

SHARE project

September 2021 – August 2022

Online survey & Preliminary results



16 February 2022

Sviluppumbria, Via Vici, 28 – Foligno and online



Online survey & how to improve response rate

Online survey

A minimum of 250 responses to the survey from each country.

■ Distribution:








- Using **social media** (e.g. Facebook, Instagram, WhatsApp, Telegram, etc.) to promote the survey and include the web link to it with your message
- Using your contact networks and their networks to promote the completion of this survey using a message sent by you via **email**
- Using the **media** (e.g. radio, TV, newspapers and their websites) in your city or region – you will need to put together a press release for this that includes the web link to the survey
- Using your local authority's **website**. However, very few members of the public tend to visit regularly the website of their city council or regional development agency, so promoting the survey this way is unlikely to deliver many responses

From Prof. Andres Coca-Stefaniak's email



Online survey

- As of Tuesday 15 Feb:

Project name ↓	Status	Responses	Type
★  SHARE online survey _ Spanish	Active	10	Survey
★  SHARE online survey _ Romanian	Active	4	Survey
★  SHARE online survey _ Italian	Active	29	Survey
★  SHARE online survey _ Information sheet	Active	19	Survey
★  SHARE online survey _ Hungarian	Active	2	Survey
★  SHARE online survey _ English	Active	16	Survey
★  SHARE online survey _ Croatian	Active	44	Survey

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Online survey

How to increase your survey response rates:



1. Use incentives
2. Use a survey panel
3. Use cognitive dissonance
4. Do it now
5. Pick the right channel
6. Keep it short and focused
7. Be honest about the expectations
8. Tap into self-perception theory
9. Make it personal
10. Send a gentle reminder



Online survey



**Sharing your
approach/
experience**

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Preliminary results - of Pilot survey

Who were our participants?

Country of residence

	No.	%
Croatia	14	12.5
Hungary	16	14.3
Italy	23	20.5
Romania	23	20.5
Slovakia	2	1.8
Spain	29	25.9
Switzerland	1	.9
UK	2	1.8
Missing	2	1.8
<i>Total</i>	<i>112</i>	<i>100.0</i>

Age

	No.	%
18-24	69	61.6
25-34	13	11.6
35-44	17	15.2
45-54	8	7.1
55-64	2	1.8
65 or older	1	.9
Missing	2	1.8
<i>Total</i>	<i>112</i>	<i>100.0</i>

Who were our participants?

Education

	No.	%
Primary school	1	.9
Secondary/high school	11	9.8
University degree	55	49.1
Postgraduate degree	42	37.5
Missing	3	2.7
Total	112	100.0

Income

	No.	%
15.000 or lower	32	28.6
15.001-25.000	24	21.4
25.001-35.000	19	17.0
35.001-50.000	18	16.1
Higher than 50.000	10	8.9
Missing	9	8.1
<i>Total</i>	<i>112</i>	<i>100.0</i>

Who were our participants?

COVID-19 vaccination status

	No.	%
I have not been vaccinated	9	8.0
I have received the first dose of the vaccine	3	2.7
I have received the second dose of the vaccine	56	50.0
I have received a booster dose of the COVID-19 vaccine	32	28.6
Missing	12	10.8
Total	112	100.0

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Perception of the COVID-19 pandemic

	Mean
A1. I believe COVID-19 represents a severe public health problem	8.42
A2. I believe COVID-19 has serious negative consequences in general	8.39
A3. I believe that COVID-19 is extremely harmful generally	8.11
A4. It is likely that I will get infected with COVID-19 while travelling	5.04
A5. I am at risk of getting COVID-19 while travelling	5.79
A6. It is possible that I will get COVID-19 while travelling	5.65
A7. I have trust in national government	4.76
A8. I tend to trust the COVID-related information provided by government authorities	5.57
A9. I have trust in COVID-related safety measures of the destination I am due to visit	6.04
A10. I would prefer for all countries in Europe to apply exactly the same safety measures against COVID at all times.	6.62

