

APPENDIX 1: ACTIVITIES BY AGE GROUP

Age Group→ Activity↓	<18	18-24	25-34	35-44	45-54	55-64	65+	Total
Walking (No.)	10	25	141	306	242	147	89	960
(%)	(1.0)	(2.6)	(14.7)	(31.9)	(25.2)	(15.3)	(9.3)	(100.0)
Bird Watching	0	1	13	52	34	23	16	139
(%)	-	(0.7)	(9.4)	(37.4)	(24.5)	(16.5)	(11.5)	(100.0)
Cycling	3	3	16	44	20	7	3	96
(%)	(3.1)	(3.1)	(16.7)	(45.8)	(20.8)	(7.4)	(3.1)	(100.0)
Touring by Car	4	20	150	295	193	137	86	885
(%)	(0.5)	(2.3)	(16.9)	(33.3)	(21.8)	(15.5)	(9.7)	(100.0)
Horse Riding	3	0	11	29	17	5	3	68
(%)	(4.4)	-	(16.2)	(42.6)	(25.0)	(7.4)	(4.4)	(100.0)
Boat Trips	3	6	61	152	91	40	28	381
(%)	(0.8)	(1.6)	(16.0)	(39.9)	(23.9)	(10.5)	(7.3)	(100.0)
Fishing	3	1	23	54	34	16	8	139
(%)	(2.2)	(0.7)	(16.5)	(38.8)	(24.5)	(11.5)	(5.8)	(100.0)
Golfing	1	0	15	18	18	14	3	69
(%)	(1.4)	-	(21.7)	(26.1)	(26.1)	(20.3)	(4.4)	(100.0)
Swimming	9	18	109	272	128	66	26	628
(%)	(1.4)	(2.9)	(17.4)	(43.3)	(20.4)	(10.5)	(4.1)	(100.0)
Sailing	1	2	11	11	9	2	4	40
(%)	(2.5)	(5.0)	(27.5)	(27.5)	(22.5)	(5.0)	(10.0)	(100.0)
Water Sports	3	8	35	56	33	6	1	142
(%)	(2.1)	(5.6)	(24.8)	(39.4)	(23.2)	(4.2)	(0.7)	(100.0)
None	1	1	10	19	32	21	33	117
(%)	(0.9)	(0.9)	(8.5)	(16.2)	(27.4)	(17.9)	(28.2)	(100.0)
Other	11	22	103	224	143	113	97	713
(%)	(1.5)	(3.1)	(14.5)	(31.4)	(20.1)	(15.8)	(13.6)	(100.0)
TOTAL	16	41	264	518	384	164	211	1725

APPENDIX 2: ACTIVITIES BY SOCIO-ECONOMIC GROUP

	Group A	Group B	Group C1	Group C2	Group D	Group E	Total
Walking (No.)	69	277	288	216	33	0	883
(%)	(7.8)	(31.4)	(32.6)	(24.5)	(3.7)	-	(100.0)
Bird Watching	9	34	45	26	2	0	116
(%)	(7.8)	(29.3)	(38.8)	(22.4)	(1.7)	-	(100.0)
Cycling	13	31	30	15	1	0	90
(%)	(14.4)	(34.4)	(33.3)	(16.8)	(1.1)	-	(100.0)
Touring by Car	59	252	278	203	34	1	827
(%)	(7.1)	(30.5)	(33.6)	(24.6)	(4.1)	(0.1)	(100.0)
Horse Riding	8	27	12	15	3	0	65
(%)	(12.3)	(41.5)	(18.5)	(23.1)	(4.6)	-	(100.0)
Boat Trips	25	121	114	92	14	0	366
(%)	(6.8)	(33.1)	(31.1)	(25.2)	(3.8)	-	(100.0)
Fishing	7	34	39	40	8	0	128
(%)	(5.5)	(26.6)	(30.4)	(31.3)	(6.2)	-	(100.0)
Golfing	2	24	17	17	3	0	63
(%)	(3.2)	(38.0)	(27.0)	(27.0)	(4.8)	-	(100.0)
Swimming	39	176	209	148	27	0	599
(%)	(6.5)	(29.4)	(34.9)	(24.7)	(4.5)	-	(100.0)
Sailing	5	8	17	6	1	0	37
(%)	(13.5)	(21.6)	(46.0)	(16.2)	(2.7)	-	(100.0)
Water Sports	11	39	50	32	6	0	138
(%)	(8.0)	(28.3)	(36.2)	(23.2)	(4.3)	-	(100.0)
None	3	24	40	42	5	0	114
(%)	(2.6)	(21.1)	(35.1)	(36.8)	(4.4)	-	(100.0)
Other	43	182	236	186	39	0	686
(%)	(6.3)	(26.5)	(34.4)	(27.1)	(5.7)	-	(100.0)
TOTAL	104	446	537	419	80	1	1725

