

SCOTLAND VISITOR SURVEY 2023

TECHNICAL APPENDIX (9 SLIDES)

April 2024

Technical appendix (1)

- The data was collected by face-to-face interviews, followed by an online survey.
- The target group for this research study was leisure overnight visitors to Scotland. The variable used to define the sample as representative of the target group was confirmation they were visiting Scotland on a short break or holiday for leisure purposes (excluding those travelling by cruise ship).
- The sample type was probability. Respondents to the face-to-face survey were selected using probability random sampling, where interviewers selected every nth person passing their pre-selected sampling point.
- The sample source for the online survey was respondents from the face-to-face stage of the research who provided their contact details to enable them to participate in stage two of the research project.
- The target sample size for the face-to-face interviews was 12,190 and the final achieved sample size was 11,572. The reason for the difference between these two samples was lower footfall or strike rates than anticipated in some areas. The target sample size for the online surveys was 2,650 and the final achieved sample size was 3,011. The reason for the difference between these two samples was a higher response rate than anticipated.
- Fieldwork was undertaken between March and October 2023 for the face-to-face interviews, and April and November 2023 for the online survey.

Technical appendix (2)

- All persons who provided an email address at the face-to-face stage were invited to participate in the online survey. Respondents to an internet self-completion studies are self-selecting and complete the survey without the assistance of a trained interviewer. This means that Progressive cannot strictly control sampling and in some cases, this can lead to findings skewed towards the views of those motivated to respond to the survey.
- Out of the 11,572 responses achieved in the face-to-face survey, 8,887 agreed to participate in the follow-up online survey (77% response). Excluding bounce backs, 8,043 surveys were issued and 3,011 responses were received. The overall response rate to the survey was 37%. This response rate is high for a survey of this kind.
- The survey was undertaken during spring, summer and autumn seasons only, based on a need to gather visitor views in an efficient manner. This means the results reflect the views of those visiting Scotland between March and October 2023 only.
- The sample comprises leisure overnight visitors only, and as such the following are excluded: visitors on a day trip from home, those on a business trip, cruise ship visitors. We also excluded those on large group tours except where individuals away from the main group were approached for interview.
- The sample size achieved for both stages is robust at an overall level as well as across the key markets. Effort was made to ensure robust samples were achieved across visitors from key countries to ensure sub-group analysis could be conducted. This will have impacted on the overall representativeness of the final sample. Weighting was applied to ensure the sample accurately represents the target population (see weighting information on following slide for detailed information).

Technical appendix (3)

- Both surveys were provided in five languages in addition to English: French, German, Spanish, Italian and Dutch. The online survey was also offered as a paper copy to UK and Europe citizens and by telephone to UK citizens if required. This was to ensure the survey was inclusive and accessible as possible.
- An incentive of a prize draw for a chance to win £100 high street or amazon vouchers was issued every month to those completing the online survey to encourage a positive response to the survey.
- In total, 42 interviewers worked on data collection for the face-to-face survey.
- Each interviewer's work is validated as per the requirements of the international standard ISO 20252. Validation was achieved by monitoring response rates to the online survey and the proportion of valid email addresses collected.

Technical appendix (4)

- The final data set for both the face-to-face and online surveys were weighted to reflect profile of visitors measured by the Great Britain Tourism Survey (GBTS) and the International Passenger Survey (IPS).
- The face-to-face sample was weighted to reflect the split in visitors to Scotland between domestic and international as measured by the GBTS and IPS.
- The online sample was weighted to reflect the spread of visitors to the 12 key regions across Scotland (based on GBTS data) and the split of domestic and international visitors within each region (based on IPS data).
- The sample base before weighting is the same as the weighted base for both the face-to-face and online samples.
- The margins of error for each of the sample sizes are shown in the table over. This is calculated at the 95% confidence level (market research industry).
- The following methods of statistical analysis were used: Z tests, t-tests.

