

**Survey of Scotland's Scenic Landscapes
For National Trust for Scotland
Topline Results**

Technical details:

- Results are based on a survey of 1,229 respondents conducted using the ScotPulse online panel.
- Survey invitations were sent on the 17th of October with results analysed on the 22nd of October 2018.
- Results were weighted to the Scottish population by gender and age
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories.
- Results are based on all respondents (1,229) unless otherwise stated.
- * denotes less than 1% answer.

The following questions are about the scenic landscapes in Scotland’s rural areas.

Q1. How often on average have you visited a scenic landscape in rural areas of Scotland in the past 12 months?

	%
More than once/live in one	73
Once	10
Not visited	13
Don't know	4

Q2. And still thinking about scenic landscapes in Scotland, to what extent do you agree or disagree with the following statements?

	Strongly agree %	Tend to Agree %	Neither nor %	Tend to Disagree %	Strongly disagree %	DK %
Scotland’s scenic landscapes are among the three most important factors in attracting tourists to Scotland	70	25	3	*	1	1
The scenic landscapes in the country make me proud to live in Scotland	68	23	7	1	1	*
There should be restrictions on large-scale industrial development on the most important landscapes in Scotland	66	26	4	1	1	1

Most new development in the countryside is having a positive impact on Scotland's scenic landscapes	4	19	29	29	12	7
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Q3. Looking at the list below, have you heard of.....?

	Yes – Definitely %	Yes – Think so %	No %	NA %
National Scenic Areas	20	29	50	1
National Parks	88	10	2	*
Wild Land Areas	23	24	52	2
Sites of Special Scientific Interest	56	19	25	*
Scottish Outdoor Access Code	44	23	33	1

Q4. National Scenic Areas are defined in Scottish law as areas “of outstanding scenic value in a national context” including places such as mountain ranges, coast and island landscapes and scenery. To what extent do you agree or disagree with the following statements?

	Strongly agree %	Tend to Agree %	Neither nor %	Tend to Disagree %	Strongly disagree %	DK %
New large developments such as wind farms or electricity transmission should be allowed to impact on National Scenic Areas in Scotland	5	17	21	26	27	4
The impact of new large developments such as wind farms or electricity transmission would put visitors off coming to National Scenic Areas in Scotland	18	31	19	21	7	4
The planning system in Scotland should include more measures to protect National Scenic Areas from building and industrial development.	47	37	10	2	1	3