APPENDIX 3: ATTRACTIONS BY AGE

Age Group→ Attraction↓	<18	18-24	25-34	35-44	45-54	55-64	65+	Total
Spiritual Heritage Attractions (No.)	0	4	30	101	88	53	46	322
(%)	-	(1.2)	(9.3)	(31.4)	(27.3)	(16.5)	(14.3)	(100.0)
Castles	5	22	133	305	188	106	78	837
(%)	(0.6)	(2.6)	(15.9)	(36.4)	(22.5)	(12.7)	(9.3)	(100.0)
Pembs Islands	3	6	68	170	102	46	46	441
(%)	(0.7)	(1.4)	(15.4)	(38.6)	(23.1)	(10.4)	(10.4)	(100.0)
Caldy	2	3	50	128	76	35	40	334
(%)	(0.6)	(0.8)	(15.0)	(38.3)	(22.8)	(10.5)	(12.0)	(100.0)
Skomer	1	1	7	30	12	8	4	63
(%)	(1.6)	(1.6)	(11.1)	(47.6)	(19.0)	(12.7)	(6.4)	(100.0)
Skokholm	0	0	2	5	0	1	2	10
(%)	-	-	(20.0)	(50.0)	-	(10.0)	(20.0)	(100.0)
Grassholm	0	0	0	3	0	0	2	5
(%)	-	-	-	(60.0)	-	-	(40.0)	(100.0)
Ramsey	0	1	5	16	11	3	3	39
(%)	-	(2.6)	(12.8)	(41.0)	(28.2)	(7.7)	(7.7)	(100.0)
Castell Henllys	2	0	9	9	9	4	2	35
(%)	(5.7)	-	(25.7)	(25.7)	(25.7)	(11.5)	(5.7)	(100.0)
Oakwood	7	7	72	152	61	34	13	346
(%)	(2.0)	(2.0)	(20.8)	(43.9)	(17.6)	(9.9)	(3.8)	(100.0)
Farm Based Attractions	0	2	76	160	47	36	17	338
(%)	-	(0.6)	(22.5)	(47.3)	(13.9)	(10.7)	(5.0)	(100.0)

APPENDIX 3:Attraction by Age (Continued).

Age Group→ Attraction↓	<18	18-24	25-34	35-44	45-54	55-64	65+	Total
Bosherston Lilly Ponds	3	6	62	145	101	67	46	430
(%)	(0.7)	(1.4)	(14.4)	(33.7)	(23.5)	(15.6)	(10.7)	(100.0)
Country Parks	0	4	47	121	74	44	22	312
(%)	-	(1.3)	(15.1)	(38.8)	(23.7)	(14.1)	(7.0)	(100.0)
Ocean Lab	0	1	12	10	9	1	3	36
(%)	-	(2.8)	(33.3)	(27.8)	(25.0)	(2.8)	(8.3)	(100.0)
Gardens/Centres	5	1	17	61	75	54	40	253
(%)	(2.0)	(0.4)	(6.7)	(24.1)	(29.7)	(21.3)	(15.8)	(100.0)
Art & Craft	2	7	32	112	86	60	19	318
(%)	(0.6)	(2.2)	(10.1)	(35.2)	(27.0)	(18.9)	(6.0)	(100.0)
Swimming/ Leisure	3	3	33	84	28	16	10	177
(%)	(1.7)	(1.7)	(18.6)	(47.6)	(15.8)	(9.0)	(5.6)	(100.0)
Local Food Prod	2	0	12	37	24	17	9	101
(%)	(2.0)	-	(11.9)	(36.6)	(23.8)	(16.8)	(8.9)	(100.0)
None	5	7	24	30	54	39	42	201
(%)	(2.5)	(3.5)	(11.9)	(14.9)	(26.9)	(19.4)	(20.9)	(100.0)
Don't Know	0	1	10	23	22	12	23	91
(%)	-	(1.1)	(11.0)	(25.3)	(24.2)	(13.1)	(25.3)	(100.0)
Other	5	12	75	166	95	80	61	494
(%)	(1.0)	(2.4)	(15.2)	(33.6)	(19.2)	(16.2)	(12.4)	(100.0)

