

YouGov Survey Results
Sample Size - 1033 Scottish Adults

Fieldwork : 24th - 26th February 2015

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

In general, do you think Scottish people should explore Scotland (i.e. visit different places in Scotland) more or less than they do currently, or do you think they do this about the right amount?

Unweighted base	1033	496	537	91	149	168	187	438	538	495
Base: All Scottish adults	1033	491	542	126	159	175	197	376	465	568
More	74%	72%	76%	77%	67%	81%	71%	74%	75%	74%
About the right amount	18%	22%	15%	15%	22%	13%	19%	20%	20%	16%
Less	1%	1%	1%	2%	3%	2%	-	0%	0%	2%
Don't know	7%	5%	8%	7%	9%	5%	10%	5%	5%	8%

Which if any of the following Scottish places have you ever visited/ been to? (Please select all that apply)

Unweighted base	1033	496	537	91	149	168	187	438	538	495
Base: All Scottish adults	1033	491	542	126	159	175	197	376	465	568
Arthur's Seat	59%	60%	58%	36%	54%	63%	62%	66%	66%	54%
Scottish Highlands	77%	79%	76%	55%	72%	74%	75%	90%	84%	72%
Loch Ness	71%	70%	72%	43%	66%	63%	73%	86%	79%	65%
Ben Nevis	43%	45%	42%	38%	35%	35%	45%	52%	45%	42%
Falkirk Wheel	39%	39%	38%	42%	27%	39%	31%	46%	40%	38%
Urquhart Castle	30%	30%	30%	10%	27%	22%	30%	41%	35%	26%
Elgin Cathedral	16%	16%	17%	8%	10%	11%	19%	23%	18%	15%
Hampden Park	54%	68%	41%	41%	57%	65%	58%	48%	55%	52%
Wallace Monument	63%	61%	64%	51%	56%	71%	61%	67%	67%	59%
Scottish Parliament Building	46%	44%	48%	56%	48%	47%	37%	47%	52%	42%
Edinburgh Castle	90%	88%	91%	79%	88%	92%	91%	92%	93%	86%
None of these	1%	1%	2%	3%	1%	1%	2%	1%	0%	2%
Don't know/ can't recall	1%	1%	1%	3%	2%	-	-	-	-	1%

YouGov Survey Results
Sample Size - 1033 Scottish Adults

Fieldwork : 24th - 26th February 2015

Scottish Region							
North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow

In general, do you think Scottish people should explore Scotland (i.e. visit different places in Scotland) more or less than they do currently, or do you think they do this about the right amount?

	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow
Unweighted base	124	110	139	124	147	123	152	114
Base: All Scottish adults	141	93	144	106	165	118	146	119
More	77%	75%	70%	78%	79%	74%	65%	75%
About the right amount	20%	16%	19%	17%	15%	19%	25%	13%
Less	-	1%	2%	0%	1%	1%	1%	3%
Don't know	4%	7%	9%	5%	6%	7%	8%	8%

Which if any of the following Scottish places have you ever visited/ been to? (Please select all that apply)

	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow
Unweighted base	124	110	139	124	147	123	152	114
Base: All Scottish adults	141	93	144	106	165	118	146	119
Arthur's Seat	54%	56%	51%	47%	56%	67%	93%	43%
Scottish Highlands	82%	97%	70%	71%	75%	86%	80%	64%
Loch Ness	76%	91%	66%	64%	71%	82%	70%	54%
Ben Nevis	44%	58%	47%	45%	46%	50%	39%	21%
Falkirk Wheel	36%	23%	29%	32%	63%	51%	39%	26%
Urquhart Castle	41%	56%	26%	15%	30%	24%	31%	17%
Elgin Cathedral	27%	33%	13%	5%	13%	20%	17%	6%
Hampden Park	35%	33%	50%	69%	72%	58%	31%	80%
Wallace Monument	59%	49%	63%	64%	79%	81%	60%	42%
Scottish Parliament Building	41%	42%	40%	43%	39%	50%	73%	41%
Edinburgh Castle	87%	89%	84%	90%	98%	91%	97%	76%
None of these	1%	3%	2%	2%	-	1%	0%	3%
Don't know/ can't recall	1%	-	2%	0%	-	-	-	2%

YouGov Survey Results
Sample Size - 1033 Scottish Adults

Fieldwork : 24th - 26th February 2015

Marital Status					Working status					
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other

In general, do you think Scottish people should explore Scotland (i.e. visit different places in Scotland) more or less than they do currently, or do you think they do this about the right amount?

