

# Perception of Tourism in Barcelona

**Presentation of results** 

From 13 March to 20 October 2023

Register of Public Opinion Surveys and Studies: r23033



Register of Opinion Surveys and Studies r23033 PERCEPTION OF TOURISM IN BARCELONA PRESENTATION OF RESULTS

FROM 13 MARCH TO 20 OCTOBER 2023.

Department of Opinion Surveys Municipal Data Office

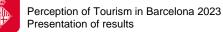
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# FACT SHEET

#### AREA City of Barcelona.

#### UNIVERSE

Population of Barcelona aged 18 and above, residing in Barcelona for at least 6 months.

#### SAMPLE SIZE

1,859 interviews.

#### METHODOLOGY

On-street computer-assisted personal interview (CAPI).

#### SAMPLING PROCEDURE

Stratified random sampling. The strata have been formed by cross-referencing the territory (2 territorial units: tourist neighbourhoods and non-tourist neighbourhoods) with sex and age. Quotas have been applied to each of the strata. Additionally, marginal quotas have been established within each territorial unit for: neighbourhood or district; foreign nationality; unemployed persons.

#### ALLOCATION

"Set at a territorial level: 750 interviews for all the tourist neighbourhoods and 1,050 for all the non-tourist neighbourhoods.

Within these units, the allocation is proportional to the population according to the Municipal Register of Residents.

#### WEIGHTING

Based on the actual target population within each stratum defined by cross-referencing the territory (district distinguishing between tourist and non-tourist neighbourhoods), the gender, and age of the citizens in order to obtain results for the entire city.

#### SAMPLING ERROR

For a confidence level of 95% (2 $\alpha$ ), under the assumption of maximum uncertainty (P=50% and Q=50%), using stratified random sampling and a finite population, the margin of error is ±2.5% for the entire sample (±3.5% for tourist neighbourhoods and ±3.0% for non-tourist neighbourhoods).

#### **INTERVIEW PERIOD**

From 13 March to 20 October 2023.

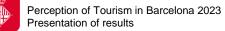
#### FIELDWORK COMPANY

Institut Dym S.L.



# TERRITORIAL DISTRIBUTION OF THE SAMPLE

	Tourist neighbourhoods	n=750	NON-tourist neighbourhoods	n=1,050	
	El Raval				
0	Gothic Quarter				
Ciutat Vella	La Barceloneta				
	Sant Pere, Santa Caterina i la Ribera				
Eixample	Sagrada Família		Other neighbourhoods		
Lixample	Sant Antoni		Other heighbourhoods		
Sants – Montjuïc	Poble Sec		Other neighbourhoods		
Les Corts			All neighbourhoods		
Sarrià - Sant Gervasi			All neighbourhoods		
Gràcia	La Salut		Other neighbourhoods		
Gracia	Vila de Gràcia		Other heighbourhoods		
Horta-Guinardó			All neighbourhoods		
Nou Barris			All neighbourhoods		
Sant Andreu			All neighbourhoods		
Sant Martí	La Vila Olímpica del Poble Nou	Other neighbourhoods			
Sant Marti	El Poble Nou				



# **INTRODUCTION**

This report presents the results of the study on the Perception of Tourism in Barcelona in 2023.

The 2023 study follows the same methodology as the last two editions, in which the territorial analysis of the prepandemic editions (bv district and neighbourhood) was replaced with the perspective of Barcelona residents. distinguishing between residents in neiahbourhoods considered tourist neighbourhoods and residents in the rest of the neighbourhoods, referred to in the presentation as 'non-tourist neighbourhoods'.

The report is divided into five sections:

- ✓ The first presents the opinion of the citizens regarding the role of tourism in the economy and the city
- ✓ This is followed by a chapter focused on the type of tourism the city receives and what the city offers
- ✓ The third addresses, the influence of tourism on the immediate surroundings, the neighbourhood
- ✓ The fourth chapter presents the interaction between Barcelona residents and tourists
- ✓ The fifth section describes some of the employment characteristics of staff working in the tourism sector, compared with those working in other sectors
- ✓ The report concludes with the profile of the interviewees.



## ABBREVIATIONS

#### В

Base. Profile of respondents who answered the survey question.

#### Ν

Number of responses. Number of responses evaluated for the specific survey question. In the case of graphics showing evolution over the years, the number of interviews from the last survey is indicated.

#### R

**Response type**. Option or options that have been considered for the formulated question.



Perception of Tourism in Barcelona 2023 Presentation of results Municipal Data Office Department of Opinion Surveys

# 01

# **Opinion on tourism in Barcelona**

## SUMMARY OF RESULTS

#### TOURSIM, KEY ECONOMIC SECTOR

After 14 editions of this study, those surveyed continue to view tourism as the primary source of wealth for the city, far ahead of any other sector.

The perception of tourism as an economic driver has changed since the study was first conducted. An upward trend was maintained until 2017 but in 2018 a downward trend set in.

However, if we exclude the pandemic years, which represented a hiatus in many aspects of society, the economic importance that Barcelona residents attach to tourism is now lower but stable, with a tendency to highlight sectors that complement tourism such as the hotel and restaurant trade, and in this latest edition, commerce or retail.

These sectors, moreover, are the ones that have gained the most ground since the study began.

Observing the differences in perception between residents who live in tourist neighbourhoods and those who do not, we see that the former attach greater importance to tourism and the hotel and restaurant industry compared to the latter, for whom commerce is more important.

#### **BENEFITS OF TOURISM**

The traditional duality between the economic significance of tourism and the simultaneous questioning of its benefits also persists. This year, with a firmer stance on each viewpoint.

In 2023, fewer people are undecided about the repercussions of tourism on the city. This has resulted in an increase in both the percentage of those who consider it beneficial and those who consider it harmful, although the negative view towards tourism has increased to a greater extent.

From an overall perspective, the trend indicates increased criticism. Despite not being a majority, the number of people inclined to focus on the detrimental aspects of tourism, both on a Barcelona and a neighbourhood level, as well as personally, has increased.

It is at this personal level where the positions in favour and against the benefits of tourism are closest.

Residents in neighbourhoods with high tourism pressure continue to position themselves more against the benefits of tourism than the rest.

#### OPINION ON TOURISM IN BARCELONA

Benefits that focus almost exclusively on the economic contribution they represent, just as negative aspects also revolve around this aspect: although the occupation of space is the most frequently mentioned spontaneous comment (23.6%), in 2023 mentions of the influence of tourism on price increases have doubled compared to a year ago (16.2% regarding housing and 14.7% in general). Also a further reflection of the economic situation being experienced.

This particular sensitivity towards the negative influence of tourism on prices is evident regardless of the type of neighbourhood they live in (tourist or non-tourist), and it is reinforced when specifically asked about price increases in the neighbourhood: neighbourhoods with high tourism pressure have a much more forceful opinion than others about the impact of tourism on these price hikes in the neighbourhood.

The fact that the economy is the focus of attention means that in 2023, aspects highlighted a year ago have lost importance, related to a certain feeling of prejudice against tourism. Thus, spontaneous comments related to the loss of identity or the expulsion of the residents from their city, or the preference of tourism over the resident population, have decreased.

#### OPINION ON TOURISM IN BARCELONA

Along the same lines, a greater disapproval of so-called 'low-cost tourism' has resulted in fewer mentions of the traditional consequences associated with this profile, such as anti-social behaviour or littering.

#### THE ROLE OF TOURISM TODAY

For the third consecutive year, those surveyed have been asked to provide their opinion on specific statements related to the role and influence of tourism in the city.

The results do not differ from those obtained in previous years, but as with the rest of the study, a slight tendency towards more critical views is observed. In line with the aspects previously discussed, the economic role of tourism for Barcelona city is once again acknowledged, with a greater recognition of its influence on the development of other economic sectors, particularly local commerce.

From a cultural perspective, the majority still associate tourism with a positive impact in the cultural and creative spheres.

#### BARCELONA'S TOURISM CAPACITY

The position of those surveyed regarding Barcelona's tourism capacity is aligned with the acknowledgement of both its benefits and drawbacks.

