Demo survey

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Status:  Start date:  End date:  Live:  Questions:  Languages: | Closed  21-11-2014  05-12-2014  15 days  12  en, nl |  | Partial completes:  Screened out:  Reached end:  Total responded: | 7 (3,5%)  0 (0%)  193 (96,5%)  200 |

|  |
| --- |
| Filter is Off |

1. What is your year of birth?

(Each respondent could choose only ONE of the following responses.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| 1941 | 4 |  | 2 |
| 1942 | 3 |  | 2 |
| 1943 | 4 |  | 2 |
| 1944 | 2 |  | 1 |
| 1945 | 1 |  | 0 |
| 1947 | 1 |  | 0 |
| 1948 | 1 |  | 0 |
| 1949 | 1 |  | 0 |
| 1950 | 2 |  | 1 |
| 1952 | 2 |  | 1 |
| 1953 | 1 |  | 0 |
| 1955 | 1 |  | 0 |
| 1956 | 1 |  | 0 |
| 1958 | 1 |  | 0 |
| 1960 | 3 |  | 2 |
| 1961 | 2 |  | 1 |
| 1962 | 1 |  | 0 |
| 1964 | 3 |  | 2 |
| 1965 | 4 |  | 2 |
| 1966 | 3 |  | 2 |
| 1967 | 2 |  | 1 |
| 1968 | 2 |  | 1 |
| 1969 | 4 |  | 2 |
| 1970 | 9 |  | 4 |
| 1971 | 6 |  | 3 |
| 1972 | 5 |  | 2 |
| 1973 | 9 |  | 4 |
| 1974 | 1 |  | 0 |
| 1975 | 10 |  | 5 |
| 1976 | 2 |  | 1 |
| 1977 | 5 |  | 2 |
| 1978 | 7 |  | 4 |
| 1979 | 4 |  | 2 |
| 1980 | 11 |  | 6 |
| 1981 | 2 |  | 1 |
| 1982 | 7 |  | 4 |
| 1983 | 8 |  | 4 |
| 1984 | 7 |  | 4 |
| 1985 | 8 |  | 4 |
| 1986 | 5 |  | 2 |
| 1987 | 4 |  | 2 |
| 1988 | 9 |  | 4 |
| 1989 | 5 |  | 2 |
| 1990 | 12 |  | 6 |
| 1991 | 1 |  | 0 |
| 1992 | 4 |  | 2 |
| 1993 | 4 |  | 2 |
| 1994 | 4 |  | 2 |
| 1995 | 2 |  | 1 |
| Total respondents: 200  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

2. What is your gender?

(Each respondent could choose only ONE of the following responses.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| Male | 111 |  | 56 |
| Female | 89 |  | 44 |
| Total respondents: 200  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

3. Your last trip was a …

(Each respondent could choose MULTIPLE responses.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| citytrip | 36 |  | 18 |
| adventurous / sporty vacation | 32 |  | 16 |
| cultural vacation | 39 |  | 20 |
| nature lovers vacation | 23 |  | 12 |
| sun/beach vacation | 39 |  | 20 |
| winter sports vacation | 23 |  | 12 |
| cruise | 17 |  | 9 |
| another kind of trip | 11 |  | 6 |
| Total respondents: 198  Skipped question: 2 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

4. Where did you stay during this trip?

(Each respondent could choose MULTIPLE responses.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| at a hotel | 73 |  | 37 |
| in an apartment | 28 |  | 14 |
| in a vacation house | 33 |  | 17 |
| in a bed and breakfast | 27 |  | 14 |
| at a campsite | 23 |  | 12 |
| on a boat | 25 |  | 13 |
| with friends or family | 17 |  | 9 |
| elsewhere | 7 |  | 4 |
| Total respondents: 197  Skipped question: 3 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

5. When did you leave and return from your last trip?

(Each respondent could enter MULTIPLE dates.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| Departure | 200 |  | 100 |
| Arrival | 200 |  | 100 |
| Total respondents: 200  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

6.1. How important were the following sources in choosing your last trip?

* advice from friends / acquaintances

(Each respondent could choose only ONE response per sub-question.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| 1 Not at all important | 8 |  | 4 |
| 2 Not important | 15 |  | 8 |
| 3 Neutral | 30 |  | 15 |
| 4 Important | 64 |  | 33 |
| 5 Very important | 69 |  | 35 |
| - N/A | 10 |  | 5 |
| **Average: 3,92 — Median: 4** | | | |
| Total respondents: 196  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

