

Airbnb Scotland Poll

Absolutes/col percents

Table 1

Q1. What are the three most important issues facing Scotland that you would like the Scottish Government to focus on?

Base: Total Respondents

	Total	Gender		Age						Region								
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Coronavirus	592 49%	329B 55%	264 43%	46 32%	97A 50%	93 45%	124A 54%	96A 49%	137Ac 56%	78cd 54%	84c 52%	35 37%	71 44%	5 38%	64 44%	89c 51%	80 51%	86Cd 55%
Jobs and the economy	518 43%	250 42%	268 43%	59 41%	78 40%	82 40%	96 42%	111aBCDF 57%	92 38%	60 42%	74 46%	32 33%	77C 48%	6 48%	63 43%	75 43%	71 45%	60 38%
Scottish independence	333 27%	186B 31%	146 24%	45 31%	64F 33%	61f 29%	64 28%	48 25%	51 21%	46 32%	51 32%	27 28%	40 25%	2 16%	34 23%	52 30%	33 21%	48 30%
Healthcare and the NHS	665 55%	307 52%	358 58%	77 53%	81 42%	99 48%	126b 55%	118BC 61%	164aBCD 68%	69 47%	95d 59%	50 51%	78 48%	7 52%	91aD 63%	100 57%	87 55%	90 57%
Education	299 25%	161 27%	138 22%	28 20%	29 15%	56B 27%	58b 25%	52B 27%	76B 31%	45Dg 31%	39 24%	21 22%	32 20%	4 32%	37 26%	33 19%	44 28%	43 27%
Climate change and the environment	222 18%	110 19%	112 18%	41cDE 28%	37 19%	33 16%	31 13%	28 14%	53de 22%	14 9%	26 16%	27AI 28%	38AI 23%	1 8%	27 18%	38Ai 22%	32 20%	19 12%
Cost of living	199 16%	71 12%	128A 21%	36EF 24%	44EF 23%	44EF 21%	41EF 18%	17 9%	17 7%	18 12%	27 17%	27ADHI 27%	25 15%	2 16%	31i 21%	35i 20%	17 11%	17 11%
Cost of housing	65 5%	32 5%	33 5%	10f 7%	15F 8%	17eF 8%	15F 6%	6 3%	3 1%	8 5%	13I 8%	8i 8%	14ghI 9%	1 7%	9 6%	7 4%	3 2%	3 2%
Crime and policing	165 14%	81 14%	84 14%	19 13%	12 6%	32B 15%	25 11%	33B 17%	44Bd 18%	22 15%	16 10%	8 8%	23 14%	3 21%	16 11%	25 14%	28 18%	24 15%
Housing availability	129 11%	52 9%	77 13%	9 6%	34adEF 17%	33aEF 16%	21 9%	12 6%	20 8%	12 8%	13 8%	20ABdfg 21%	18 11%	2 14%	13 9%	17 10%	18 11%	17 11%
Welfare and benefits	177 15%	82 14%	94 15%	27f 19%	32f 17%	29 14%	43F 19%	24 13%	21 9%	24 16%	28 18%	10 10%	19 12%	3 26%	28d 19%	23 13%	25 16%	18 11%
Infrastructure (eg. roads, cycle lanes, railways)	100 8%	58 10%	43 7%	3 2%	12 6%	14 7%	20 9%	20A 11%	31A 13%	8 6%	10 6%	11f 11%	18F 11%	2 15%	5 4%	11 6%	15 10%	19F 12%
Short-term lets	11 1%	2 *	8 1%	7bcdF 5%	- -	* **	1 *	2 1%	1 *	- -	- -	- -	3g 2%	- -	1 1%	- -	7g 4%	- -
Mass tourism / Over tourism	26 2%	5 1%	21A 3%	15BCDEF 10%	3 2%	3 2%	2 1%	2 1%	* *	5gi 3%	1 1%	3 3%	6bFGI 4%	1 5%	- -	- -	10fGi 6%	- -
Something else	22 2%	15 3%	7 1%	* *	5 2%	4 2%	1 1%	3 1%	9d 4%	2 1%	2 1%	1 2%	4 3%	* 2%	2 1%	6 4%	- -	5 3%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

Prepared by ORB



Airbnb Scotland Poll

Absolutes/col percents

Table 1 (continuation)

Q1. What are the three most important issues facing Scotland that you would like the Scottish Government to focus on?

