

YouGov/John Muir Survey Results

Sample Size: 1119 Scottish adults
Fieldwork: 18th - 20th June 2013

	Scottish Constituency Vote				Westminster Voting intention				2010 Vote				Gender		Age				Social Grade			
	Total	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
All Scottish Adults	1119	x	x	x	x	x	x	x	x	169	418	176	185	533	586	132	270	399	318	528	591	
Unweighted Sample	1119	113	334	83	322	129	349	73	259	154	363	210	204	563	556	149	220	390	360	601	518	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about when you visit an area in rural Scotland for leisure, which two, if any, of the following are the most important when you decide where to go? (Please tick up to two options)

Natural beauty (e.g. sense of wildness, scenery, wildlife etc.)	61	68	58	76	64	68	57	74	65	68	57	75	62	62	60	50	56	60	70	70	53
Cost	34	29	38	26	30	27	36	23	31	29	38	30	26	32	35	38	37	34	30	31	37
Culture and history	31	32	30	41	36	31	32	38	33	30	28	31	37	33	30	34	27	30	35	33	29
Facilities	24	26	32	14	21	27	30	15	24	24	32	18	21	21	27	17	26	24	26	21	28
Outdoor activities (e.g. cycling, fishing etc.)	10	10	9	15	13	12	9	11	15	12	8	14	12	13	8	17	12	10	7	12	9
Local cuisine	10	10	10	13	11	11	11	13	8	11	9	10	9	8	11	9	10	9	10	11	8
Another reason	3	1	3	7	4	1	3	11	3	1	3	8	4	4	3	4	4	4	2	4	3
Not applicable, I never visit rural Scotland	6	6	4	1	6	6	3	2	7	6	5	3	7	5	6	8	4	6	5	3	8
Don't know	3	1	2	0	1	1	3	2	0	1	2	2	3	3	3	2	4	4	1	2	4

The Scottish Government is consulting the public over whether the 20 per cent of Scotland's landscape that is defined as core wild land – rugged, remote and free from modern visible human structures – should be given special protection from inappropriate development, for example wind farms.

To what extent do you support or oppose these proposals?

Strongly support	40	47	38	36	44	53	37	32	44	52	38	36	46	43	37	25	32	39	54	40	40
Tend to support	35	36	40	40	31	34	39	37	32	29	38	34	33	33	36	40	44	36	23	38	32
TOTAL SUPPORT	75	83	78	76	75	87	76	69	76	81	76	70	79	76	73	65	76	75	77	78	72
Neither support nor oppose	14	13	13	12	17	9	13	18	17	15	14	19	11	13	15	14	13	14	17	12	16
Tend to oppose	4	1	4	8	4	1	4	9	4	2	4	7	2	4	5	9	4	4	2	4	4
Strongly oppose	2	1	1	3	2	1	3	3	2	1	2	2	3	3	1	2	1	2	2	2	2
TOTAL OPPOSE	6	2	5	11	6	2	7	12	6	3	6	9	5	7	6	11	5	6	4	6	6
Don't know	5	2	3	1	2	2	4	1	2	1	4	2	4	4	6	10	6	5	1	4	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And would you be more or less likely to visit a scenic area which contains large scale developments (e.g. commercial wind farms, quarries, pylons etc.) or would it make no difference?

More likely	2	2	3	3	1	2	3	3	1	1	3	2	0	3	2	4	3	2	1	1	3
Less likely	51	64	51	49	48	63	50	49	46	68	51	47	47	53	49	44	37	54	61	52	49
Would make no difference, I would definitely not visit this area anyway	9	6	11	7	8	7	10	8	9	6	10	5	8	9	8	11	9	7	10	6	11
Would make no difference, I would definitely visit this area anyway	28	27	23	38	36	27	25	38	36	21	26	38	32	26	30	24	33	30	24	31	26
Don't know	10	2	12	4	7	1	12	2	8	4	10	7	14	9	11	17	19	7	4	9	11