

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
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)

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

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.)?

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

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

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

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

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

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

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

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

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

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)

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

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

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

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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)

- The coasts around Britain is a national treasure

Unweighted base

Base: All adults in England, Wales and Northern Ireland

Strongly agree

Tend to agree

Tend to disagree

Strongly disagree

Don't know

Net: Agree

Net: Disagree

|      |      |      |     |     |     |     |      |
|------|------|------|-----|-----|-----|-----|------|
| 5047 | 2304 | 2743 | 533 | 852 | 986 | 836 | 1840 |
| 5047 | 2450 | 2597 | 610 | 834 | 976 | 836 | 1791 |
| 46%  | 43%  | 49%  | 22% | 37% | 45% | 54% | 55%  |
| 42%  | 43%  | 41%  | 50% | 47% | 43% | 37% | 40%  |
| 4%   | 5%   | 3%   | 8%  | 7%  | 4%  | 3%  | 2%   |
| 1%   | 1%   | 1%   | 2%  | 1%  | 0%  | 1%  | 0%   |
| 7%   | 7%   | 6%   | 18% | 9%  | 8%  | 5%  | 2%   |
| 88%  | 87%  | 90%  | 73% | 83% | 87% | 91% | 95%  |
| 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

Base: All adults in England, Wales and Northern Ireland

Strongly agree

Tend to agree

Tend to disagree

Strongly disagree

Don't know

Net: Agree

Net: Disagree

|      |      |      |     |     |     |     |      |
|------|------|------|-----|-----|-----|-----|------|
| 5047 | 2304 | 2743 | 533 | 852 | 986 | 836 | 1840 |
| 5047 | 2450 | 2597 | 610 | 834 | 976 | 836 | 1791 |
| 38%  | 34%  | 41%  | 17% | 29% | 39% | 43% | 47%  |
| 46%  | 48%  | 45%  | 47% | 49% | 45% | 45% | 45%  |
| 8%   | 9%   | 6%   | 15% | 12% | 6%  | 6%  | 4%   |
| 1%   | 1%   | 1%   | 2%  | 1%  | 1%  | 1%  | 0%   |
| 7%   | 7%   | 7%   | 19% | 9%  | 8%  | 5%  | 3%   |
| 84%  | 82%  | 86%  | 64% | 78% | 84% | 88% | 92%  |
| 9%   | 11%  | 7%   | 17% | 13% | 7%  | 7%  | 5%   |

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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)

- British coastline makes this country a better place to live

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

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

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

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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)

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

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

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

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

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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

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

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

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



**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
Sample size - 5047 UK Adults

| 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)

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

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

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

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

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
Sample size - 5047 UK Adults

| 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

**Base: All adults in England, Wales and Northern Ireland**

Strongly agree  
Tend to agree  
Tend to disagree  
Strongly disagree  
Don't know  
**Net: Agree**

**Net: Disagree**

|      |      |      |     |     |     |     |      |
|------|------|------|-----|-----|-----|-----|------|
| 5047 | 2304 | 2743 | 533 | 852 | 986 | 836 | 1840 |
| 5047 | 2450 | 2597 | 610 | 834 | 976 | 836 | 1791 |
| 26%  | 23%  | 29%  | 13% | 22% | 26% | 30% | 30%  |
| 30%  | 31%  | 30%  | 26% | 29% | 32% | 33% | 29%  |
| 22%  | 24%  | 21%  | 23% | 24% | 21% | 19% | 23%  |
| 8%   | 8%   | 7%   | 12% | 7%  | 6%  | 5%  | 9%   |
| 14%  | 15%  | 13%  | 25% | 18% | 14% | 13% | 9%   |
| 56%  | 53%  | 59%  | 40% | 51% | 59% | 63% | 59%  |
| 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**

**Base: All adults in England, Wales and Northern Ireland**

Strongly agree  
Tend to agree  
Tend to disagree  
Strongly disagree  
Don't know  
**Net: Agree**  
**Net: Disagree**

|      |      |      |     |     |     |     |      |
|------|------|------|-----|-----|-----|-----|------|
| 5047 | 2304 | 2743 | 533 | 852 | 986 | 836 | 1840 |
| 5047 | 2450 | 2597 | 610 | 834 | 976 | 836 | 1791 |
| 8%   | 11%  | 6%   | 17% | 11% | 8%  | 5%  | 6%   |
| 34%  | 39%  | 29%  | 41% | 37% | 32% | 28% | 33%  |
| 34%  | 28%  | 38%  | 18% | 29% | 34% | 38% | 39%  |
| 7%   | 5%   | 8%   | 2%  | 4%  | 6%  | 9%  | 8%   |
| 18%  | 17%  | 18%  | 22% | 19% | 19% | 20% | 14%  |
| 42%  | 50%  | 35%  | 57% | 48% | 41% | 33% | 39%  |
| 40%  | 33%  | 47%  | 21% | 32% | 40% | 47% | 47%  |

