

## YouGov Survey Results

Sample Size: 818

Fieldwork: 30th March - 3rd April 2012

TOTAL	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

The Titanic was built in Belfast and this year marks the 100th Anniversary of its completion and sinking.

Which ONE, if any, of the following comes CLOSEST to your view?

	Unweighted Base	818	444	374	84	197	201	160	176	549	269
	All NI Adults 18 to 64	818	406	412	138	179	197	163	141	545	273
This is a valuable part of our history and heritage and should be celebrated		55%	49%	61%	47%	54%	57%	59%	57%	53%	59%
The Titanic is important, but there is too much fuss about it		30%	35%	25%	35%	31%	27%	30%	29%	33%	25%
It is an embarrassing part of our history and best ignored completely		7%	8%	7%	8%	10%	5%	5%	9%	7%	9%
I have no opinion on the Titanic whatsoever		6%	7%	5%	7%	5%	7%	6%	5%	6%	5%
Don't know		2%	1%	2%	2%	0%	4%	1%	-	1%	3%

Which ONE, if any, of the following do you think should happen to the Titanic artefacts taken from the wreckage site on the sea bed?

	Unweighted Base	818	444	374	84	197	201	160	176	549	269
	All NI Adults 18 to 64	818	406	412	138	179	197	163	141	545	273
They should be sold through auction to the highest bidder		1%	2%	1%	2%	2%	1%	1%	1%	1%	2%
They should be returned to their resting place on the sea bed		8%	11%	6%	6%	6%	8%	12%	8%	8%	8%
They should be donated to a museum		71%	70%	73%	76%	77%	69%	67%	67%	72%	70%
They should be given to relatives of those who died		13%	11%	16%	9%	11%	13%	16%	19%	13%	14%
Other		2%	3%	2%	2%	2%	3%	2%	3%	2%	2%
Don't know		3%	4%	2%	5%	2%	5%	2%	2%	3%	4%

"The new Titanic centre cost 97 million pounds of public/private money"

Thinking about this, which ONE of the following is closest to your view?

	Unweighted Base	818	444	374	84	197	201	160	176	549	269
	All NI Adults 18 to 64	818	406	412	138	179	197	163	141	545	273
This is money well spent and a good investment for the future		30%	30%	30%	29%	27%	28%	32%	33%	31%	27%
This is a waste of money and will cost more than it makes		27%	31%	24%	39%	28%	24%	22%	26%	28%	27%
I'm unsure – only time will tell		43%	39%	47%	32%	45%	47%	46%	41%	41%	46%

## YouGov Survey Results

Sample Size: 818

Fieldwork: 30th March - 3rd April 2012

TOTAL	Region					
	Belfast	Rest of County Antrim	County Armagh	County Down	County Derry	County Fermanagh & County Tyrone

The Titanic was built in Belfast and this year marks the 100th Anniversary of its completion and sinking.

Which ONE, if any, of the following comes CLOSEST to your view?

	Unweighted Base	818	205	165	50	233	96	69
	<b>All NI Adults 18 to 64</b>	818	205	165	50	227	96	74
This is a valuable part of our history and heritage and should be celebrated		55%	55%	65%	56%	53%	45%	51%
The Titanic is important, but there is too much fuss about it		30%	31%	24%	33%	32%	33%	31%
It is an embarrassing part of our history and best ignored completely		7%	8%	3%	9%	7%	12%	9%
I have no opinion on the Titanic whatsoever		6%	6%	5%	2%	5%	10%	9%
Don't know		2%	-	4%	-	3%	-	-

Which ONE, if any, of the following do you think should happen to the Titanic artefacts taken from the wreckage site on the sea bed?

	Unweighted Base	818	205	165	50	233	96	69
	<b>All NI Adults 18 to 64</b>	818	205	165	50	227	96	74
They should be sold through auction to the highest bidder		1%	2%	2%	2%	0%	3%	2%
They should be returned to their resting place on the sea bed		8%	12%	8%	-	6%	8%	9%
They should be donated to a museum		71%	64%	74%	78%	73%	71%	77%
They should be given to relatives of those who died		13%	15%	10%	18%	15%	14%	7%
Other		2%	4%	4%	-	1%	3%	-
Don't know		3%	3%	3%	2%	4%	2%	4%

"The new Titanic centre cost 97 million pounds of public/private money"

Thinking about this, which ONE of the following is closest to your view?

	Unweighted Base	818	205	165	50	233	96	69
	<b>All NI Adults 18 to 64</b>	818	205	165	50	227	96	74
This is money well spent and a good investment for the future		30%	33%	35%	22%	29%	20%	31%
This is a waste of money and will cost more than it makes		27%	23%	22%	26%	30%	34%	36%
I'm unsure – only time will tell		43%	44%	44%	52%	41%	46%	33%

## YouGov Survey Results

Sample Size: 818

Fieldwork: 30th March - 3rd April 2012

TOTAL	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

When, if at all, do you think you will visit the new Titanic Visitor Centre opening in April 2012?

	Unweighted Base	818	444	374	84	197	201	160	176	549	269
<b>All NI Adults 18 to 64</b>		818	406	412	138	179	197	163	141	545	273
I plan to visit it in the next month		9%	10%	8%	13%	7%	9%	10%	7%	9%	9%
I plan to visit it the next 2 to 3 months		17%	15%	20%	15%	19%	14%	18%	22%	18%	16%
I plan to visit it in the next 3 to 6 months		18%	18%	18%	21%	18%	17%	18%	16%	19%	15%
I plan to visit it in the next 6 to 12 months		17%	16%	18%	14%	18%	22%	15%	14%	17%	17%
I plan to visit it in more than 12 months' time		8%	9%	8%	6%	11%	8%	8%	8%	8%	9%
I don't plan to visit it all		19%	23%	14%	21%	17%	19%	16%	21%	17%	21%
Don't know		12%	10%	14%	10%	10%	11%	16%	12%	10%	14%

"Admission prices for the new Titanic Centre cost £13.50 for an adult, £6.75 for children between 5 and 16, and £9.75 for OAPs."