Technical appendix (5)

- The margins of error for each of the sample sizes are shown in the table over.
- This is calculated at the 95% confidence level (market research industry)

Sample type	Sample size	Margins of error between
Total Face-to-Face sample	11,572	±0.18% and ±0.91%
All UK visitors (face-to-face sample)	6,017	±0.25% and ±1.26%
All Europe visitors (face-to-face)	2,610	±0.38% and ±1.92%
All Long-haul visitors (face-to-face)	2,581	±0.38% and ±1.93%
Total Online sample	3,011	±0.36% and ±1.79%
All UK visitors (online sample)	1,531	±0.50% and ±2.50%
All Europe visitors (online sample)	625	±0.78% and ±3.92%
All Long-haul visitors (online sample)	795	±0.69% and ±3.48%

Technical appendix (6)

The data processing department (Progressive) undertakes a number of quality checks on the data to ensure its validity and integrity.

For **online questionnaires** these checks include:

- Responses are checked for duplicates where unidentified responses have been permitted. Cookies are also used and open-ended response are checked to avoid duplicate responses.
- All responses are checked for completeness and sense.
- The raw data is monitored throughout fieldwork to check for flatlining responses, quality of open-ended responses and speed of completion. Rules will be agreed with the DP team at the start to determine when to exclude data based on these checks.

For **CAPI questionnaires** these checks include:

- Field checks will be agreed with the fieldwork manager prior to fieldwork starting. These may include speed of interview, quality of open-ended responses, probing at scale questions, adherence to quotas and any other project specific checks required. The raw data submitted by each and every interviewer is checked against these criteria throughout fieldwork. Any concerns are personally communicated back to interviewers, and their work further monitored.
- The raw data is checked to ensure that interviewer and location are identifiable. Any errors or omissions detected at this stage referred back to the field department, who re-contact interviewers to check.
- CAPI scripts include an option to agree to being re-contacted, either by email to complete an online survey or by telephone for an interview, for quality assurance purposes. Responses to the back-checking are matched to the CAPI interview responses which may be corrected if errors are identified. We back-check at least 10% of each interviewer's work.

Technical appendix (7)

Other quality checks include:

- Every project has a live pilot stage, covering the first few days/shifts of fieldwork. The raw data and data holecount are checked after the pilot to ensure questionnaire routing is working correctly and there are no unexpected responses or patterns in the data. For CAPI projects, interviewers will also be asked to provide feedback on the questionnaire, sample, quotas and sample locations as required.
- A computer edit is carried out prior to analysis, involving both range (checking for outliers) and inter-variable checks. Any further inconsistencies identified at this stage are investigated by reference back to the raw data where possible.
- Where an 'other – specify' codes is used, open-ended responses are checked against the parent question for possible up-coding.
- Responses to open-ended questions will be spell and sense checked. Where required these responses may be grouped using a coding frame, which can be used in analysis. The code frame will be developed by the executive or operations team and will be based on the analysis of minimum 50 responses.

A SNAP programme was set up with the aim of providing the client with useable and comprehensive data. Cross breaks are discussed with the client in order to ensure that all information needs are met.

Data gathered using self-completion methodologies are validated using the following techniques:

- Internet surveys using lists use a password system to ensure that duplicate surveys are not submitted. The sample listing is also de-duplicated prior to the survey launch.
- Where some profiling information has been provided on the sample list, this is also checked against responses where possible to validate the data.
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.



Disclaimer:

This publication is provided in good faith to update VisitScotland stakeholders on its activity. The publication is provided “as is” and VisitScotland accepts no responsibility for any error or omission. We do not provide any guarantees, conditions or warranties that the publication is current, secure, accurate, complete or free from bugs or viruses.

This publication, including all data and other information contained within it, is not intended to amount to advice on which any reliance should be placed. VisitScotland is not responsible for how the publication is used or interpreted. We therefore disclaim all liability and responsibility arising from any reliance placed on this publication by anyone who may use any of its contents. VisitScotland may add, change, improve or update this publication at any time without notice.

Contact Us:

Insight Department

visitscotland.org visitscotland.com

research@visitscotland.org

Images © VisitScotland

April 2024