

YouGov Survey Results

Sample Size: 1064

Fieldwork: 28th to 30th June 2010

	Total	Gender		Age					Social Grade		Region					
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West
Unweighted Base	1064	549	515	69	154	170	184	487	627	437	209	227	140	94	203	191
All Welsh Adults	1064	516	548	130	155	173	187	420	586	478	202	220	124	113	221	183

In general, how would you rate the beaches in Wales?

Excellent	27%	27%	26%	14%	26%	25%	26%	32%	28%	25%	35%	19%	25%	32%	16%	38%
Good	48%	53%	43%	44%	54%	58%	46%	43%	49%	46%	46%	55%	47%	50%	44%	44%
Average	17%	13%	21%	32%	15%	12%	17%	16%	16%	20%	9%	17%	17%	12%	31%	14%
Poor	3%	3%	4%	7%	3%	2%	2%	4%	2%	5%	2%	3%	6%	6%	4%	1%
Terrible	1%	1%	1%	-	-	0%	0%	2%	1%	0%	-	3%	1%	-	-	0%
Don't know	4%	4%	4%	3%	3%	2%	9%	3%	4%	4%	7%	3%	4%	1%	5%	3%

Thinking about the beach that is closest to your home, how would you rate this beach?

Excellent	23%	24%	22%	18%	21%	21%	19%	27%	24%	21%	40%	18%	18%	22%	9%	30%
Good	40%	45%	36%	34%	41%	48%	35%	41%	41%	40%	38%	47%	36%	38%	36%	43%
Average	20%	16%	23%	20%	23%	15%	26%	18%	19%	20%	8%	20%	23%	21%	32%	15%
Poor	9%	6%	11%	10%	10%	11%	6%	8%	8%	10%	6%	7%	10%	10%	14%	6%
Terrible	3%	3%	3%	8%	4%	0%	3%	2%	2%	4%	-	5%	6%	4%	1%	4%
Don't know	6%	5%	6%	9%	1%	4%	10%	5%	6%	5%	8%	4%	7%	3%	8%	2%

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When was the last time that you visited a beach in Wales?

Within the last week	23%	24%	23%	20%	25%	22%	21%	25%	24%	23%	41%	24%	13%	22%	8%	29%
Within the last 2 weeks	10%	10%	10%	8%	10%	8%	11%	11%	9%	11%	10%	8%	12%	6%	8%	17%
Within the last month	17%	19%	16%	18%	21%	29%	7%	15%	18%	16%	11%	20%	21%	23%	15%	17%
Within the last 3 months	14%	12%	15%	24%	12%	8%	15%	13%	15%	12%	9%	14%	20%	13%	18%	9%
Within the last 6 months	8%	7%	9%	4%	7%	9%	8%	9%	9%	7%	5%	7%	4%	10%	8%	14%
Within the last 12 months	10%	11%	10%	5%	8%	14%	13%	10%	11%	10%	6%	12%	10%	14%	17%	4%
Longer than 12 months ago	15%	14%	16%	18%	11%	7%	22%	16%	12%	18%	12%	15%	18%	10%	24%	9%
Never	1%	1%	1%	1%	1%	1%	3%	-	1%	1%	3%	-	0%	1%	1%	-
Don't know/ can't recall	1%	1%	1%	1%	4%	0%	1%	1%	2%	1%	3%	0%	2%	2%	1%	1%