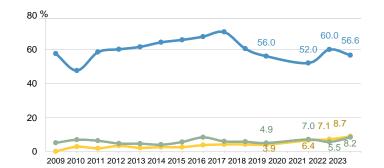
The economic contribution of tourism is recognised but this benefit does not tip the balance in its favour. More and more people believe that Barcelona has reached its tourism capacity limit. 61.5%, a figure consistent with the pre-pandemic view (61.3%).



#### THE ECONOMIC SECTOR THAT CONTRIBUTES THE MOST WEALTH TO BARCELONA EVOLUTION

#### OPINION ON TOURISM IN BARCELONA

10



%	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2021	2022	2023		
Tourism - Hotels and restaurants																
Tourism	57.5	47.5	58.4	60.1	61.5	64.2	65.6	67.6	70.3	60.4	56.0	52.0	60.0	56.6	60.6	55.5
Hotels and restaurants	0.0	2.8	1.8	3.3	2.1	2.5	2.5	3.7	4.0	4.1	3.9	6.4	7.1	8.7	10.5	8.3
Commerce	5.0	6.8	6.2	4.6	4.5	3.9	5.5	8.2	5.8	5.6	4.9	7.0	5.5	8.2	4.5	9.1
Industry	4.8	9.0	5.3	6.8	5.5	3.3	4.8	5.5	4.6	4.7	5.0	4.9	4.8	4.7	3.1	5.2
Services (not specified)	5.3	5.2	5.3	3.9	5.2	4.8	4.8	0.0	0.0	0.0	0.0	0.0	0.0	3.6	3.5	3.7
Technology, innovation, science	0.0	0.0	0.4	0.5	0.7	0.7	0.7	0.0	0.0	1.8	2.1	4.4	2.8	2.5	2.9	2.3
Other	10.6	8.6	5.7	4.2	5.6	6.8	5.7	7.1	9.0	9.3	7.1	6.1	8.7	8.3	8.6	8.2
None	0.5	1.2	0.9	0.8	0.8	0.8	0.2	0.2	0.3	0.5	0.4	10.5	0.4	0.4	0.0	0.5
DK / NA	16.5	20.1	16.3	15.9	14.1	13.0	10.2	7.7	5.9	13.5	20.5	8.8	10.7	7.1	6.4	7.3
n	(1600)	(1200)	(1200)	(1200)	(1219)	(1257)	(3293)	(4959)	(5014)	(5032)	(3612)	(1205)	(1208)	(1859)	(780)	(1079

Q1

Which economic sector do you think contributes the most wealth to the city?

N 1859 R Spontaneous Tourism

Commerce

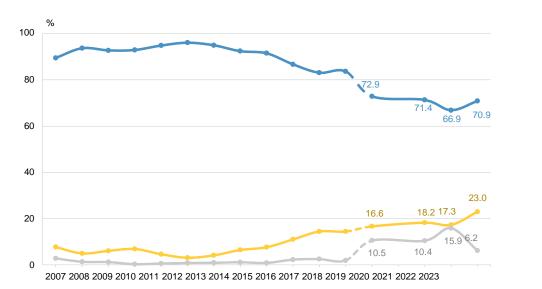
NOTE: "Others" groups sectors with an incidence of less than 2% such as construction, culture and sports, the healthcare sector, transport, or finance

#### Municipal Data Office Department of Opinion Surveys

## TOURISM IS BENEFICIAL FOR BARCELONA

EVOLUTION

OPINION ON TOURISM IN BARCELONA



%	2023	Tourist N neigh- bourhood b	neigh-
More beneficial More detrimental	_70.9 23.0	66.7 28.2	72.0 21.6
DK / NA	6.2	5.1	6.4
n	(1859)	(780)	(1079)

More beneficial

More detrimental
Don't know / No answer

% FOR BARCELONA

72.9

16.6

0

10.5

2019

2020

100

80

60

40

20

0

BARCELONA

**OPINION ON TOURISM IN** 

## TOURISM IS BENEFICIAL EVOLUTION

% FOR THE NEIGHBOURHOOD % FOR THE SURVEYED PERSON 100 100 80 71.4 80 70.9 66.9 60.3 56.1 57.0 55.4 57.5 53.7 51.6 60 51.0 60 • 40 29.5 30.3 40 25.7 26.1 25.1 27.1 26.5 23.0 23.5 18.2 17.3 20 20 0 0 0 22.3 20.6 18.7 21.1 14.5 15.9 17.9 10.4 6.2 15.9 12.7 0 0 2019 2020 2021 2022 2023 2021 2021 2023 2022 2023 2019 2020 2022

% Tourism is more beneficial	2023	neigh-	Non-tourist neigh- bourhood
For Barcelona	70.9	66.7	72.0
For the neighbourhood	57.5	53.7	58.5
For you	51.0	41.9	53.4
n	(1859)	(780)	(1079)

Q2 Tourism is more beneficial for Q3/Q4 Barcelona or more detrimental? And for the neighbourhood? / And for you? N 1859

More beneficial More detrimental

Don't know / No answer

## BENEFICIAL ASPECTS OF TOURISM EVOLUTION

#### OPINION ON TOURISM IN BARCELONA

%	2021	2022	2023	neigh-	Non-tourist neigh- I bourhood
Foonemia optivity /in generally / Contributes wealth	00.5		70.5	70.0	70.4
Economic activity (in general) / Contributes wealth	66.5	69.8	72.5	73.2	72.4
Jobs	8.2	5.6	6.3	6.5	6.2
Hotels and restaurants	6.5	6.7	5.7	5.5	5.8
Culture	3.0	6.6	5.1	4.9	5.2
Promotes the city	5.5	3.9	4.4	4.4	4.5
Shops	5.0	3.4	2.6	3.3	2.5
Atmosphere / Brings life and charm to the city	1.4	1.6	1.0	0.8	1.1
Transport and infrastructures	0.7	0.6	0.6	0.9	0.6
Other	0.7	0.8	0.2	0.0	0.3
All	1.1	0.5	0.6	0.0	0.7
DK / NA	1.4	0.7	0.8	0.6	0.9
n	(840)	(785)	(1291)	(517)	(774)

B Believe that tourism is more beneficial 1291
Spontaneous.
R

### DETRIMENTAL ASPECTS OF TOURISM EVOLUTION

#### OPINION ON TOURISM IN BARCELONA

%	2021	2022	2023	neigh-	Non-tourist neigh- bourhood
Overcrowding	13.9	22.7	23.6	21.2	24.4
Anti-social behaviour of tourists	16.1	13.7	9.4	9.9	9.2
Low cost / low quality tourism	14.7	6.0	8.2	8.4	8.1
Littering	6.1	8.1	5.8	9.7	4.5
Insecurity	2.6	1.9	2.8	2.6	2.9
Noise	6.9	1.9	1.8	3.5	1.2
Rise in housing prices (rental/purchase)	10.2	8.7	16.2	15.3	16.5
General rise in prices	5.6	7.5	14.7	13.0	15.3
Displacement of Barcelona residents from their city	4.4	9.1	5.9	4.2	6.5
Loss of neighbourhood life	5.5	2.7	3.5	2.2	3.9
Only benefits a minority	3.0	1.1	1.7	1.6	1.7
Tourism takes precedence over residents' needs	2.0	4.1	1.6	3.0	1.1
The environment (pollution, cruise ships, etc.)	1.8	3.4	1.4	1.9	1.2
Decrease in quality of services	0.5	2.6	1.0	0.9	1.0
Excess of hotels and tourist apartments	2.0	1.1	0.5	0.9	0.4
Other	3.3	3.6	1.1	1.2	1.0
No sector benefits / Detrimental to all	0.8	1.4	0.2	0.6	0.0
DK / NA	0.7	0.3	0.9	0.0	1.2
n	(236)	(235)	(454)	(221)	(233)

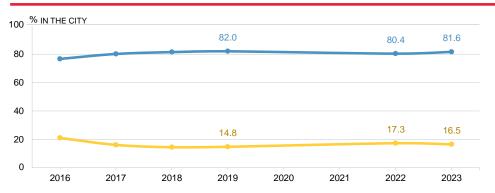
Q6 In which aspect do you think tourism harms the city of Barcelona?

