

YouGov / National Trust

UK Coast Seaside

Fieldwork Dates: 3rd - 7th July 2015

Sample size: 5047 UK Adults

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

Which, if any, of the following have you done in the UK in the last 12 months (i.e. since July 2014)? (Please select all that apply)

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland	5047	2450	2597	610	834	976	836	1791	
I've been on a day trip to the coast or seaside	42%	42%	42%	37%	40%	45%	44%	41%	
I've been on holiday to the coast or seaside	30%	29%	32%	23%	26%	31%	30%	34%	
I've been for a walk in the countryside	61%	58%	63%	54%	58%	60%	61%	65%	
I've been to a stately home or castle that was not part of the National Trust	18%	18%	18%	13%	17%	17%	16%	21%	
I've visited a National Trust stately home or castle	24%	24%	24%	19%	19%	25%	21%	29%	
I've visited another National Trust property	17%	17%	16%	12%	14%	16%	14%	20%	
None of these	22%	23%	21%	24%	23%	20%	25%	19%	
Don't know	1%	2%	1%	6%	2%	1%	0%	-	

Which ONE of the following comes closest to how often, if at all, you tend to visit the UK's coast or seaside for any length of time (e.g. day-trip, holiday etc.)?

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland	5047	2450	2597	610	834	976	836	1791	
Every day	4%	4%	3%	2%	3%	2%	3%	6%	
A couple of times a week	3%	3%	3%	2%	2%	2%	3%	3%	
Once a week	2%	2%	2%	2%	2%	2%	2%	3%	
Once every couple of weeks	5%	6%	5%	5%	5%	6%	4%	6%	
Once a month	7%	7%	8%	6%	6%	8%	8%	8%	
Two or three times a year	36%	36%	35%	32%	32%	38%	39%	36%	
Once a year	15%	14%	16%	17%	19%	15%	16%	14%	
Less often than once a year	19%	19%	20%	17%	22%	19%	19%	20%	
Never	5%	6%	5%	9%	6%	4%	6%	4%	
Don't know	3%	3%	2%	9%	3%	2%	1%	1%	

For you to have a good quality of life, how important, if at all, would you say visiting the UK's coast or seaside is?

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland	5047	2450	2597	610	834	976	836	1791	
Very important	23%	21%	26%	10%	18%	21%	30%	28%	
Fairly important	38%	37%	39%	32%	38%	43%	35%	39%	
Not very important	26%	28%	24%	35%	30%	23%	24%	23%	
Not at all important	10%	11%	8%	15%	9%	9%	9%	9%	
Don't know	4%	4%	4%	9%	5%	4%	2%	1%	
Net: Important	61%	58%	64%	41%	56%	64%	65%	67%	
Net: Not important	35%	39%	32%	49%	39%	32%	32%	32%	

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

Which, if any, of the following describe why you value visiting/ being by the UK's coast or seaside? (Please select all that apply, if you do not value being by the UK's coast or seaside please select the "Not applicable" option)

	Unweighted base	4783	2172	2611	489	801	943	790	1760
Base: All adults in England, Wales and Northern Ireland who have ever been to the UK coast	4775	2304	2471	558	782	934	790	1713	
For peace and freedom	53%	50%	56%	43%	50%	52%	57%	57%	
For fresh air	72%	70%	75%	63%	71%	73%	75%	75%	
For getting close to nature and wildlife	39%	35%	42%	30%	35%	40%	42%	41%	
For fun and enjoyment	51%	49%	52%	62%	63%	60%	55%	35%	
For the seaside culture (e.g. fish and chips, arcades etc.)	35%	35%	35%	49%	46%	41%	37%	22%	
For exercise	33%	34%	32%	19%	25%	31%	37%	40%	
Other	9%	9%	8%	6%	7%	8%	9%	11%	
Don't know	2%	3%	2%	4%	4%	2%	1%	1%	
Not applicable - I don't value being by the UK's coast or seaside	6%	7%	4%	9%	5%	4%	4%	6%	

Thinking specifically about the UK's coast or seaside...

Which, if any, of the following statements apply to you? (Please select all that apply)

	Unweighted base	4783	2172	2611	489	801	943	790	1760
Base: All adults in England, Wales and Northern Ireland who have ever been to the UK coast	4775	2304	2471	558	782	934	790	1713	
I've kept something at home that I found on a beach (e.g. a shell, pebble etc.)	43%	36%	50%	39%	37%	40%	47%	48%	
I have a picture or postcard of one or more of my favourite pieces of coastline	19%	16%	22%	13%	14%	16%	18%	24%	
I'd like to have my ashes scattered at sea or on a beach	9%	8%	11%	5%	8%	10%	11%	10%	
My happiest childhood memory is being by the sea	29%	26%	33%	14%	22%	25%	34%	38%	
I proposed/ was proposed to on the beach or coastline	2%	3%	2%	1%	5%	2%	3%	2%	
When I'm going about my everyday life, I often day-dream about being at the seaside	22%	17%	26%	13%	22%	22%	27%	22%	
I would prefer to visit a city centre rather than the seaside	7%	8%	6%	15%	10%	7%	4%	5%	
Visiting the seaside is more hassle than it's worth	7%	8%	5%	8%	8%	8%	5%	6%	
I find the seaside too busy	10%	10%	10%	12%	14%	12%	8%	6%	
The weather is rarely nice enough to enjoy the beach	21%	20%	21%	34%	27%	22%	17%	14%	
None of these	17%	20%	14%	16%	15%	17%	16%	18%	
Don't know	3%	4%	2%	8%	4%	4%	2%	1%	

Previously you mentioned that you have been to the UK's coast or seaside...