Unweighted base	525	111	95	30	272	470	125	58	245	45	90
Base: All Scottish adults	498	114	94	25	302	473	134	76	210	47	93
More	74%	79%	73%	79%	72%	76%	75%	76%	67%	60%	82%
About the right amount	19%	12%	22%	15%	19%	18%	16%	19%	25%	24%	3%
Less	1%	4%	-	1%	1%	1%	1%	-	1%	-	4%
Don't know	6%	4%	5%	5%	8%	5%	8%	5%	7%	15%	11%

Which if any of the following Scottish places have you ever visited/ been to? (Please select all that apply)

Unweighted base	525	111	95	30	272	470	125	58	245	45	90
Base: All Scottish adults	498	114	94	25	302	473	134	76	210	47	93
Arthur's Seat	65%	58%	65%	66%	49%	61%	63%	43%	67%	49%	44%
Scottish Highlands	83%	77%	79%	87%	68%	79%	73%	61%	88%	68%	70%
Loch Ness	76%	72%	82%	94%	57%	71%	70%	54%	85%	56%	66%
Ben Nevis	49%	36%	44%	44%	36%	40%	40%	47%	53%	41%	42%
Falkirk Wheel	40%	33%	43%	34%	37%	37%	28%	40%	52%	39%	33%
Urquhart Castle	35%	29%	26%	42%	21%	30%	20%	15%	42%	35%	24%
Elgin Cathedral	19%	16%	18%	34%	10%	14%	10%	10%	29%	13%	19%
Hampden Park	57%	60%	40%	47%	50%	66%	44%	47%	43%	46%	37%
Wallace Monument	66%	63%	63%	80%	57%	64%	64%	59%	68%	47%	53%
Scottish Parliament Building	44%	49%	52%	59%	47%	45%	51%	62%	50%	42%	28%
Edinburgh Castle	92%	91%	85%	90%	86%	90%	88%	81%	93%	89%	87%
None of these	1%	0%	3%	6%	2%	1%	1%	4%	1%	7%	1%
Don't know/ can't recall	0%	-	-	-	2%	0%	-	2%	-	-	6%

YouGov Survey Results
Sample Size - 1033 Scottish Adults

Fieldwork : 24th - 26th February 2015

Children in Household					Social Media (monthly or more)					
0	1	2	3+	Refused	Facebook	LinkedIn	Google+	Twitter	Myspace	None of these

In general, do you think Scottish people should explore Scotland (i.e. visit different places in Scotland) more or less than they do currently, or do you think they do this about the right amount?

Unweighted base	750	108	103	38	34	786	191	136	333	8	196
Base: All Scottish adults	734	112	122	33	33	803	193	149	328	8	183
More	72%	83%	79%	71%	70%	77%	82%	78%	77%	87%	62%
About the right amount	20%	12%	16%	19%	14%	17%	15%	17%	17%	13%	22%
Less	1%	2%	0%	4%	-	1%	1%	0%	1%	-	3%
Don't know	7%	4%	5%	6%	15%	5%	2%	5%	6%	-	14%

Which if any of the following Scottish places have you ever visited/ been to? (Please select all that apply)

Unweighted base	750	108	103	38	34	786	191	136	333	8	196
Base: All Scottish adults	734	112	122	33	33	803	193	149	328	8	183
Arthur's Seat	60%	55%	68%	47%	43%	58%	61%	59%	60%	32%	62%
Scottish Highlands	80%	70%	73%	53%	74%	79%	82%	81%	76%	45%	71%
Loch Ness	72%	66%	78%	43%	75%	71%	71%	73%	68%	45%	68%
Ben Nevis	44%	46%	45%	28%	30%	44%	38%	44%	46%	24%	37%
Falkirk Wheel	39%	30%	42%	44%	42%	38%	37%	45%	40%	61%	41%
Urquhart Castle	30%	29%	33%	17%	23%	30%	36%	31%	26%	24%	29%
Elgin Cathedral	17%	12%	17%	19%	18%	15%	19%	11%	11%	5%	20%
Hampden Park	51%	61%	62%	63%	54%	54%	59%	58%	61%	69%	51%
Wallace Monument	62%	57%	71%	68%	60%	64%	62%	73%	63%	36%	57%
Scottish Parliament Building	47%	45%	44%	40%	57%	47%	59%	43%	52%	64%	42%
Edinburgh Castle	90%	90%	94%	80%	80%	90%	90%	88%	90%	53%	88%
None of these	2%	2%	-	-	4%	1%	-	3%	2%	-	2%
Don't know/ can't recall	1%	3%	-	-	-	0%	-	1%	0%	-	2%