B Believe that tourism is more detrimental 454
Spontaneous
R

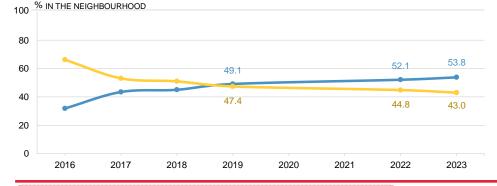
**OPINION ON TOURISM** 

**IN BARCELONA** 

### THE PRESENCE OF TOURISM AFFECTS PRICES EVOLUTION



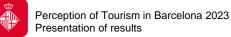
% IN THE CITY	2023	neigh-	Non-tourist neigh- bourhood
Drives prices up	81.6	85.8	80.5
Prices remain the same	16.5	12.4	17.6
Drives prices down	0.1	0.3	0.1
DK / NA	1.8	1.5	1.8
n	(1859)	(780)	(1079)



N 1859

% IN THE NEIGHBOURHOOD	2023	neigh-	Non-tourist neigh- I bourhood
Drives prices up	53.8	78.0	47.4
Prices remain the same	43.0	19.9	49.1
Drives prices down	0.2	0.5	0.1
DK / NA	3.1	1.6	3.4
n	(1859)	(780)	(1079)

Q11A, In general, does the presence of tourism in Barcelona drive Q11B prices in the city up or do they remain the same? And in your neighbourhood? Drives prices up Prices remain the same



# DEGREE OF AGREEMENT WITH THE ROLE OF TOURISM TODAY

EVOLUTION (1/2)

%

100

80

60

40

20

0



Q25	Could you please indicate if you strongly agree,	N 1859	
	agree, do not agree, or strongly disagree		
	with the following statements?		

Strongly agree

Agree Normal Disagree
 Strongly disagree
 Don't know / No answer

#### OPINION ON TOURISM IN BARCELONA

16



%

100

80

60

40

20

0

2021

#### **Municipal Data Office** Department of Opinion Surveys

**TOURISM IN BARCELONA** 

**OPINION ON** 

## DEGREE OF AGREEMENT WITH THE ROLE OF TOURISM TODAY EVOLUTION (2/2)

TOURISM GENERATES PROBLEMS OF PRESSURE ON PUBLIC SPACES % 100 8.5 9.6 11.5 10.8 15.2 17.2 15.9 80 6.7 3.3 6.2 27.7 60 4.9 37.3 37.5 34.7 40 32.7

2023

TOURISM GENERATES CULTURAL AND CREATIVE DYNAMISM AND MORE LEISURE OPPORTUNITIES FOR BARCELONA'S RESIDENTS



Could you please indicate if you strongly agree, agree, do not agree, or strongly disagree with the following statements? Q25 N 1859

2022

Strongly agree Agree

Normal

Disagree Strongly disagree Don't know / No answer

17

# DEGREE OF AGREEMENT WITH THE ROLE OF TOURISM TODAY 2023

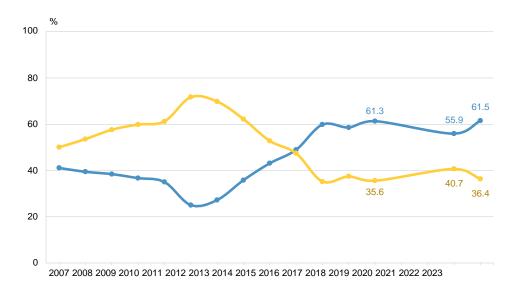
#### OPINION ON TOURISM IN BARCELONA

		Strongly agree / Agree	Normal	Disagree / Strongly Disagree	DK / NA
Tourism generates economic opportunities and	employment for the residents of				
Barcelona		79.3	4.5	15.5	0.7
	Tourist neighbourhood	78.1	4.0	16.6	1.3
	Non-tourist neighbourhood	79.5	4.6	15.3	0.6
Tourism helps local commerce in your neighbou	irhood	38.6	4.8	55.6	1.0
	Tourist neighbourhood	48.6	5.6	44.6	1.1
	Non-tourist neighbourhood	35.9	4.6	58.4	1.0
Fourism impedes the development of other ecor	nomic sectors				
	Tourist neighbourhood	35.8	4.7	54.5	5.0
	Non-tourist neighbourhood	38.9	6.7	49.5	4.9
		34.9	4.2	55.9	5.0
Tourism generates problems of pressure on put	lic snaces				
rounsin generates problems of pressure on put		64.9	6.2	27.4	1.5
	Tourist neighbourhood	67.9	7.5	22.6	2.0
	Non-tourist neighbourhood	64.1	5.9	28.7	1.4
Fourism generates cultural and creative dynamic	sm and more leisure				
opportunities for Barcelona's residents		51.7	7.6	38.9	1.8
	Tourist neighbourhood	52.0	9.0	38.0	1.1
	Non-tourist neighbourhood	51.7	7.2	39.2	2.0

Municipal Data Office Department of Opinion Surveys

### LEVEL OF AGREEMENT WITH A) BARCELONA SHOULD CONTINUE TO ATTRACT MORE TOURISM

B) IT IS REACHING/HAS REACHED THE LIMIT IN ITS CAPACITY TO PROVIDE SERVICES FOR TOURISM



%	2023	neigh-	Non-tourist neigh- bourhood	
Barcelona is reaching/has reached the limit in its capacity to receive tourists	61.5	65.3	60.6	
Barcelona should not continue to attract more tourism	36.4	32.7	37.3	
DK / NA	2.1	2.0	2.1	
n	(1859)	(780)	(1079)	

Q7 Which of these two opinions do N 1859 you agree most with? Barcelona is reaching or has reached the limit in its capacity for tourism It should attract more tourism

#### OPINION ON TOURISM IN BARCELONA



Perception of Tourism in Barcelona 2023 Presentation of results Municipal Data Office Department of Opinion Surveys

# 02

# **Tourism and the city**

## SUMMARY OF RESULTS

#### AREAS OR SPACES AVOIDED DUE TO OVERCROWDING

Perception of Tourism in Barcelona 2023

Presentation of results

This year, an initial attempt has been made to understand to Other visitor types are spontaneously mentioned. The what extent the presence of tourism affects the residents of Barcelona in their cultural consumption or use of urban spaces.

The results show that in half of the cases, those surveyed admit to having modified their choices due to tourism.

They avoid a widespread area around the city centre (Plaça Catalunva, La Rambla, Gothic Quarter, Raval, Old Town, Waterfront), as well as the Sagrada Família area. In terms of In these spontaneous comments, although not specific spaces, Park Güell tops the list of those deliberately avoided.

#### PREFERRED TOURISM

As for the preferred visitor profile, the survey once again confirms that residents are open to all types. Of note is the major preference for visitors coming for educational reasons, followed by professionals and sports or culture enthusiasts.

Holiday tourism, despite also presenting a positive gap, is more questioned than the above profiles, even more so than a year ago. Once again, cruise tourism is the only type where the balance is distinctly negative, with more

detractors than supporters, again more so than in the previous edition.

profiles which residents prioritise continue to be those with a purchasing power associated with "quality tourism" such as those interested in cultural or medical tourism.

As always, profiles associated with partying, anti-social behaviour, and low purchasing power generate rejection: drinking tourism, weekend tourism, low-cost tourism, hooligans, backpackers.

representative, this year marks the first time that a previously well-regarded profile, that is the digital nomads or expats, is explicitly criticised.

Residents in tourist neighbourhoods are the most critical of all visitor types, and even more so than a year ago.

#### CULTURAL AND EDUCATIONAL OFFER

The opinion of the interviewees regarding Barcelona's cultural and creative offerings remains stable, with a slight improvement.

#### TOURISM AND THE CITY

More than three quarters of those surveyed found it quite or very appealing for tourists, and the percentage increases when they associate it with themselves.

