ireland during your vacation and the marine based activity that you have engaged in, or plan to engage in, during your trip to Ireland. Can you spare 7-10 minutes to answer some questions?

**Section A. Screening**

**ASK ALL**

Q.1 What is your country of residence?

**SINGLE CODE, DO NOT RANDOMISE LIST**

1. Republic of Ireland → **CLOSE**
2. Northern Ireland → **CLOSE**
3. The UK (excl. Northern Ireland)
4. Germany
5. France
6. Italy
7. Spain
8. Portugal
9. Holland/the Netherlands
10. Belgium
11. Denmark
12. Sweden
13. Norway
14. Finland
15. Austria
16. Switzerland
17. Poland
18. Czech Republic
19. Slovakia
20. Hungary

21. Romania
22. Bulgaria
23. Russia
24. USA
25. Canada
26. Australia
27. New Zealand
28. Other, please specify: \_\_\_\_\_

**SCRIPPER: QUOTAS PER SAMPLE POINT, I.E. 24 INTERVIEWS:**

- **Minimum 7 in the UK (excl. Northern Ireland), i.e. code 3 in Q.1**
- **Minimum 3 in North America, i.e. code 24-25 in Q.1**
- **Minimum 1 in Germany, i.e. code 4 in Q.1**
- **Minimum 1 in France, i.e. code 5 in Q.1**

**ASK ALL**

Q.2 What nationality are you?

INTERVIEWER: IF DUAL CITIZENSHIP, PLEASE ASK FOR MAIN CITIZENSHIP/NATIONALITY  
**SINGLE CODE, DO NOT RANDOMISE LIST**

1. Irish → **CLOSE**
2. British
3. German
4. French
5. Italian
6. Spanish
7. Portuguese
8. Dutch
9. Belgian
10. Danish
11. Swedish
12. Norwegian
13. Finnish
14. Austrian
15. Swiss
16. Polish
17. Czech
18. Slovakian
19. Hungarian
20. Romanian
21. Bulgarian

22. Russian
23. American
24. Canadian
25. Australian
26. New Zealand
27. Other, please specify: \_\_\_\_\_

**ASK ALL**

Q.3 What is the main purpose of your trip to Ireland? Is it mainly holiday or mainly business, or both equally?

**SINGLE CODE, DO NOT RANDOMISE LIST**

1. Holiday
2. Business → **CLOSE**
3. Both

**ASK ALL**

Q.4 INTERVIEWER: Note Gender

1. Male
2. Female

**ASK ALL**

Q.5 What is your age? \_\_\_\_ years MIN-MAX VALUE 18-99

**CLOSE IF LESS THAN 18**

**Section B. General tourism and leisure**

**ASK ALL**

Q.6 How many people are travelling with you on this trip, including yourself? If you are travelling as part of a tour group, please do not include the entire tour group, just the friends and family you are on this trip with.

INTERVIEWER READ OUT

Adults aged 16 years: \_\_\_\_ adult(s) MIN-MAX VALUE 1-20

Children, less than 16 years: \_\_\_\_ child(ren) MIN-MAX VALUE 0-9

**ASK IF TRAVELLING WITH OTHERS (SUM OF Q5\_1 & Q5\_2 > 1)**

Q.7 Are you travelling with family or friends, or both?

**SINGLE CODE, DO NOT RANDOMISE**

1. Family
2. Friends
3. Both
4. Other, please specify: \_\_\_\_\_

**ASK ALL**

Q.8 Are you on an organised tour, i.e. a tour where most have been organised by one company in advance for you, e.g. accommodation, tours, sights to see, transport, etc.?

**SINGLE CODE**

1. Yes
2. No

**ASK ALL**

Q.9 How many days are you in the Republic of Ireland for this trip in total, i.e. including both the days you have already been here for and the days you have left?

\_\_\_\_\_ day(s) MIN-MAX 1-99

**ASK ALL**

Q.10 How many of the <INSERT NUMBER FROM Q.9> day(s) you spend in the Republic of Ireland, will be spent in coastal areas of the Republic of Ireland? Coastal areas are defined as a coastal city, town, village or rural area close to the sea.

INTERVIEWER: IF RESPONDENT IS NOT SURE, PLEASE ASK HIM/HER TO GIVE HIS/HERS BEST GUESS

\_\_\_\_\_ day(s) MIN-MAX 0-99, VALUE MUST NOT BE HIGHER THAN VALUE FROM Q.9

**ASK ALL**

Q.11 Have you heard of the Wild Atlantic Way?

**SINGLE CODE**

1. Yes
2. No

**ASK IF AWARE OF THE WILD ATLANTIC WAY (CODE 1 IN Q.11) AND SPENDING TIME IN COASTAL AREAS (Q.10>0)**

Q.12 How many days do you think you will spend on the Wild Atlantic Way during your stay in the Republic of Ireland?