Which, if any, of the following have you ever done whilst visiting the UK's coast or seaside? (Please select all that apply)

	Unweighted base	4783	2172	2611	489	801	943	790	1760
Base: All adults in England, Wales and Northern Ireland who have ever been to the UK coast	4775	2304	2471	558	782	934	790	1713	
Played on the beach	73%	72%	73%	77%	78%	76%	76%	65%	
Walked along the coast	90%	89%	91%	84%	91%	89%	92%	91%	
Watched or looked for wildlife	52%	50%	53%	41%	47%	52%	56%	55%	
Swam, surfed, sailed or did another sport	46%	49%	42%	53%	48%	44%	50%	41%	
Looked at the sea and relaxed	86%	83%	89%	77%	83%	85%	89%	90%	
Ate fish & chips	76%	76%	77%	76%	79%	78%	80%	73%	
Stayed in a seaside town or resort	68%	68%	69%	52%	64%	68%	73%	74%	
None of these	1%	1%	1%	1%	1%	1%	1%	1%	
Don't know	1%	2%	1%	7%	2%	1%	0%	0%	

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

To what extent do you agree or disagree with the following statement?

- I think people often take the beauty of the UK's coast or seaside for granted

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Strongly agree	30%	27%	33%	21%	28%	27%	33%	35%	
Tend to agree	52%	52%	51%	49%	49%	52%	50%	54%	
Tend to disagree	9%	10%	8%	12%	12%	11%	8%	6%	
Strongly disagree	1%	1%	1%	2%	1%	1%	1%	0%	
Don't know	8%	9%	7%	15%	10%	9%	7%	5%	
Net: Agree	82%	79%	84%	70%	77%	79%	83%	89%	
Net: Disagree	10%	12%	9%	14%	13%	12%	10%	6%	

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- The coasts around Britain is a national treasure

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Strongly agree	46%	43%	49%	22%	37%	45%	54%	55%	
Tend to agree	42%	43%	41%	50%	47%	43%	37%	40%	
Tend to disagree	4%	5%	3%	8%	7%	4%	3%	2%	
Strongly disagree	1%	1%	1%	2%	1%	0%	1%	0%	
Don't know	7%	7%	6%	18%	9%	8%	5%	2%	
Net: Agree	88%	87%	90%	73%	83%	87%	91%	95%	
Net: Disagree	5%	6%	4%	10%	8%	5%	4%	3%	

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- The British coastline is majestic and powerful

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Strongly agree	38%	34%	41%	17%	29%	39%	43%	47%	
Tend to agree	46%	48%	45%	47%	49%	45%	45%	45%	
Tend to disagree	8%	9%	6%	15%	12%	6%	6%	4%	
Strongly disagree	1%	1%	1%	2%	1%	1%	1%	0%	
Don't know	7%	7%	7%	19%	9%	8%	5%	3%	
Net: Agree	84%	82%	86%	64%	78%	84%	88%	92%	
Net: Disagree	9%	11%	7%	17%	13%	7%	7%	5%	

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- British coastline makes this country a better place to live

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Strongly agree	35%	32%	37%	18%	26%	35%	41%	41%	
Tend to agree	47%	49%	45%	49%	51%	46%	43%	46%	
Tend to disagree	7%	8%	6%	11%	9%	8%	5%	6%	
Strongly disagree	1%	1%	1%	1%	1%	1%	1%	1%	
Don't know	10%	10%	11%	21%	12%	10%	10%	6%	
Net: Agree	81%	81%	82%	66%	77%	81%	83%	88%	
Net: Disagree	8%	10%	7%	13%	11%	9%	6%	6%	

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Base	Male	Female	18-24	25-34	35-44	45-54	55+

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- Britain's coastline makes me feel proud about what Britain has to offer

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Strongly agree	27%	22%	31%	10%	19%	25%	32%	35%	
Tend to agree	45%	45%	45%	43%	45%	47%	45%	44%	
Tend to disagree	13%	16%	10%	19%	18%	11%	9%	11%	
Strongly disagree	3%	4%	1%	3%	4%	4%	2%	1%	
Don't know	13%	13%	13%	25%	15%	14%	11%	8%	
Net: Agree	72%	67%	76%	53%	64%	71%	77%	79%	
Net: Disagree	15%	20%	11%	22%	21%	15%	12%	13%	

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- I take my loved ones to the coast so they can make happy memories