Base: Total Respondents

	Gender		Age						Region									
	Total	Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Don't know	13 1%	1 *%	13A 2%	2 1%	7dEf 4%	2 1%	1 *%	- -%	1 *%	5bdg 3%	- -%	- -%	* *%	- -%	1 1%	* *%	- -%	6bDG 4%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

Airbnb Scotland Poll

Absolutes/col percents

Table 2

Q2. How important or unimportant do you believe tourism is to Scotland's economy?

Base: Total Respondents

	Total	Gender		Age						Region								
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Very important	842 70%	412 70%	430 70%	77 53%	109 57%	143Ab 69%	170AB 74%	142AB 73%	202ABCDE 83%	107 74%	104 65%	74 76%	106 66%	7 57%	103 71%	114 66%	123d 78%	104 66%
Somewhat important	284 23%	147 25%	136 22%	49deF 34%	64DEF 33%	48f 23%	45 20%	40 21%	37 15%	31 22%	44 28%	17 17%	45h 28%	3 22%	32 22%	44 25%	25 16%	43 27%
Neither important nor unimportant	48 4%	21 4%	27 4%	7f 4%	9F 5%	10F 5%	13F 6%	9F 5%	1 *%	4 3%	7 5%	5 5%	7 5%	1 10%	4 3%	10 6%	3 2%	7 5%
Somewhat unimportant	5 *%	4 1%	1 *%	1 1%	* *%	2 1%	* *%	2 1%	- -%	- -%	1 *%	1 1%	1 1%	1 11%	- -%	2 1%	- -%	- -%
Very unimportant	14 1%	5 1%	9 1%	7Def 5%	3 2%	3 1%	- -%	* *%	1 1%	- -%	3 2%	1 1%	1 1%	- -%	3 2%	- -%	7g 4%	- -%
Don't Know	17 1%	3 1%	14a 2%	5e 4%	8cdEF 4%	1 *%	1 1%	- -%	1 *%	3 2%	1 1%	- -%	1 1%	- -%	3 2%	5 3%	- -%	4 3%
TOTAL IMPORTANT	1126 93%	560 94%	566 92%	125 86%	173 89%	191 93%	215 94%	182 94%	239ABCDE 99%	138 95%	148 93%	90 93%	151 94%	10 79%	135 93%	158 91%	148 94%	146 93%
TOTAL UNIMPORTANT	19 2%	9 1%	11 2%	8Df 6%	3 2%	4d 2%	* *%	2 1%	1 1%	- -%	3 2%	2 2%	2 1%	1 11%	3 2%	2 1%	7 4%	- -%
NET IMPORTANT MINUS UNIMPORTANT	1107 91%	551 93%	556 90%	117 81%	170 88%	187a 91%	215A 94%	180A 93%	238ABCdE 98%	138 95%	145 91%	89 92%	150 92%	8 68%	132 91%	156 90%	141 90%	146 93%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

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Table 3

Q3. How important or unimportant do you believe tourism is to Edinburgh's economy?

Base: Total Respondents

	Total	Gender		Age						Region								
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Very important	857 71%	404 68%	452 73%	85 58%	124 64%	138 67%	172Ab 75%	144A 74%	193ABC 80%	107g 74%	117 73%	66 68%	113 70%	9 71%	108g 74%	108 62%	119g 76%	110 70%
Somewhat important	273 23%	157B 27%	115 19%	39 27%	48 25%	58f 28%	45 20%	38 20%	45 19%	30 21%	31 20%	24 25%	41 25%	1 6%	32 22%	51 30%	27 17%	35 23%
Neither important nor unimportant	54 4%	22 4%	32 5%	15F 10%	9f 5%	7 4%	12F 5%	9f 4%	2 1%	3 2%	9f 6%	6f 6%	7f 4%	1 11%	1 1%	8 5%	11f 7%	7 5%
Somewhat unimportant	4 *%	2 *%	2 *%	- -%	2 1%	* *%	- -%	2 1%	- -%	2 1%	- -%	- -%	* *%	* 1%	- -%	2 1%	- -%	- -%
Very unimportant	7 1%	4 1%	3 1%	1 1%	3 2%	1 1%	- -%	1 1%	- -%	- -%	2 1%	1 1%	* *%	1 10%	2 1%	- -%	- -%	1 1%
Don't Know	16 1%	4 1%	12 2%	6e 4%	8cdEf 4%	1 *%	1 1%	- -%	1 *%	3 2%	1 1%	* *%	1 *%	- -%	2 2%	5d 3%	- -%	4 3%
TOTAL IMPORTANT	1129 93%	562 95%	568 92%	123 85%	172 89%	196Ab 95%	217a 94%	182a 94%	239ABcDE 99%	137 94%	148 93%	90 93%	154 95%	10 78%	140 96%	160 92%	146 93%	145 92%
TOTAL UNIMPORTANT	11 1%	6 1%	5 1%	1 1%	5df 3%	2 1%	- -%	3 2%	- -%	2 1%	2 1%	1 1%	1 *%	1 11%	2 1%	2 1%	- -%	1 1%
NET IMPORTANT MINUS UNIMPORTANT	1118 92%	556 94%	563 91%	122 84%	167 86%	194AB 94%	217AB 94%	179 92%	239ABCDE 99%	135 93%	146 91%	89 92%	153 95%	8 66%	138 95%	158 91%	146 93%	144 92%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