INTERVIEWER: IF NOT SURE, PLEASE ASK RESPONDENT TO GIVE HIS/HERS BEST GUESS. IF RESPONDENT IS UNSURE ABOUT WHAT THE WILD ATLANTIC WAY COVERS, PLEASE TELL HIM/HER THAT IT IS THE WEST COAST OF IRELAND FROM THE INISHOWEN PENINSULA IN THE NORTH DOWN TO KINSALE IN COUNTY CORK.

\_\_\_\_\_ day(s) MIN-MAX 0-99, VALUE MUST NOT BE HIGHER THAN VALUE FROM Q.9

**ASK ALL**

Q.13 During your trip in the Republic of Ireland, how much do you estimate that you, and those you are travelling with, will spend in total on the following categories? Please give your answer in euros.

**SHOWCARD 1.** PLEASE ASK RESPONDENT TO GIVE HIS BEST ESTIMATE/GUESS EVEN IF HE/SHE IS NOT SURE.

**DO NOT RANDOMISE**

Eating out/socialising: \_\_\_\_\_ euros

Food/groceries, i.e. self-catering, snacks, etc. (not including eating out): \_\_\_\_\_ euros

Entrance to local visitor attractions: \_\_\_\_\_ euros

Hire of equipment, e.g. tents, sports, etc. : \_\_\_\_\_ euros

Petrol/diesel: \_\_\_\_\_ euros

Accommodation, e.g. hotels, Airbnb, etc.: \_\_\_\_\_ euros

Maps/guidebooks/leaflets: \_\_\_\_\_ euros

Bus/train fares: \_\_\_\_\_ euros

Car rental: \_\_\_\_\_ euros

Other items (excluding flights/ferries to/from Ireland): \_\_\_\_\_ euros

**SCRIPTER: MIN-MAX VALUE FOR THE ABOVE 0-9999**

**ASK ALL**

Q.14 What proportion of your total spend in the Republic of Ireland during your trip, do you think will be spend in coastal areas specifically? Coastal areas are defined as a coastal city, town, village or rural area close to the sea. Please give an answer ranging from 0-100%.

INTERVIEWER: ASK RESPONDENT TO GIVE HIS/HERS BEST GUESS EVEN IF NOT SURE.

\_\_\_\_\_ % MIN-MAX 0-100

## **Section C Marine based Activities**

We are now interested in looking at one element of coastal tourism in more detail and that element is marine related activities. Marine related activities refers to sea-based activities such as swimming, surfing, boating, yachting, cruising, sea kayaking, diving and other nautical sports as well as land-based activities including, beach activities, sun bathing, marine related sight-seeing and other coastal recreation activities taking place on the coast for which the proximity to the sea is a necessity.

### **ASK ALL**

Q.15 During this trip to the Republic of Ireland have you or do you intend to engage in any of these marine or water-based leisure activities?

### **SHOWCARD 2**

#### **MULTICODE, DO NOT RANDOMISE**

### **FISHING**

1. Sea angling/fishing from shore
2. Sea angling/fishing from boat

### **SAILING/BOATING**

3. Sailing in the sea
4. Boating in the sea in rowing boats, kayaks, canoes, etc.
5. Boating, cruising in the sea in power-boats, rigid inflatable boats or boats with in-board engine

### **SEA SPORTS**

6. Swimming in the sea
7. Water skiing/jet skiing
8. Surfing/sail boarding/kite surfing/paddleboarding/ surf kayaking
9. Scuba diving/snorkelling
10. Other sea sports

### **OTHER**

11. Walking/running along the coast/beach/cliffs/etc.
12. Cycling along the coast
13. Climbing, bouldering and coasteering at the coast
14. Beach games/classes (e.g. yoga, boot camp)
15. Whale/dolphin watching
16. Bird and wildlife watching in coastal areas
17. Visiting nature reserves etc. in coastal areas
18. Other trips to the beach or seaside
19. Other trips to the islands
20. Any other sightseeing trip where the proximity to the sea was a necessity
21. None of the above (EXCLUSIVE)

**ASK QUESTION FOR EVERY ACTIVITY CHOSEN IN Q.15, IF Q15 IS CODE 21, SKIP TO Q21**

Q.16 How many days during your trip to the Republic of Ireland, do you think you will spend some time carrying out <INSERT ACTIVITY FROM Q.15>?

INTERVIEWER, PLEASE ASK RESPONDENT TO GIVE HIS/HERS BEST GUESS IF NOT SURE

\_\_\_ day(s) MIN-MAX 1-99, VALUE MUST NOT BE HIGHER THAN VALUE FROM Q.9

**ASK QUESTION FOR EVERY ACTIVITY CHOSEN IN Q.15**

Q.17 You expect to carry out <INSERT ACTIVITY FROM Q.15> for <INSERT NUMBER OF DAYS FOR ACTIVITY FROM Q.16> day(s) while in the Republic of Ireland. How many days do you think you will spend on carrying out <INSERT ACTIVITY FROM Q.15> in each of these coastal counties of the Republic of Ireland?

