

# **Edinburgh Visitor Survey**

## ***Visitrac* Survey Response Analysis**

**Surveys Started From 01.01.2012 To 31.12.2012**

**Report prepared on 28.01.2013**

**1,478 Completed Surveys**



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Item Text	Responses	Response %
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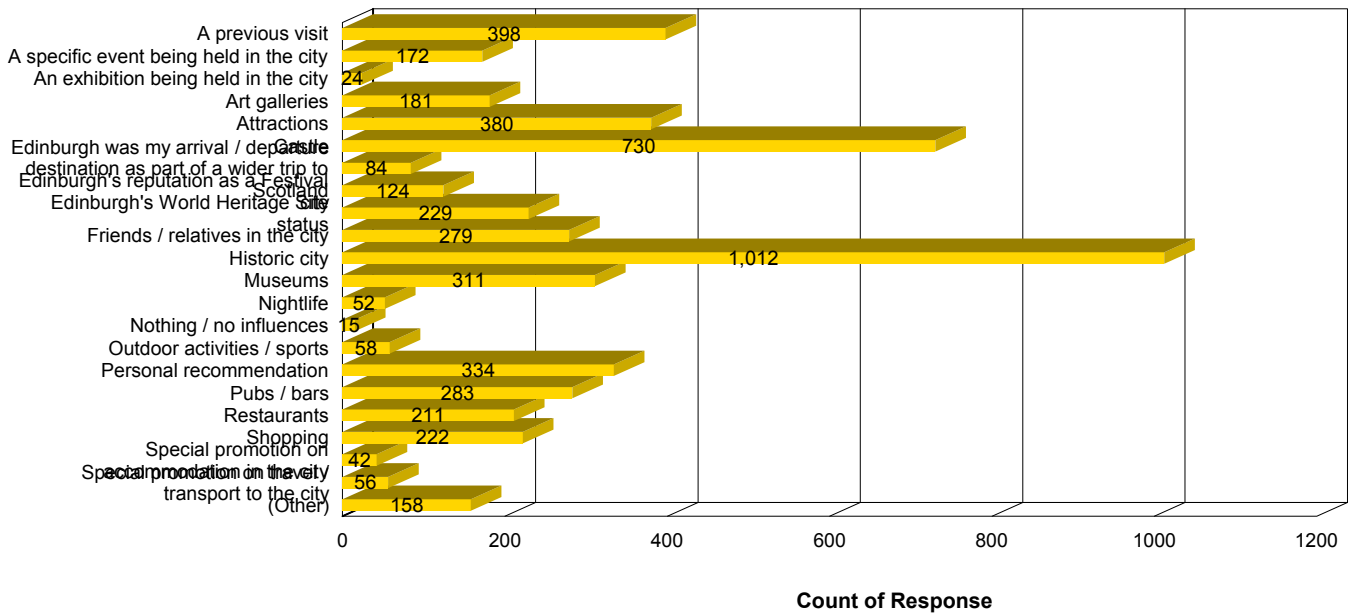
**What was it about Edinburgh that made you want to visit the city?**

A previous visit	<b>398</b>	27%
A specific event being held in the city	<b>172</b>	12%
An exhibition being held in the city	<b>24</b>	2%
Art galleries	<b>181</b>	12%
Attractions	<b>380</b>	26%
Castle	<b>730</b>	49%
Edinburgh was my arrival / departure destination as part of a wider trip to Scotland	<b>84</b>	6%
Edinburgh's reputation as a Festival city	<b>124</b>	8%
Edinburgh's World Heritage Site status	<b>229</b>	15%
Friends / relatives in the city	<b>279</b>	19%
Historic city	<b>1,012</b>	68%
Museums	<b>311</b>	21%
Nightlife	<b>52</b>	4%
Nothing / no influences	<b>15</b>	1%
Outdoor activities / sports	<b>58</b>	4%
Personal recommendation	<b>334</b>	23%
Pubs / bars	<b>283</b>	19%
Restaurants	<b>211</b>	14%
Shopping	<b>222</b>	15%
Special promotion on accommodation in the city	<b>42</b>	3%
Special promotion on travel / transport to the city	<b>56</b>	4%
(Other)	<b>158</b>	11%

Item Text Responses Response %

**5,355**

**Number of Completed Surveys = 1,478**

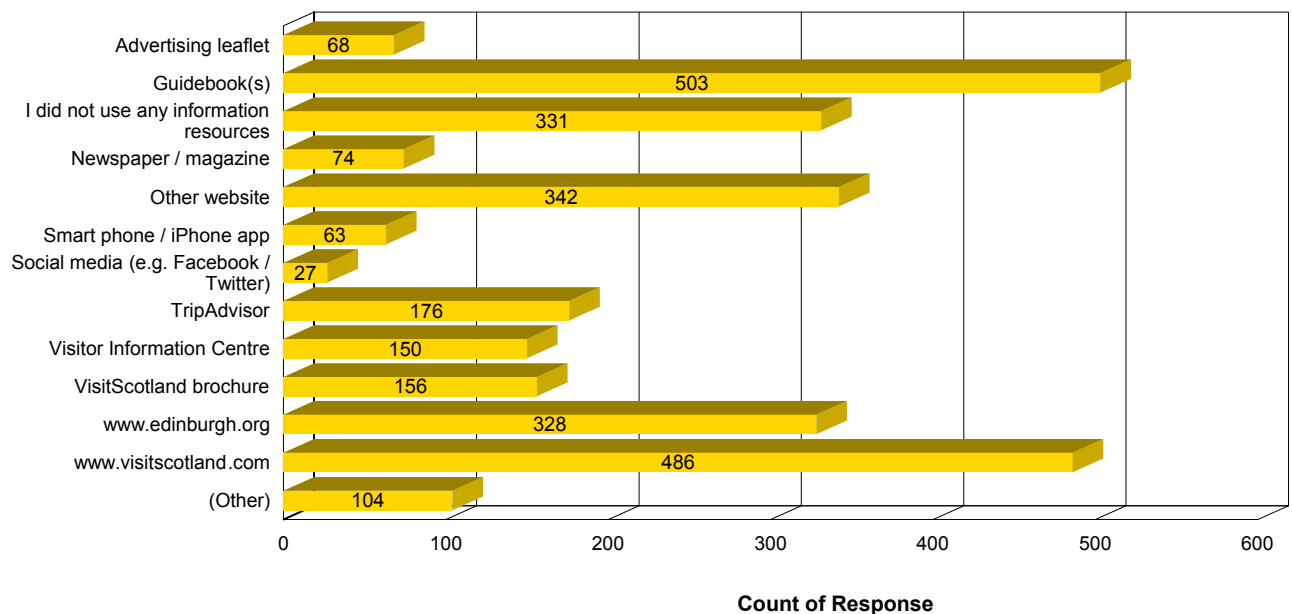


Item Text	Responses	Response %
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**Which of the following information resources did you use before visiting Edinburgh?**

Advertising leaflet	<b>68</b>	5%
Guidebook(s)	<b>503</b>	34%
I did not use any information resources	<b>331</b>	22%
Newspaper / magazine	<b>74</b>	5%
Other website	<b>342</b>	23%
Smart phone / iPhone app	<b>63</b>	4%
Social media (e.g. Facebook / Twitter)	<b>27</b>	2%
TripAdvisor	<b>176</b>	12%
Visitor Information Centre	<b>150</b>	10%
VisitScotland brochure	<b>156</b>	11%
www.edinburgh.org	<b>328</b>	22%
www.visitscotland.com	<b>486</b>	33%
(Other)	<b>104</b>	7%
	<b>2,808</b>	

**Number of Completed Surveys = 1,478**

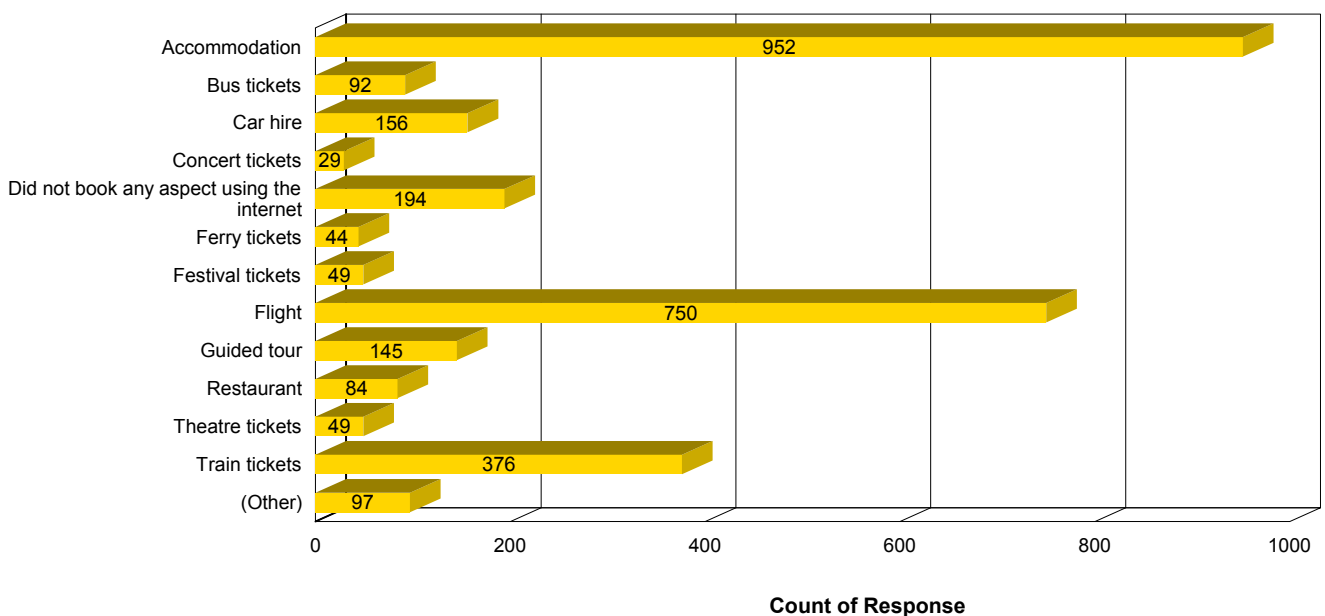


Item Text	Responses	Response %
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**Which, if any, of the following aspects of your trip did you book using the internet?**

Accommodation	<b>952</b>	64%
Bus tickets	<b>92</b>	6%
Car hire	<b>156</b>	11%
Concert tickets	<b>29</b>	2%
Did not book any aspect using the internet	<b>194</b>	13%
Ferry tickets	<b>44</b>	3%
Festival tickets	<b>49</b>	3%
Flight	<b>750</b>	51%
Guided tour	<b>145</b>	10%
Restaurant	<b>84</b>	6%
Theatre tickets	<b>49</b>	3%
Train tickets	<b>376</b>	25%
(Other)	<b>97</b>	7%
	<b>3,017</b>	

**Number of Completed Surveys = 1,478**

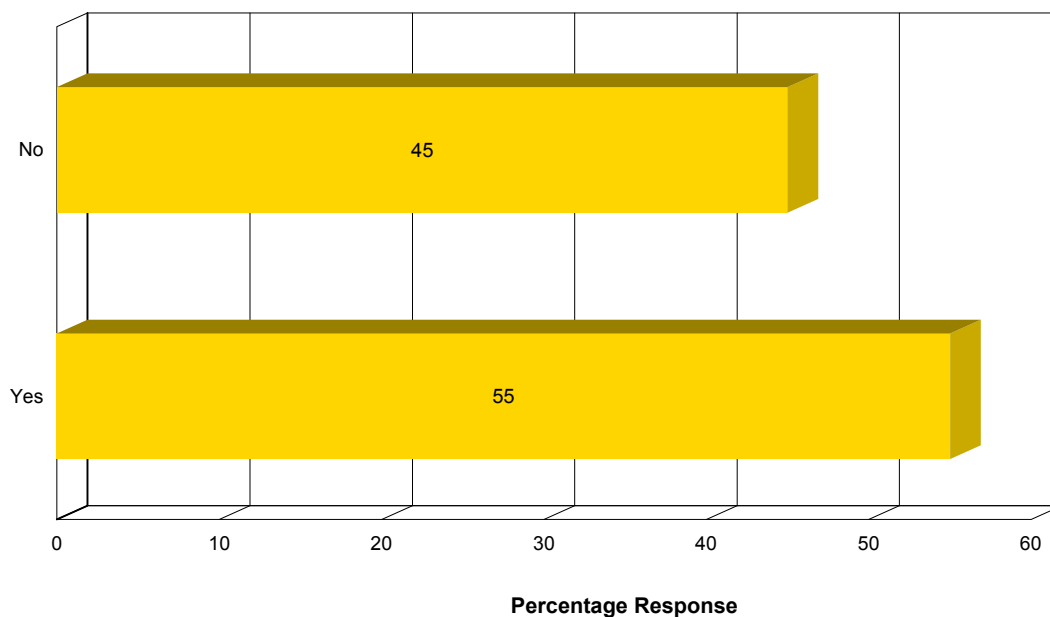


Item Text	Responses	Response %
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**Was this your first visit to the city?**

No	<b>665</b>	45%
Yes	<b>813</b>	55%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

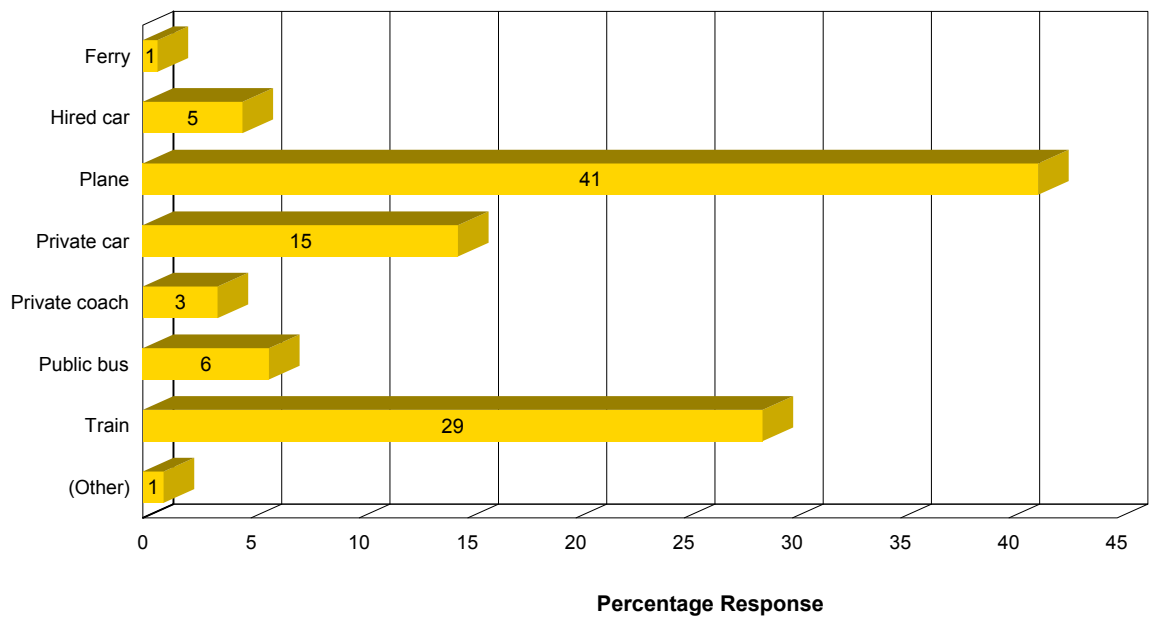


Item Text	Responses	Response %
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**How did you first arrive in Edinburgh on this trip?**

Ferry	<b>10</b>	1%
Hired car	<b>68</b>	5%
Plane	<b>611</b>	41%
Private car	<b>215</b>	15%
Private coach	<b>51</b>	3%
Public bus	<b>86</b>	6%
Train	<b>423</b>	29%
(Other)	<b>14</b>	1%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