Do you think the cost of entry is too expensive or affordable for you?

	Unweighted Base	818	444	374	84	197	201	160	176	549	269
<b>All NI Adults 18 to 64</b>		818	406	412	138	179	197	163	141	545	273
Too expensive for me		62%	62%	62%	75%	62%	65%	59%	50%	58%	70%
Affordable for me		32%	32%	31%	22%	35%	25%	36%	42%	36%	22%
Don't know		6%	6%	7%	4%	3%	10%	6%	8%	5%	8%

Do you think a replica of the Titanic should be built as a tourist attraction for Belfast?

	Unweighted Base	818	444	374	84	197	201	160	176	549	269
<b>All NI Adults 18 to 64</b>		818	406	412	138	179	197	163	141	545	273
Yes, a replica should be built		45%	49%	41%	51%	45%	44%	42%	45%	43%	48%
No, a replica should not be built		41%	41%	41%	37%	40%	39%	45%	44%	43%	37%
Don't know		14%	10%	18%	12%	15%	18%	13%	11%	14%	15%

Thinking about the events and festivals planned in Northern Ireland for 2012...

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

	Unweighted Base	818	444	374	84	197	201	160	176	549	269
<b>All NI Adults 18 to 64</b>		818	406	412	138	179	197	163	141	545	273
I plan to invite family and/ or friends to come and spend time in Northern Ireland to visit the Titanic Belfast attraction		11%	14%	8%	14%	11%	7%	10%	14%	13%	7%
I plan to invite family and/ or friends to come and spend time in Northern Ireland to attend the other 2012 events		10%	11%	8%	11%	12%	9%	7%	10%	10%	8%
I plan to take more short breaks and holidays in Northern Ireland in 2012		19%	21%	16%	18%	21%	19%	20%	16%	19%	18%
I have been seeking more information on the events planned for Northern Ireland in 2012		20%	17%	23%	27%	21%	22%	13%	16%	21%	18%
Northern Ireland has more to offer residents and tourists than 12 months ago		55%	53%	57%	54%	50%	50%	61%	63%	56%	53%
None of these		27%	28%	26%	26%	27%	30%	27%	26%	25%	32%

## YouGov Survey Results

Sample Size: 818

Fieldwork: 30th March - 3rd April 2012

TOTAL	Region					
	Belfast	Rest of County Antrim	County Armagh	County Down	County Derry	County Fermanagh & County Tyrone

When, if at all, do you think you will visit the new Titanic Visitor Centre opening in April 2012?

	Unweighted Base	818	205	165	50	233	96	69
<b>All NI Adults 18 to 64</b>		818	205	165	50	227	96	74
I plan to visit it in the next month		9%	13%	12%	4%	6%	6%	7%
I plan to visit it the next 2 to 3 months		17%	23%	19%	19%	17%	11%	8%
I plan to visit it in the next 3 to 6 months		18%	16%	19%	20%	18%	19%	16%
I plan to visit it in the next 6 to 12 months		17%	15%	19%	19%	17%	12%	21%
I plan to visit it in more than 12 months' time		8%	8%	6%	10%	9%	10%	10%
I don't plan to visit it all		19%	17%	13%	14%	20%	28%	23%
Don't know		12%	7%	12%	15%	12%	14%	15%

"Admission prices for the new Titanic Centre cost £13.50 for an adult, £6.75 for children between 5 and 16, and £9.75 for OAPs."

Do you think the cost of entry is too expensive or affordable for you?

	Unweighted Base	818	205	165	50	233	96	69
<b>All NI Adults 18 to 64</b>		818	205	165	50	227	96	74
Too expensive for me		62%	60%	64%	63%	60%	74%	56%
Affordable for me		32%	36%	28%	24%	34%	22%	39%
Don't know		6%	5%	9%	14%	6%	5%	4%

Do you think a replica of the Titanic should be built as a tourist attraction for Belfast?

	Unweighted Base	818	205	165	50	233	96	69
<b>All NI Adults 18 to 64</b>		818	205	165	50	227	96	74
Yes, a replica should be built		45%	47%	49%	51%	44%	39%	38%
No, a replica should not be built		41%	44%	33%	34%	46%	43%	39%
Don't know		14%	10%	18%	15%	11%	18%	22%

Thinking about the events and festivals planned in Northern Ireland for 2012...

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

	Unweighted Base	818	205	165	50	233	96	69
<b>All NI Adults 18 to 64</b>		818	205	165	50	227	96	74
I plan to invite family and/ or friends to come and spend time in Northern Ireland to visit the Titanic Belfast attraction		11%	11%	9%	7%	13%	8%	14%
I plan to invite family and/ or friends to come and spend time in Northern Ireland to attend the other 2012 events		10%	9%	10%	9%	10%	9%	8%
I plan to take more short breaks and holidays in Northern Ireland in 2012		19%	16%	17%	29%	23%	17%	13%
I have been seeking more information on the events planned for Northern Ireland in 2012		20%	21%	24%	13%	18%	19%	19%
Northern Ireland has more to offer residents and tourists than 12 months ago		55%	57%	59%	64%	55%	46%	49%
None of these		27%	28%	27%	27%	27%	27%	25%