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Table 4
Q4. Do you believe that the Scottish tourism industry will recover from Coronavirus by itself, or do you think it needs Government support to recover?

Base: Total Respondents

	Gender		Age						Region									
	Total	Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
It will fully recover by itself	347 29%	178 30%	169 27%	55c 38%	53 27%	47 23%	62 27%	61 32%	68 28%	43 29%	44 27%	29 30%	48 30%	3 27%	35 24%	53 30%	53 34%	40 25%
It will need Government support to fully recover	747 62%	363 61%	384 62%	81 55%	120 62%	136 66%	144 63%	114 59%	152 63%	85 58%	106 66%	54 56%	98 61%	8 66%	103acd 71%	100 57%	95 60%	98 63%
Don't know	116 10%	51 9%	65 10%	9 6%	20 10%	22 11%	24 10%	18 10%	22 9%	18f 12%	10 6%	14f 15%	16 10%	1 7%	7 5%	21f 12%	10 6%	19f 12%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

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Absolutes/col percents

Table 5

Q5. Some people believe that tourism will play a big role in helping Scotland's economy recover from Coronavirus,*while others disagree. So to what extent do you believe that tourism will be important to Scotland's economic recovery from Coronavirus?

Base: Total Respondents

	Total	Gender		Age						Region								
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Will definitely be important	637 53%	325 55%	312 51%	69 48%	82 42%	115B 56%	123 53%	101 52%	147B 61%	80 55%	87 54%	53 55%	87 54%	6 45%	80 55%	82 47%	87 55%	76 48%
Will probably be important	460 38%	210 35%	249 40%	54 37%	87F 45%	73 35%	99F 43%	70 36%	77 32%	54 37%	51 32%	41 43%	63 39%	4 35%	57 39%	65 37%	59 38%	66 42%
Will probably not be important	53 4%	34 6%	20 3%	7 5%	9 5%	9 4%	3 1%	16Df 8%	9 4%	7F 5%	12DF 8%	2 2%	3 2%	1 11%	- -%	10dF 6%	8f 5%	9F 6%
Will definitely not be important	11 1%	7 1%	4 1%	3 2%	1 1%	3 1%	- -%	1 *%	3 1%	- -%	1 1%	1 1%	1 1%	* 4%	3 2%	2 1%	3 2%	- -%
Don't Know	49 4%	17 3%	32 5%	12 8%	13d 7%	7 3%	5 2%	6 3%	6 3%	4 3%	8h 5%	- -%	8cH 5%	1 5%	5 3%	16aCH 9%	- -%	7h 5%
TOTAL IMPORTANT	1097 91%	535 90%	561 91%	123 85%	169 88%	188 91%	222ABcE 96%	171 88%	224 93%	134g 92%	138 86%	94BG 97%	149G 92%	10 80%	138bG 95%	147 84%	146 93%	141 90%
TOTAL NOT IMPORTANT	64 5%	41b 7%	23 4%	10d 7%	11d 6%	11d 6%	3 1%	16D 8%	12d 5%	7 5%	14Df 9%	3 3%	4 3%	2 15%	3 2%	12d 7%	11 7%	9 6%
NET IMPORTANT MINUS NOT IMPORTANT	1033 85%	494 83%	538 87%	113 78%	159 82%	176 86%	218ABCEF 95%	154 80%	212ae 88%	127g 87%	124 78%	92BGi 95%	145BG 90%	8 65%	135BGi 93%	135 77%	135 86%	133 84%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

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Table 6

Q6. To what extent would you support or oppose the Scottish Government introducing policies that will help Scotland's tourism sector in the coming months and years?