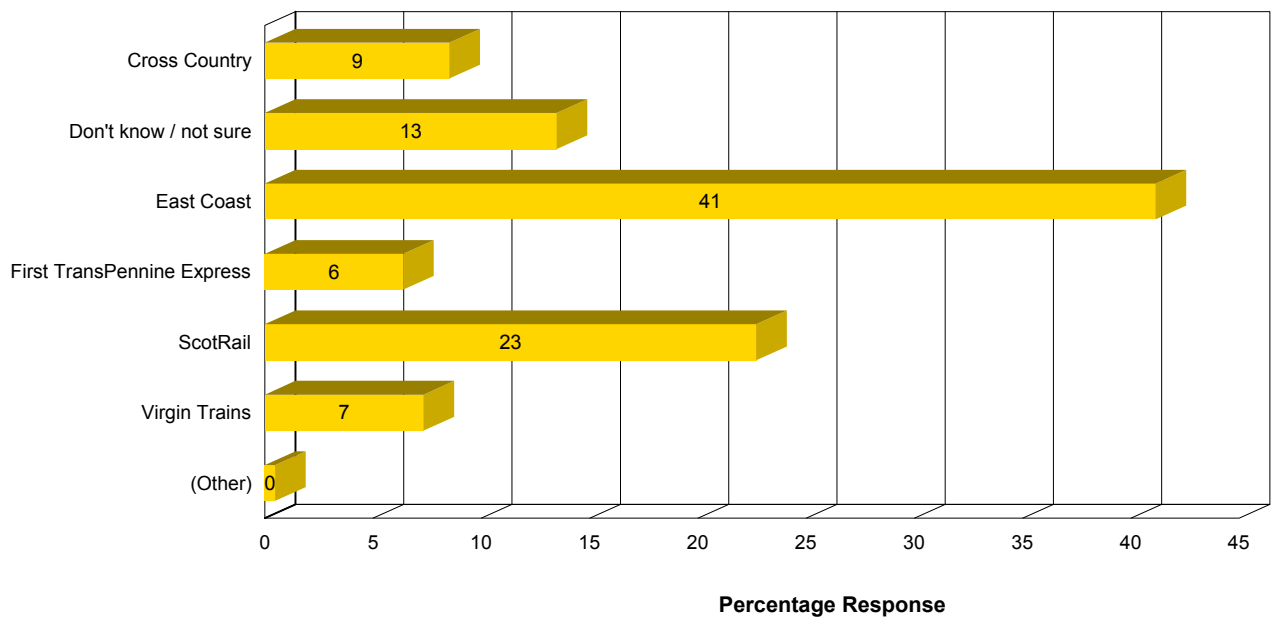


Item Text	Responses	Response %
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**Which of the following train operators did you travel to Edinburgh with?**

Cross Country	<b>36</b>	9%
Don't know / not sure	<b>57</b>	13%
East Coast	<b>174</b>	41%
First TransPennine Express	<b>27</b>	6%
ScotRail	<b>96</b>	23%
Virgin Trains	<b>31</b>	7%
(Other)	<b>2</b>	0%
	<b>423</b>	

**Number of Completed Surveys = 1,478**





Item Text	Responses	Response %
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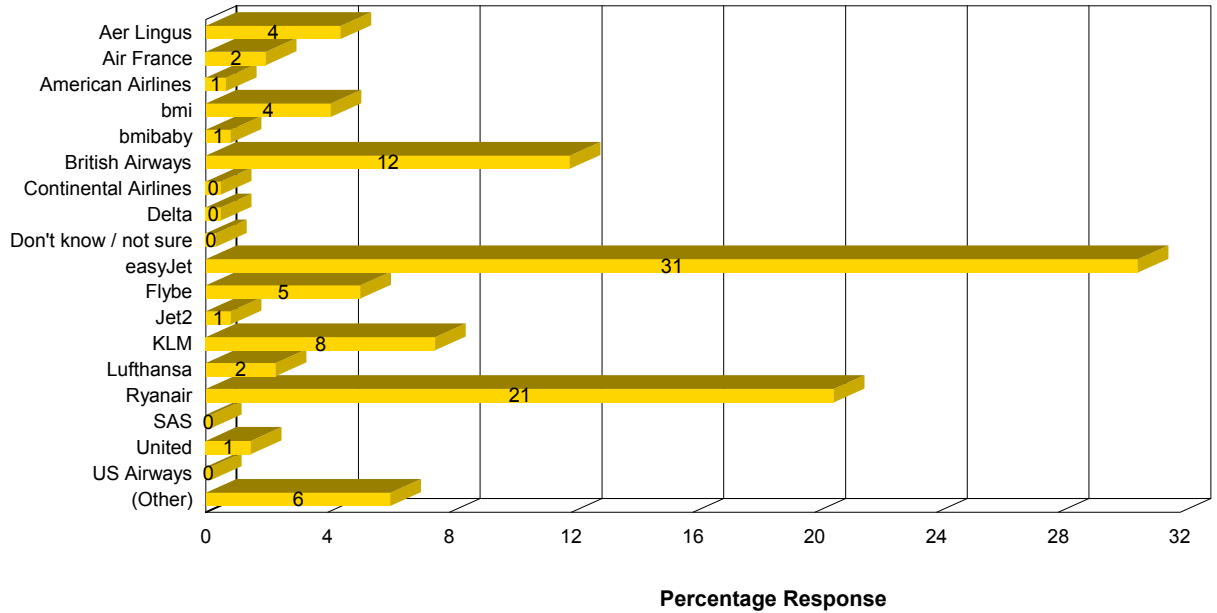
**Which of the following airlines did you travel to Edinburgh with?**

Aer Lingus	<b>27</b>	4%
Air France	<b>12</b>	2%
American Airlines	<b>4</b>	1%
bmi	<b>25</b>	4%
bmibaby	<b>5</b>	1%
British Airways	<b>73</b>	12%
Continental Airlines	<b>3</b>	0%
Delta	<b>3</b>	0%
Don't know / not sure	<b>2</b>	0%
easyJet	<b>187</b>	31%
Flybe	<b>31</b>	5%
Jet2	<b>5</b>	1%
KLM	<b>46</b>	8%
Lufthansa	<b>14</b>	2%
Ryanair	<b>126</b>	21%
SAS	<b>1</b>	0%
United	<b>9</b>	1%
US Airways	<b>1</b>	0%
(Other)	<b>37</b>	6%

Item Text	Responses	Response %
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**611**

**Number of Completed Surveys = 1,478**

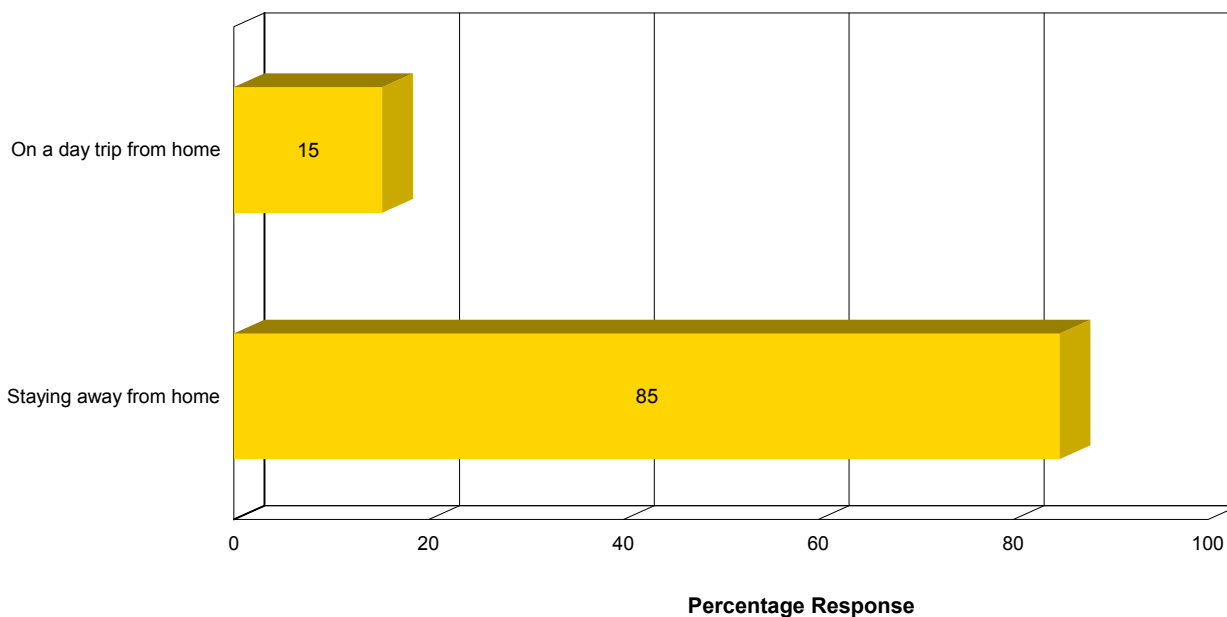


Item Text	Responses	Response %
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**When you visited Edinburgh were you....**

On a day trip from home	<b>225</b>	15%
Staying away from home	<b>1,253</b>	85%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

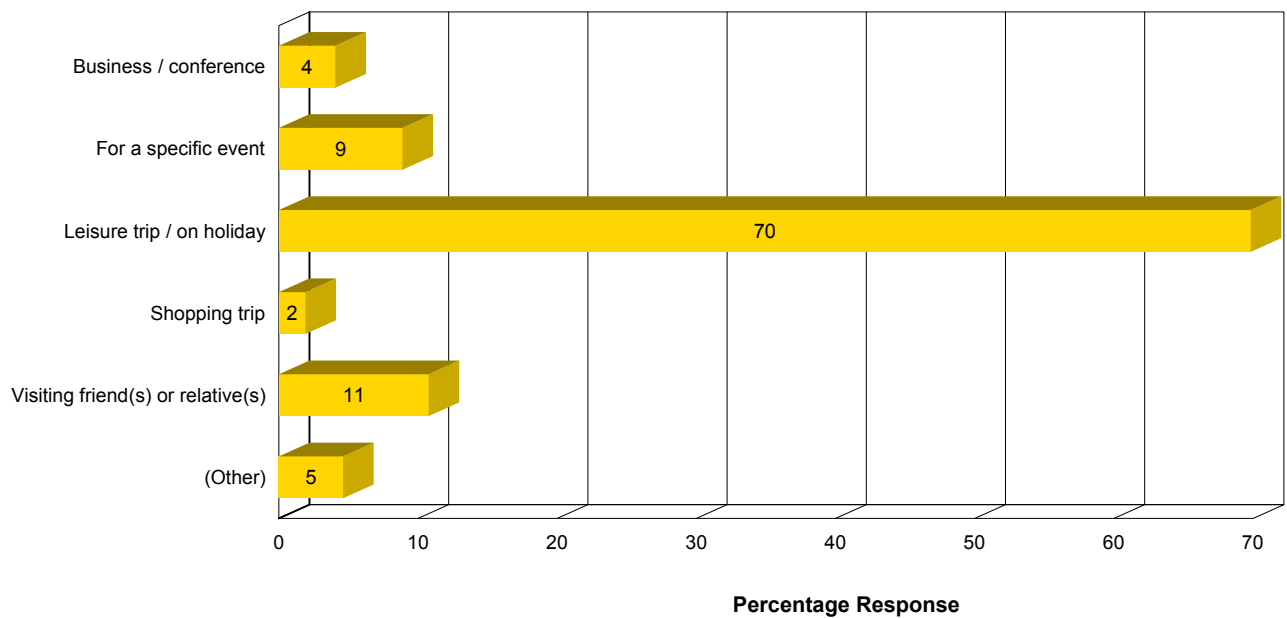


Item Text	Responses	Response %
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**And what was your main reason for visiting Edinburgh?**

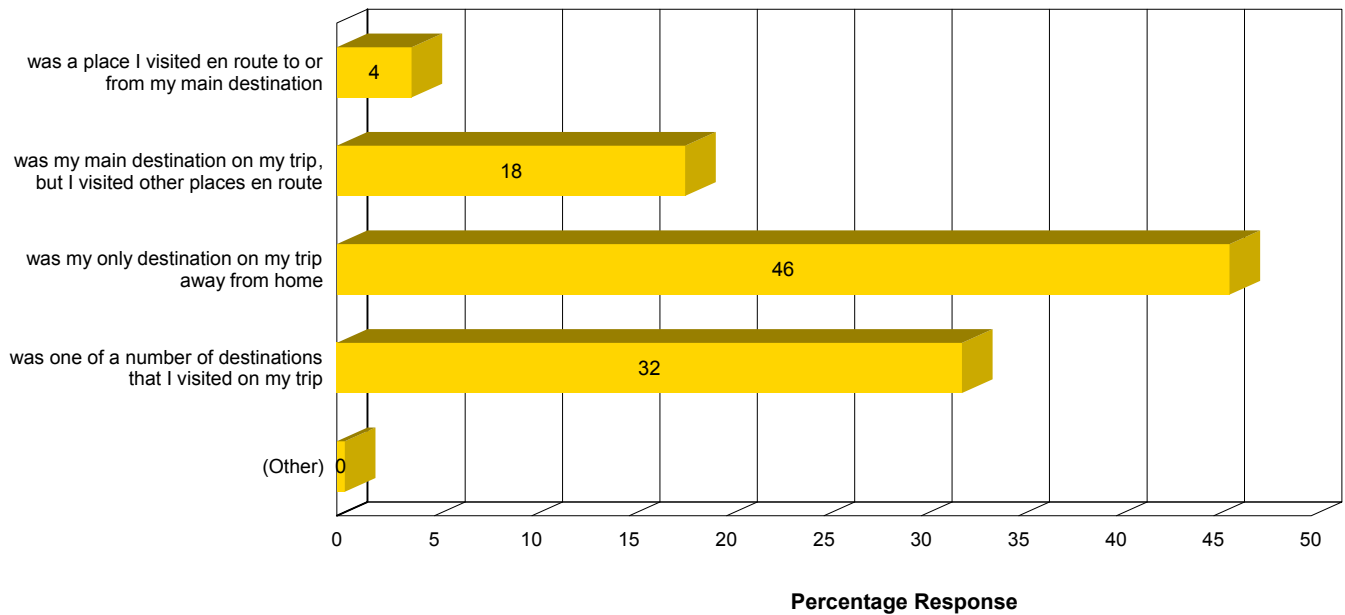
Business / conference	<b>60</b>	4%
For a specific event	<b>131</b>	9%
Leisure trip / on holiday	<b>1,032</b>	70%
Shopping trip	<b>28</b>	2%
Visiting friend(s) or relative(s)	<b>159</b>	11%
(Other)	<b>68</b>	5%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**



Item Text	Responses	Response %
was a place I visited en route to or from my main destination	48	4%
was my main destination on my trip, but I visited other places en route	224	18%
was my only destination on my trip away from home	574	46%
was one of a number of destinations that I visited on my trip	402	32%
(Other)	5	0%
	<b>1,253</b>	

**Number of Completed Surveys = 1,478**



Item Text	Responses	Response %
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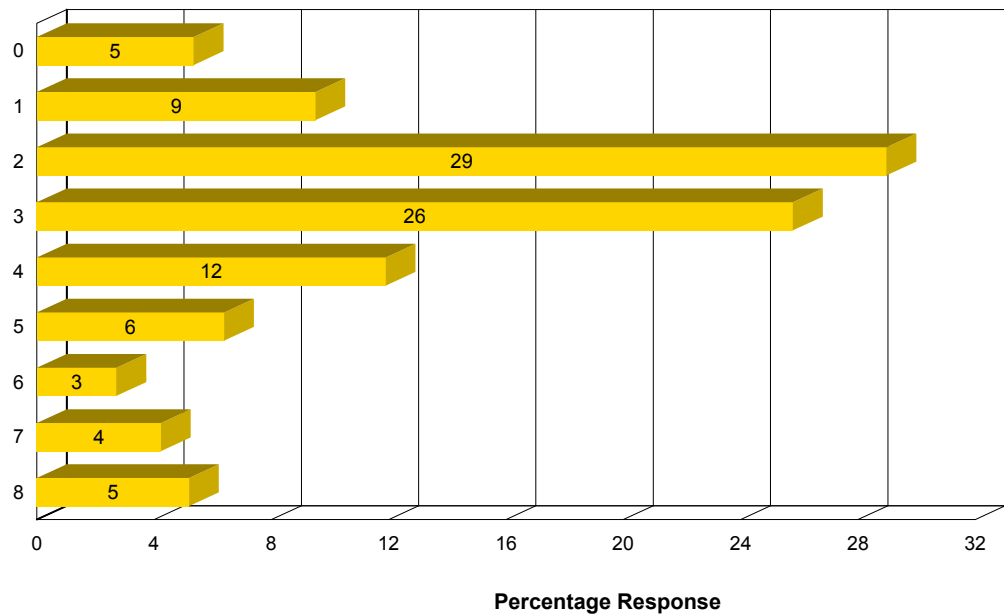
**How many nights did you stay in Edinburgh?**

0	<b>67</b>	5%
1	<b>119</b>	9%
2	<b>363</b>	29%
3	<b>323</b>	26%
4	<b>149</b>	12%
5	<b>80</b>	6%
6	<b>34</b>	3%
7	<b>53</b>	4%
8	<b>65</b>	5%
	<b>1,253</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 3.12**