#### TRANSMITTING IDENTITY, CULTURE AND VALUES.

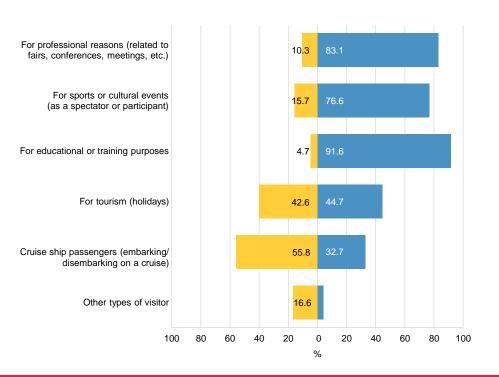
Another aspect that remains the same as always is the opinion regarding Barcelona's ability to transmit the city's values and identity to the people who visit us. 56.8% of the interviewees believe that tourists ends up acquiring or understanding some of these values related to Barcelona.

Those interviewed in tourist neighbourhoods are more hesitant to agree with this statement.

2023

## TYPES OF VISITOR TO LIMIT OR ENCOURAGE

TOURISM AND THE CITY



Q20 Do you think that in the future certain types of 1859 visitor should be encouraged or limited?

Should be encouraged Should be limited

# TYPES OF VISITOR TO LIMIT OR ENCOURAGE EVOLUTION

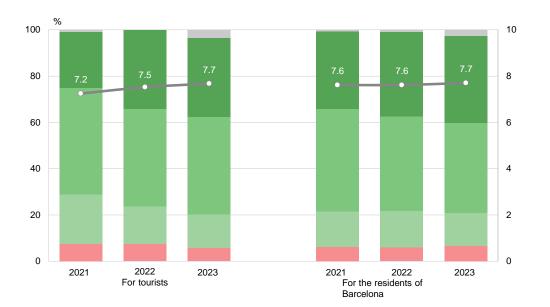
#### TOURISM AND THE CITY

%	2021	2022	2023	neigh-	Non-tourist neigh- bourhood
Encouraged					
For professional reasons (related to fairs, conferences, meetings, etc.)	91.6	89.1	83.1	83.8	82.9
For sporting or cultural events (as a spectator or participant)	80.2	79.5	76.6	76.7	76.6
For educational or training purposes	94.9	94.6	91.6	89.8	92.1
For tourism (holidays)	54.9	49.6	44.7	41.7	45.5
Cruise ship passengers (embarking/disembarking on a cruise)	40.4	38.1	32.7	30.2	33.4
Other types of visitor	9.2	4.6	4.2	3.1	4.5
As is					
For professional reasons (related to fairs, conferences, meetings, etc.)	3.5	4.1	5.9	5.1	6.1
For sports or cultural events (as a spectator or participant)	5.4	5.1	6.3	5.4	6.6
For educational or training purposes	1.9	2.6	2.9	3.1	2.9
For tourism (holidays)	9.5	9.2	11.3	10.7	11.4
Cruise ship passengers (embarking/disembarking on a cruise)	9.4	5.9	8.2	7.5	8.4
Another type of visitor that could be encouraged or limited	35.5	9.9	0.0	0.0	0.0
Limited					
For professional reasons (related to fairs, conferences, meetings, etc.)	4.6	5.9	10.3	9.8	10.5
For sports or cultural events (as a spectator or participant)	13.2	14.4	15.7	16.7	15.5
For educational or training purposes	2.9	2.0	4.7	6.6	4.2
For tourism (holidays)	34.3	39.9	42.6	45.5	41.9
Cruise ship passengers (embarking/disembarking on a cruise)	48.5	51.2	55.8	59.1	54.9
Other types of visitor	23.8	20.1	16.6	14.6	17.1
n	(1205)	(1208)	(1859)	(780)	(1079)



### INTEREST IN BARCELONA'S CULTURAL AND CREATIVE OFFER **EVOLUTION**

#### TOURISM AND THE CITY



% FOR TOURISTS	2023	neigh-	Non-tourist neigh- bourhood
Not interesting (0 to 4)	5.8	8.8	5.0
Interesting (5 to 6)	14.4	16.8	13.7
Quite interesting (7 to 8)	42.2	36.7	43.6
Very interesting (9 to 10)	34.2	35.1	34.0
DK / NA	3.4	2.6	3.6
Average	7.7	7.5	7.7
n	(1859)	(780)	(1079) Non-tourist
n % FOR THE RESIDENTS OF BCN	(1859) 2023	Tourist neigh-	
		Tourist neigh-	Non-tourist neigh-
% FOR THE RESIDENTS OF BCN	2023	Tourist neigh- bourhood	Non-tourist neigh- bourhood
% FOR THE RESIDENTS OF BCN Not interesting (0 to 4)	2023	Tourist neigh- bourhood 7.5	Non-tourist neigh- bourhood 6.4
% FOR THE RESIDENTS OF BCN Not interesting (0 to 4) Interesting (5 to 6)	2023 6.6 14.3	Tourist neigh- bourhood 7.5 13.2	Non-tourist neigh- bourhood 6.4 14.5
% FOR THE RESIDENTS OF BCN Not interesting (0 to 4) Interesting (5 to 6) Quite interesting (7 to 8)	2023 6.6 14.3 39.0	Tourist neigh- bourhood 7.5 13.2 38.9	Non-tourist neigh- bourhood 6.4 14.5 39.0
% FOR THE RESIDENTS OF BCN Not interesting (0 to 4) Interesting (5 to 6) Quite interesting (7 to 8) Very interesting (9 to 10)	2023 6.6 14.3 39.0 37.5	Tourist neigh- bourhood 7.5 13.2 38.9 39.3	Non-tourisineigh- bourhood 6.4 14.5 39.0 37.0

Q22 Do you think the cultural and creative offer of Barcelona is interesting for tourists? And for you?

Q23

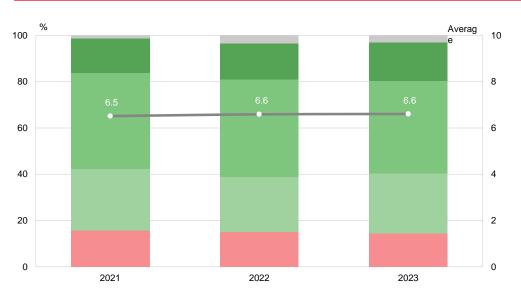
N 1859 R 0 = Not interesting at all; 10 = Very interesting

Little / no interest (0 to 4) Interesting (5 to 6) Quite interesting (7 to 8)



## TRANSMITTING THE IDENTITY, CULTURE AND VALUES OF BARCELONA EVOLUTION TO

TOURISM AND THE CITY



%	2023	Tourist neigh- bourhood	Non-tourist neigh- bourhood
Little / No interest (0 to 4)	14.4	17.7	13.6
Normal (5 to 6)	25.9	26.3	25.9
Quite a lot (7 to 8)	40.0	36.2	41.1
A great deal (9 to 10)	16.7	17.5	16.5
DK / NA	2.9	2.3	3.0
Average	6.6	6.4	6.7
n	(1859)	(780)	(1079)

Q21 To what extent do you believe Barcelona is able to transmit its identity, culture, and values to the people who visit us? N 1859

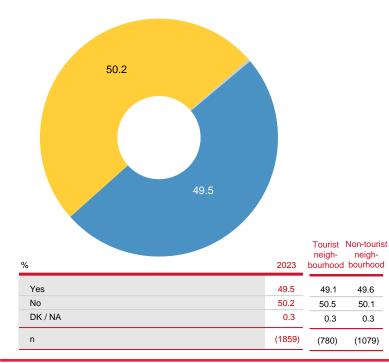
R 0 = does not transmit its identity at all; 10 = transmits its identity a great deal Very little / Not at all (0 to 4) Normal (5 to 6) Quite a lot (7 to 8) A great deal (9 to 10) Don't know / No answer Average

Q12

city?