APPENDIX 4: ATTRACTIONS BY SOCIO-ECONOMIC GROUP

SE Group→ Attraction↓	Group A	Group B	Group C1	Group C2	Group D	Group E	Total
Spiritual Heritage Attractions (No.)	22	116	88	69	9	0	304
(%)	(7.2)	(38.2)	(28.9)	(22.7)	(3.0)	-	(100.0)
Castles	62	244	269	175	29	0	779
(%)	(8.0)	(31.3)	(34.5)	(22.5)	(3.7)	-	(100.0)
Pembs Islands	24	141	129	105	17	0	416
(%)	(5.8)	(33.9)	(31.0)	(25.2)	(4.1)	-	(100.0)
Caldy	17	103	99	88	14	0	321
(%)	(5.3)	(32.1)	(30.8)	(27.4)	(4.4)	-	(100.0)
Skomer	4	22	19	12	0	0	(57)
(%)	(7.0)	(38.6)	(33.3)	(21.1)	-	-	(100.0)
Skokholm	1	4	2	2	0	0	9
(%)	(11.1)	(44.5)	(22.2)	(22.2)	-	-	(100.0)
Grassholm	1	2	1	1	0	0	5
(%)	(20.0)	(40.0)	(10.0)	(10.0)	-	-	(100.0)
Ramsey	2	16	11	7	0	0	36
(%)	(5.5)	(44.4)	(30.6)	(19.5)	-	-	(100.0)
Castell Henllys	3	16	8	7	0	0	34
(%)	(8.8)	(47.1)	(23.5)	(20.6)	-	-	(100.0)
Oakwood	18	92	111	90	18	0	329
(%)	(5.5)	(28.0)	(33.7)	(27.3)	(5.5)	-	(100.0)
Farm Based Attractions	20	92	110	89	11	0	322
(%)	(6.2)	(28.6)	(34.2)	(27.6)	(3.4)	-	(100.0)

APPENDIX 4: Attraction by Socio-Economic Group (Continued).

SEGroup→ Attraction↓	Group A	Group B	Group C1	Group C2	Group D	Group E	Total
Bosherston Lilly Ponds	33	130	124	91	13	0	391
(%)	(8.4)	(33.2)	(31.8)	(23.3)	(3.3)	-	(100.0)
Country Parks	27	79	105	82	8	1	302
(%)	(8.9)	(26.2)	(34.8)	(27.2)	(2.6)	(0.3)	(100.0)
Ocean Lab	2	9	16	8	1	0	36
(%)	(5.6)	(25.0)	(44.4)	(22.2)	(2.8)	-	(100.0)
Gardens/Centres	22	65	74	60	7	0	228
(%)	(9.6)	(28.5)	(32.5)	(26.3)	(3.1)	-	(100.0)
Art & Craft	18	99	88	81	9	0	295
(%)	(6.1)	(33.6)	(29.8)	(27.5)	(3.0)	-	(100.0)
Swimming/ Leisure	17	50	57	37	7	0	168
(%)	(10.1)	(29.8)	(33.9)	(22.0)	(4.2)	-	(100.0)
Local Food Prod	5	30	24	19	3	0	81
(%)	(6.2)	(37.0)	(29.6)	(23.5)	(3.7)	-	(100.0)
None	8	40	66	67	10	0	191
(%)	(4.2)	(20.9)	(34.6)	(35.1)	(5.2)	-	(100.0)
Don't Know	3	22	37	24	7	0	93
(%)	(3.2)	(23.7)	(39.8)	(25.8)	(7.5)	-	(100.0)
Other	37	139	154	115	24	0	469
(%)	(7.9)	(29.6)	(32.8)	(24.5)	(5.2)	-	(100.00)