**Response Score = 3,905**

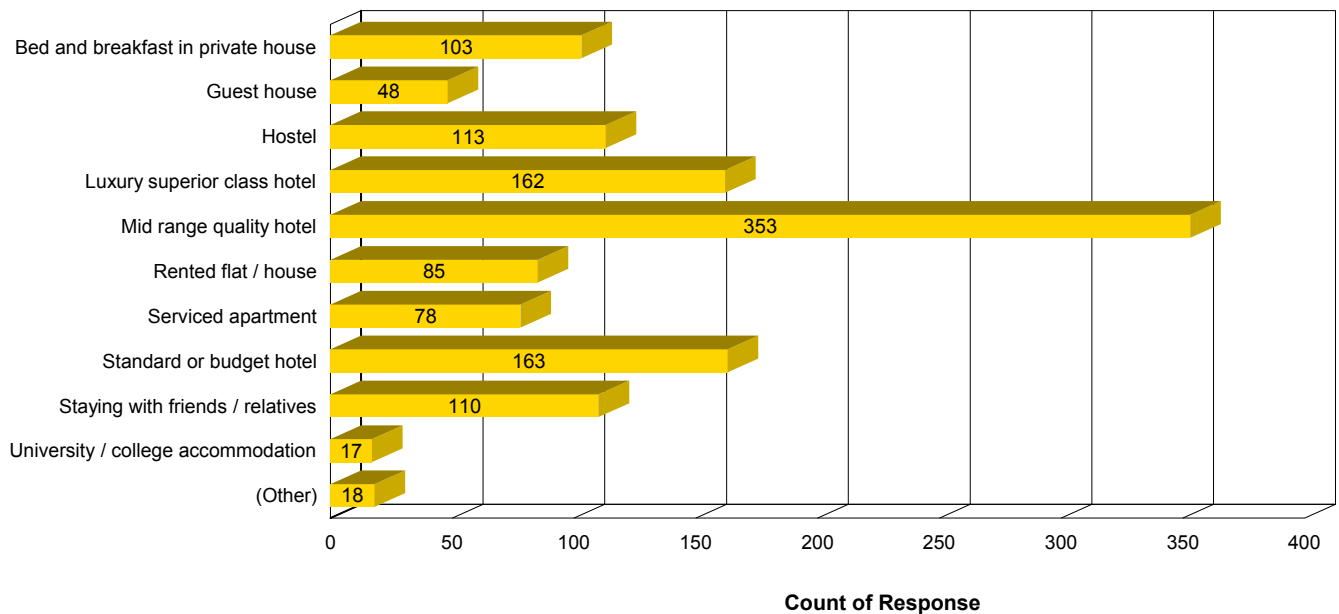


Item Text	Responses	Response %
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**During your stay, what type(s) of accommodation did you use?**

Bed and breakfast in private house	<b>103</b>	7%
Guest house	<b>48</b>	3%
Hostel	<b>113</b>	8%
Luxury superior class hotel	<b>162</b>	11%
Mid range quality hotel	<b>353</b>	24%
Rented flat / house	<b>85</b>	6%
Serviced apartment	<b>78</b>	5%
Standard or budget hotel	<b>163</b>	11%
Staying with friends / relatives	<b>110</b>	7%
University / college accommodation	<b>17</b>	1%
(Other)	<b>18</b>	1%
	<b>1,250</b>	

**Number of Completed Surveys = 1,478**

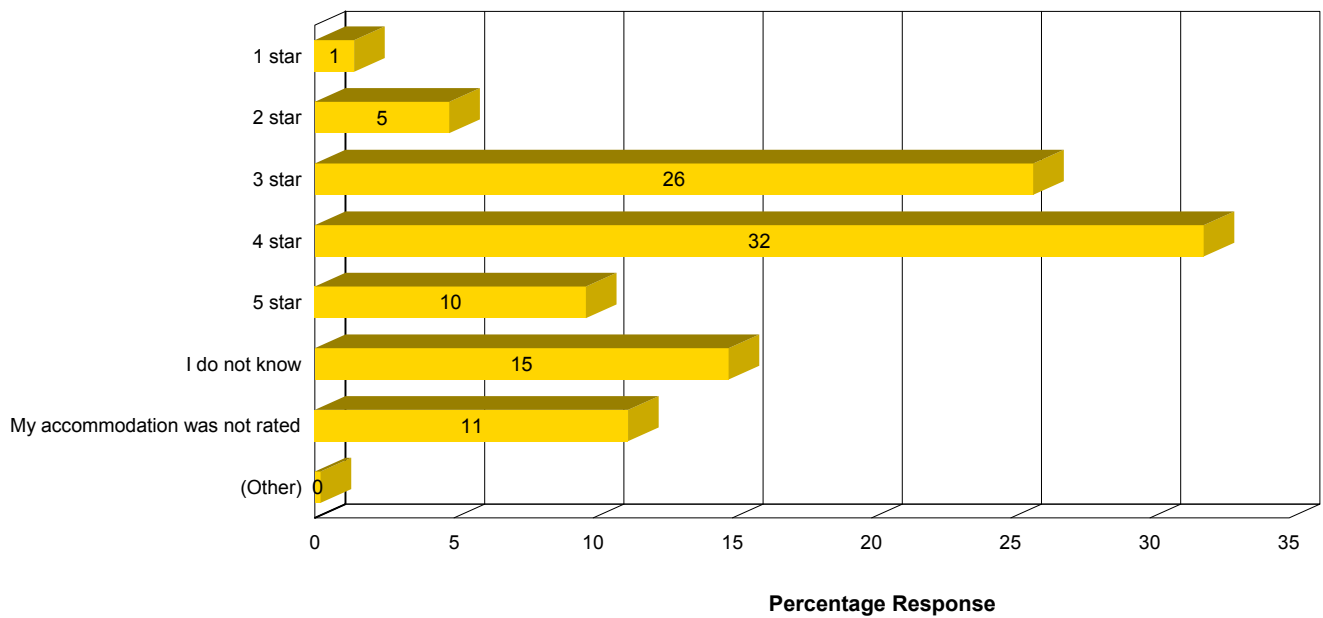


Item Text	Responses	Response %
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**Please can you indicate the quality rating of your accommodation?**

1 star	<b>14</b>	1%
2 star	<b>48</b>	5%
3 star	<b>257</b>	26%
4 star	<b>318</b>	32%
5 star	<b>97</b>	10%
I do not know	<b>148</b>	15%
My accommodation was not rated	<b>112</b>	11%
(Other)	<b>2</b>	0%
	<b>996</b>	

**Number of Completed Surveys = 1,478**



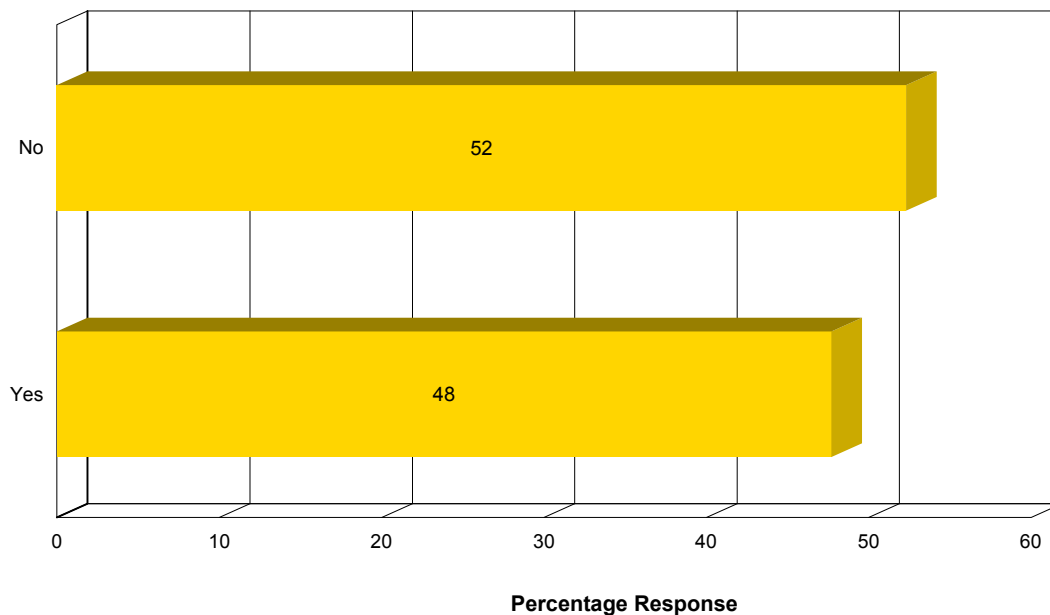


Item Text	Responses	Response %
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**During your time in the city did use the public buses?**

No	<b>773</b>	52%
Yes	<b>705</b>	48%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**



Item Text	Responses	Response %
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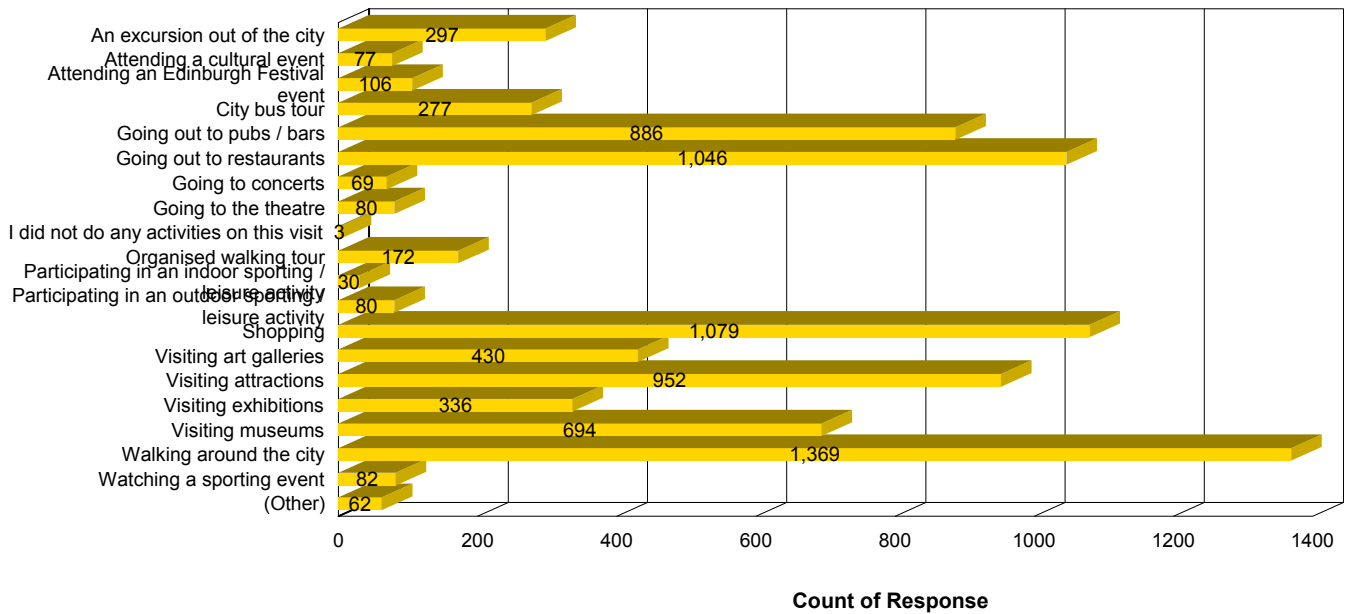
**Which of these activities, if any, did you do on your visit?**

An excursion out of the city	<b>297</b>	20%
Attending a cultural event	<b>77</b>	5%
Attending an Edinburgh Festival event	<b>106</b>	7%
City bus tour	<b>277</b>	19%
Going out to pubs / bars	<b>886</b>	60%
Going out to restaurants	<b>1,046</b>	71%
Going to concerts	<b>69</b>	5%
Going to the theatre	<b>80</b>	5%
I did not do any activities on this visit	<b>3</b>	0%
Organised walking tour	<b>172</b>	12%
Participating in an indoor sporting / leisure activity	<b>30</b>	2%
Participating in an outdoor sporting / leisure activity	<b>80</b>	5%
Shopping	<b>1,079</b>	73%
Visiting art galleries	<b>430</b>	29%
Visiting attractions	<b>952</b>	64%
Visiting exhibitions	<b>336</b>	23%
Visiting museums	<b>694</b>	47%
Walking around the city	<b>1,369</b>	93%
Watching a sporting event	<b>82</b>	6%
(Other)	<b>62</b>	4%

Item Text	Responses	Response %
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**8,127**

**Number of Completed Surveys = 1,478**

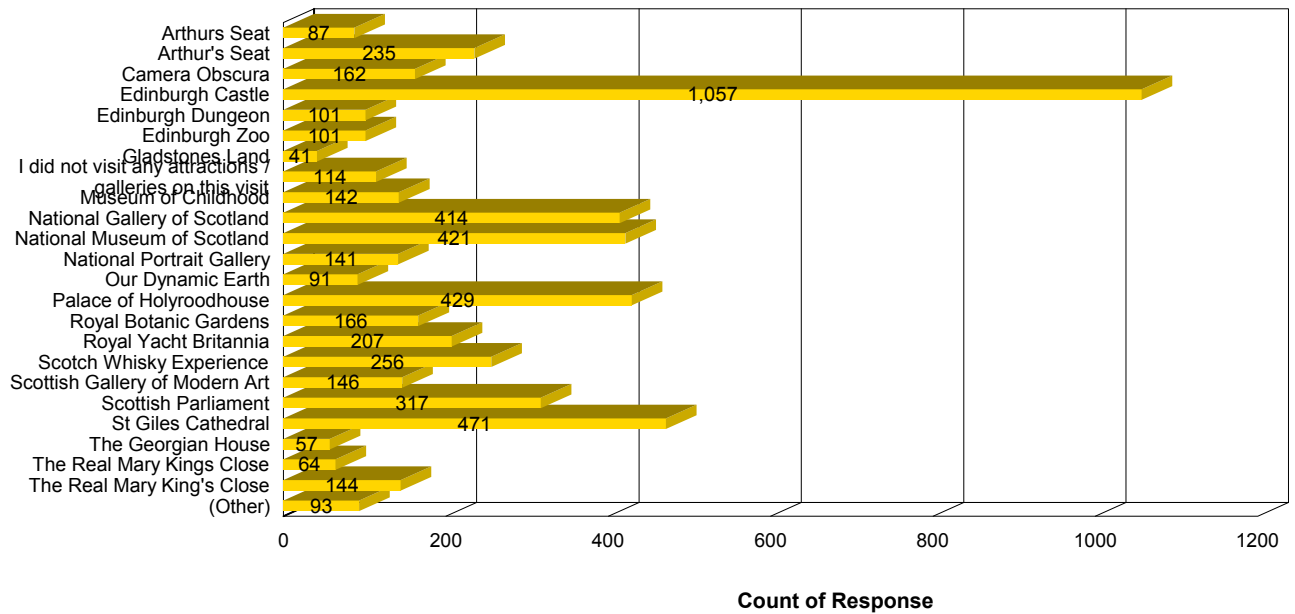


Item Text	Responses	Response %
<b>And which, if any, attractions / galleries did you visit?</b>		
Arthurs Seat	<b>87</b>	6%
Arthur's Seat	<b>235</b>	16%
Camera Obscura	<b>162</b>	11%
Edinburgh Castle	<b>1,057</b>	72%
Edinburgh Dungeon	<b>101</b>	7%
Edinburgh Zoo	<b>101</b>	7%
Gladstones Land	<b>41</b>	3%
I did not visit any attractions / galleries on this visit	<b>114</b>	8%
Museum of Childhood	<b>142</b>	10%
National Gallery of Scotland	<b>414</b>	28%
National Museum of Scotland	<b>421</b>	28%
National Portrait Gallery	<b>141</b>	10%
Our Dynamic Earth	<b>91</b>	6%
Palace of Holyroodhouse	<b>429</b>	29%
Royal Botanic Gardens	<b>166</b>	11%
Royal Yacht Britannia	<b>207</b>	14%
Scotch Whisky Experience	<b>256</b>	17%
Scottish Gallery of Modern Art	<b>146</b>	10%
Scottish Parliament	<b>317</b>	21%
St Giles Cathedral	<b>471</b>	32%
The Georgian House	<b>57</b>	4%
The Real Mary Kings Close	<b>64</b>	4%
The Real Mary King's Close	<b>144</b>	10%
(Other)	<b>93</b>	6%

Item Text	Responses	Response %
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**5,457**