## INFLUENCE OF TOURISM ON VISITS BY **BARCELONA RESIDENTS**

#### TOURISM AND THE CITY



, ,	2023	Tourist neigh- bourhood	Non-touris neigh- bourhood
La Rambla	30.9	32.4	30.5
Sagrada Família area	27.4	23.9	28.4
Plaça Catalunya - Passeig Gràcia	25.8	22.8	26.6
Waterfront	24.1	25.6	23.7
Gothic Quarter- El Raval - Old Town	22.9	21.7	23.2
The centre (not specified)	14.3	10.6	15.3
El Born	6.9	8.1	6.6
Montjuïc-Plaça Espanya	2.7	0.8	3.2
Gràcia	2.4	1.6	2.7
Other areas	3.3	4.1	3.1
Park Güell	18.7	19.5	18.5
Sagrada Família temple	7.5	6.4	7.8
Cathedral - Santa Maria del Mar	5.0	5.5	4.9
Museums (not specified)	2.1	1.6	2.2
Boqueria - Santa Caterina markets	1.7	3.4	1.2
Picasso Museum	1.2	0.5	1.4
Other areas	5.3	6.5	5.0
n	(920)	(387)	(533)

Has the presence of tourism caused you 🚺 1859 to stop visiting any area or space in the

Have stopped visiting certain areas or space Have not stopped visiting any place No answer

#### Q13 Could you tell me which place or places?

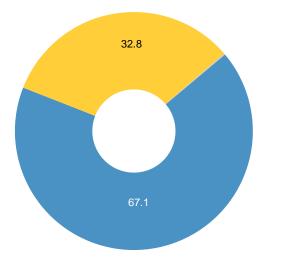
Have stopped visiting certain areas or spaces in N the city 920



Q24

## AWARENESS OF THE TOURIST TAX

TOURISM AND THE CITY



%	2023	neigh-	Non-tourist neigh- bourhood
Are aware of the tourist tax	67.1	66.9	67.1
Are not aware of the tourist tax	32.8	33.1	32.7
DK / NA	0.2	0.0	0.2
n	(1859)	(780)	(1079)

#### ■ 1859 Do you know that tourists staying in the city pay a tax or fee during their stay?

Are aware of the tourist tax Are not aware of the tourist tax No answer



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# 03

# **Tourism and the neighbourhood**

## SUMMARY OF RESULTS

#### LIVING IN TOURIST NEIGHBOURHOODS

In the last three editions, this study has been approached using a classification provided by the Directorate of Tourism and Creative Industries, which groups the different neighbourhoods of the city into tourist and nontourist neighbourhoods, as can be seen in the sample.

When this concept of a tourist neighbourhood is conveyed to those surveyed, we see that three quarters of the respondents acknowledge their surroundings using similar parameters as those in the sample. Results that are practically identical to those from a year ago.

However, 25.1% of residents in tourist neighbourhoods do not share this view and believe that their neighbourhood is actually more of a non-tourist neighbourhood. Similarly, 23.3% of those living in what are classified as non-tourist neighbourhoods believe that their immediate environment is actually a tourist neighbourhood.

The fact that the sample in this edition groups together tourist and non-tourist neighbourhoods does not allow us to know if there are specific territories that deviate from the general trend of the group to which they belong. Nor are there substantial changes when asked about the future prospects of the neighbourhood itself. The majority of those surveyed want stability in their environment and prefer there to be no changes regarding the number of tourists in their area.

Nevertheless, neighbourhoods with more tourism pressure take a clearer position against an increase in tourism in their immediate surroundings.

#### TOURIST FLATS

The visibility of tourist accommodation in the neighbourhood continues its stable trend, at levels similar to 2019, when it ceased to grow.

This year, 21.5% consider there are too many tourist flats in the neighbourhood, and 20.8% live alongside them in the same building. A similar presence in the neighbourhood but with a slight increase compared to last year in the case of buildings.

This may be the aspect in which the most differences are observed between types of neighbourhoods. Nearly half of those surveyed in tourist neighbourhoods feel overwhelmed by the presence of this type of accommodation in their immediate environment, compared to 15% of those living in a non-tourist neighbourhoods.

#### TOURISM AND THE NEIGHBOURHOOD

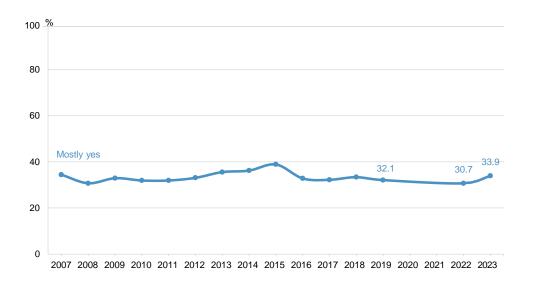
Residents in tourist neighbourhoods also have more direct contact within the building (37.3% live alongside them, compared to 16.5% of those in non-tourist neighbourhoods).

As for the inconvenience they cause, the slight improvement seen a year ago is diminishing, and there is a return to values that exceed those before the pandemic.

There is a widespread increase in sensitivity towards the discomfort caused by this type of accommodation, though it is more deeply rooted among those who do not have direct personal experience with tourist flats. 59% of those who do not live alongside tourist flats in their building believe they cause a lot or quite a lot of inconvenience, compared to 53% of those who have direct contact.



# RESIDENTS WHO BELIEVE THEY LIVE IN A TOURIST NEIGHBOURHOOD TOURISM AND THE EVOLUTION TOURISM AND THE NEIGHBOURHOOD



%	2023	Tourist neigh- bourhood	Non-tourist neigh- bourhood
Yes	33.9	74.3	23.3
No	65.2	25.1	75.8
DK / NA	0.8	0.6	0.9
n	(1859)	(780)	(1079)

30

# WOULD LIKE MORE OR LESS TOURISM IN THE NEIGHBOURHOOD EVOLUTION

100 % 80 68.0 65.3 62.4 60 40 19.5 18.2 17.7 20 16.7 14.8 11.2 0 2017 2022 2023 2015 2016 2018 2019 2020 2021

N 1859

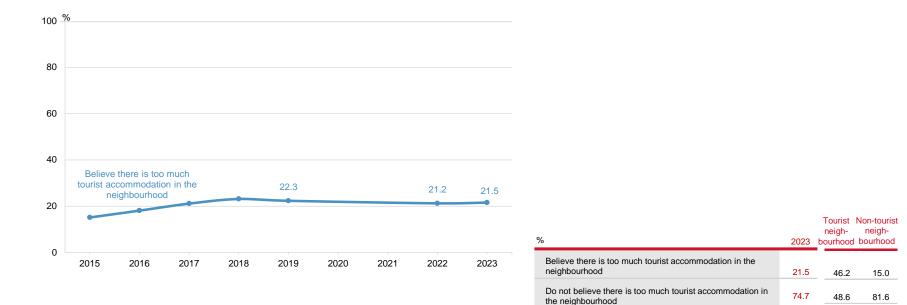
%	2023	neigh-	Non-tourist neigh- bourhood
Would like more tourists	16.7	14.1	17.4
Happy with the current number of tourists	62.4	49.4	65.8
Would like fewer tourists	19.5	35.5	15.3
DK / NA	1.4	1.0	1.5
n	(1859)	(780)	(1079)

Q9 Would you like there to be more tourists in your neighbourhood, are you happy with the current number of tourists or would you like fewer? Would like more tourists Happy with the current number of tourists Would like fewer tourists



TOURISM AND THE NEIGHBOURHOOD

# PRESENCE OF TOURIST ACCOMMODATION IN THE NEIGHBORHOOD



DK / NA

n

3.4

(1079)

5.2

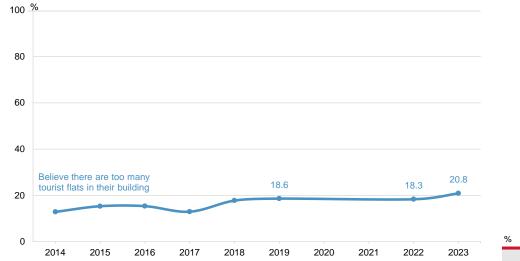
(780)

3.7

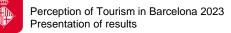
(1859)

TOURISM AND THE NEIGHBOURHOOD

# PRESENCE OF TOURIST FLATS IN THE BUILDING

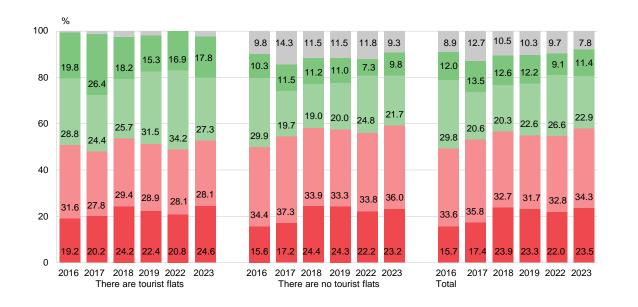


%	2023	neigh-	Non-tourist neigh- bourhood
Believe there are too many tourist flats in their building	20.8	37.3	16.5
Do not believe there are any	75.9	58.8	80.4
DK / NA	3.3	3.9	3.1
n	(1859)	(780)	(1079)



# INCONVENICE CAUSED BY TOURIST FLATS

#### TOURISM AND THE NEIGHBOURHOOD



Q18 Do you believe that tourist flats cause a lot, quite a lot, very little, or no inconvenience to neighbours?