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
Sample size - 5047 UK Adults

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

XNC\_7\_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)

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

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

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
Sample size - 5047 UK Adults

| 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)

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

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
Sample size - 5047 UK Adults

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

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)

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

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
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

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

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
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)

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

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

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

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

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
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

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



**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
Sample size - 5047 UK Adults

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

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

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

|   | 4783 | 2172 | 2611 | 489 | 801 | 943 | 790 | 1760 |
|---|------|------|------|-----|-----|-----|-----|------|
| <b>Unweighted base</b>  | 4775 | 2304 | 2471 | 558 | 782 | 934 | 790 | 1713 |
| <b>Base: All adults in England, Wales and Northern Ireland who have ever been to the UK coast</b> | 0%   | 0%   | 0%   | -   | 0%  | -   | -   | 0%   |
| Aberdeen  | 0%   | 0%   | 0%   | -   | 0%  | 0%  | -   | 0%   |
| Aberdovey   | 0%   | 0%   | 0%   | 0%  | 0%  | 0%  | 0%  | 0%   |
| Abersoch  | 0%   | 0%   | 0%   | 1%  | 1%  | 0%  | 0%  | 0%   |
| Aberystwyth   | 0%   | 0%   | 0%   | -   | 0%  | 0%  | 0%  | 0%   |
| Albeburgh   | 1%   | 1%   | 1%   | 1%  | 1%  | 1%  | 1%  | 1%   |
| anglesey  | 0%   | 0%   | 0%   | -   | 0%  | 0%  | 1%  | 1%   |
| bamburgh  | 0%   | 0%   | 0%   | 0%  | 1%  | 0%  | 0%  | 0%   |
| Barmouth  | 2%   | 2%   | 2%   | 3%  | 3%  | 2%  | 2%  | 1%   |
| Blackpool   | 2%   | 1%   | 2%   | 3%  | 1%  | 1%  | 2%  | 2%   |
| Bournemouth   | 0%   | 0%   | 0%   | 1%  | 0%  | 0%  | 0%  | 0%   |
| bridlington   | 3%   | 2%   | 3%   | 4%  | 5%  | 3%  | 2%  | 2%   |
| brighton  | 0%   | 0%   | 1%   | 0%  | 1%  | 0%  | 0%  | 1%   |
| Broadstairs   | 0%   | 0%   | 0%   | -   | 0%  | 0%  | 0%  | 0%   |
| Bude  | 0%   | 1%   | 0%   | 1%  | 0%  | 1%  | 0%  | 0%   |
| Camber sands  | 0%   | 0%   | 0%   | -   | -   | 0%  | 0%  | 0%   |
| cardigan bay  | 0%   | 0%   | 0%   | 0%  | 1%  | 0%  | 0%  | 0%   |
| Cleethorpes   | 7%   | 7%   | 7%   | 4%  | 8%  | 6%  | 8%  | 8%   |