**SHOWCARD 3.** INTERVIEWER, PLEASE ASK RESPONDENT TO GIVE HIS/HERS BEST GUESS IF NOT SURE. INTERVIEWER, PLEASE HELP RESPONDENT IDENTIFY CORRECT COUNTY BASED ON TOWN/CITY/DESTINATION, IF REQUIRED, USE MAP IF NEEDED.

1. Clare \_\_\_ day(s)
2. Cork \_\_\_ day(s)
3. Donegal \_\_\_ day(s)
4. Dublin \_\_\_ day(s)
5. Galway \_\_\_ day(s)
6. Kerry \_\_\_ day(s)
7. Kilkenny \_\_\_ day(s)
8. Leitrim \_\_\_ day(s)
9. Limerick \_\_\_ day(s)
10. Louth \_\_\_ day(s)
11. Mayo \_\_\_ day(s)
12. Meath \_\_\_ day(s)
13. Sligo \_\_\_ day(s)
14. Waterford \_\_\_ day(s)
15. Wexford \_\_\_ day(s)
16. Wicklow \_\_\_ day(s)

**MIN-MAX 0-99, VALUE MUST NOT BE HIGHER THAN VALUE PROVIDED FOR ACTIVITY IN Q.16**

**ASK QUESTION FOR EVERY ACTIVITY CHOSEN IN Q.15**

Q.18 How much do you personally expect to spend in total on <INSERT ACTIVITY FROM Q.15> during your trip in the Republic of Ireland.

INTERVIEWER, PLEASE ASK RESPONDENT TO GIVE HIS/HERS BEST GUESS IF NOT SURE  
SCRIPTER: MIN-MAX VALUE FOR THE ABOVE 0-9999

\_\_\_\_\_ euros MIN-MAX VALUE OF 0-9999

**ASK QUESTION FOR EVERY ACTIVITY CHOSEN IN Q.15**

Q.19 Overall, how satisfied or dissatisfied are you with the facilities for <INSERT ACTIVITY FROM Q.15> in the Republic of Ireland.

**SHOWCARD 4**

1. Very dissatisfied
2. Somehow dissatisfied
3. Neither satisfied nor dissatisfied
4. Somehow satisfied
5. Very satisfied
6. Don't know

**ASK QUESTION FOR EVERY ACTIVITY CHOSEN IN Q.15**

Q.20 Would you say that <INSERT ACTIVITY FROM Q.15> was ...

**SHOWCARD 5**

1. The main purpose of your trip to the Republic of Ireland
2. An important part of your trip to the Republic of Ireland but not the main purpose
3. Just incidental to your trip to the Republic of Ireland

**Section D. Background Info**

Finally, in order to provide us with a profile of the people who have participated in this survey and to make sure that those we are surveying are from a wide range of backgrounds, I'm going to ask you some general questions about yourself. All of the information will be kept anonymous and confidential.

**ASK ALL**

Q.21 What is your highest education level achieved to date? Is it...

**SINGLE CODE, DO NOT RANDOMISE LIST**

1. Primary level or equivalent
2. Secondary level or equivalent
3. Third level or higher
4. Refused (DO NOT READ OUT)

**ASK ALL**

Q.22 What is your marital status?

**SINGLE CODE, DO NOT RANDOMISE LIST**

1. Married
2. Living as married
3. Single
4. Separated/divorced/widowed

**ASK ALL**

Q.23 Including you, how many people live in your household within the following age brackets:

1. 0-4 years \_\_\_\_\_
2. 5-15 years \_\_\_\_\_
3. 16-60 years \_\_\_\_\_
4. Over 60 years \_\_\_\_\_

MIN-MAX 0-9, SUM MUST BE 1 OR MORE

**ASK ALL**

Q.24 What is your current working status?

INTERVIEWER: PROMPT TO PRECODES

1. Working full-time (occupation/paid job of 30+ hours per week)
2. Working part-time (occupation/paid job of 18-29 hours per week)
3. Working part-time (occupation/paid job of 17 or less hours per week)
4. Student
5. Home maker
6. Retired
7. Unemployed
8. Unable to work due to sickness or disability
9. Other, please specify: \_\_\_\_\_

**ASK THOSE LIVING IN THE UK, I.E. CODE 3 IN Q.1**

Q.25 Do you believe that you will be less likely to travel to the Republic of Ireland for holidays in the future because of Brexit?

1. Yes
2. No
3. Don't know

**ASK ALL**

Q.26 Could you please indicate the letter that best describes your total personal income per year (whether from employment, pensions, state benefits, investments or any other sources) before deduction of tax? **Again please keep in mind this information is strictly confidential.** Please answer in euros

**SHOWCARD 6**

- A. Less than 20,000
- B. 20,001 – 30,000
- C. 30,001 – 40,000
- D. 40,001 – 50,000
- E. 50,001 - 60,000
- F. 60,001 - 70,000
- G. 70,001 - 80,000
- H. 80,001 - 100,000
- I. Greater than 100,001
- J. Refused

**Thank You for your time**