**Number of Completed Surveys = 1,478**



Item Text	Responses	Response %
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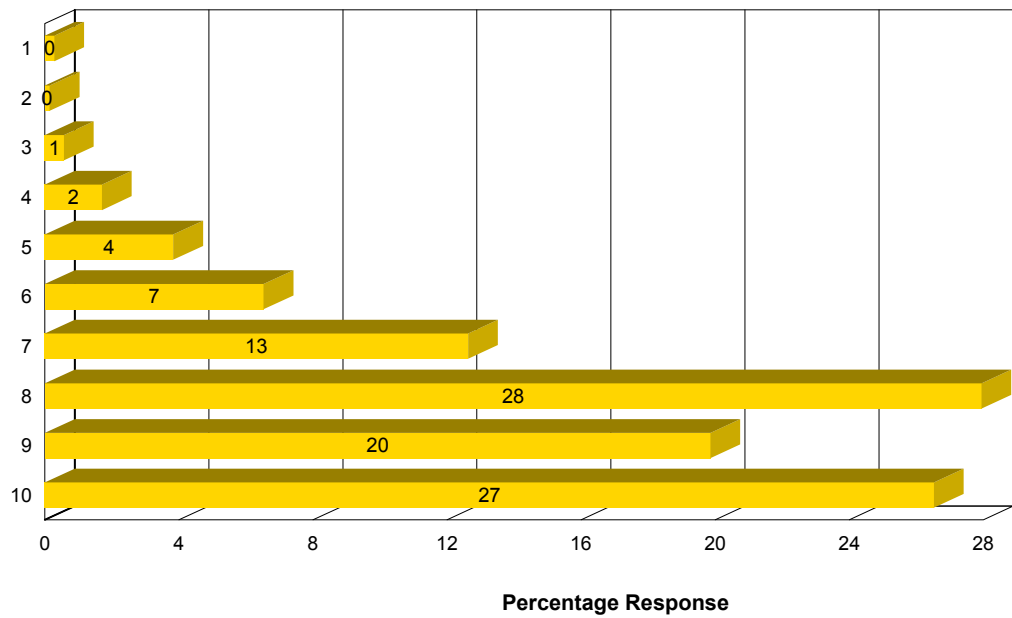
**How would you rate the public buses within the city?**

1	2	0%
2	1	0%
3	4	1%
4	12	2%
5	27	4%
6	46	7%
7	89	13%
8	197	28%
9	140	20%
10	187	27%
	<b>705</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.23**

**Response Score = 5,804**



Item Text	Responses	Response %
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**How would you rate the overall quality of customer service provided by staff at the following facilities when you were in Edinburgh?**

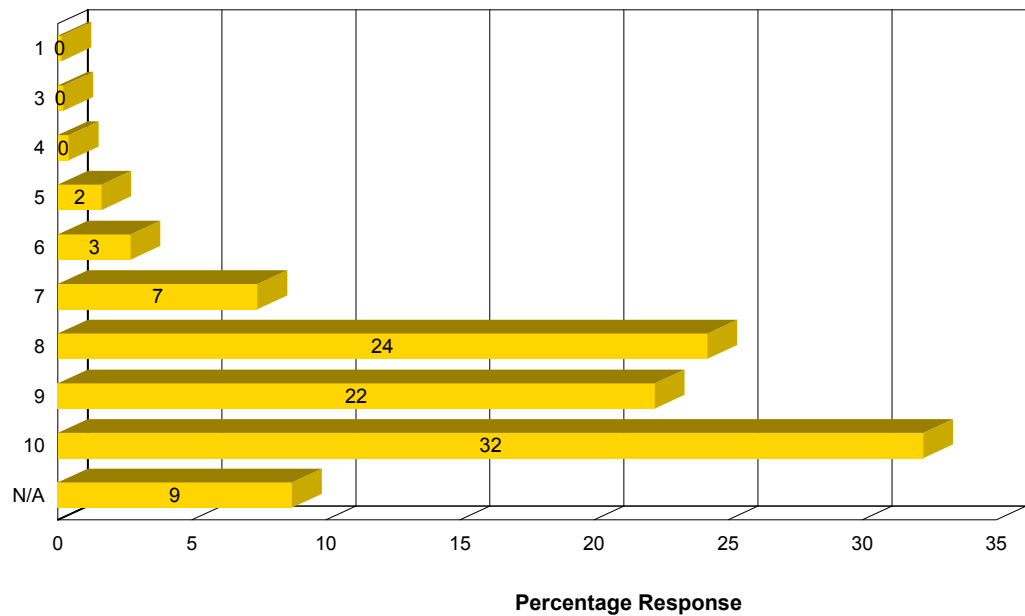
Visitor Attractions

1	2	0%
3	3	0%
4	6	0%
5	24	2%
6	40	3%
7	110	7%
8	358	24%
9	329	22%
10	477	32%
N/A	129	9%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.72**

**Response Score = 11,760**



Item Text	Responses	Response %
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**How would you rate the overall quality of customer service provided by staff at the following facilities when you were in Edinburgh?**

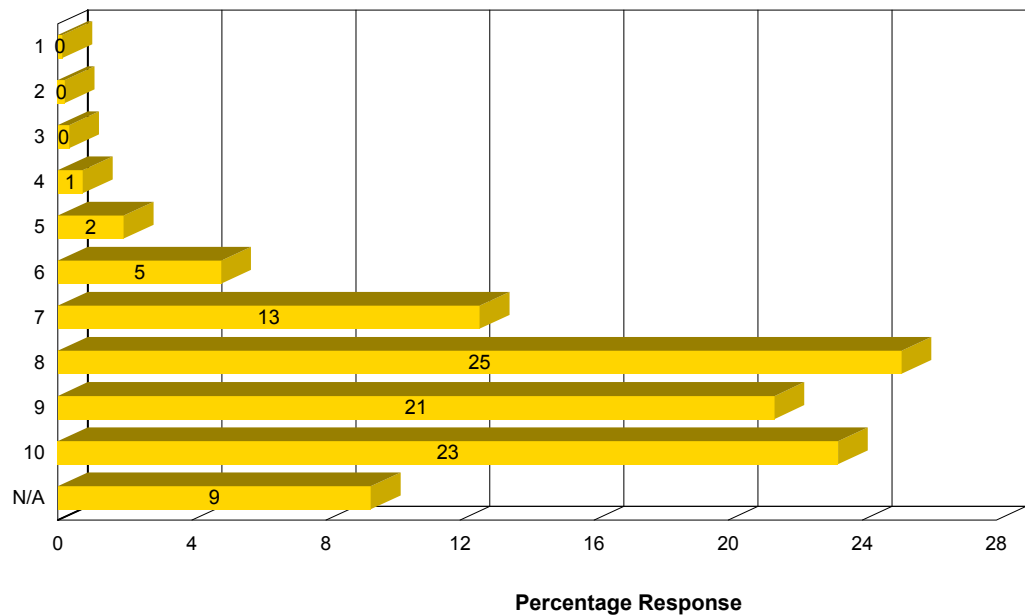
Restaurants

1	2	0%
2	3	0%
3	5	0%
4	11	1%
5	29	2%
6	72	5%
7	186	13%
8	372	25%
9	316	21%
10	344	23%
N/A	138	9%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.36**

**Response Score = 11,206**





Item Text	Responses	Response %
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**How would you rate the overall quality of customer service provided by staff at the following facilities when you were in Edinburgh?**

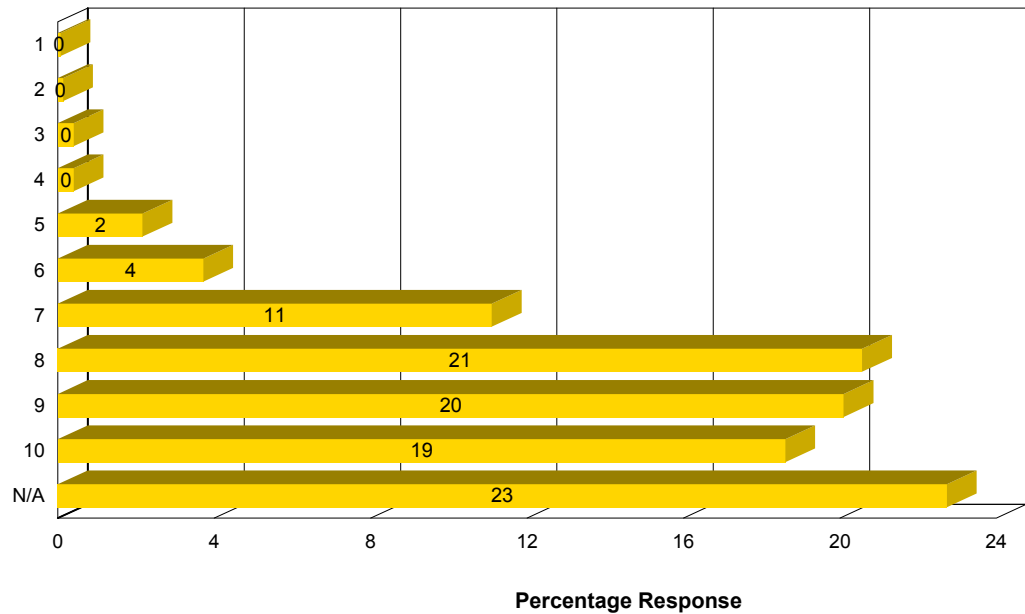
Pubs / bars

1	1	0%
2	2	0%
3	6	0%
4	6	0%
5	32	2%
6	55	4%
7	164	11%
8	304	21%
9	297	20%
10	275	19%
N/A	336	23%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.35**

**Response Score = 9,540**



Item Text	Responses	Response %
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**How would you rate the overall quality of customer service provided by staff at the following facilities when you were in Edinburgh?**

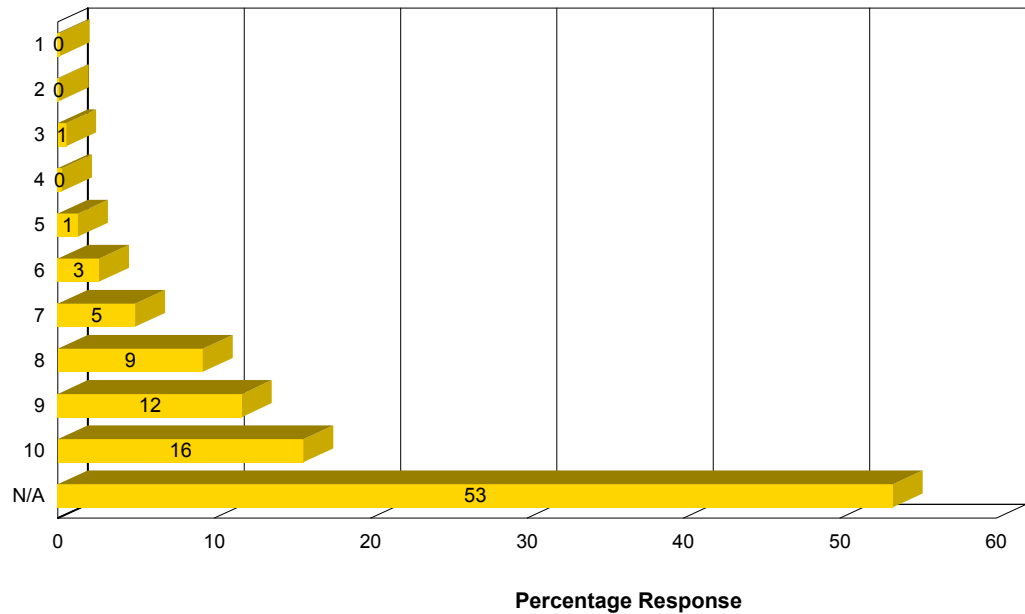
Visitor Information Centre

1	2	0%
2	1	0%
3	8	1%
4	4	0%
5	19	1%
6	39	3%
7	73	5%
8	137	9%
9	174	12%
10	232	16%
N/A	789	53%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.51**

**Response Score = 5,866**



Item Text	Responses	Response %
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**How would you rate the overall quality of customer service provided by staff at the following facilities when you were in Edinburgh?**

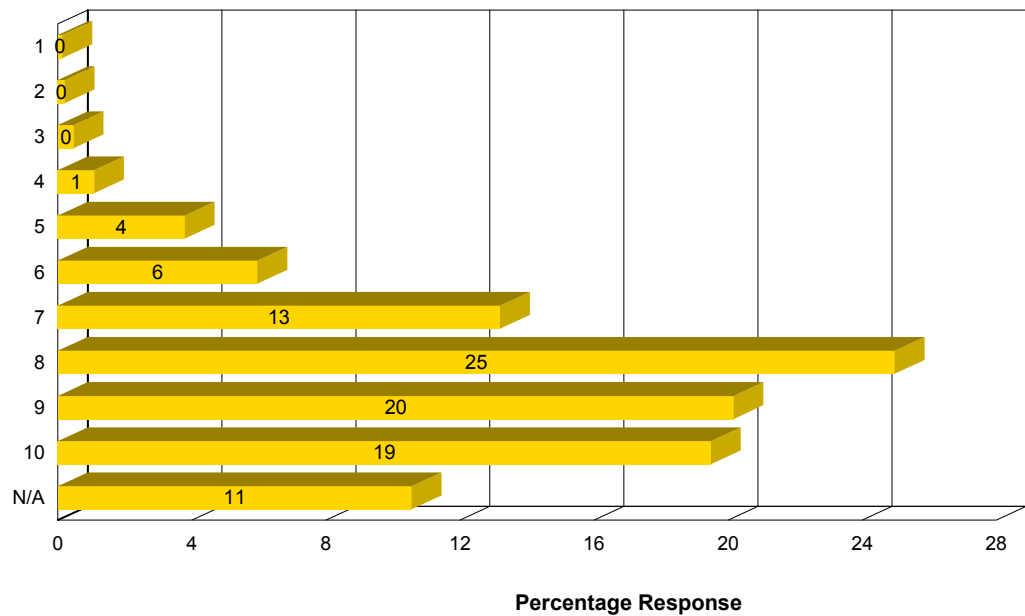
Shops

1	2	0%
2	3	0%
3	7	0%
4	16	1%
5	56	4%
6	88	6%
7	195	13%
8	369	25%
9	298	20%
10	288	19%
N/A	156	11%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.15**

**Response Score = 10,780**



Item Text	Responses	Response %
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**How would you rate the overall quality of customer service provided by staff at the following facilities when you were in Edinburgh?**

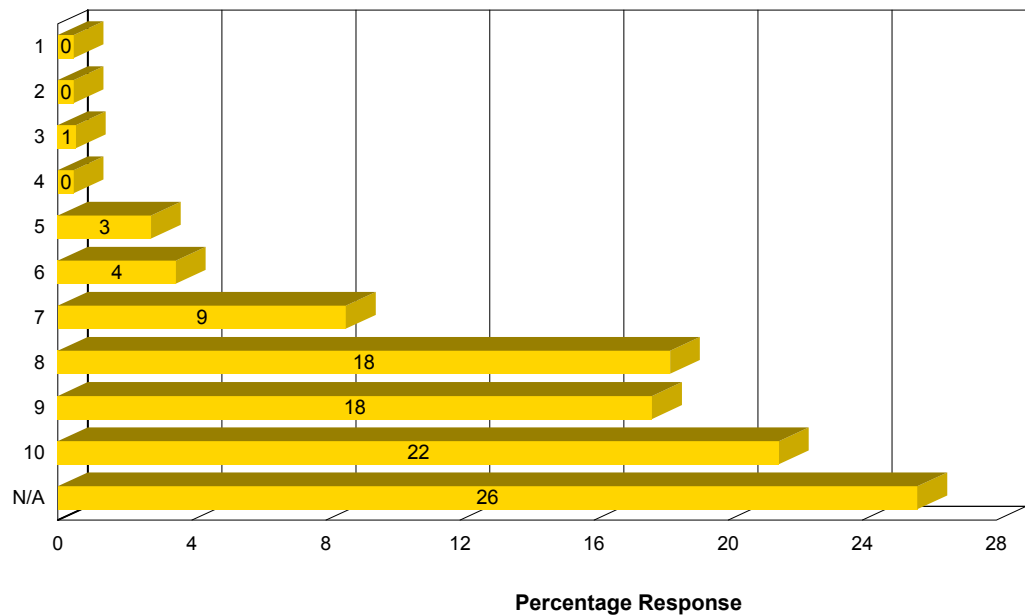
Transport in the city (i.e. taxis / buses / trains)

1	7	0%
2	7	0%
3	8	1%
4	7	0%
5	41	3%
6	52	4%
7	127	9%
8	270	18%
9	262	18%
10	318	22%
N/A	379	26%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.35**