| Cornwall  | 0%   | 0%   | 0%   | 1%  | -   | 0%  | 1%  | 0%   |
| cromer  | 4%   | 4%   | 3%   | 3%  | 3%  | 3%  | 3%  | 4%   |
| Devon   | 1%   | 1%   | 1%   | 1%  | 1%  | 0%  | 1%  | 1%   |
| Dorset  | 0%   | 0%   | 0%   | 0%  | 0%  | 0%  | 0%  | 0%   |
| Eastbourn   | 0%   | 0%   | 0%   | 0%  | -   | 1%  | 0%  | -    |
| Exmouth   | 0%   | 0%   | 0%   | 0%  | 0%  | 0%  | 0%  | 0%   |
| Falmouth  | 0%   | 0%   | 1%   | 0%  | 0%  | 1%  | 1%  | 0%   |
| Filey   | 0%   | 0%   | 0%   | 0%  | 1%  | 0%  | 1%  | 0%   |
| Formby  | 1%   | 1%   | 1%   | 1%  | 1%  | 1%  | 2%  | 1%   |
| Gower   | 0%   | 1%   | 0%   | 1%  | 0%  | 0%  | 1%  | 0%   |
| Great Yarmouth  | 1%   | 1%   | 1%   | 1%  | -   | 1%  | 1%  | 1%   |
| Hastings  | 0%   | 0%   | 0%   | -   | -   | 0%  | 0%  | 0%   |
| Hayling Island  | 1%   | 0%   | 1%   | 1%  | 0%  | 1%  | 0%  | 1%   |
| Hunstanton  | 1%   | 1%   | 1%   | 0%  | 1%  | 1%  | 1%  | 1%   |
| Isle of Wight   | 1%   | 1%   | 1%   | 0%  | 1%  | 0%  | 1%  | 1%   |
| jurassic coast  | 1%   | 1%   | 1%   | 1%  | 1%  | 1%  | 1%  | 1%   |
| Llandudno   | 0%   | 0%   | 0%   | -   | 0%  | 0%  | 0%  | 0%   |
| Looe  | 0%   | 0%   | 0%   | 1%  | 0%  | 0%  | 0%  | 0%   |
| Lowestoft   | 0%   | 0%   | 1%   | 0%  | 0%  | 0%  | 0%  | 1%   |
| Lyme Regis  | 0%   | 0%   | 0%   | 1%  | 0%  | 0%  | 0%  | 0%   |
| Mablethorpe   | 0%   | 0%   | 0%   | 0%  | 0%  | 1%  | 0%  | 0%   |
| Margate   | 1%   | 1%   | 1%   | 0%  | 0%  | 1%  | 1%  | 1%   |
| Morecambe   | 1%   | 1%   | 1%   | 1%  | 1%  | 1%  | 0%  | 1%   |
| Newquay   | 2%   | 2%   | 2%   | 2%  | 2%  | 2%  | 2%  | 3%   |
| Norfolk   | 1%   | 1%   | 1%   | 1%  | 0%  | 0%  | 0%  | 1%   |
| North Wales   | 0%   | 0%   | 0%   | -   | 0%  | 1%  | 0%  | 0%   |
| North Yorkshire   | 1%   | 1%   | 1%   | 0%  | 1%  | 0%  | 1%  | 1%   |
| Northumberland  | 0%   | 0%   | 0%   | 0%  | 0%  | 0%  | -   | 0%   |
| padstow   | 1%   | 1%   | 1%   | -   | 1%  | 0%  | 2%  | 1%   |
| Pembrokeshire   | 0%   | 0%   | 0%   | 0%  | -   | 0%  | 1%  | 0%   |
| Perranporth   | 0%   | 1%   | 0%   | 0%  | 0%  | 1%  | 0%  | 0%   |
| Robin hoods bay   | 0%   | 0%   | 0%   | -   | -   | 0%  | 0%  | 0%   |
| saltburn  | 2%   | 2%   | 2%   | 1%  | 2%  | 2%  | 1%  | 2%   |
| scarborough   | 1%   | 1%   | 1%   | 1%  | 1%  | 1%  | 1%  | 1%   |
| skegness  | 0%   | 0%   | 0%   | 0%  | 0%  | 1%  | 0%  | 0%   |
| south shields   | 1%   | 1%   | 1%   | 1%  | 1%  | 0%  | 1%  | 1%   |
| Southend  | 0%   | 0%   | 1%   | 1%  | 0%  | 0%  | 1%  | 0%   |
| southport   | 0%   | 0%   | 1%   | 0%  | 0%  | 0%  | 0%  | 1%   |
| Southwold   | 1%   | 1%   | 1%   | 1%  | 1%  | 2%  | 1%  | 1%   |
| st ives   | 0%   | 0%   | 0%   | 0%  | 0%  | 1%  | 0%  | 0%   |
| Studland  | 0%   | 0%   | 0%   | 0%  | 0%  | 0%  | 1%  | 0%   |
| swanage   | 1%   | 1%   | 0%   | 0%  | 0%  | 1%  | 1%  | 1%   |
| Tenby   | 1%   | 1%   | 1%   | 1%  | 1%  | 1%  | 1%  | 0%   |
| wales   | 1%   | 1%   | 1%   | 1%  | 0%  | 1%  | 1%  | 1%   |
| Weymouth  | 2%   | 2%   | 2%   | 1%  | 3%  | 2%  | 1%  | 3%   |
| whitby  | 0%   | 0%   | 0%   | 0%  | 1%  | 0%  | 0%  | 1%   |
| Woolacombe  | 27%  | 27%  | 27%  | 24% | 25% | 27% | 27% | 29%  |
| Other   | 3%   | 4%   | 3%   | 5%  | 4%  | 4%  | 3%  | 3%   |