Base: Total Respondents

	Total	Gender		Age						Region								
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Strongly oppose	30 2%	18 3%	12 2%	- -	10a 5%	5 3%	5 2%	4 2%	5 2%	1 1%	7 4%	1 2%	4 3%	2 15%	7h 5%	6 3%	- -	2 1%
Somewhat oppose	59 5%	33 6%	26 4%	12 8%	7 4%	16f 8%	9 4%	7 3%	7 3%	9B 6%	1 1%	3 4%	14BH 9%	- -	11B 8%	9b 5%	2 1%	8b 5%
Neither support nor oppose	195 16%	100 17%	95 15%	14 10%	41a 21%	31 15%	39 17%	36 18%	34 14%	27f 19%	24 15%	15 15%	21 13%	4 31%	14 9%	33f 19%	31 20%	27 17%
Somewhat support	455 38%	212 36%	242 39%	38 26%	77 40%	79 38%	80 35%	89Ad 46%	92 38%	54 37%	63 40%	32 33%	66 41%	4 33%	61 42%	70 40%	46 29%	59 37%
Strongly support	361 30%	185 31%	176 29%	40 27%	45 23%	58 28%	80bE 35%	46 24%	93BcE 38%	45 31%	49 31%	33 34%	46 28%	2 15%	38 26%	43 25%	57 36%	48 31%
Don't Know	111 9%	45 8%	66 11%	42BCDEF 29%	13 7%	16 8%	16 7%	13 7%	11 4%	8 6%	16 10%	12 12%	11 7%	1 5%	15 11%	14 8%	21 14%	13 9%
TOTAL OPPOSE	88 7%	51 9%	37 6%	12 8%	17 9%	22f 11%	14 6%	11 5%	13 5%	11 7%	8 5%	5 5%	19BH 11%	2 15%	18bH 12%	15h 9%	2 1%	10 6%
TOTAL SUPPORT	815 67%	397 67%	418 68%	77 53%	122 63%	137 66%	160A 70%	134a 69%	184ABc 76%	99 68%	112 70%	65 68%	112 69%	6 49%	98 68%	112 65%	103 65%	107 68%
NET OPPOSE MINUS SUPPORT	-727 -60%	-346 -58%	-381 -62%	-65 -45%	-106 -55%	-115 -56%	-146 -63%	-124 -64%	-172 -71%	-89 -61%	-105 -65%	-61 -63%	-93 -58%	-4 -33%	-81 -56%	-97 -56%	-100 -64%	-97 -62%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

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Table 7

Q7. Would you support or oppose the Scottish Government introducing new laws now that would make it harder for the tourism industry to operate in Scotland in future?

Base: Total Respondents

	Total	Gender		Age						Region								
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Strongly oppose	349 29%	193B 32%	156 25%	34 24%	38 20%	65B 31%	68b 30%	67B 35%	76B 32%	62BDFG 43%	41 26%	28 29%	34 21%	2 19%	38 26%	41 24%	52d 33%	50D 32%
Somewhat oppose	356 29%	175 29%	181 29%	40 28%	59 30%	52 25%	75 33%	59 30%	71 29%	34 23%	46 29%	28 29%	51 31%	3 21%	57Ah 39%	57 33%	37 24%	43 27%
Neither support nor oppose	228 19%	115 19%	114 18%	28 19%	33 17%	42 20%	40 17%	32 17%	54 22%	19 13%	39Ag 25%	16 16%	30 19%	5 40%	21 15%	26 15%	36 23%	35 22%
Somewhat support	90 7%	36 6%	55 9%	11 8%	20 10%	18 9%	15 7%	13 6%	13 6%	10 7%	10 6%	8 8%	21abFhl 13%	2 14%	7 5%	17 10%	8 5%	7 4%
Strongly support	40 3%	25 4%	16 3%	5 4%	13d 6%	6 3%	3 1%	5 3%	8 3%	8FG 5%	7fG 4%	5fG 5%	8FG 5%	1 5%	- -	- -	8fg 5%	4g 3%
Don't Know	147 12%	50 8%	96A 16%	26f 18%	32eF 16%	24 12%	28 12%	17 9%	19 8%	14 9%	16 10%	12 12%	17 11%	* 2%	21 14%	32abd 18%	16 10%	18 11%
TOTAL OPPOSE	704 58%	367b 62%	337 55%	75 51%	97 50%	117 57%	143b 62%	126B 65%	147b 61%	95D 66%	87 55%	56 58%	85 52%	5 39%	95D 66%	98 56%	89 57%	93 59%
TOTAL SUPPORT	131 11%	60 10%	70 11%	17 11%	32df 17%	24 12%	19 8%	18 9%	21 9%	18 12%	17 11%	13 13%	29bFGl 18%	2 19%	7 5%	17 10%	16 10%	11 7%
NET OPPOSE MINUS SUPPORT	574 47%	307B 52%	267 43%	58 40%	64 33%	93b 45%	125B 54%	108aBc 56%	126B 52%	78D 54%	70d 44%	44 45%	56 34%	3 20%	88BcDg 60%	81D 46%	73 46%	82D 52%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