**Response Score = 9,177**



Item Text	Responses	Response %
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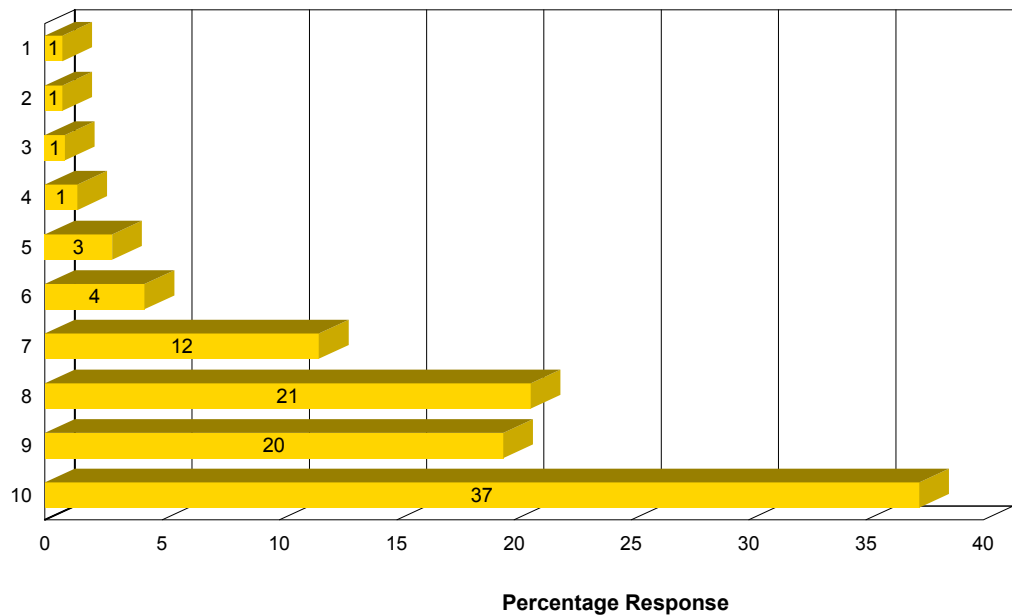
**How would you rate the quality of customer service provided by staff at your accommodation?**

1	<b>7</b>	1%
2	<b>7</b>	1%
3	<b>8</b>	1%
4	<b>13</b>	1%
5	<b>27</b>	3%
6	<b>40</b>	4%
7	<b>110</b>	12%
8	<b>195</b>	21%
9	<b>184</b>	20%
10	<b>351</b>	37%
	<b>942</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.46**

**Response Score = 7,968**



Item Text	Responses	Response %
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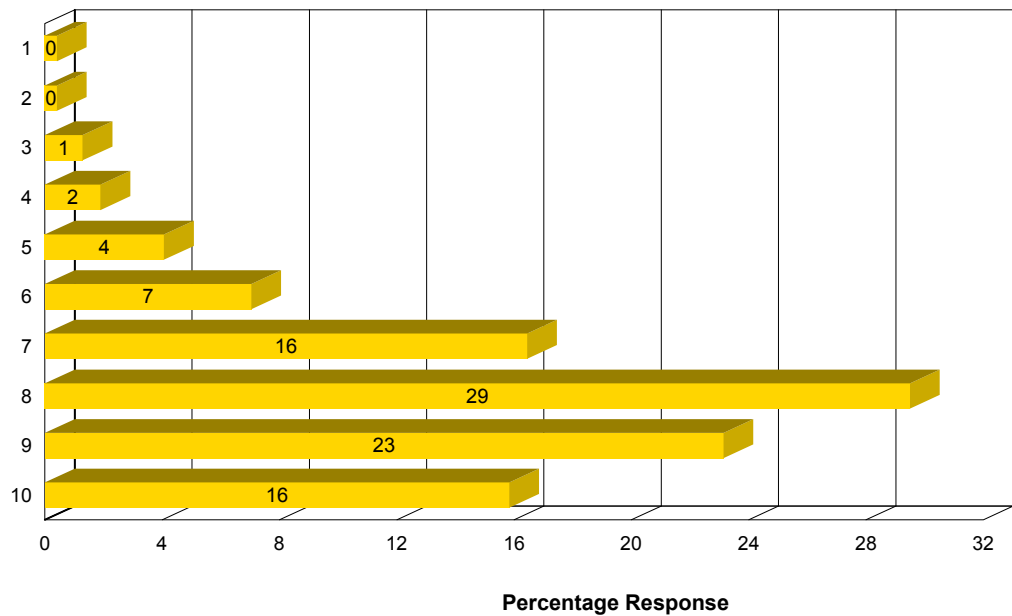
**How would you rate the overall standard of cleanliness in the city?**

1	<b>6</b>	0%
2	<b>6</b>	0%
3	<b>19</b>	1%
4	<b>28</b>	2%
5	<b>60</b>	4%
6	<b>104</b>	7%
7	<b>243</b>	16%
8	<b>436</b>	29%
9	<b>342</b>	23%
10	<b>234</b>	16%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 7.93**

**Response Score = 11,718**

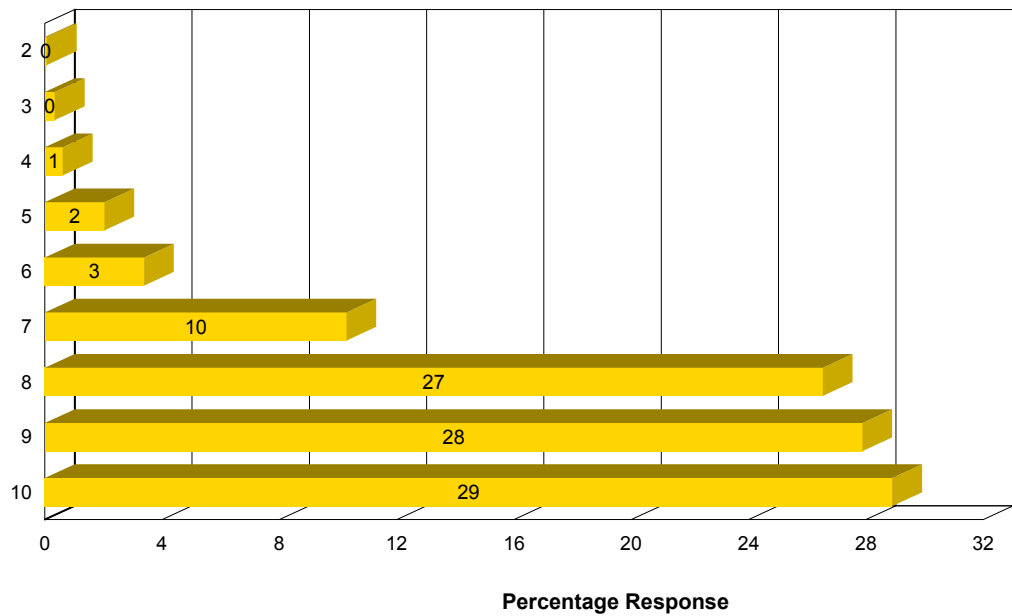


Item Text	Responses	Response %
<b>'I think Edinburgh is a safe place to visit.'</b>		
2	<b>1</b>	0%
3	<b>5</b>	0%
4	<b>9</b>	1%
5	<b>30</b>	2%
6	<b>50</b>	3%
7	<b>152</b>	10%
8	<b>392</b>	27%
9	<b>412</b>	28%
10	<b>427</b>	29%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.58**

**Response Score = 12,681**



Item Text	Responses	Response %
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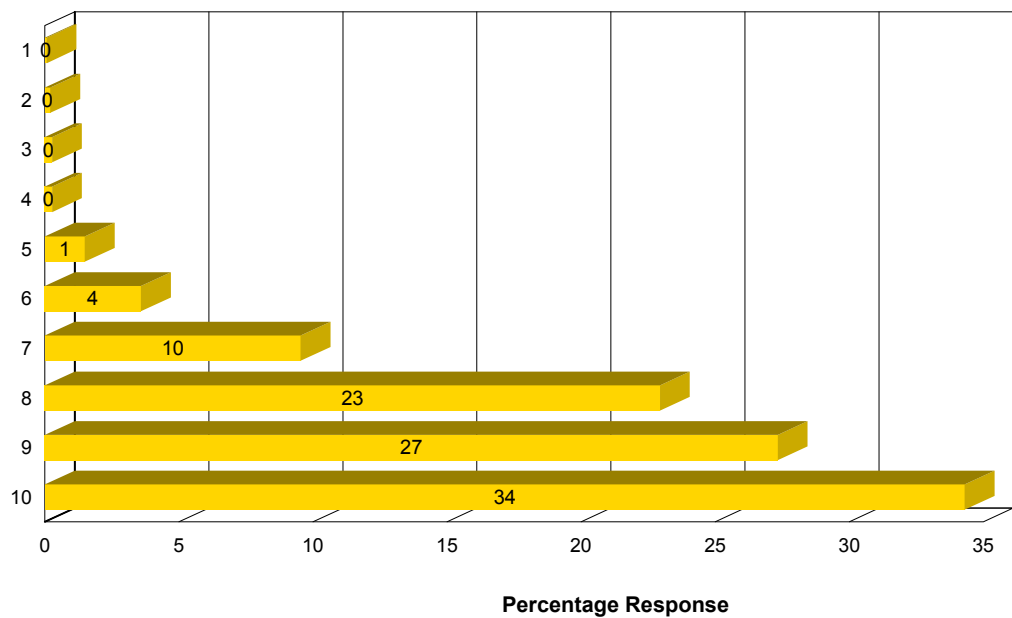
**'Edinburgh is a friendly and welcoming place to visit.'**

1	<b>1</b>	0%
2	<b>3</b>	0%
3	<b>4</b>	0%
4	<b>4</b>	0%
5	<b>22</b>	1%
6	<b>53</b>	4%
7	<b>141</b>	10%
8	<b>339</b>	23%
9	<b>404</b>	27%
10	<b>507</b>	34%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.71**

**Response Score = 12,868**





Item Text	Responses	Response %
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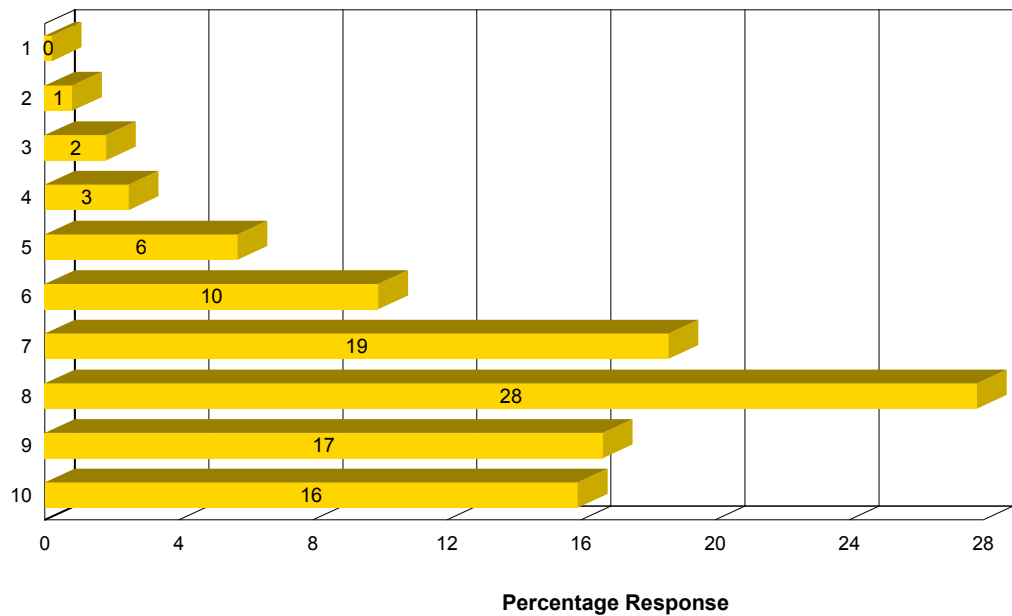
**'A visit to Edinburgh generally represents good value for money.'**

1	3	0%
2	12	1%
3	27	2%
4	37	3%
5	85	6%
6	147	10%
7	275	19%
8	411	28%
9	246	17%
10	235	16%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 7.67**

**Response Score = 11,340**

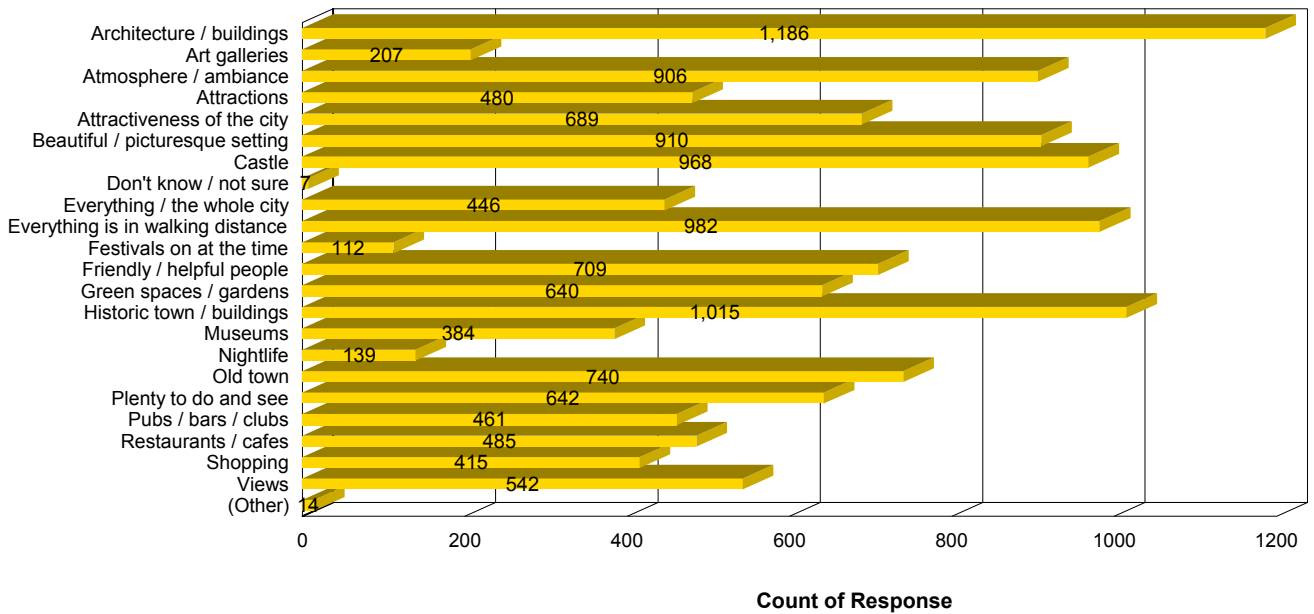


Item Text	Responses	Response %
<b>What most impressed you about the city?</b>		
Architecture / buildings	<b>1,186</b>	80%
Art galleries	<b>207</b>	14%
Atmosphere / ambiance	<b>906</b>	61%
Attractions	<b>480</b>	32%
Attractiveness of the city	<b>689</b>	47%
Beautiful / picturesque setting	<b>910</b>	62%
Castle	<b>968</b>	65%
Don't know / not sure	<b>7</b>	0%
Everything / the whole city	<b>446</b>	30%
Everything is in walking distance	<b>982</b>	66%
Festivals on at the time	<b>112</b>	8%
Friendly / helpful people	<b>709</b>	48%
Green spaces / gardens	<b>640</b>	43%
Historic town / buildings	<b>1,015</b>	69%
Museums	<b>384</b>	26%
Nightlife	<b>139</b>	9%
Old town	<b>740</b>	50%
Plenty to do and see	<b>642</b>	43%
Pubs / bars / clubs	<b>461</b>	31%
Restaurants / cafes	<b>485</b>	33%
Shopping	<b>415</b>	28%
Views	<b>542</b>	37%
(Other)	<b>14</b>	1%

Item Text	Responses	Response %
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**13,079**