	Unweighted base	4783	2172	2611	489	801	943	790	1760
Base: All adults in England, Wales and Northern Ireland who have ever been to the UK coast		4775	2304	2471	558	782	934	790	1713
Strongly agree	23%	19%	26%	12%	21%	27%	28%	22%	
Tend to agree	42%	41%	42%	38%	41%	42%	43%	42%	
Tend to disagree	17%	18%	15%	16%	18%	16%	14%	19%	
Strongly disagree	4%	5%	3%	5%	3%	3%	4%	5%	
Don't know	15%	17%	13%	28%	17%	12%	11%	12%	
Net: Agree	64%	60%	68%	50%	63%	69%	71%	64%	
Net: Disagree	21%	23%	19%	22%	20%	19%	18%	24%	

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- It's important to me that Britain's coast is kept beautiful for future generations to enjoy

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Strongly agree	56%	53%	58%	38%	51%	54%	61%	62%	
Tend to agree	38%	40%	37%	48%	41%	37%	36%	36%	
Tend to disagree	2%	3%	1%	3%	3%	3%	1%	1%	
Strongly disagree	1%	1%	0%	1%	0%	1%	1%	0%	
Don't know	4%	5%	3%	11%	5%	5%	2%	1%	
Net: Agree	94%	92%	95%	86%	92%	91%	96%	98%	
Net: Disagree	2%	3%	1%	3%	3%	4%	2%	1%	

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

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- Being by the coast really makes me feel alive

Unweighted base	4783	2172	2611	489	801	943	790	1760
Base: All adults in England, Wales and Northern Ireland who have ever been to the UK coast	4775	2304	2471	558	782	934	790	1713
Strongly agree	30%	25%	35%	15%	23%	31%	37%	34%
Tend to agree	46%	47%	46%	41%	50%	46%	45%	47%
Tend to disagree	13%	15%	10%	20%	14%	12%	9%	12%
Strongly disagree	2%	2%	2%	4%	3%	2%	1%	1%
Don't know	9%	11%	7%	20%	10%	9%	7%	6%
Net: Agree	76%	71%	80%	56%	73%	77%	83%	81%
Net: Disagree	15%	18%	12%	24%	18%	14%	10%	13%

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- Being by the coast makes me feel closer to nature

Unweighted base	4783	2172	2611	489	801	943	790	1760
Base: All adults in England, Wales and Northern Ireland who have ever been to the UK coast	4775	2304	2471	558	782	934	790	1713
Strongly agree	26%	22%	30%	17%	21%	26%	32%	29%
Tend to agree	48%	48%	47%	44%	52%	48%	46%	48%
Tend to disagree	15%	18%	13%	18%	15%	14%	15%	16%
Strongly disagree	2%	2%	2%	3%	2%	2%	2%	2%
Don't know	9%	9%	8%	19%	10%	9%	6%	6%
Net: Agree	74%	70%	77%	61%	73%	75%	77%	76%
Net: Disagree	17%	20%	15%	21%	17%	16%	17%	17%

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- If I won the lottery tomorrow, I'd buy a house/ move to live by the sea

Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland	5047	2450	2597	610	834	976	836	1791
Strongly agree	26%	22%	30%	12%	22%	27%	33%	29%
Tend to agree	24%	25%	24%	19%	26%	26%	25%	25%
Tend to disagree	22%	23%	20%	28%	23%	20%	18%	21%
Strongly disagree	12%	14%	10%	21%	14%	9%	8%	12%
Don't know	16%	16%	16%	20%	15%	18%	15%	14%
Net: Agree	51%	47%	54%	30%	48%	53%	58%	54%
Net: Disagree	34%	37%	30%	49%	37%	29%	27%	33%

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- Being able to see the coast and sea every day would make me happy

Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland	5047	2450	2597	610	834	976	836	1791
Strongly agree	32%	27%	36%	16%	28%	33%	38%	35%
Tend to agree	42%	43%	40%	41%	45%	42%	41%	40%
Tend to disagree	15%	16%	13%	21%	14%	12%	12%	15%
Strongly disagree	2%	3%	2%	3%	3%	2%	2%	2%
Don't know	10%	11%	9%	19%	10%	10%	8%	7%
Net: Agree	73%	70%	76%	57%	73%	75%	78%	76%
Net: Disagree	17%	19%	15%	24%	17%	15%	14%	17%

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

Still thinking about the UK's coast or seaside... To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- Living by the sea would be my ideal retirement location

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Strongly agree	26%		23%	29%	13%	22%	26%	30%	30%
Tend to agree	30%		31%	30%	26%	29%	32%	33%	29%
Tend to disagree	22%		24%	21%	23%	24%	21%	19%	23%
Strongly disagree	8%		8%	7%	12%	7%	6%	5%	9%
Don't know	14%		15%	13%	25%	18%	14%	13%	9%
Net: Agree	56%		53%	59%	40%	51%	59%	63%	59%
Net: Disagree	30%		32%	28%	35%	31%	27%	24%	32%