#### N 1859

(270 Believe there are tourist flats in the building (938 Do not believe or are unaware of any tourist flats in the building) A lot of inconvenience Quite a lot of inconvenience Very little inconvenience

Don't know / No answer

No inconvenience



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# 04

# Interaction between Barcelona residents and tourists

#### INTERACTION WITH TOURISTS

#### SUMMARY OF RESULTS

#### TOURIST BEHAVIOUR

As seen in other parts of the study, when opinions are expressed about the individual behaviour of tourists in the city, greater polarisation is observed at both ends of the spectrum.

The majority still believe that tourists behave well in the city (53.3%, +1.4 points compared to a year ago), compared to 27% who hold the opposite view (+1.1 points compared to 2022).

Therefore, the balance remains positive, and although both extremes have increased, they have done so equally. The difference lies in the decrease of people with neutral opinions, which decreases in each edition.

This increase in the polarisation of opinions is also observed when we focus on the type of neighbourhood. Here we see how residents in tourist neighbourhoods are more critical of tourist behaviour than those who do not live in this environment. They are more critical than a year ago (+4.5 points), mainly due to the shift of opinion from a neutral (neither good nor bad) to a more negative stance.

#### INTERACTION WITH TOURISTS

45.5% of those surveyed claim to have interacted with tourists in the last 12 months. A percentage that has rebounded slightly compared to a year ago (+3.8 points) but that remains below pre-pandemic levels, when around 60% of those surveyed acknowledged this interaction.

Personal reasons are once again the most common type of relationship between tourists and the Barcelona residents (66.8%).

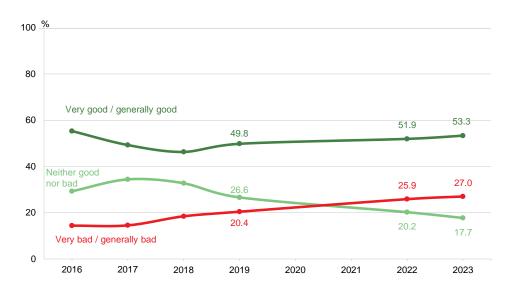
#### HOSTING TOURISTS AT HOME

In 2023, 23.5% have hosted someone in their home, with hosting defined as having at least one overnight stay at their residence and that the purpose is to visit the city. Here it should be clarified that it is the person who hosts that is counted, not how many times this person has provided accommodation.

The majority have hosted people within their close circle, be it family, friends, or acquaintances (23% of the total interviewed), although 4.5% admit to having charged for it.

Residents in a more tourist neighbourhood host more than those living in neighbourhoods with less pressure.

#### TOURIST BEHAVIOUR IN THE CITY EVOLUTION

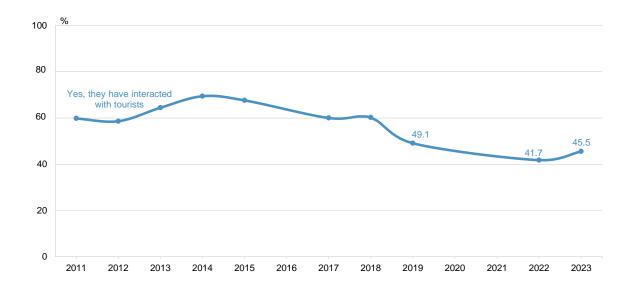


%	2023	neigh-	neigh-	neigh-	Non-tourist neigh- d bourhood
Very good / generally good	53.3	50.3	54.1	50.1	52.4
Neither good nor bad	17.7	16.8	18.0	21.3	19.9
Very bad / generally bad	27.0	32.4	25.6	28.0	25.3
DK / NA	1.9	0.4	2.3	0.6	2.3
n	(1859)	(780)	(1079)	(502)	(706)

Q10 From what you have seen, would you say that the behaviour of tourists in the city is very good, generally good, generally bad, very bad? INTERACTION WITH TOURISTS 

## INTERACTION WITH TOURISTS

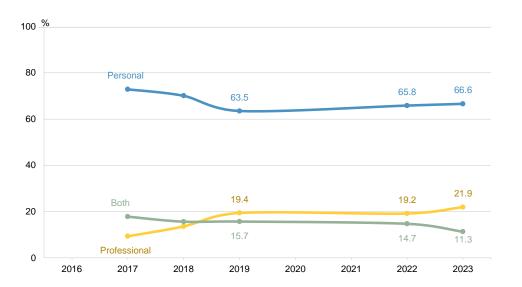
INTERACTION WITH TOURISTS



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# REASONS FOR INTERACTION WITH TOURISTS

INTERACTION WITH TOURISTS



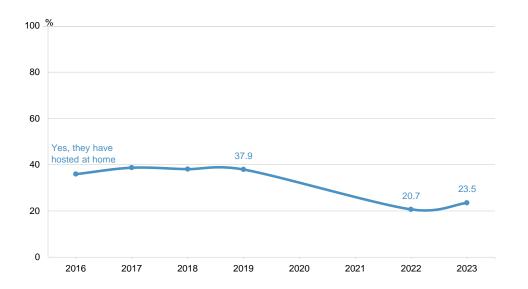
%	2023	Works in Tourist Sector	Works in Non-tourist Sector	
Personal	66.6	36.6	69.7	91.5
Professional	21.9	43.4	19.8	4.0
Both	11.3	19.9	10.4	4.2
Other	0.2	0.1	0.1	0.2
DK / NA	0.1	0.0	0.0	0.2
n	(883)	(257)	(394)	(232)

P15 And more specifically, have you interacted with them for personal or professional reasons?

B Have had some kind of interaction with N tourists 883

#### Municipal Data Office Department of Opinion Surveys

#### HOSTING PEOPLE VISITING BARCELONA EVOLUTION



%	2023	neigh-	Non-tourist neigh- bourhood
Family, friends, acquaintances	23.0	28.7	21.5
Tourists	4.5	6.1	4.1
Other people	0.1	0.1	0.1
n	(1859)	(780)	(1079)

Q16 In the last 12 months, have you hosted visitors to Barcelona in your home? (family, friends, acquaintances, tourists or other people)

#### INTERACTION WITH TOURISTS



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# 05

# Employment characteristics of those working in the tourist and non-tourist sector

#### SUMMARY OF RESULTS

#### TOURIST SECTOR

In 2023, the percentage of people who work or have worked in some activity related to tourism has increased, as well as their loyalty to the sector.

14.2% (+3.8 points) of those surveyed work or have worked in the tourist sector in the twelve months prior to the survey, and 37.3% of them would continue working in the sector even if they had the opportunity to change (+12.8 points compared to 2022).

This does not change the fact that the majority of those who work in the sector would change if they could (six out of every ten workers in the tourist sector).

For 25.9% of these individuals, they are simply interested in other employment sectors. These are individuals who have a different sector as their goal, and the tourist sector is transitional (students, individuals with other professions who want to return or dedicate themselves to these).

For the rest, the desire to change sectors is associated with improvements in job conditions (30.6% overall), specifically improvements in pay (12.7%), and for a similar percentage, the improvement relates to working conditions of reduced pressure or stress or work-life balance.