**Number of Completed Surveys = 1,478**

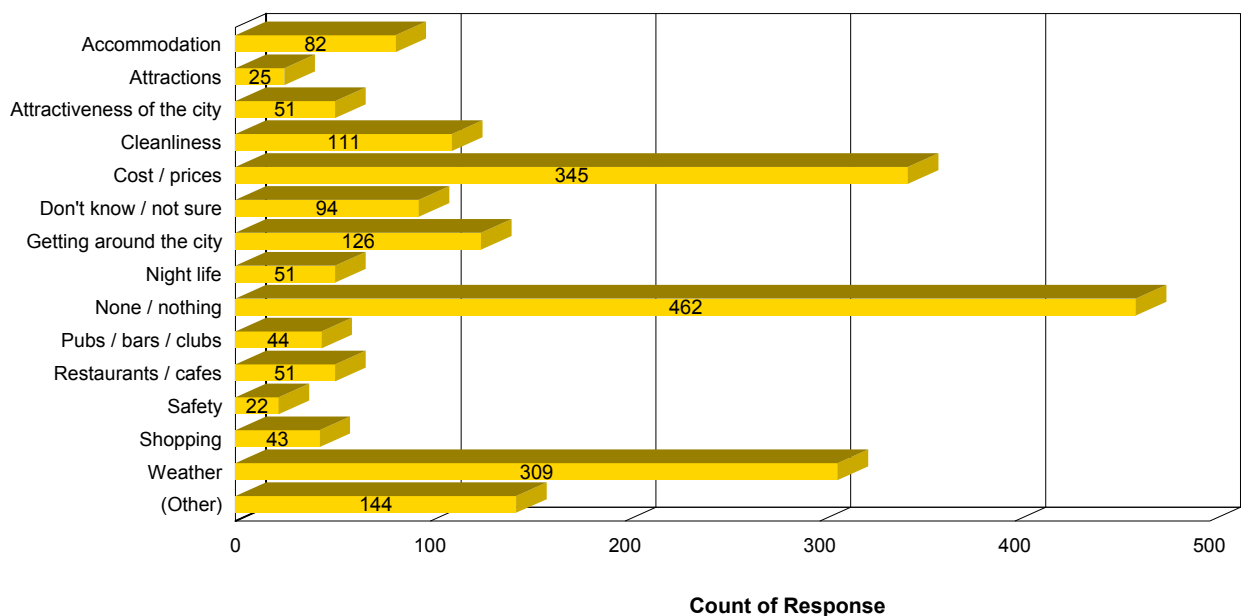


Item Text	Responses	Response %
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**What, if anything, did you think was least impressive about your time in the city?**

Accommodation	<b>82</b>	6%
Attractions	<b>25</b>	2%
Attractiveness of the city	<b>51</b>	3%
Cleanliness	<b>111</b>	8%
Cost / prices	<b>345</b>	23%
Don't know / not sure	<b>94</b>	6%
Getting around the city	<b>126</b>	9%
Night life	<b>51</b>	3%
None / nothing	<b>462</b>	31%
Pubs / bars / clubs	<b>44</b>	3%
Restaurants / cafes	<b>51</b>	3%
Safety	<b>22</b>	1%
Shopping	<b>43</b>	3%
Weather	<b>309</b>	21%
(Other)	<b>144</b>	10%
	<b>1,960</b>	

**Number of Completed Surveys = 1,478**



Item Text	Responses	Response %
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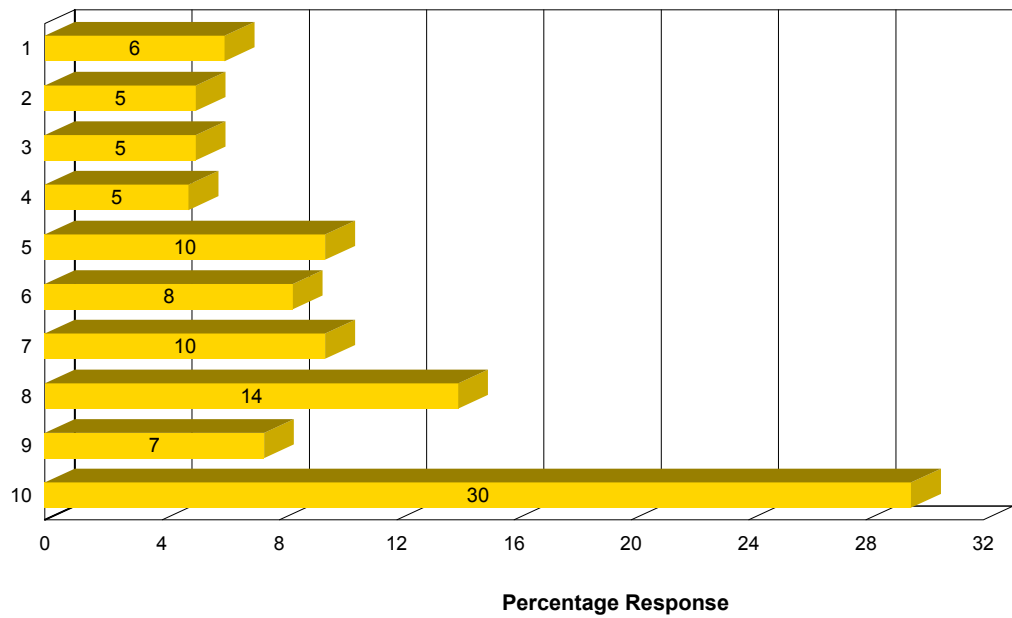
**How likely are you to return to Edinburgh within the next 2 years?**

1	<b>50</b>	6%
2	<b>42</b>	5%
3	<b>42</b>	5%
4	<b>40</b>	5%
5	<b>78</b>	10%
6	<b>69</b>	8%
7	<b>78</b>	10%
8	<b>115</b>	14%
9	<b>61</b>	7%
10	<b>241</b>	30%
	<b>816</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 6.92**

**Response Score = 5,649**



Item Text	Responses	Response %
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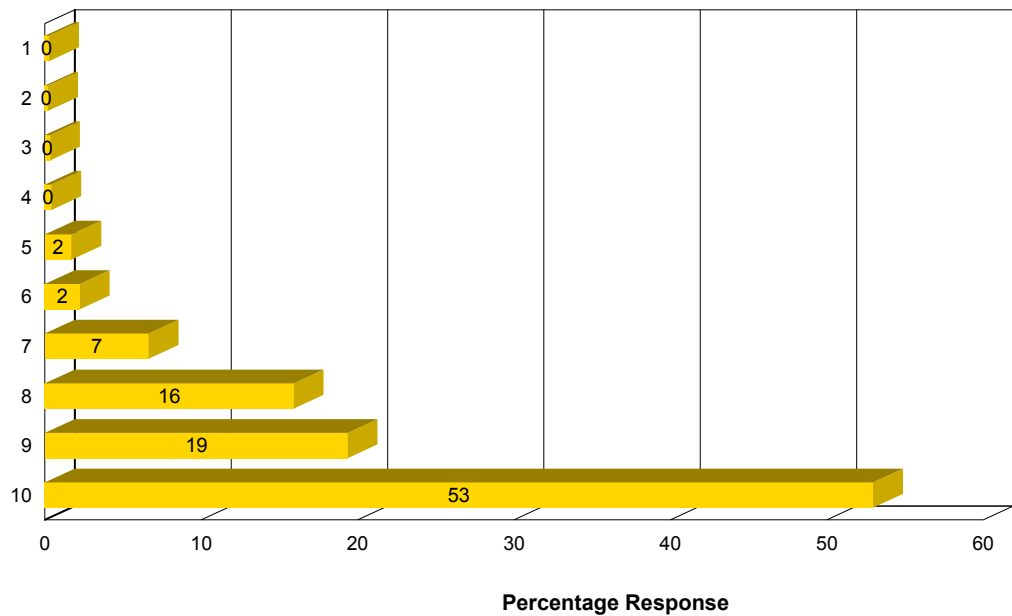
**How likely are you to recommend Edinburgh as a place to visit?**

1	4	0%
2	3	0%
3	5	0%
4	6	0%
5	25	2%
6	33	2%
7	98	7%
8	235	16%
9	286	19%
10	782	53%
	<b>1,477</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 9.03**

**Response Score = 13,332**



Item Text	Responses	Response %
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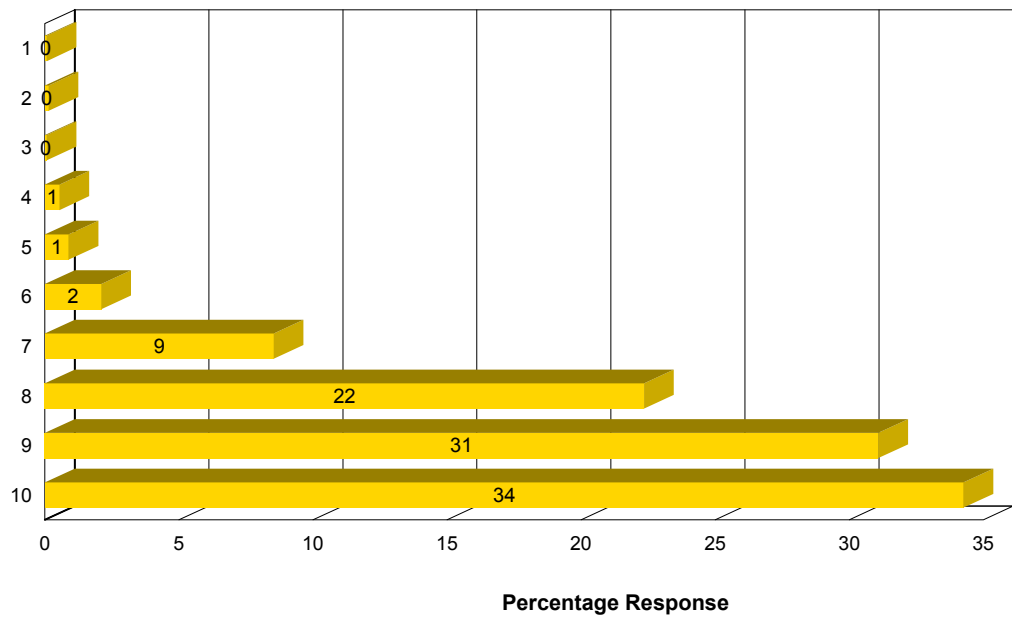
**How would you rate your visit to Edinburgh overall?**

1	<b>1</b>	0%
2	<b>2</b>	0%
3	<b>1</b>	0%
4	<b>8</b>	1%
5	<b>13</b>	1%
6	<b>31</b>	2%
7	<b>126</b>	9%
8	<b>330</b>	22%
9	<b>459</b>	31%
10	<b>506</b>	34%
	<b>1,477</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.80**

**Response Score = 13,004**



Item Text	Responses	Response %
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**What was the name of your accommodation?**

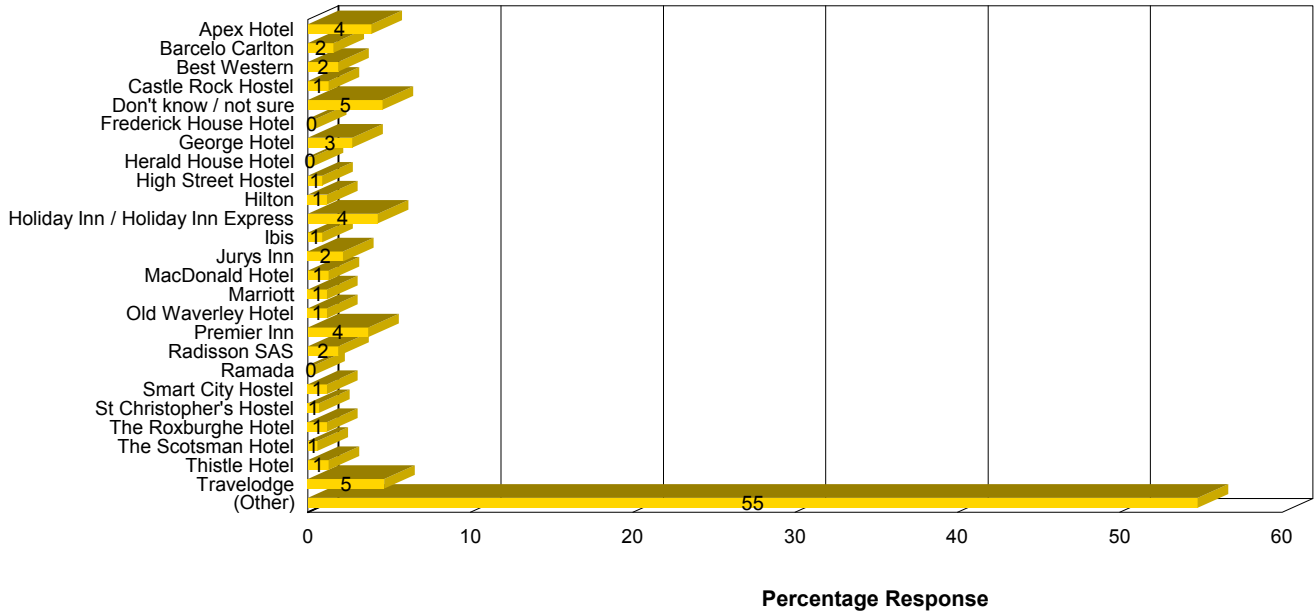
Apex Hotel	<b>40</b>	4%
Barcelo Carlton	<b>16</b>	2%
Best Western	<b>19</b>	2%
Castle Rock Hostel	<b>13</b>	1%
Don't know / not sure	<b>47</b>	5%
Frederick House Hotel	<b>5</b>	0%
George Hotel	<b>28</b>	3%
Herald House Hotel	<b>3</b>	0%
High Street Hostel	<b>9</b>	1%
Hilton	<b>12</b>	1%
Holiday Inn / Holiday Inn Express	<b>44</b>	4%
Ibis	<b>9</b>	1%
Jurys Inn	<b>22</b>	2%
MacDonald Hotel	<b>13</b>	1%
Marriott	<b>12</b>	1%
Old Waverley Hotel	<b>12</b>	1%
Premier Inn	<b>38</b>	4%
Radisson SAS	<b>19</b>	2%
Ramada	<b>4</b>	0%
Smart City Hostel	<b>12</b>	1%
St Christopher's Hostel	<b>7</b>	1%
The Roxburghe Hotel	<b>12</b>	1%
The Scotsman Hotel	<b>6</b>	1%
Thistle Hotel	<b>13</b>	1%
Travelodge	<b>48</b>	5%
(Other)	<b>561</b>	55%



Item Text	Responses	Response %
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**1,024**

**Number of Completed Surveys = 1,478**

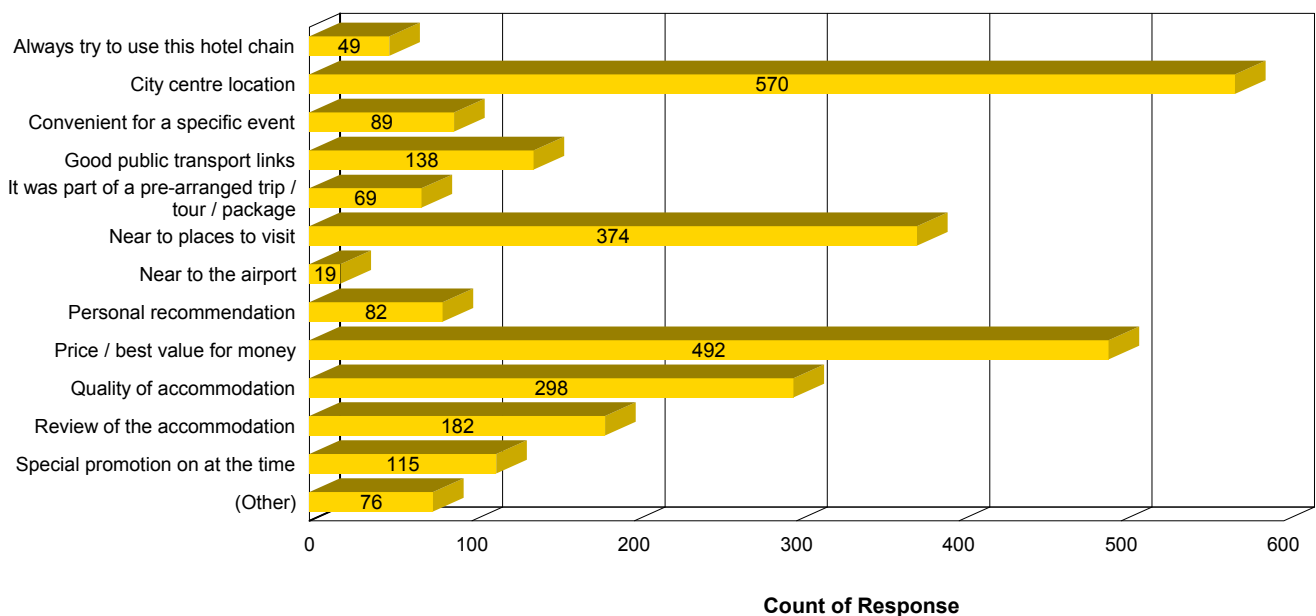


Item Text	Responses	Response %
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**Why did you decide to stay at this accommodation?**

Always try to use this hotel chain	<b>49</b>	3%
City centre location	<b>570</b>	39%
Convenient for a specific event	<b>89</b>	6%
Good public transport links	<b>138</b>	9%
It was part of a pre-arranged trip / tour / package	<b>69</b>	5%
Near to places to visit	<b>374</b>	25%
Near to the airport	<b>19</b>	1%
Personal recommendation	<b>82</b>	6%
Price / best value for money	<b>492</b>	33%
Quality of accommodation	<b>298</b>	20%
Review of the accommodation	<b>182</b>	12%
Special promotion on at the time	<b>115</b>	8%
(Other)	<b>76</b>	5%
	<b>2,553</b>	