Still thinking about the UK's coast or seaside...To what extent do you agree or disagree with each of the following statements? (Please select one option on each row) - There are places in the UK I would rather visit than the coast and seaside

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Strongly agree	8%		11%	6%	17%	11%	8%	5%	6%
Tend to agree	34%		39%	29%	41%	37%	32%	28%	33%
Tend to disagree	34%		28%	38%	18%	29%	34%	38%	39%
Strongly disagree	7%		5%	8%	2%	4%	6%	9%	8%
Don't know	18%		17%	18%	22%	19%	19%	20%	14%
Net: Agree	42%		50%	35%	57%	48%	41%	33%	39%
Net: Disagree	40%		33%	47%	21%	32%	40%	47%	47%

Still thinking about the UK's coast or seaside...To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- Generally speaking the UK's seaside towns are past their prime

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Strongly agree	11%		14%	8%	12%	13%	9%	10%	10%
Tend to agree	46%		51%	40%	40%	44%	44%	43%	50%
Tend to disagree	26%		20%	32%	21%	24%	28%	30%	26%
Strongly disagree	7%		4%	9%	5%	5%	7%	8%	6%
Don't know	11%		10%	12%	22%	14%	11%	9%	7%
Net: Agree	56%		65%	48%	52%	57%	54%	53%	61%
Net: Disagree	33%		25%	41%	26%	30%	35%	38%	33%

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

Thinking about each of the following sounds and sensations of the UK's coast or seaside... Which, if any, of the following would you say you have seen, heard, or experienced whilst at the coast or seaside in the UK? (Please select all that apply)

	Unweighted base	4783	2172	2611	489	801	943	790	1760
Base: All adults in England, Wales and Northern Ireland who have ever been to the UK coast		4775	2304	2471	558	782	934	790	1713
The sound of seagulls/ seabirds calling	80%	77%	83%	69%	77%	79%	85%	83%	
The different smells of the sea and coast	83%	81%	85%	70%	80%	82%	87%	88%	
The sound of waves lapping on the shore	84%	82%	86%	72%	81%	82%	89%	89%	
Waves crashing on the rocks	82%	82%	83%	69%	79%	80%	86%	88%	
The sensation of sand between my toes	71%	66%	75%	68%	71%	73%	76%	68%	
The warmth of the sun when sunbathing or sitting in a deckchair	66%	62%	70%	56%	61%	63%	70%	71%	
The sensation of cool water on my skin when I'm paddling or swimming in the sea	65%	61%	68%	60%	61%	66%	69%	65%	
The exhilarating feeling of a stroll on a stormy or windy day by the coast	65%	62%	68%	46%	54%	65%	74%	72%	
The bustle of a summer's day on the beach with everyone having fun	57%	54%	61%	55%	58%	60%	60%	55%	
The sounds of the sea from within a seashell held to my ear	55%	50%	60%	51%	54%	56%	58%	54%	
A quiet moment on a calm day, gazing out at the sea	79%	76%	81%	64%	71%	77%	82%	86%	
The excitement or exhilaration of jumping, surfing or swimming in the waves	44%	44%	44%	45%	44%	45%	49%	41%	
None of these	1%	2%	1%	2%	1%	2%	1%	1%	
Don't know/ can't recall	3%	4%	2%	10%	4%	3%	1%	1%	

And which, if any of the following would you say you enjoyed whilst at the coast or seaside in the UK? (Please select all that apply)

	Unweighted base	4601	2061	2540	432	762	899	777	1731
Base: All adults in England, Wales and Northern Ireland who has experienced one of the sensations listed		4580	2175	2405	488	742	889	777	1684
The sound of seagulls/ seabirds calling	54%	52%	56%	35%	45%	53%	58%	61%	
The different smells of the sea and coast	68%	66%	70%	54%	64%	68%	69%	74%	
The sound of waves lapping on the shore	75%	73%	77%	62%	70%	74%	76%	80%	
Waves crashing on the rocks	70%	71%	70%	58%	66%	69%	72%	76%	
The sensation of sand between my toes	51%	46%	55%	46%	49%	55%	57%	48%	
The warmth of the sun when sunbathing or sitting in a deckchair	55%	52%	59%	48%	49%	55%	59%	59%	
The sensation of cool water on my skin when I'm paddling or swimming in the sea	52%	49%	55%	46%	50%	54%	56%	52%	
The exhilarating feeling of a stroll on a stormy or windy day by the coast	56%	55%	58%	38%	46%	56%	62%	64%	
The bustle of a summer's day on the beach with everyone having fun	34%	32%	36%	31%	33%	37%	37%	32%	
The sounds of the sea from within a seashell held to my ear	37%	32%	42%	33%	35%	39%	39%	38%	
A quiet moment on a calm day, gazing out at the sea	74%	71%	77%	61%	67%	71%	77%	81%	
The excitement or exhilaration of jumping, surfing or swimming in the waves	35%	35%	35%	38%	35%	36%	38%	32%	
None of these	2%	2%	1%	4%	2%	2%	1%	1%	
Don't know/ can't recall	2%	2%	1%	5%	3%	2%	1%	1%	