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Table 8

Q8. Do you think the Scottish Government should pause any new regulations that would hurt the economy or tourism sector until the Coronavirus pandemic is over and the state of the economy is clearer?

Base: Total Respondents

	Total	Gender		Age						Region								
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Should definitely pause	456 38%	237 40%	219 35%	53 37%	51 27%	70 34%	87b 38%	95BCd 49%	99B 41%	70BDh 48%	52 33%	45D 47%	49 30%	3 27%	52 36%	69d 40%	51 32%	65D 41%
Should probably pause	414 34%	183 31%	230a 37%	38 26%	85AEf 44%	74 36%	77 33%	59 31%	80 33%	46 32%	44 28%	30 31%	57 35%	2 18%	51 35%	67 38%	65 42%	52 33%
Should probably go ahead now	132 11%	69 12%	62 10%	25e 18%	22 12%	20 10%	22 9%	14 7%	28 12%	14G 10%	29GI 18%	9g 9%	29AcGI 18%	4 29%	16G 11%	4 2%	15g 9%	12 8%
Should definitely go ahead now	49 4%	30 5%	18 3%	6 4%	6 3%	13 6%	9 4%	6 3%	8 3%	6 4%	7 4%	3 3%	8G 5%	1 8%	10G 7%	1 1%	6 4%	6 4%
Don't Know	160 13%	74 12%	87 14%	22 15%	28 15%	29 14%	35 15%	19 10%	27 11%	9 6%	27A 17%	10 10%	19 12%	2 18%	17 12%	33Ad 19%	20 13%	23a 14%
TOTAL PAUSE	869 72%	420 71%	449 73%	92 63%	137 71%	144 70%	164 71%	154Ac 80%	179 74%	116BD 80%	96 60%	75Bd 78%	105 65%	6 45%	102 70%	136BD 78%	116 74%	117Bd 74%
TOTAL GO AHEAD	180 15%	99 17%	81 13%	32e 22%	29 15%	33 16%	31 14%	20 10%	36 15%	20G 14%	36GI 23%	12G 12%	37acGI 23%	5 37%	26G 18%	6 3%	21G 14%	18G 11%
NET PAUSE MINUS GO AHEAD	689 57%	320 54%	368 60%	60 41%	108 56%	110 54%	133a 58%	134ABCdf 69%	143A 59%	96BDf 66%	60 38%	63BD 66%	68 42%	1 8%	76b 52%	130BDFhi 75%	95BD 60%	99BD 63%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

Airbnb Scotland Poll

Absolutes/col percents

Table 9

Q9. Short-term letting or home-sharing is when the owner of a property lets it out for a short period, usually less than 2 weeks, to tourists or other travellers as an alternative to other accommodation such as hotels or hostels. To what extent do you think that short-term letting benefits or harms Scotland?

