



## **Monitoring the quality of experience in Kielder Water and Forest Park**

### **TNS Research International Final Report**

JN: 195966

Date: February 2009



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## A. Background and introduction

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### Background

Forestry Commission (FC) forests and woodlands offer many recreation opportunities such as walking, cycling and picnicking, as well as more formalised activities such as mountain biking, horse riding, car rallies and orienteering. They also offer log cabins, camping and caravan accommodation, with a number of sites also equipped with a visitor centre. Printed material is produced in order to maximise the visitor experience and the FC have worked alongside Ordnance Survey to incorporate information on land access into their maps.

In June 2002, TNS Research International (then NFO) were commissioned to undertake a study which would investigate what constitutes quality of experience for visitors, addressing related concepts such as motivations, expectations and the needs of different groups. The output of this study was a survey method which could be used across Forestry Commission sites to effectively monitor quality of experiences. Since completing this study, on-site Quality of Experience (QOE) surveys have been undertaken using this survey method at 25 locations (Dalby and Thetford Forests have been surveyed twice), with over 7,000 interviews undertaken with forest visitors.

The Forestry Commission Corporate Plan for Wales and Great Britain identified a need for further evidence to demonstrate the benefits that woodlands and forests bring to society and it is on this basis that the FC continued the QOE survey programme through a series of on-site surveys during 2009. These surveys had the following key objectives

- to undertake on-site surveying of a target of 300 visitors per site at 3 sites in England in 2009;
- to provide full reports and data to FC.

### Method

A total of 306 visitors were interviewed at Kielder Water and Forest Park between 25<sup>th</sup> July and 27<sup>th</sup> October during 25 days of interviewing.

Prior to 2008, visitors who used the site at least once a month were interviewed and asked to rate both the levels of importance of different aspects of woodland and forest visits and their satisfaction with the same aspects at the individual forests surveyed. Visitors who came less often were interviewed for a shorter period before

being given a questionnaire regarding their levels of satisfaction. This was completed and returned, after the visit, using a reply-paid envelope. All visitors were interviewed at the start of their visit.

In 2008, it was decided that surveying at sites in England would involve all visitors being given the full CAPI interview on site at the end of their visit, with no self-completion questionnaires distributed. Due to declining response rates when using self-completion questionnaires and the potential for questions to be left blank, it was decided that a fully on-site methodology would be beneficial. This means that a number of questions, including the satisfaction and TRI\*M analysis (see Section C), are now based on the full sample rather than on frequent visitors only.

#### *Questionnaire changes*

In 2009, some amendments were made to the questionnaire in order to reduce the length and in turn, to try and maximise the response rate. A number of questions were removed while others were amended from an open-ended question to a pre-coded question, with pre-codes were based on responses to these questions in previous surveys. Respondents were not shown the CAPI screen or prompted at all for these questions which related to:

- influences on decision to visit;
- improvements;
- aspects liked most about the forest.

Please bear in mind the change in methodology and the different sites surveyed when comparing the results for 2009 with those obtained in prior to 2008 and also when comparing questions that have been changed from an open-ended to a pre-coded question (highlighted throughout) in 2009 with all previous years.

#### **About this report**

This report provides the results of the survey undertaken at Kielder Water and Forest Park. As mentioned previously, similar surveys have also been undertaken in 25 other Forestry Commission sites to date (Dalby and Thetford twice), providing a total 'database' of over 7,000 interviews with forest users. The results of the surveys undertaken at other sites have been used within this report, where appropriate, to help draw comparisons and to highlight the key variations at Kielder Water and Forest Park. It should be noted that variations between the results obtained at Kielder Water and Forest Park and at other locations may not always be statistically valid (i.e. are within margins of error) so should be treated with some caution. Also, it

should be noted that where results are included for all sites surveyed to date, the results for the 2009 Kielder Water and Forest Park survey are included in these figures.