6.2. How important were the following sources in choosing your last trip?

* visit travel fair

(Each respondent could choose only ONE response per sub-question.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| 1 Not at all important | 19 |  | 10 |
| 2 Not important | 14 |  | 7 |
| 3 Neutral | 40 |  | 20 |
| 4 Important | 58 |  | 30 |
| 5 Very important | 29 |  | 15 |
| - N/A | 36 |  | 18 |
| **Average: 3,40 — Median: 4** | | | |
| Total respondents: 196  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

6.3. How important were the following sources in choosing your last trip?

* advice from a travel agent

(Each respondent could choose only ONE response per sub-question.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| 1 Not at all important | 16 |  | 8 |
| 2 Not important | 9 |  | 5 |
| 3 Neutral | 50 |  | 26 |
| 4 Important | 70 |  | 36 |
| 5 Very important | 27 |  | 14 |
| - N/A | 24 |  | 12 |
| **Average: 3,48 — Median: 4** | | | |
| Total respondents: 196  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

6.4. How important were the following sources in choosing your last trip?

* information via the Internet

(Each respondent could choose only ONE response per sub-question.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| 1 Not at all important | 11 |  | 6 |
| 2 Not important | 11 |  | 6 |
| 3 Neutral | 44 |  | 22 |
| 4 Important | 57 |  | 29 |
| 5 Very important | 59 |  | 30 |
| - N/A | 14 |  | 7 |
| **Average: 3,78 — Median: 4** | | | |
| Total respondents: 196  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

6.5. How important were the following sources in choosing your last trip?

* available promotions

(Each respondent could choose only ONE response per sub-question.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| 1 Not at all important | 11 |  | 6 |
| 2 Not important | 14 |  | 7 |
| 3 Neutral | 43 |  | 22 |
| 4 Important | 67 |  | 34 |
| 5 Very important | 42 |  | 21 |
| - N/A | 19 |  | 10 |
| **Average: 3,65 — Median: 4** | | | |
| Total respondents: 196  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

6.6. How important were the following sources in choosing your last trip?

* article or TV program

(Each respondent could choose only ONE response per sub-question.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| 1 Not at all important | 26 |  | 13 |
| 2 Not important | 13 |  | 7 |
| 3 Neutral | 38 |  | 19 |
| 4 Important | 62 |  | 32 |
| 5 Very important | 46 |  | 23 |
| - N/A | 11 |  | 6 |
| **Average: 3,48 — Median: 4** | | | |
| Total respondents: 196  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

7. What overall score would you give your last trip?

(Each respondent could choose only ONE of the following responses.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| 1 Low | 0 |  | 0 |
| 2 | 2 |  | 1 |
| 3 | 5 |  | 3 |
| 4 | 3 |  | 2 |
| 5 | 8 |  | 4 |
| 6 | 15 |  | 8 |
| 7 | 43 |  | 22 |
| 8 | 43 |  | 22 |
| 9 | 45 |  | 23 |
| 10 High | 31 |  | 16 |
| **Average: 7,80 — Median: 8** | | | |
| Total respondents: 195  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

8. How likely would you recommend your last trip to a friend or colleague?

(Each respondent could give a score on a scale of 0 to 10. For more information, read our Net Promoter Score blog article.)

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| Detractors | 41 |  | 21 |
| Passives | 71 |  | 36 |
| Promoters | 83 |  | 43 |
| Net Promoter Score: +22  Total respondents: 195  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

9. You rated your last trip $$$Quest7$$$ out of 10. What improvements would you like to see to bring your rating closer to 10? Please be as specific as possible

(Each respondent could write a single open-ended response of maximum 2000 characters.)

| Response | Total | % of total respondents | % |
| --- | --- | --- | --- |
| Open answer | 62 |  | 31 |
| Total respondents: 62  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

10. Great! What is the primary reason you gave a $$$Quest7$$$ when asked if you would recommend this trip?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

| Response | Total | % of total respondents | % |
| --- | --- | --- | --- |
| Open answer | 86 |  | 43 |
| Total respondents: 86  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

11. Upload your favorite holiday photo:

()

| Response | Total | % of responses | % |
| --- | --- | --- | --- |
| My photo: | 16 |  | 100 |
| Total respondents: 16  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |

12. What was the best experience during your last trip?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

| Response | Total | % of total respondents | % |
| --- | --- | --- | --- |
| Open answer | 190 |  | 95 |
| Total respondents: 190  Skipped question: 0 | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 0% | 20% | 40% | 60% | 80% | |  |