YouGov / National Trust

UK Coast Seaside

Fieldwork Dates: 3rd - 7th July 2015

Sample size: 5047 UK Adults

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

Thinking about children and any memories of the coast when you were a child... To what extent do you agree or disagree with the each of the following statements?
(Please select one option on each row)

- Visiting the UK's coast or seaside was an important part of my childhood

Unweighted base	4783	2172	2611	489	801	943	790	1760
Base: All adults in England, Wales and Northern Ireland who have ever been to the UK coast	4775	2304	2471	558	782	934	790	1713
Strongly agree	45%	42%	49%	27%	37%	42%	53%	53%
Tend to agree	36%	39%	34%	41%	40%	37%	33%	34%
Tend to disagree	10%	10%	9%	15%	11%	10%	8%	8%
Strongly disagree	4%	3%	4%	6%	6%	5%	3%	2%
Don't know	5%	6%	5%	12%	7%	6%	3%	3%
Net: Agree	82%	81%	83%	68%	77%	79%	86%	88%
Net: Disagree	13%	14%	13%	20%	17%	15%	11%	9%

Thinking about children and any memories of the coast when you were a child... To what extent do you agree or disagree with the each of the following statements?
(Please select one option on each row)

- Children who don't have opportunities to visit the UK's coast or seaside are missing out on an important part of childhood

Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland	5047	2450	2597	610	834	976	836	1791
Strongly agree	40%	37%	43%	19%	29%	37%	44%	51%
Tend to agree	46%	46%	45%	48%	51%	46%	45%	42%
Tend to disagree	7%	9%	6%	16%	11%	8%	6%	3%
Strongly disagree	1%	2%	1%	3%	2%	1%	1%	1%
Don't know	6%	7%	6%	14%	7%	8%	5%	3%
Net: Agree	85%	83%	88%	67%	80%	83%	89%	93%
Net: Disagree	9%	11%	7%	19%	13%	9%	7%	4%

Thinking about children and any memories of the coast when you were a child... To what extent do you agree or disagree with the each of the following statements?
(Please select one option on each row)

- It is important that all parents give their children the opportunity to experience the the UK's coast or seaside

Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland	5047	2450	2597	610	834	976	836	1791
Strongly agree	42%	39%	45%	25%	34%	39%	47%	51%
Tend to agree	46%	47%	44%	52%	49%	45%	43%	43%
Tend to disagree	5%	6%	4%	9%	8%	6%	4%	2%
Strongly disagree	1%	1%	1%	2%	1%	1%	1%	0%
Don't know	6%	7%	6%	12%	8%	9%	5%	3%
Net: Agree	88%	86%	89%	77%	83%	84%	90%	94%
Net: Disagree	6%	7%	5%	11%	9%	7%	5%	3%

YouGov / National Trust

UK Coast Seaside

Fieldwork Dates: 3rd - 7th July 2015

Sample size: 5047 UK Adults

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

Thinking about children and any memories of the coast when you were a child... To what extent do you agree or disagree with the each of the following statements? (Please select one option on each row)

- There are important things that children can only learn when playing at the UK's coast or seaside

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Strongly agree	28%	24%	31%	14%	20%	25%	31%	36%	
Tend to agree	46%	47%	46%	40%	44%	45%	48%	50%	
Tend to disagree	13%	15%	11%	24%	19%	13%	10%	8%	
Strongly disagree	2%	3%	2%	6%	3%	3%	1%	1%	
Don't know	11%	11%	10%	16%	15%	14%	9%	6%	
Net: Agree	74%	71%	77%	54%	64%	70%	79%	86%	
Net: Disagree	15%	18%	13%	29%	22%	16%	12%	9%	

Thinking about when you visit the UK's coast or seaside...

Where on the coast would you say is MOST special to you?