Base: Total Respondents

	Total	Gender		Age						Region								
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Definitely benefits Scotland	139 11%	67 11%	72 12%	19 13%	24 12%	32ef 15%	28 12%	15 8%	21 9%	23cFh 16%	28cFH 17%	6 6%	19 12%	2 16%	9 6%	25fh 14%	8 5%	19 12%
Probably benefits Scotland	526 43%	245 41%	281 45%	68 47%	94 49%	88 43%	88 38%	86 44%	101 42%	65b 45%	49 31%	50B 52%	66b 41%	5 38%	72B 50%	72 42%	80B 51%	66 42%
Probably harms Scotland	214 18%	127B 21%	87 14%	24 17%	34 18%	29 14%	35 15%	42 21%	51 21%	18 12%	50ACdFGI 31%	12 12%	36AcG 22%	3 27%	23 16%	20 12%	30 19%	23 14%
Definitely harms Scotland	75 6%	47b 8%	28 5%	3 2%	7 3%	16 8%	20a 9%	12 6%	17 7%	9G 6%	7 4%	5 5%	19BGi 12%	1 4%	8g 6%	2 1%	16G 10%	9g 5%
Don't know	255 21%	107 18%	149a 24%	31 22%	35 18%	42 20%	58 25%	38 20%	52 21%	30 21%	26 16%	24d 25%	22 14%	2 14%	33d 23%	55BDH 32%	23 15%	40D 26%
TOTAL BENEFITS	665 55%	312 53%	353 57%	87 60%	118 61%	120 58%	117 51%	101 52%	122 50%	88b 61%	77 48%	56 58%	85 52%	7 54%	81 56%	97 56%	88 56%	86 55%
TOTAL HARMS	289 24%	174B 29%	115 19%	27 19%	41 21%	44 22%	55 24%	54 28%	68 28%	27 18%	57ACfGI 36%	17 17%	55ACFGI 34%	4 31%	32 22%	22 13%	46G 29%	31 20%
NET BENEFITS MINUS HARMS	376 31%	138 23%	238A 39%	60dEF 41%	77DEF 40%	76dEF 37%	61 27%	48 25%	54 22%	62BDh 43%	20 13%	39BD 41%	30 19%	3 23%	49BD 34%	75BDh 43%	42b 27%	54BD 35%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

Airbnb Scotland Poll

Absolutes/col percents

Table 10

Q10. In October the Scottish Government announced plans to introduce new rules on the short-term letting industry that would require people to go through a lengthy licensing process costing more than £700 before they are allowed to let their homes for a short period. Do you think the Government should go ahead with these proposed new rules now, or do you think they should wait until a later date when Coronavirus is under control and Scotland's economy is stable?

Base: Total Respondents

	Gender		Age						Region									
	Total	Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Should definitely go ahead now	189 16%	112B 19%	77 12%	19 13%	29 15%	35 17%	33 15%	26 13%	47 20%	25i 17%	30i 19%	10 11%	38CFG 23%	1 11%	18 13%	24 14%	30i 19%	12 8%
Should probably go ahead now	239 20%	128 22%	111 18%	35 24%	37 19%	38 18%	54 23%	32 17%	43 18%	23 16%	34 22%	20 21%	37 23%	3 22%	25 17%	38 22%	30 19%	29 18%
Should probably wait for a later date	314 26%	127 21%	187A 30%	42 29%	53 27%	52 25%	49 21%	52 27%	67 28%	37 25%	39 24%	26 27%	36 22%	4 29%	32 22%	48 28%	47 30%	45 29%
Should definitely wait for a later date	324 27%	170 29%	154 25%	30 21%	47 24%	53 26%	64 28%	63 33%	67 28%	43 30%	41 26%	25 26%	35 21%	3 25%	46d 32%	44 25%	41 26%	47 30%
Don't know	144 12%	56 9%	88a 14%	19 13%	28f 14%	29f 14%	30 13%	21 11%	18 7%	17 12%	15 10%	15 16%	17 10%	2 13%	23h 16%	21 12%	9 6%	25h 16%
TOTAL GO AHEAD	428 35%	240B 40%	188 30%	53 37%	66 34%	72 35%	87 38%	58 30%	91 37%	48 33%	65i 41%	30 31%	75ACFG 46%	4 33%	44 30%	61 35%	60 38%	41 26%
TOTAL WAIT FOR	638 53%	297 50%	341 55%	72 50%	100 52%	105 51%	113 49%	115d 59%	134 55%	80d 55%	80 50%	51 53%	70 43%	7 54%	79d 54%	92d 53%	88 56%	92D 58%
NET GO AHEAD MINUS WAIT FOR	-210 -17%	-57 -10%	-153 -25%	-19 -13%	-34 -17%	-32 -16%	-25 -11%	-57 -29%	-43 -18%	-32 -22%	-15 -9%	-21 -22%	5 3%	-3 -22%	-35 -24%	-31 -18%	-28 -18%	-51 -32%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

Airbnb Scotland Poll

Absolutes/col percents

Table 11

Q11. To what extent do you think introducing these new regulations on tourist accommodation now as Scotland tries to recover from Coronavirus would help or harm the Scottish economy?