APPENDIX 5: MONEY SPENT ON OTHER GOODS BY ACCOMMODATION TYPE

	Hotel	Tent	Hostel	Guests/ B&B/Fh	Self Catering	Static Caravan	Touring Caravan	Other
Food/drink in rest'nts & cafes (No.)	155	82	4	180	197	225	147	102
(%)	(73.5)	(56.9)	(57.1)	(66.4)	(71.4)	(71.9)	(75.0)	(61.4)
Food/drink in pubs	81	88	1	122	144	169	91	108
(%)	(38.4)	(61.1)	(14.3)	(45.0)	(52.2)	(54.0)	(46.4)	(65.1)
Food/drink in shops	66	112	4	87	205	232	148	91
(%)	(31.3)	(77.8)	(57.1)	(32.1)	(74.3)	(74.1)	(75.5)	(54.8)
Newspapers	77	48	0	81	139	161	91	62
(%)	(36.5)	(33.3)	-	(29.9)	(50.4)	(51.4)	(46.4)	(37.3)
Public transport	8	3	0	9	14	9	4	9
(%)	(3.8)	(2.1)	-	(3.3)	(5.1)	(2.9)	(2.0)	(5.4)
Petrol (in Pembs)	74	101	3	146	191	218	162	97
(%)	(35.1)	(70.1)	(42.9)	(53.9)	(69.2)	(69.6)	(82.7)	(58.4)
Admission Fees	86	81	2	124	187	190	135	71
(%)	(40.8)	(56.3)	(28.6)	(45.8)	(67.8)	(60.7)	(68.9)	(42.8)
Gifts/ souvenirs	99	64	3	117	164	163	113	69
(%)	(46.9)	(44.4)	(42.9)	(43.2)	(59.4)	(52.1)	(57.7)	(41.6)
Other	25	15	0	13	21	31	8	12
(%)	(11.8)	(10.4)	-	(4.8)	(7.6)	(9.9)	(4.1)	(7.2)
Don't Know	2	2	0	2	1	2	2	1
(%)	(0.9)	(1.4)	-	(0.7)	(0.4)	(0.6)	(1.0)	(0.6)
Total	211	144	7	271	276	313	196	166