	Unweighted base	4783	2172	2611	489	801	943	790	1760
Base: All adults in England, Wales and Northern Ireland who have ever been to the UK coast		4775	2304	2471	558	782	934	790	1713
Aberdeen	0%	0%	0%	-	0%	-	-	0%	
Aberdovey	0%	0%	0%	-	0%	0%	-	0%	
Abersoch	0%	0%	0%	0%	0%	0%	0%	0%	
Aberystwyth	0%	0%	0%	1%	1%	0%	0%	0%	
Albeburgh	0%	0%	0%	-	0%	0%	0%	0%	
anglesey	1%	1%	1%	1%	1%	1%	1%	1%	
bamburgh	0%	0%	0%	-	0%	0%	1%	1%	
Barmouth	0%	0%	0%	0%	1%	0%	0%	0%	
Blackpool	2%	2%	2%	3%	3%	2%	2%	1%	
Bournemouth	2%	1%	2%	3%	1%	1%	2%	2%	
bridlington	0%	0%	0%	1%	0%	0%	0%	0%	
brighton	3%	2%	3%	4%	5%	3%	2%	2%	
Broadstairs	0%	0%	1%	0%	1%	0%	0%	1%	
Bude	0%	0%	0%	-	0%	0%	0%	0%	
Camber sands	0%	1%	0%	1%	0%	1%	0%	0%	
cardigan bay	0%	0%	0%	-	-	0%	0%	0%	
Cleethorpes	0%	0%	0%	0%	1%	0%	0%	0%	
Cornwall	7%	7%	7%	4%	8%	6%	8%	8%	
cromer	0%	0%	0%	1%	-	0%	1%	0%	
Devon	4%	4%	3%	3%	3%	3%	3%	4%	
Dorset	1%	1%	1%	1%	1%	0%	1%	1%	
Eastbourne	0%	0%	0%	0%	0%	0%	0%	0%	
Exmouth	0%	0%	0%	0%	-	1%	0%	-	
Falmouth	0%	0%	0%	0%	0%	0%	0%	0%	
Filey	0%	0%	1%	0%	0%	1%	1%	0%	
Formby	0%	0%	0%	0%	1%	0%	1%	0%	
Gower	1%	1%	1%	1%	1%	1%	2%	1%	
Great Yarmouth	0%	1%	0%	1%	0%	0%	1%	0%	
Hastings	1%	1%	1%	1%	-	1%	1%	1%	
Hayling Island	0%	0%	0%	-	-	0%	0%	0%	
Hunstanton	1%	0%	1%	1%	0%	1%	0%	1%	
Isle of Wight	1%	1%	1%	0%	1%	1%	1%	1%	
jurassic coast	1%	1%	1%	0%	1%	0%	1%	1%	
Llandudno	1%	1%	1%	1%	1%	1%	1%	1%	
Looe	0%	0%	0%	-	0%	0%	0%	0%	
Lowestoft	0%	0%	0%	1%	0%	0%	0%	0%	
Lyme Regis	0%	0%	1%	0%	0%	0%	0%	1%	
Mablethorpe	0%	0%	0%	1%	0%	0%	0%	0%	
Margate	0%	0%	0%	0%	0%	1%	0%	0%	

YouGov / National Trust

UK Coast Seaside

Fieldwork Dates: 3rd - 7th July 2015

Sample size: 5047 UK Adults

	Total	Gender		Age				
	Base	Male	Female	18-24	25-34	35-44	45-54	55+
Morecambe	1%	1%	1%	0%	0%	1%	1%	1%
Newquay	1%	1%	1%	1%	1%	1%	0%	1%
Norfolk	2%	2%	2%	2%	2%	2%	2%	3%
North Wales	1%	1%	1%	1%	0%	0%	0%	1%
North Yorkshire	0%	0%	0%	-	0%	1%	0%	0%
Northumberland	1%	1%	1%	0%	1%	0%	1%	1%
padstow	0%	0%	0%	0%	0%	0%	-	0%
Pembrokeshire	1%	1%	1%	-	1%	0%	2%	1%
Perranporth	0%	0%	0%	0%	-	0%	1%	0%
Robin hoods bay	0%	1%	0%	0%	0%	1%	0%	0%
saltburn	0%	0%	0%	-	-	0%	0%	0%
scarborough	2%	2%	2%	1%	2%	2%	1%	2%
skegness	1%	1%	1%	1%	1%	1%	1%	1%
south shields	0%	0%	0%	0%	0%	1%	0%	0%
Southend	1%	1%	1%	1%	1%	0%	1%	1%
southport	0%	0%	1%	1%	0%	0%	1%	0%
Southwold	0%	0%	1%	0%	0%	0%	0%	1%
st ives	1%	1%	1%	1%	1%	2%	1%	1%
Studland	0%	0%	0%	0%	0%	1%	0%	0%
swanage	0%	0%	0%	0%	0%	0%	1%	0%
Tenby	1%	1%	0%	0%	0%	1%	1%	1%
wales	1%	1%	1%	1%	1%	1%	1%	0%
Weymouth	1%	1%	1%	1%	0%	1%	1%	1%
whitby	2%	2%	2%	1%	3%	2%	1%	3%
Woolacombe	0%	0%	0%	0%	1%	0%	0%	1%
Other	27%	27%	27%	24%	25%	27%	27%	29%
N/A	3%	4%	3%	5%	4%	4%	3%	3%
Don't know	10%	12%	8%	20%	14%	13%	8%	5%
Whitley Bay	0%	0%	0%	0%	1%	1%	-	0%
Weston Super Mare	1%	1%	1%	1%	1%	1%	0%	0%
Southsea	0%	0%	0%	0%	0%	0%	0%	0%
Rhyl	0%	0%	0%	0%	1%	1%	0%	0%
Torbay	0%	0%	0%	0%	0%	0%	0%	0%
Minehead	0%	0%	0%	1%	0%	0%	0%	0%
Wells next the Sea	0%	0%	0%	1%	0%	0%	1%	0%
Torquay	0%	0%	0%	0%	0%	0%	0%	0%
Portrush	1%	1%	1%	1%	1%	2%	2%	1%
Tynemouth	0%	0%	0%	0%	0%	0%	1%	0%
West Wittering	0%	0%	0%	0%	0%	0%	0%	0%
Ramsgate	0%	0%	0%	0%	-	-	-	1%
West Wales coast	0%	0%	0%	-	-	0%	1%	0%
Portsmouth	0%	0%	0%	0%	0%	0%	0%	0%
Porthcawl	0%	0%	0%	0%	0%	-	0%	0%
Suffolk coast	0%	0%	0%	0%	0%	-	0%	0%
Kent coast	0%	0%	0%	0%	0%	0%	0%	0%
Dawlish	0%	0%	0%	-	0%	0%	0%	0%
Tintagel	0%	0%	0%	0%	0%	0%	0%	0%
Deal	0%	0%	0%	-	0%	-	0%	0%
Lizard Point	0%	0%	0%	-	-	0%	1%	0%
Lleyn Peninsula	0%	0%	0%	0%	-	0%	1%	0%
Rhosilli Bay	0%	0%	0%	-	-	0%	0%	0%
Sheringham	0%	0%	0%	0%	1%	0%	-	0%
Sussex coast	0%	0%	0%	-	0%	0%	0%	1%
South coast	0%	0%	0%	-	0%	1%	1%	0%
Walton on the Naze	0%	0%	0%	0%	0%	0%	0%	0%
Whitstable	0%	0%	0%	0%	-	1%	-	0%
Yorkshire coast	0%	1%	0%	0%	0%	0%	0%	1%
North East coast	0%	0%	0%	0%	0%	0%	0%	1%
South Wales	0%	1%	0%	1%	0%	0%	1%	0%
Co. Down	0%	-	0%	-	-	-	-	0%