#### TYPE OF CONTRACT AND WORKING CONDITIONS

Regardless of the sector of activity in which they work (tourism or other sectors), the majority of contracts are indefinite or permanent (12.9%, +5.9 points).

In terms of working hours, the most common mode for all employed individuals, regardless of the economic sector they work in, continues to be full-time, but to a lesser extent than in recent years (72%, -7 points compared to 2022).

This year, the highest increase is in those working parttime, especially among individuals working in the tourist sector (+6 points in the tourist sector,

+4 points in the non-tourist sector).

All the aspects addressed regarding working conditions are given a passable satisfaction score by those surveyed, but they are less satisfactory than a year ago. This trend is observed both among individuals working in the tourist sector and those working in other sectors.

The type of contract is the aspect that is most highly rated in all sectors worked. In the tourist sector, working hours are also considered especially important, while in the rest of the sectors, the type of workday is more highly valued.

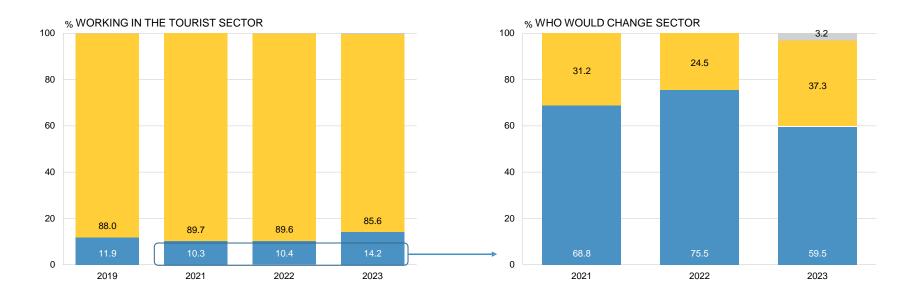
#### EMPLOYMENT CHARACTERISTICS

Once again, pay is the weak point in all employment sectors, but in this case, individuals in the tourist sector rate it higher than others, and furthermore, they maintain their score from a year ago.

Regarding work-life balance, those working in the tourist sector face more difficulties than those in other sectors, although, regardless of the sector of activity, women in general express having more problems in this regard.

## SECTOR IN WHICH THE RESPONDENTS WORK EVOLUTION

#### EMPLOYMENT CHARACTERISTICS



1	Q30	In the past 12 months, have you worked or are you currently	N 1859	Works or has worked in activities r
		working in any activity related to		Does not work and has never work
ļ	0	tourism?		tourism

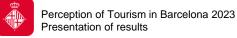
n activities related to tourism

Q31 Would you work in a sector other than tourism if you had the opportunity?

B Currently work in the tourist sector
 N 203

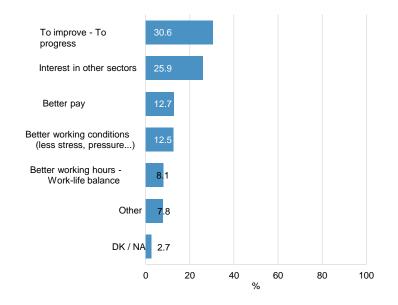
Or Yes, I would work in another sector No. I would continue to work in the

tourist sector



#### REASONS FOR LEAVING A JOB IN THE TOURIST SECTOR

EMPLOYMENT CHARACTERISTICS

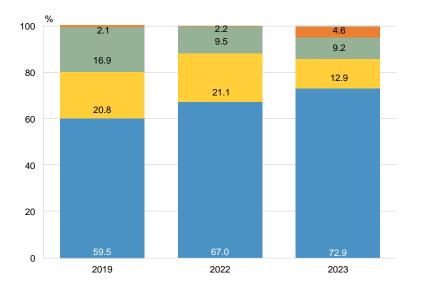


B Currently work in the tourist sector and would N change sector 125



#### TYPE OF EMPLOYMENT CONTRACT EVOLUTION

#### EMPLOYMENT CHARACTERISTICS



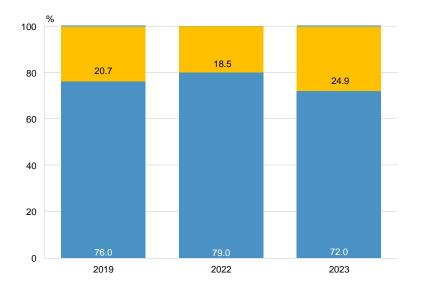
%	2023	Works in the Tourist Sector	Works in the Non-tourist Sector	Does not work / No answer
Indefinite (or permanent)	72.9	77.6	74.3	31.5
Business owner / Self-employed	12.9	12.5	13.7	3.0
Temporary	9.2	6.8	8.9	24.1
Training or apprenticeship	0.5	0.0	0.2	7.5
Internship	0.5	1.0	0.3	1.8
Other	3.5	1.9	2.3	28.1
DK / NA	0.4	0.2	0.2	3.9
n	(1114)	(242)	(819)	(53)

Q26 What kind of employment contract do you have?

 Are currently working or combining this with another activity
 1114 Indefinite (or permanent) Others Temporary DK / NA Business owner / Self-employed

#### DURATION OF WORKING DAY EVOLUTION

EMPLOYMENT CHARACTERISTICS



		2023		2022		
%	2023	Works in the Tourist Sector	Non- tourist Sector	Works in the Tourist Sector	Non- tourist Sector	
Full-time	72.0	70.0	77.8	78.4	82.4	
Part-time	24.9	27.2	20.6	21.0	16.0	
Other types of working day (by hours)	2.4	2.5	1.2	0.6	1.6	
DK / NA	0.7	0.3	0.4	0.0	0.0	
n	(887)	(197)	(638)	(95)	(433)	

Q27 Do you work full-time or part-time?

Are employed or receive a pension, do domestic work, study and have an income, and combine with other work
 887
 0 = Very dissatisfied; 10 = Very satisfied

Full-time Part-time Other types of working hours DK / NA

#### SATISFACTION WITH THE WORKING CONDITIONS EVOLUTION (1/3)

#### % WITH WORKING HOURS Averag 100 10 80 8 60 6 40 4 20 14.1 2 13.5 12.5 0 0 2019 2022 2023



% WITH WORKING HOURS		20:	23	2022	
%	2023	Works in Tourist Sector	Non-tourist Sector	Works in Tourist Sector	Non-tourist sector
Dissatisfied/Very Dissatisfied (0 to 4)	9.0	10.4	8.6	12.4	7.6
Satisfied (5 to 6)	14.1	18.6	13.4	18.4	11.6
Quite satisfied (7 to 8)	32.0	30.8	32.3	19.7	30.0
Very satisfied (9 to 10)	44.4	40.3	45.2	49.5	50.8
DK / NA	0.6	0.0	0.4	0.0	0.1
Average	7.8	7.5	7.8	7.6	8.0
n	(887)	(197)	(638)	(95)	(433)

WITH TYPE OF CONTRACT		2023 Works in Non-tourist	Non-tourist sector	2022 Works in Non-tourist	Non-tourist sector
%	2023	sector		sector	
Dissatisfied/Very Dissatisfied (0 to 4)	9.2	10.8	8.0	7.2	6.8
Satisfied (5 to 6)	11.1	13.7	11.2	8.3	9.0
Quite satisfied (7 to 8)	26.1	25.8	25.6	19.4	21.6
Very satisfied (9 to 10)	51.9	48.7	54.3	63.4	61.9
DK / NA	1.7	1.0	0.8	1.7	0.8
Average	8.0	7.7	8.1	8.4	8.4
n	(887)	(197)	(638)	(95)	(433)

Q28 How satisfied are you in general with the working conditions that I will now read out to you?