Travel during pandemic

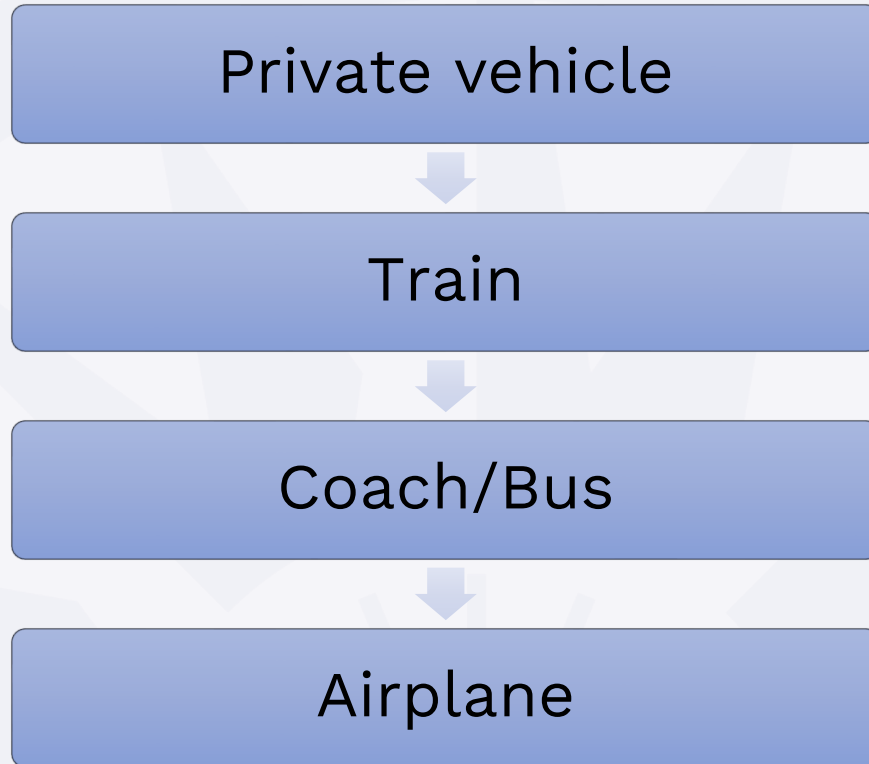
	Mean
Number of trips	
Within my region	17.66
Outside my region, but within my country of residence	7.45
Outside my country of residence	1.56
Compared to pre-pandemic	
Within my region	4.96
Within my country of residence	4.65
Outside my country of residence	3.75

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Travel during pandemic

Transportation



Accommodation – top 5



Travel during pandemic

Protection behaviours	Mean
B6.1. Avoid international travel	5.95
B6.2. Avoid long-haul travel	5.62
B6.3. Avoid destinations where there is a low vaccination rate	6.45
B6.4. Avoid destinations where there is a high infection rate	7.56
B6.5. Avoid destinations where less stringent safety measures prevail	6.29
B6.6. Avoid destinations where there are stricter COVID-related entry requirements	5.61
B6.7. Avoid using public transport	5.96
B6.8. Avoid interacting with other travelers	6.22
B6.9. Avoid interacting with local people	4.87
B6.10. Avoid traveling during peak times	6.32

Travel during pandemic

Protection behaviours	Mean
B6.11. Seek travel advice regarding COVID-19	6.63
B6.12. Follow local COVID-19 guidelines to avoid infection	7.61
B6.13. Use a face mask and hand-sanitizing gel	8.35
B6.14. Check the local news regularly for COVID-19 updates during travel	6.90
B6.15. Avoid inviting vulnerable friends or family members to join me in my travels	7.68
B6.16. Use COVID-19 apps or similar technology to keep track of the places I visit	4.15
B6.17. Keep a safe distance from other people (social distancing)	7.30
B6.18. Get vaccinated/ Obtain a Green Pass	8.59

Visits at cultural/heritage sites

	Mean
Number of visits	
Indoor heritage sites	4.50
Outdoor heritage sites	7.63
Events, festivals and concerts	2.21
Compared to pre-pandemic	
Indoor heritage sites	2.02
Outdoor heritage sites	2.35
Events, festivals and concerts	2.15

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Visits at cultural/heritage sites

Engagement, satisfaction, experience	Mean
C3.1. I was able to use interactive touch-less technologies	4.69
C3.2. I was able to use individual audio tours (headsets or via mobile app)	4.79
C3.3. I was able to join small group tours led by a guide employed by the site	4.85
C3.4. I was able to use the on-site online facilities offered by the heritage site	4.70
C3.5. I was able to play with (physical) resources such as toys, jigsaw puzzles and quizzes	3.54
C3.6. I was satisfied with my visits	7.12
C3.7. I enjoyed the atmosphere at the sites	7.19
C3.8. My visit(s) made me very happy	7.36
C3.9. I felt anxious during my visits	3.32
C3.10. I felt safe during my visits	7.00

Visits at cultural/heritage sites

Safety measures	Importance
C4.1. Crowd management measures (e.g. limited capacity, socially distanced queuing, one-way path, etc.)	7.47
C4.2. Hand sanitiser stations readily available	7.92
C4.3. COVID vaccination or negative lateral flow/rapid test result as mandatory requirements for visiting/attending	6.91
C4.4. Face masks required on site (unless exempt)	8.13
C4.5. Social distancing measures on site	7.78

Visits at cultural/heritage sites

Protection behaviours	Mean
C5.1. Avoid visiting indoor areas	5.72
C5.2. Choose outdoor activities	7.52
C5.3. Avoid crowded events and festivals	7.36
C5.4. Avoid visiting places where social distancing is difficult to adhere to	7.21
C5.5. Avoid visitor peak times	7.34
C5.6. Avoid interacting with fellow visitors	6.41
C5.7. Avoid crowded rooms/areas	7.46
C5.8. Avoid places with less stringent safety measures	6.68
C5.9. Avoid places with stricter entry requirements	5.22

Visits at cultural/heritage sites

Protection behaviours	Mean
C5.10. Practice social distancing	7.74
C5.11. Follow COVID-19 guidelines	8.13
C5.12. Stay within the recommended path/one-way system	7.99
C5.13. Buy online tickets/Book the visit in advance	8.06
C5.14. Wear a face mask	8.69
C5.15. Use hand sanitisers	8.46
C5.16. Be more observant of my surroundings	8.34

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THANK YOU