APPENDIX 6: FEATURES BY AGE

Age Group→ Feature↓	<18	18-24	25-34	35-44	45-54	55-64	65+	Total
Peace & Tranquillity	7	23	142	292	217	162	139	982
(%)	(43.8)	(56.1)	(53.8)	(56.4)	(56.5)	(61.4)	(65.9)	(56.9)
National Park	6	15	65	169	131	67	56	509
(%)	(37.5)	(36.6)	(24.6)	(32.6)	(34.1)	(25.4)	(26.5)	(29.5)
Heritage	5	11	62	171	121	74	66	510
(%)	(31.3)	(26.8)	(23.5)	(64.8)	(31.5)	(28.0)	(31.3)	(29.6)
Coast	12	37	187	371	258	169	150	1184
(%)	(75.0)	(90.4)	(70.8)	(71.6)	(67.2)	(64.0)	(71.1)	(68.6)
Countryside	7	22	107	264	180	123	100	803
(%)	(43.8)	(53.7)	(40.5)	(51.0)	(46.9)	(46.6)	(47.4)	(46.6)
Friendly Welcome	7	18	97	213	156	119	94	704
(%)	(43.8)	(43.9)	(36.7)	(41.1)	(40.6)	(45.1)	(44.5)	(40.8)
Quality Accommodation	2	4	37	80	68	55	37	283
(%)	(12.5)	(9.8)	(14.0)	(15.4)	(17.7)	(20.8)	(17.5)	(16.4)
Local Food Prod	1	7	30	71	62	45	33	249
(%)	(6.3)	(17.1)	(11.4)	(13.7)	(16.1)	(17.0)	(15.6)	(14.4)
Art & Craft Galleries	1	7	17	47	36	26	19	153
(%)	(6.3)	(17.1)	(6.4)	(9.1)	(9.4)	(9.8)	(9.0)	(8.9)
Outdoor Activities	3	4	30	49	29	12	5	132
(%)	(18.8)	(9.8)	(11.4)	(9.5)	(7.6)	(4.5)	(2.4)	(7.7)
Natural History	2	8	23	100	61	39	26	259
(%)	(12.5)	(19.5)	(8.7)	(19.3)	(15.9)	(14.8)	(12.3)	(15.0)
Family/Visitor Attraction	7	4	49	143	75	45	36	359
(%)	(43.8)	(9.8)	(18.6)	(27.6)	(19.5)	(17.0)	(17.1)	(20.8)
Don't Know	0	0	4	4	0	1	0	9
(%)	-	-	(1.5)	(0.8)	-	(0.4)	-	(0.5)
Other	3	7	26	45	37	32	24	174
(%)	(18.8)	(17.1)	(9.8)	(8.7)	(9.6)	(12.1)	(11.4)	(10.1)
TOTAL	16	41	264	518	384	264	211	1725

APPENDIX 7: FEATURES BY SOCIO-ECONOMIC GROUP

SE Group→ Feature↓	Group A	Group B	Group C1	Group C2	Group D	Group E	Total
Peace & Tranquillity	69	258	286	241	42	0	896
(%)	(66.3)	(57.8)	(53.3)	(57.5)	(52.5)	-	(51.9)
National Park	39	158	152	104	13	1	467
(%)	(37.5)	(35.4)	(28.3)	(24.8)	(16.3)	(100.0)	(27.1)
Heritage	43	155	153	115	13	1	480
(%)	(41.3)	(34.8)	(28.5)	(27.4)	(16.3)	(100.0)	(27.8)
Coast	77	309	375	282	50	0	1093
(%)	(74.0)	(69.3)	(69.8)	(67.3)	(62.5)	-	(63.4)
Countryside	54	221	245	182	32	1	735
(%)	(51.9)	(49.6)	(45.6)	(43.4)	(40.0)	(100.0)	(42.6)
Friendly Welcome	50	190	203	173	29	0	645
(%)	(48.1)	(42.6)	(37.8)	(41.3)	(36.3)	-	(37.4)
Quality Accommodation	28	84	54	62	13	0	241
(%)	(26.9)	(18.8)	(10.1)	(14.8)	(16.3)	-	(14.0)
Local Food Prod	21	74	63	60	11	0	229
(%)	(20.2)	(16.6)	(11.7)	(14.3)	(13.8)	-	(13.3)
Art & Craft Galleries	11	52	43	25	9	0	140
(%)	(10.6)	(11.7)	(8.0)	(6.0)	(11.3)	-	(8.1)
Outdoor Activities	11	37	42	25	1	0	116
(%)	(10.6)	(8.3)	(7.8)	(6.0)	(1.3)	-	(6.7)
Natural History	22	80	82	52	7	0	242
(%)	(21.2)	(17.9)	(15.3)	(12.4)	(8.8)	-	(14.0)
Family/Visitor Attraction	39	106	107	78	10	0	340
(%)	(37.5)	(23.8)	(19.9)	(18.6)	(12.5)	-	(19.7)
Don't Know	0	1	5	3	0	0	9
(%)	-	(0.2)	(0.9)	(0.7)	-	-	(0.5)
Other	9	44	56	48	11	0	168
(%)	(8.7)	(9.9)	(10.4)	(11.5)	(13.8)	-	(9.7)
TOTAL	104	446	537	419	80	1	1725