YouGov / National Trust

UK Coast Seaside

Fieldwork Dates: 3rd - 7th July 2015

Sample size: 5047 UK Adults

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

Please imagine you were able to visit anywhere on the UK's coast or seaside...

Which, if any, of the following areas would you want to visit? (Please select all that apply)

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Bristol, Avon & Gloucestershire	21%	21%	20%	22%	18%	22%	19%	22%	22%
Cornwall	70%	70%	67%	73%	57%	70%	70%	73%	74%
Devon	62%	62%	57%	66%	45%	62%	63%	66%	66%
Dorset	49%	49%	46%	52%	33%	43%	47%	52%	57%
Durham	16%	16%	15%	18%	11%	14%	14%	18%	20%
Essex	12%	12%	12%	13%	9%	11%	12%	14%	13%
Hampshire	23%	23%	23%	22%	17%	18%	18%	26%	27%
Isle of Wight	43%	43%	39%	46%	33%	42%	41%	44%	46%
Kent	24%	24%	22%	26%	22%	21%	21%	27%	26%
Lancashire	17%	17%	17%	16%	12%	14%	16%	19%	19%
Lincolnshire	16%	16%	15%	16%	10%	12%	15%	19%	18%
Merseyside and Cheshire	12%	12%	12%	12%	12%	11%	10%	14%	12%
Norfolk	33%	33%	31%	35%	20%	24%	30%	37%	41%
Northumberland	30%	30%	28%	32%	13%	21%	26%	34%	41%
Suffolk	25%	25%	23%	27%	16%	17%	22%	26%	32%
Tyne & Wear	13%	13%	13%	13%	10%	11%	12%	16%	14%
Yorkshire (i.e. North & East Yorkshire, Humber and Cleveland)	33%	33%	32%	35%	26%	30%	31%	36%	38%
North Wales & Anglesey	37%	37%	36%	39%	27%	32%	33%	42%	44%
South Wales	34%	34%	32%	36%	28%	34%	36%	36%	35%
West Wales (i.e. Pembrokeshire, Ceredigion & Snowdonia)	44%	44%	43%	46%	35%	41%	42%	46%	50%
North Northern Ireland (i.e. County Londonderry, Giant's Causeway and the Antrim Coast)	32%	32%	29%	34%	27%	30%	31%	36%	32%
East Northern Ireland (i.e. Belfast, Strangford Lough & County Down)	20%	20%	19%	21%	20%	20%	20%	22%	19%
Hebrides & West Coast of Scotland	43%	43%	42%	44%	31%	36%	39%	47%	51%
Orkney & the Shetland Islands	42%	42%	40%	44%	32%	38%	41%	46%	47%
East Coast of Scotland	31%	31%	30%	33%	26%	31%	30%	34%	32%
North Coast of Scotland	37%	37%	37%	38%	29%	33%	36%	42%	41%
None of these	2%	2%	2%	1%	4%	2%	2%	2%	1%
Don't Know	6%	6%	7%	5%	17%	9%	5%	3%	1%

YouGov / National Trust

UK Coast Seaside

Fieldwork Dates: 3rd - 7th July 2015

Sample size: 5047 UK Adults

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

And which ONE, if any, of the following areas would you MOST want to visit?