Base: Total Respondents

	Total	Gender		Age						Region								
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Would definitely help the Scottish economy	100 8%	60b 10%	40 7%	12 9%	16 8%	18 9%	26f 11%	14 7%	13 6%	17Gi 12%	13 8%	8 8%	17GI 11%	* 2%	10 7%	5 3%	23GI 15%	6 4%
Would probably help the Scottish economy	281 23%	151 25%	130 21%	44e 30%	42 22%	51 25%	51 22%	33 17%	59 25%	30 21%	47Gi 30%	18 18%	50acGI 31%	4 32%	34 23%	30 17%	40 25%	28 18%
Would probably harm the Scottish economy	378 31%	167 28%	210 34%	50 35%	77cdE 40%	57 28%	65 28%	51 26%	78 32%	41 28%	35 22%	30 31%	48 30%	4 30%	55B 38%	52 30%	65B 41%	47 30%
Would definitely harm the Scottish economy	174 14%	88 15%	87 14%	16 11%	13 7%	34B 16%	30 13%	49ABcDF 25%	32 13%	29D 20%	21 13%	10 11%	18 11%	1 9%	23 16%	25 14%	18 11%	29d 18%
Don't know	277 23%	127 21%	149 24%	22 15%	45 23%	46 22%	57 25%	47 24%	60 25%	28h 19%	43DH 27%	30DFH 31%	28h 17%	3 26%	24 16%	61ADFH 35%	12 7%	47DFH 30%
TOTAL HELP	381 32%	211B 36%	171 28%	57e 39%	58 30%	69 33%	77e 34%	47 24%	73 30%	47g 32%	60GI 38%	26 27%	68CfGI 42%	4 34%	44 30%	36 20%	63GI 40%	34 22%
TOTAL HARM	552 46%	255 43%	297 48%	66 46%	90 47%	91 44%	95 41%	100d 52%	110 45%	70b 48%	56 35%	40 42%	67 41%	5 39%	78Bd 53%	77 44%	83b 53%	76b 48%
NET HELP MINUS HARM	-171 -14%	-44 -7%	-127 -20%	-10 -7%	-32 -17%	-22 -11%	-18 -8%	-53 -27%	-37 -15%	-23 -16%	4 3%	-15 -15%	1 1%	-1 -5%	-34 -23%	-42 -24%	-20 -13%	-42 -26%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

Airbnb Scotland Poll

Absolutes/col percents

Table 12

Q12. To what extent do you agree or disagree that short-term lets will be helpful in encouraging visitors back to Scotland once the Coronavirus pandemic is resolved and travel restrictions are eased?

Base: Total Respondents

	Total	Gender		Age						Region								
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Strongly agree	204 17%	88 15%	116 19%	13 9%	37 19%	40a 19%	44 19%	32 17%	38 16%	23 16%	30 19%	21 22%	27 17%	2 16%	16 11%	33 19%	31 19%	22 14%
Somewhat agree	439 36%	191 32%	248A 40%	55 38%	64 33%	90F 44%	78 34%	74 38%	78 32%	60Bh 41%	41 25%	39b 41%	63B 39%	4 32%	62Bh 42%	70B 40%	42 27%	58b 37%
Neither agree nor disagree	305 25%	179B 30%	127 21%	29 20%	43 22%	42 20%	57 25%	52 27%	82aBCd 34%	36 25%	45 28%	16 16%	36 22%	5 37%	35 24%	33 19%	59CDG 37%	42 27%
Somewhat disagree	98 8%	60b 10%	38 6%	27bCDEF 19%	15 8%	13 6%	15 7%	11 6%	16 6%	3 2%	24AGI 15%	7 7%	19AgI 12%	1 7%	12a 9%	10 6%	16a 10%	6 4%
Strongly disagree	39 3%	21 4%	18 3%	1 1%	4 2%	11 5%	9 4%	7 4%	6 2%	8 5%	6 4%	4 4%	6 4%	- -	1 1%	5 3%	6 4%	3 2%
Don't Know	126 10%	55 9%	70 11%	20c 14%	30C 15%	11 5%	26c 11%	16 8%	22 9%	16h 11%	15 10%	10h 10%	11 7%	1 7%	19dH 13%	23dH 13%	4 2%	26DH 16%
TOTAL AGREE	642 53%	278 47%	364A 59%	68 46%	101 52%	129aF 63%	122 53%	107 55%	116 48%	83b 57%	70 44%	61B 63%	90b 55%	6 48%	77 53%	102B 59%	73 46%	80 51%
TOTAL DISAGREE	137 11%	81b 14%	56 9%	29ef 20%	20 10%	24 12%	24 11%	18 9%	22 9%	10 7%	29AfGI 18%	11 11%	25AgI 15%	1 7%	14 9%	15 9%	22 14%	9 6%
NET AGREE MINUS DISAGREE	505 42%	198 33%	308A 50%	39 27%	81a 42%	105AF 51%	97a 42%	89A 46%	94 39%	72BdH 50%	41 26%	50Bh 52%	65B 40%	5 40%	64B 44%	87BdH 50%	50 32%	71B 45%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)