 Are employed or receive a pension, do domestic work, study and have an income, and combine with other work
 887
 87
 0 = Very dissatisfied; 10 = Very satisfied

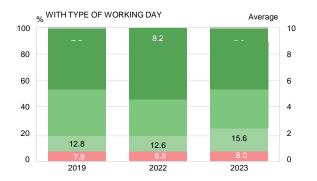
#### Dissatisfied/Very Dissatisfied (0 to 4) Satisfied (5 to 6)

- Quite satisfied (7 to 8)
- Very satisfied (9 to 10) Don't know / No answer Average

#### EMPLOYMENT CHARACTERISTICS

#### SATISFACTION WITH THE WORKING CONDITIONS EVOLUTION (2/3)

#### EMPLOYMENT CHARACTERISTICS





Q28 How satisfied are you in general with the working conditions that I will now read out N 87 to you?

Are employed or receive a pension, do domestic work, study and have an income, and combine with other work
 887
 0 = Very dissatisfied; 10 = Very satisfied

		2023		2022	
WITH TYPE OF WORKING DAY	2023		Non-tourist sector	Works in Tourist sector	Non-tourist sector
	8.0	11.1	7.2	10.0	6.3
	15.6	15.4	16.4	16.3	11.4
	29.2	34.8	28.0	23.5	26.8
	46.2	38.4	47.9	50.2	55.4
	1.0	0.3	0.5	0.0	0.1
Average	7.8	7.4	7.9	7.8	8.3
n	(887)	(197)	(638)	(95)	(433)

		2023		2022	
WITH SALARY	2023	Works in Tourist Sector	Non-tourist Sector	Works in Tourist Sector	Non-tourist Sector
Dissatisfied/Very Dissatisfied (0 to 4)	15.3	12.2	16.4	16.0	15.6
Satisfied (5 to 6)	25.5	25.0	26.1	18.9	22.2
Quite satisfied (7 to 8)	37.8	38.8	37.3	40.9	35.3
Very satisfied (9 to 10)	20.4	23.7	19.3	23.5	26.7
DK / NA	0.9	0.3	0.9	0.7	0.1
Average	6.6	6.8	6.6	6.8	6.9
n	(887)	(197)	(638)	(95)	(433)

Dissatisfied/Very Dissatisfied (0 to 4) Satisfied (5 to 6) Quite satisfied (7 to 8) Very satisfied (9 to 10) Don't know / No answer Average

**EMPLOYMENT CHARACTERISTICS** 

### SATISFACTION WITH THE WORKING CONDITIONS

#### EVOLUTION (3/3)



		2023		2022	
WITH PERMITS AND LICENCES	2023	Works in Tourist sector	Non-tourist sector	Works in Tourist sector	Non-tourist sector
Dissatisfied/Very Dissatisfied (0 to 4)	11.2	15.1	10.2	19.0	10.1
Satisfied (5 to 6)	17.0	14.8	18.1	7.9	17.3
Quite satisfied (7 to 8)	29.8	31.3	29.4	19.8	26.7
Very satisfied (9 to 10)	37.2	35.1	38.0	46.2	43.0
DK / NA	4.8	3.7	4.3	7.1	2.9
Average	7.4	7.2	7.4	7.4	7.6
n	(887)	(197)	(638)	(95)	(433)

Q28 How satisfied are you in general with the working conditions that I will now read out to you? Are employed or receive a pension, do domestic work, study and have an income, and combine with other work
 887
 0 = Very dissatisfied; 10 = Very satisfied

Dissatisfied/Very Dissatisfied (0 to 4) Satisfied (5 to 6) Quite satisfied (7 to 8) Very satisfied (9 to 10) Don't know / No answer Average

#### DIFFICULTY IN MAINTAINING A WORK-LIFE

#### BALANCE

EMPLOYMENT CHARACTERISTICS



%	2023	Works in Tourist Sector	Non- tourist sector	Female	Male
Lots of difficulty	9.1	13.6	8.2	11.9	6.0
Some difficulty	17.6	20.8	16.6	18.6	16.5
Little difficulty	30.5	32.2	31.5	29.0	32.3
No difficulty	42.1	32.4	43.1	39.9	44.6
DK / NA	0.6	0.9	0.6	0.7	0.6
n	(887)	(197)	(638)	(468)	(419)

Q29 Do you have difficulty balancing your work life with your family/personal life?

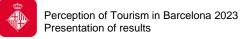
 Are employed or receive a pension, do domestic work, study and have an income, and combine with other work
 887
 0 = Very dissatisfied; 10 = Very satisfied Some difficulty Lots of difficulty Little difficulty No difficulty Don't know / No answer



Perception of Tourism in Barcelona 2023 Presentation of results Municipal Data Office Department of Opinion Surveys

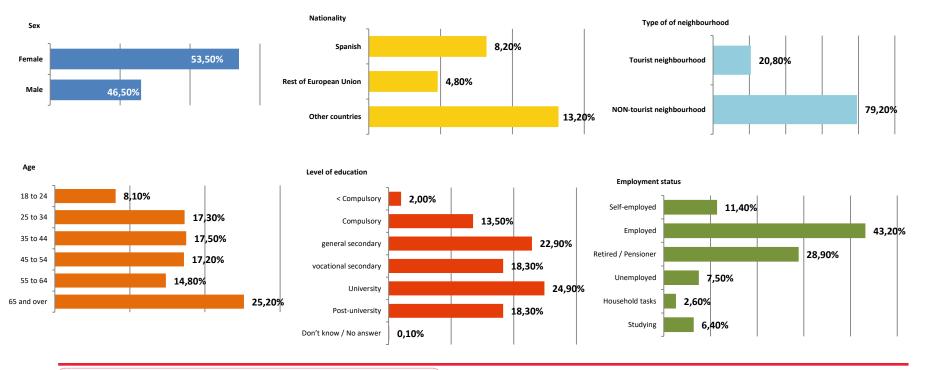
# 06

# **Profile of interviewees**



#### **PROFILE OF INTERVIEWEES**

#### PERSONAL DETAILS



N 1859

#### PERSONAL DETAILS

SEX

AGE

Age (Average) NATIONALITY

LEVEL OF EDUCATION

EMPLOYMENT STATUS

2023

							INTERV
	2023	Tourist neigh- bourhood	Non-tourist neigh- bourhood	Works in Tourist Sector	Works in Non-tourist Sector	Does not work	
Female	53.5	52.2	53.9	43.1	53.2	57.4	
Male	46.5	47.8	46.1	56.9	46.8	42.6	
18 to 24	8.1	7.9	8.2	15.4	3.7	10.3	
25 to 34	17.3	22.0	16.0	32.7	23.8	5.5	
35 to 44	17.5	19.7	16.9	23.9	27.5	5.2	
45 to 54	17.2	16.6	17.3	17.6	26.9	7.1	
55 to 64	14.8	13.4	15.1	8.3	15.7	15.9	
65 and over	25.2	20.4	26.5	2.0	2.4	56.0	
	49.5	47.1	50.1	37.4	43.1	60.0	
Spanish	82.0	76.0	83.6	68.0	79.5	89.1	
Other European Union	4.8	7.9	4.0	10.0	6.3	1.5	
Rest of the world	13.2	16.1	12.5	22.0	14.2	9.4	
Has not finished compulsory education	2.0	2.1	2.0	1.0	0.5	3.9	
Compulsory	13.5	15.0	13.1	9.2	7.8	20.7	
general secondary education	22.9	21.8	23.2	29.5	15.4	28.3	
vocational secondary education	18.3	17.1	18.6	19.9	18.1	17.9	
University	24.9	23.4	25.3	25.6	28.6	21.0	
Postgraduate	18.3	20.3	17.7	14.9	29.6	7.9	
Self-employed	11.4	14.9	10.5	15.2	21.4	0.1	
Employed	43.2	45.0	42.7	65.0	78.6	0.0	
Receives retirement, pre-retirement or disability pension	28.9	23.2	30.5	1.5	0.0	67.4	
Unemployed	7.5	8.3	7.3	9.8	0.0	14.3	
Domostic work (uppoid)							

2.2

6.4

(780)

2.7

6.4

(1079)

0.6

7.9

(292)

0.0

0.0

(819)

5.9

12.4

(748)

2.6

6.4

(1859)

#### **PROFILE OF** VIEWEES

Q1 to Q6 / Quotas Z1 to Z3 Personal details Domestic work (unpaid)

Studying

n