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland		5047	2450	2597	610	834	976	836	1791
Bristol, Avon & Gloucestershire	1%	1%	0%	1%	0%	1%	0%	1%	
Cornwall	23%	21%	24%	21%	27%	25%	23%	20%	
Devon	7%	5%	8%	4%	8%	7%	7%	7%	
Dorset	5%	5%	5%	4%	4%	5%	4%	6%	
Durham	0%	0%	0%	1%	0%	0%	0%	0%	
Essex	0%	0%	0%	0%	0%	1%	0%	0%	
Hampshire	1%	1%	1%	1%	0%	1%	1%	1%	
Isle of Wight	5%	4%	5%	4%	4%	5%	5%	5%	
Kent	1%	1%	1%	1%	1%	1%	1%	1%	
Lancashire	1%	1%	1%	1%	1%	1%	1%	1%	
Lincolnshire	0%	1%	0%	1%	0%	1%	1%	0%	
Merseyside and Cheshire	0%	0%	0%	0%	0%	0%	1%	0%	
Norfolk	2%	2%	2%	1%	1%	1%	3%	3%	
Northumberland	3%	3%	4%	0%	2%	3%	4%	5%	
Suffolk	1%	1%	1%	1%	0%	0%	1%	2%	
Tyne & Wear	0%	0%	0%	0%	1%	1%	0%	0%	
Yorkshire (i.e. North & East Yorkshire, Humber and Cleveland)	3%	4%	3%	3%	4%	3%	3%	4%	
North Wales & Anglesey	3%	3%	3%	3%	2%	2%	3%	3%	
South Wales	2%	2%	2%	1%	2%	1%	2%	2%	
West Wales (i.e. Pembrokeshire, Ceredigion & Snowdonia)	5%	5%	5%	2%	3%	5%	6%	6%	
North Northern Ireland (i.e. County Londonderry, Giant's Causeway and the Antrim Coast)	4%	5%	4%	6%	4%	5%	3%	4%	
East Northern Ireland (i.e. Belfast, Strangford Lough & County Down)	1%	1%	1%	1%	1%	1%	1%	1%	
Hebrides & West Coast of Scotland	7%	8%	7%	6%	5%	6%	7%	10%	
Orkney & the Shetland Islands	7%	7%	8%	4%	6%	8%	8%	9%	
East Coast of Scotland	1%	1%	1%	1%	1%	2%	1%	1%	
North Coast of Scotland	3%	3%	2%	3%	3%	2%	3%	3%	
None of these	2%	3%	2%	5%	3%	2%	2%	1%	
Don't Know	11%	11%	10%	25%	14%	10%	8%	6%	

YouGov / National Trust

UK Coast Seaside

Fieldwork Dates: 3rd - 7th July 2015

Sample size: 5047 UK Adults

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

Which, if any, of the following would you say stop you from visiting the UK's coast or seaside more often than you do? (Please select all that apply)

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland	5047	2450	2597	610	834	976	836	1791	
It's too expensive for me/ me and my family to go to the coast for days out or on holiday	18%	18%	19%	22%	22%	20%	21%	13%	
I'd rather go abroad than holiday by Britain's coast	14%	16%	13%	24%	20%	13%	11%	11%	
The coast is always too busy when the weather's nice	23%	22%	23%	21%	26%	25%	22%	20%	
I don't have enough spare time to go to the coast	29%	31%	28%	35%	39%	36%	33%	17%	
I don't have easy access to transport to get there	17%	15%	19%	31%	23%	16%	14%	11%	
Ill-health or disability makes it difficult for me to visit the coastline	9%	7%	10%	4%	5%	5%	9%	14%	
I don't have anyone to go with	10%	10%	10%	15%	12%	9%	8%	8%	
There are other things I'd rather do	13%	15%	11%	23%	19%	11%	8%	10%	
Other	5%	5%	6%	3%	5%	6%	7%	6%	
Don't know	4%	5%	4%	8%	5%	5%	3%	2%	
Not applicable - there is nothing stopping me from visiting the UK's coast or seaside more often than I do	23%	24%	23%	17%	14%	19%	23%	33%	

Approximately how many minutes' drive do you live from your nearest coastline? (Please give your BEST estimate. Even if you don't drive we are still interested in how many minutes' drive you think you live from the coast)

	Unweighted base	5047	2304	2743	533	852	986	836	1840
Base: All adults in England, Wales and Northern Ireland	5047	2450	2597	610	834	976	836	1791	
20 minutes or less drive	21%	21%	21%	17%	17%	19%	23%	25%	
21 to 30 minutes drive	8%	8%	7%	9%	7%	8%	8%	8%	
31 to 40 minutes drive	7%	8%	7%	8%	7%	7%	9%	7%	
41 to 50 minutes drive	7%	6%	7%	7%	8%	7%	7%	6%	
51 to 60 minutes drive	10%	9%	11%	9%	11%	12%	9%	9%	
More than 1 hour drive	43%	43%	43%	35%	44%	43%	43%	45%	
Don't know	4%	5%	4%	16%	6%	5%	1%	1%	