Airbnb Scotland Poll

Absolutes/col percents

Table 13

Q13. These new laws mean it will take months to become a host on a short-term letting platform and will cost more than £700 to secure a license. Does this make you more or less likely to consider renting your home, or a room in your home, for a short period?

Base: Total Respondents

	Gender			Age						Region								
	Total	Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Edinburgh (d)	Lothians (ex Edinburgh) (e)	Mid Scotland & Fife (f)	NE Scotland (g)	South of Scotland (h)	West of Scotland (i)
Unweighted row	1210	576	634	86	183	222	223	227	269	111	129	71	491	37	93	120	54	104
Total	1210	593	617	145	194	206	230	194	242	145	160	97	162	12	145	174	157	157
Much more likely to consider	54 4%	30 5%	25 4%	15DeF 10%	18DEF 9%	11F 5%	6f 2%	5F 3%	* **	9H 6%	11H 7%	1 1%	10H 6%	* 2%	4 3%	8 4%	- -9%	12H 7%
Somewhat more likely to consider	77 6%	27 4%	51a 8%	15F 10%	14F 7%	22EF 11%	15F 6%	7 4%	4 2%	5 3%	9 6%	6 7%	16AG 10%	3 22%	8 5%	6 4%	15 9%	9 6%
Somewhat less likely to consider	167 14%	80 13%	87 14%	24 16%	24 12%	35E 17%	42EF 18%	16 9%	25 10%	23i 16%	23 14%	15 16%	32GI 20%	2 18%	19 13%	20 12%	20 13%	11 7%
Much less likely to consider	656 54%	331 56%	324 53%	57 39%	99 51%	92 45%	111 48%	127ABCD 66%	171ABCD 71%	73 50%	82 51%	50 52%	78 48%	4 30%	84 58%	95 54%	100d 64%	89 57%
Don't know	256 21%	126 21%	130 21%	35 24%	38 20%	46 22%	57 25%	38 20%	42 17%	35d 24%	35 22%	24 24%	25 16%	4 29%	30 21%	45Dh 26%	22 14%	36 23%
TOTAL MORE LIKELY	132 11%	56 9%	75 12%	30DEF 20%	33dEF 17%	33dEF 16%	20F 9%	12F 6%	4 2%	14 10%	20 13%	8 8%	26fG 16%	3 24%	12 8%	14 8%	15 9%	21 13%
TOTAL LESS LIKELY	822 68%	411 69%	412 67%	81 55%	123 63%	127 62%	153 67%	143AbC 74%	196ABCD 81%	97 67%	105 66%	65 68%	111 68%	6 48%	103 71%	115 66%	120 77%	100 64%
NET MORE LIKELY MINUS LESS LIKELY	-691 -57%	-354 -60%	-336 -54%	-51 -35%	-90 -46%	-94 -46%	-133 -58%	-131 -68%	-192 -79%	-83 -57%	-85 -53%	-58 -60%	-85 -53%	-3 -24%	-91 -63%	-101 -58%	-106 -67%	-79 -50%

Columns Tested to (90 percent as lower case or *, 95 percent as UPPERCASE or **)