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
Sample size - 5047 UK Adults

|                    | Total | Gender |        | Age   |       |       |       |     |
|--------------------|-------|--------|--------|-------|-------|-------|-------|-----|
|                    | Base  | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ |
| N/A                | 10%   | 12%    | 8%     | 20%   | 14%   | 13%   | 8%    | 5%  |
| Don't know         | 0%    | 0%     | 0%     | 0%    | 1%    | 1%    | -     | 0%  |
| Whitley Bay        | 1%    | 1%     | 1%     | 1%    | 1%    | 1%    | 0%    | 0%  |
| Weston Super Mare  | 0%    | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 0%  |
| Southsea           | 0%    | 0%     | 0%     | 0%    | 1%    | 1%    | 0%    | 0%  |
| Rhyl               | 0%    | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 0%  |
| Torbay             | 0%    | 0%     | 0%     | 1%    | 0%    | 0%    | 0%    | 0%  |
| Minehead           | 0%    | 0%     | 0%     | 1%    | 0%    | 0%    | 1%    | 0%  |
| Wells next the Sea | 0%    | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 0%  |
| Torquay            | 1%    | 1%     | 1%     | 1%    | 1%    | 2%    | 2%    | 1%  |
| Portrush           | 0%    | 0%     | 0%     | 0%    | 0%    | 0%    | 1%    | 0%  |
| Tynemouth          | 0%    | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 0%  |
| West Wittering     | 0%    | 0%     | 0%     | 0%    | -     | -     | -     | 1%  |
| Ramsgate           | 0%    | 0%     | 0%     | -     | -     | 0%    | 1%    | 0%  |
| West Wales coast   | 0%    | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 0%  |
| Portsmouth         | 0%    | 0%     | 0%     | 0%    | 0%    | -     | 0%    | 0%  |
| Porthcawl          | 0%    | 0%     | 0%     | 0%    | 0%    | -     | 0%    | 0%  |
| Suffolk coast      | 0%    | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 0%  |
| Kent coast         | 0%    | 0%     | 0%     | -     | 0%    | 0%    | 0%    | 0%  |
| Dawlish            | 0%    | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 0%  |
| Tintagel           | 0%    | 0%     | 0%     | -     | 0%    | -     | 0%    | 0%  |
| Deal               | 0%    | 0%     | 0%     | -     | -     | 0%    | 1%    | 0%  |
| Lizard Point       | 0%    | 0%     | 0%     | 0%    | -     | 0%    | 1%    | 0%  |
| Lleyn Peninsula    | 0%    | 0%     | 0%     | -     | -     | 0%    | 0%    | 0%  |
| Rhosilli Bay       | 0%    | 0%     | 0%     | 0%    | 1%    | 0%    | -     | 0%  |
| Sheringham         | 0%    | 0%     | 0%     | -     | 0%    | 0%    | 0%    | 1%  |
| Sussex coast       | 0%    | 0%     | 0%     | -     | 0%    | 1%    | 1%    | 0%  |
| South coast        | 0%    | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 0%  |
| Walton on the Naze | 0%    | 0%     | 0%     | 0%    | -     | 1%    | -     | 0%  |
| Whitstable         | 0%    | 1%     | 0%     | 0%    | 0%    | 0%    | 0%    | 1%  |
| Yorkshire coast    | 0%    | 0%     | 0%     | 0%    | 0%    | 0%    | 0%    | 1%  |
| North East coast   | 0%    | 1%     | 0%     | 1%    | 0%    | 0%    | 1%    | 0%  |
| South Wales        | 0%    | -      | 0%     | -     | -     | -     | -     | 0%  |
| Co. Down           |       |        |        |       |       |       |       |     |

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
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)

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

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
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?

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

**YouGov / National Trust**  
**Fieldwork - 3rd -7th July**  
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)

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

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)

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