**Number of Completed Surveys = 1,478**



Item Text	Responses	Response %
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**How would you rate your accommodation in the following areas?**

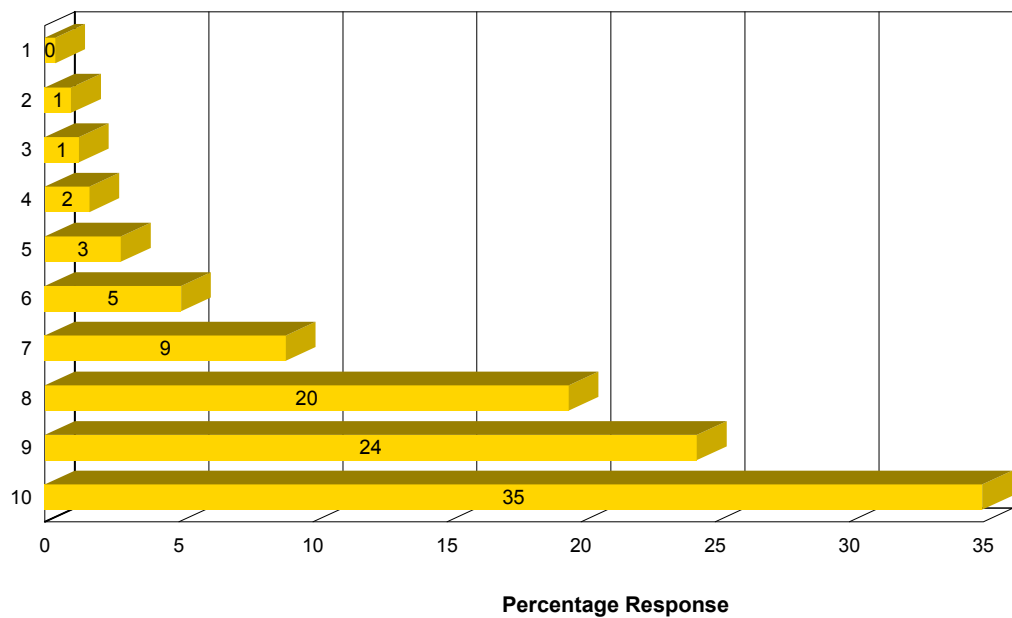
Overall cleanliness

1	<b>4</b>	0%
2	<b>10</b>	1%
3	<b>13</b>	1%
4	<b>17</b>	2%
5	<b>29</b>	3%
6	<b>52</b>	5%
7	<b>92</b>	9%
8	<b>200</b>	20%
9	<b>249</b>	24%
10	<b>358</b>	35%
	<b>1,024</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.45**

**Response Score = 8,653**



Item Text	Responses	Response %
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**How would you rate your accommodation in the following areas?**

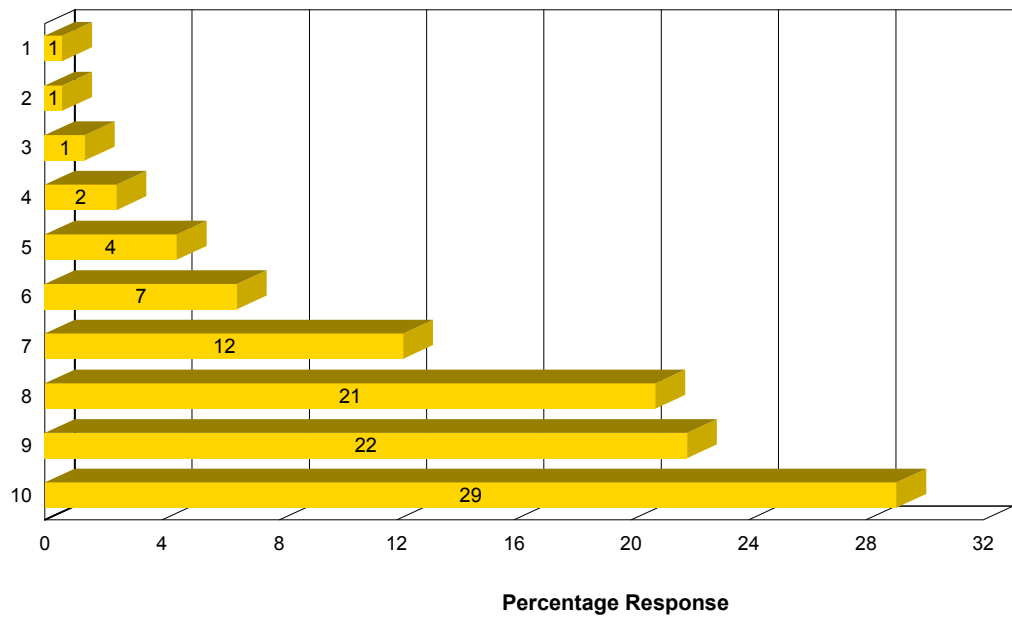
Overall satisfaction with your room

1	<b>6</b>	1%
2	<b>6</b>	1%
3	<b>14</b>	1%
4	<b>25</b>	2%
5	<b>46</b>	4%
6	<b>67</b>	7%
7	<b>125</b>	12%
8	<b>213</b>	21%
9	<b>224</b>	22%
10	<b>297</b>	29%
	<b>1,023</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.17**

**Response Score = 8,357**



Item Text	Responses	Response %
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**How would you rate your accommodation in the following areas?**

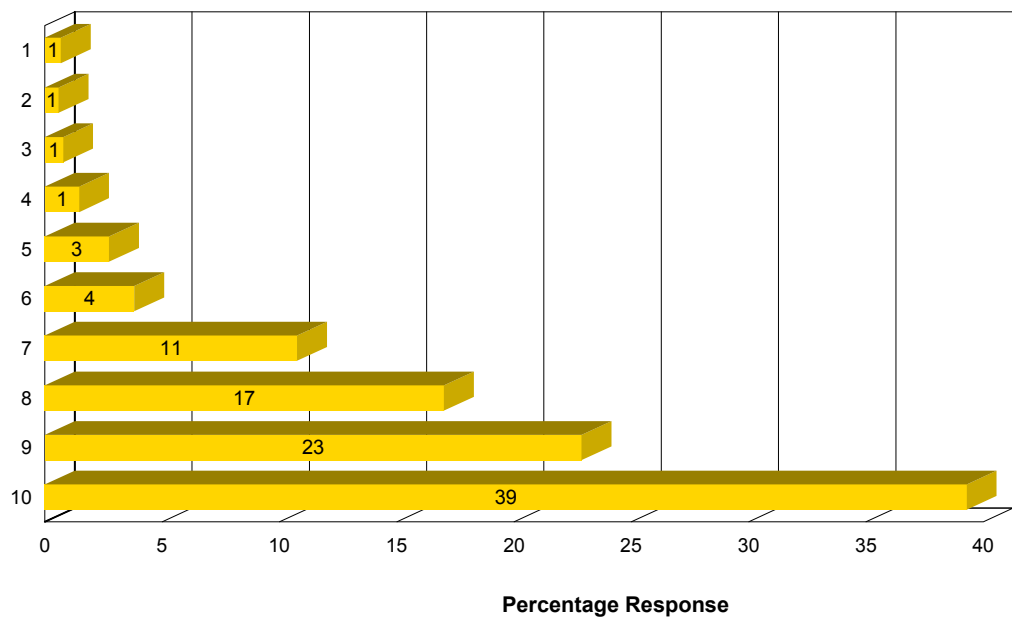
Overall friendliness of staff

1	<b>7</b>	1%
2	<b>6</b>	1%
3	<b>8</b>	1%
4	<b>15</b>	1%
5	<b>28</b>	3%
6	<b>39</b>	4%
7	<b>110</b>	11%
8	<b>174</b>	17%
9	<b>234</b>	23%
10	<b>402</b>	39%
	<b>1,023</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.57**

**Response Score = 8,765**



Item Text	Responses	Response %
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**How would you rate your accommodation in the following areas?**

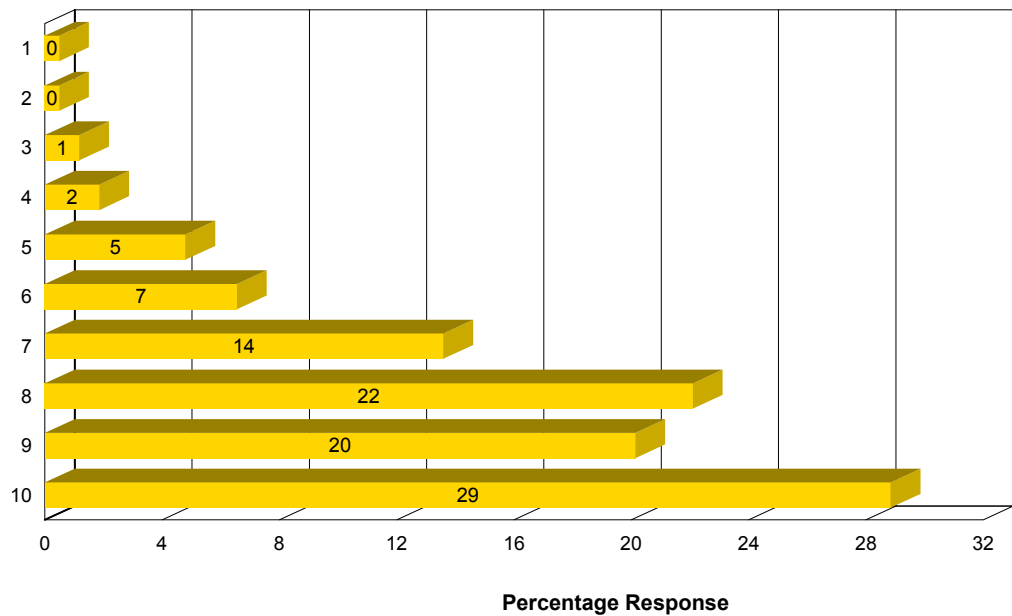
Overall value for money

1	5	0%
2	5	0%
3	12	1%
4	19	2%
5	49	5%
6	67	7%
7	139	14%
8	226	22%
9	206	20%
10	295	29%
	<b>1,023</b>	

**Number of Completed Surveys = 1,478**

**Average Score = 8.17**

**Response Score = 8,359**

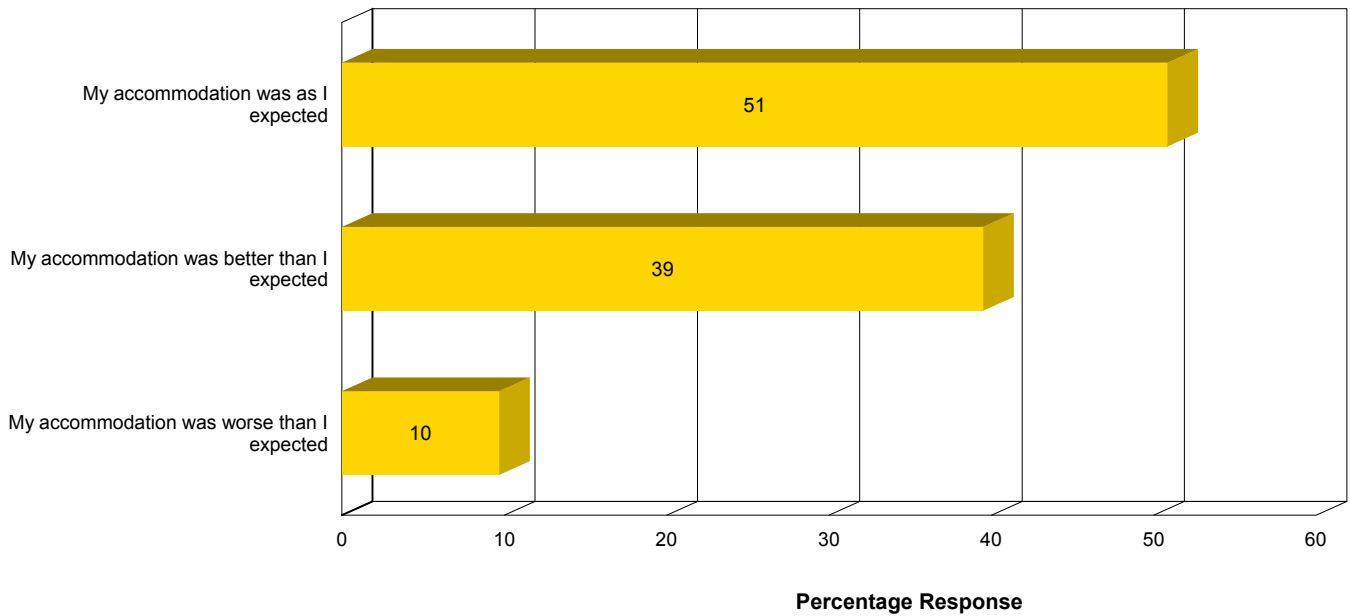


Item Text	Responses	Response %
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**Which of the following statements most accurately describes how you felt about your accommodation after having stayed in Edinburgh?**

My accommodation was as I expected	<b>520</b>	51%
My accommodation was better than I expected	<b>404</b>	39%
My accommodation was worse than I expected	<b>99</b>	10%
	<b>1,023</b>	

**Number of Completed Surveys = 1,478**

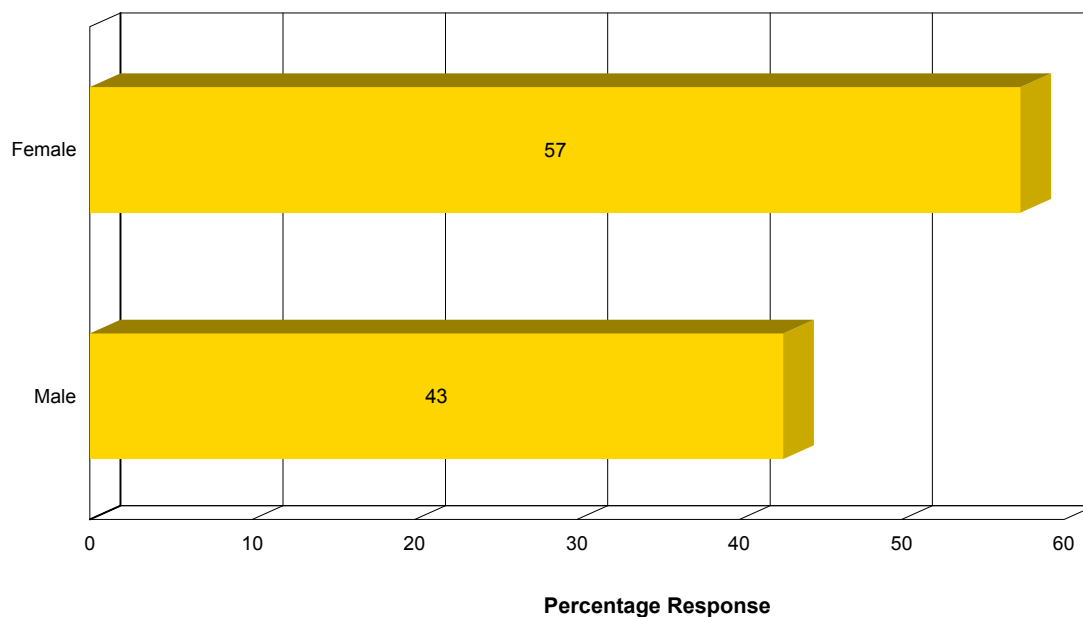


Item Text	Responses	Response %
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**Are you male or female?**

Female	<b>847</b>	57%
Male	<b>631</b>	43%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**



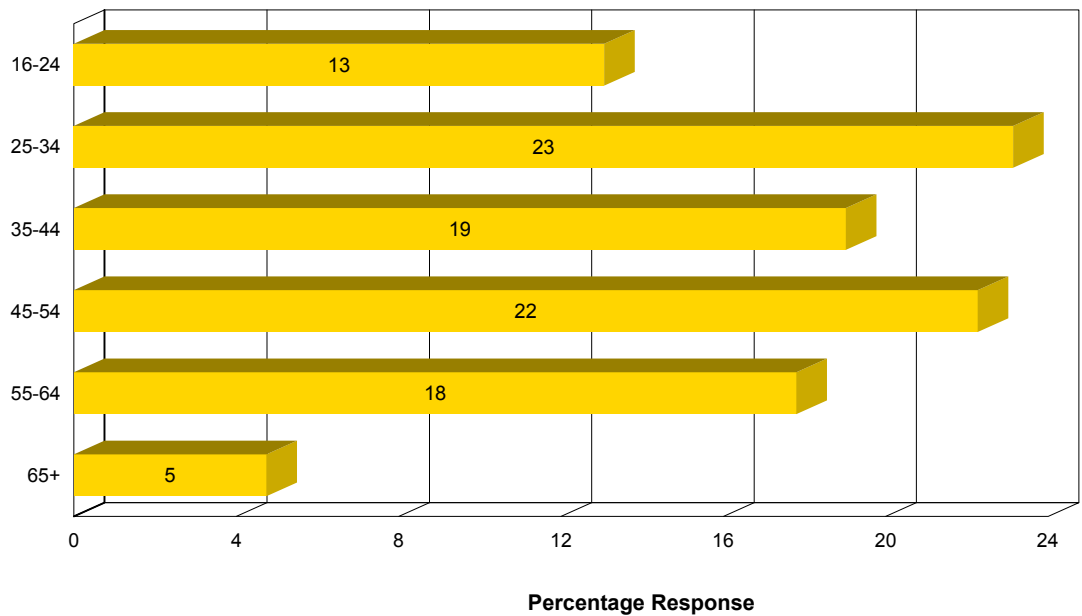


Item Text	Responses	Response %
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**Which age group do you belong to?**

16-24	<b>193</b>	13%
25-34	<b>342</b>	23%
35-44	<b>281</b>	19%
45-54	<b>329</b>	22%
55-64	<b>263</b>	18%
65+	<b>70</b>	5%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

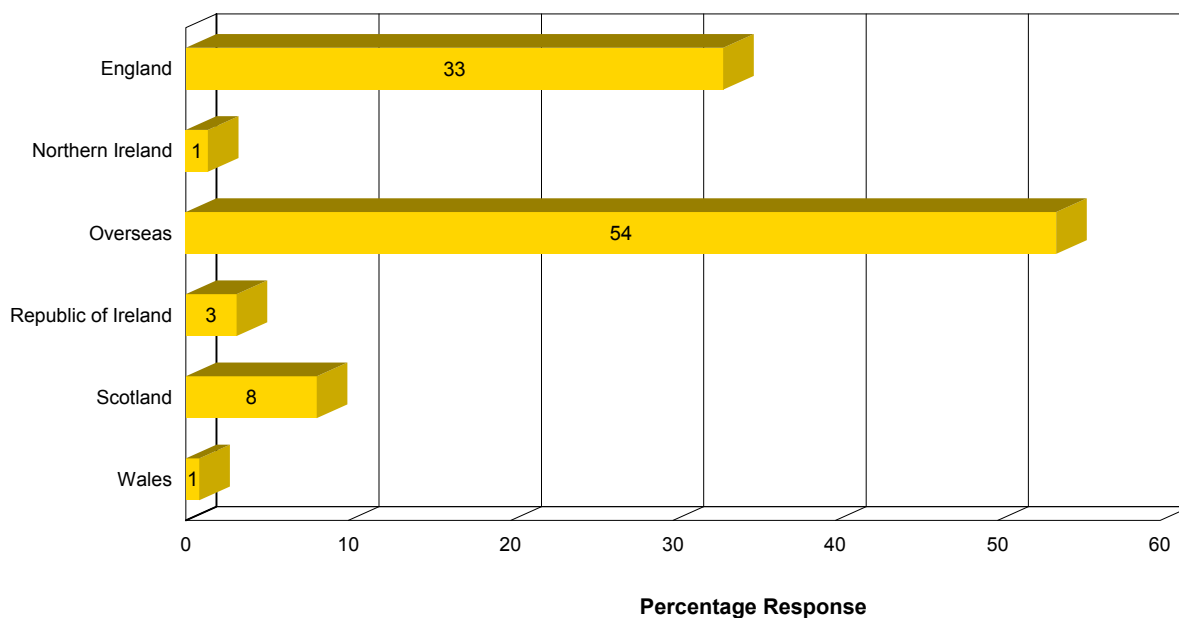


Item Text	Responses	Response %
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**Where do you live?**

England	<b>489</b>	33%
Northern Ireland	<b>20</b>	1%
Overseas	<b>792</b>	54%
Republic of Ireland	<b>46</b>	3%
Scotland	<b>119</b>	8%
Wales	<b>12</b>	1%
	<b>1,478</b>	

**Number of Completed Surveys = 1,478**

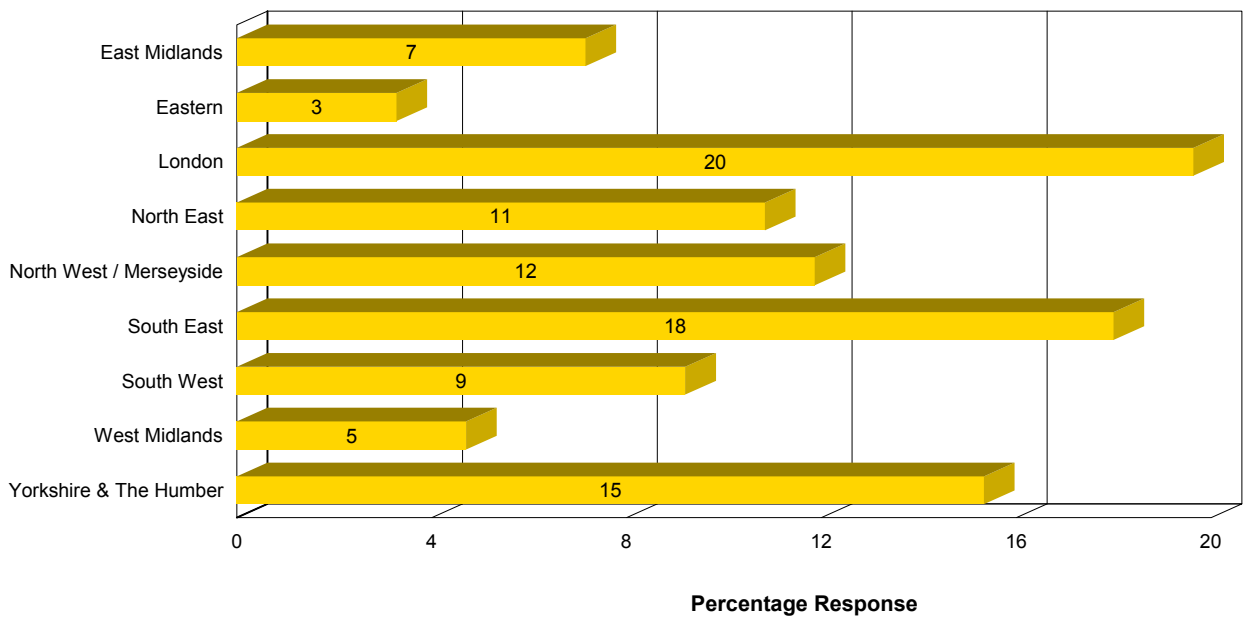


Item Text	Responses	Response %
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**Which part of England do you live in?**

East Midlands	35	7%
Eastern	16	3%
London	96	20%
North East	53	11%
North West / Merseyside	58	12%
South East	88	18%
South West	45	9%
West Midlands	23	5%
Yorkshire & The Humber	75	15%
	<b>489</b>	

**Number of Completed Surveys = 1,478**

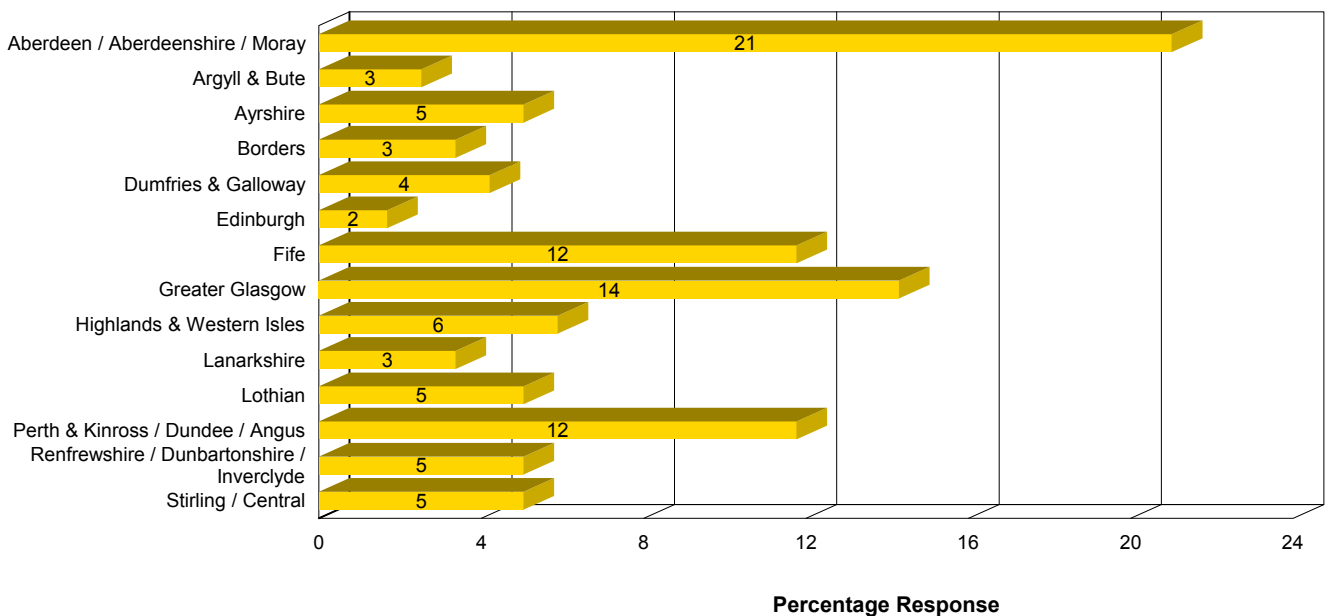


Item Text	Responses	Response %
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**Which part of Scotland do you live in?**

Aberdeen / Aberdeenshire / Moray	<b>25</b>	21%
Argyll & Bute	<b>3</b>	3%
Ayrshire	<b>6</b>	5%
Borders	<b>4</b>	3%
Dumfries & Galloway	<b>5</b>	4%
Edinburgh	<b>2</b>	2%
Fife	<b>14</b>	12%
Greater Glasgow	<b>17</b>	14%
Highlands & Western Isles	<b>7</b>	6%
Lanarkshire	<b>4</b>	3%
Lothian	<b>6</b>	5%
Perth & Kinross / Dundee / Angus	<b>14</b>	12%
Renfrewshire / Dunbartonshire / Inverclyde	<b>6</b>	5%
Stirling / Central	<b>6</b>	5%
	<b>119</b>	

**Number of Completed Surveys = 1,478**

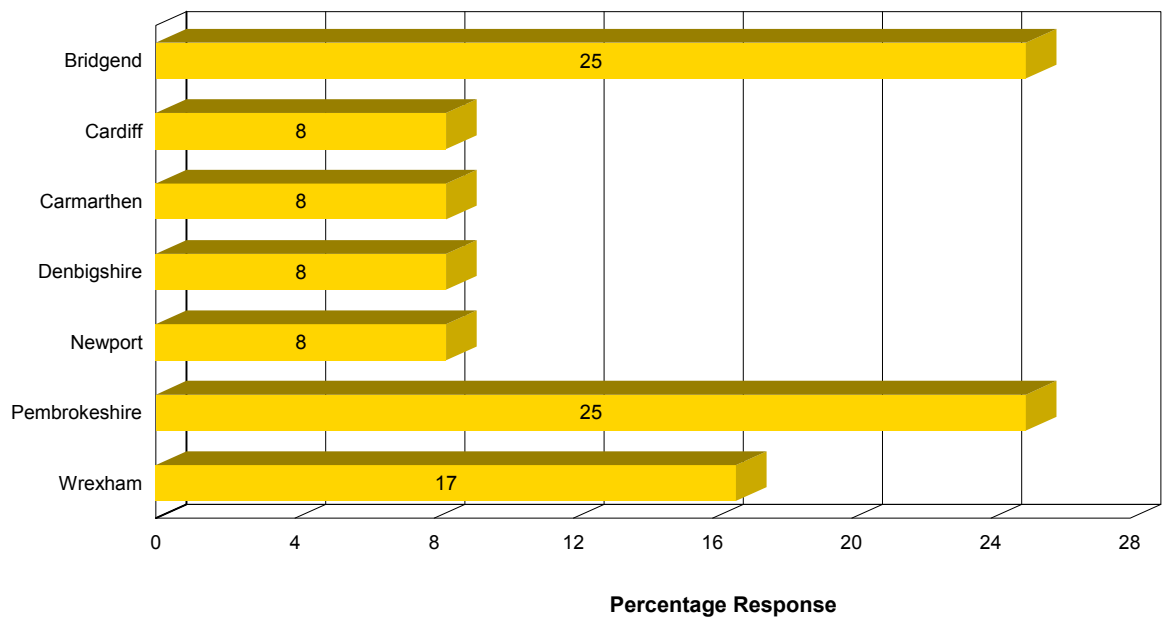


Item Text	Responses	Response %
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**Which part of Wales do you live in?**

Bridgend	<b>3</b>	25%
Cardiff	<b>1</b>	8%
Carmarthen	<b>1</b>	8%
Denbigshire	<b>1</b>	8%
Newport	<b>1</b>	8%
Pembrokeshire	<b>3</b>	25%
Wrexham	<b>2</b>	17%
	<b>12</b>	

**Number of Completed Surveys = 1,478**

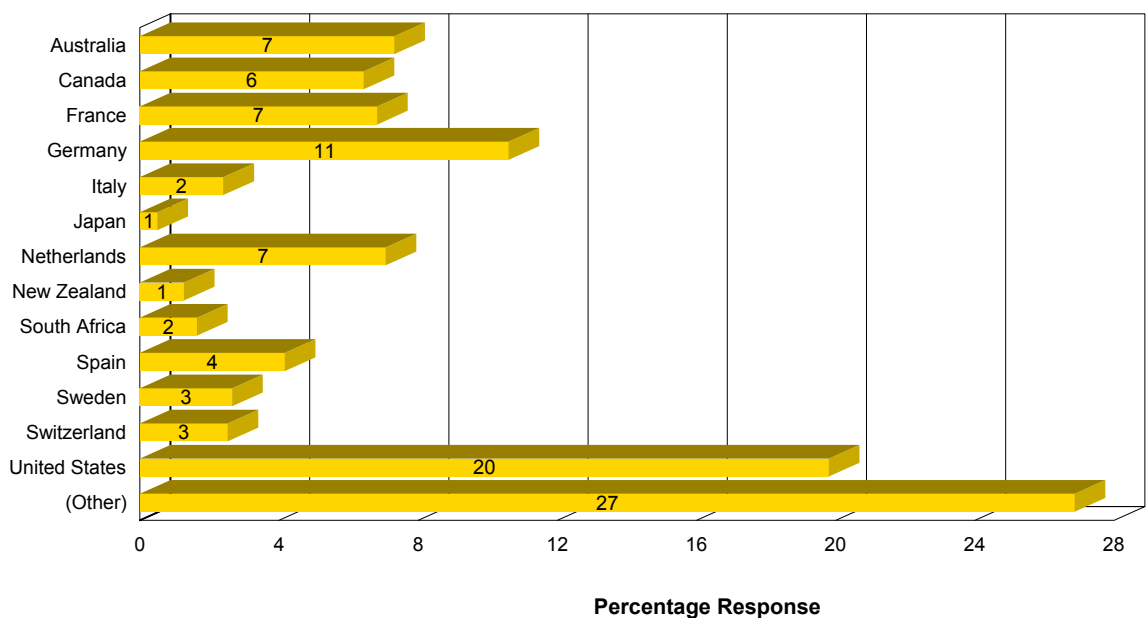


Item Text	Responses	Response %
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**Which overseas country do you live in?**

Australia	<b>58</b>	7%
Canada	<b>51</b>	6%
France	<b>54</b>	7%
Germany	<b>84</b>	11%
Italy	<b>19</b>	2%
Japan	<b>4</b>	1%
Netherlands	<b>56</b>	7%
New Zealand	<b>10</b>	1%
South Africa	<b>13</b>	2%
Spain	<b>33</b>	4%
Sweden	<b>21</b>	3%
Switzerland	<b>20</b>	3%
United States	<b>157</b>	20%
(Other)	<b>213</b>	27%
	<b>793</b>	

**Number of Completed Surveys = 1,478**



Item Text	Responses	Response %
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**Would you like us to use your email address to:**

Enter you in the prize draw?	<b>1,061</b>	72%
Further research	<b>160</b>	11%
Neither of these	<b>385</b>	26%
	<b>1,606</b>	

**Number of Completed Surveys = 1,478**