The following section provides the survey results across the total survey sample and, where appropriate, compares the responses provided by visitors in different demographic groups and those taking part in different activities. The results for Kielder Water and Forest Park are accurate to within  $\pm 5.6\%$  at the 95% level of confidence. For example, on a question where 50% of the people in the sample of 306 respond with a particular answer, the chances are 95 in 100 that the true result is somewhere between 44.4% and 55.6%.

Throughout this report, regular visitors are defined as visiting at least once a month. Infrequent or first time visitors are those who visit less than once a month or who are on their first visit.

Verbatim responses have been appended.

## B. Main results

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### Summary

Around two-fifths of visitors to Kielder Water and Forest Park were in the Empty Nester lifecycle (aged 45+, no children in household), with just over a third in the Family lifecycle (35-54 with children in household) and 13% classified as Young Independents (no children in household). Those in the Empty Nester lifecycle were more likely than those in the Family lifecycle to have used taken part in 'other walking' (not hill walking and without a dog).

Around half of visitors to Kielder Water and Forest Park were visiting while on holiday away from home, with just under two-fifths on a day trip of more than 3 hours from home. Two-fifths were from the North East of England, with the largest proportion from the Newcastle-upon-Tyne postcode area. Around a fifth were from the North West of England. While just over half of visitors were on a repeat visit to the site, a high proportion were infrequent visitors with just over four-fifths of visitors stating they visit six times a year or less, on average.

The leisure activities most frequently undertaken at Kielder Water and Forest Park included visiting the Kielder Castle Visitor Centre, using the café or restaurant, walking (other than with a dog or hillwalking) and visiting the Leaplish Visitor Centre. Almost half of visitors took part in some form of walking while on site and 38% cycled while on site. The peace, tranquillity or relaxation, scenery and views, walks, paths and trails and the opportunities to cycle were the aspects that are particularly appreciated by visitors to this site.

Kielder Water and Forest Park was 'the only reason for coming for just over half of non-locals (those living outside of a 15 mile radius of the site) and was 'very' or 'quite' important for a further 38%. Previous experience was the most commonly cited information source when planning a visit, followed by information on the Internet and leaflets that were picked up.

Improvements that visitors felt could be made to Kielder Water and Forest Park included improving or increasing the provision of dog waste bins, more or improved litter bins, more or better signposting and more facilities. Over half of visitors did not offer any suggestions as to improvements that needed to be made.

A summary of the TRI\*M analysis regarding the visitor experience can be found at the end of Section C.

### Visitor profile

To determine the types of people using the forest, visitors were asked to provide some information about their age, family situation and place of residence.

#### Demographics

**Table B-1 Age & lifecycle (%)**

Base: All respondents (306); all sites surveyed to date (7,115)

	%	Average all sites surveyed to date%	% England adult population (aged 16+)*
<b>Age</b>			
16 – 24	4	5	14
25 – 34	14	18	18
35 – 44	29	32	19
45 – 54	25	18	17
55 – 64	17	15	13
65+	11	12	19
<b>Lifecycle</b>			
Young Independents	13	14	N/A
Families	35	43	N/A
Empty Nesters	43	36	N/A
Other	9	N/A	N/A

Just over half of the visitors interviewed at Kielder Water and Forest Park were between the ages of 35 and 54 (54%). 28% were aged 55 or over, with the remaining 18% aged 34 or under. In terms of lifecycle, the largest proportion of visitors (43%) was in the Empty Nester lifecycle (aged 45+, no children in household). Slightly more than a third were in the Family lifecycle (children in household, 35%), while 13% were in the Young Independent lifecycle (under 35, no children in household).

It is also useful to compare these results with the averages obtained across all of the forests included in this programme of research to date. The age profile at Kielder Water and Forest Park was very similar to that recorded across all of the sites surveyed, with the exception of a higher proportion of 45-54 years olds at Kielder Water and Forest Park (25% compared to an average of 18%). A greater difference was recorded in terms of lifecycle, with a higher proportion of Empty Nesters at this

site compared to the average across all sites (43% v 36%) and a lower proportion of those in the Family lifecycle (35% v 43%).

### Figure B-1 Social grade – comparison with UK population (%)

Base: All respondents (306)

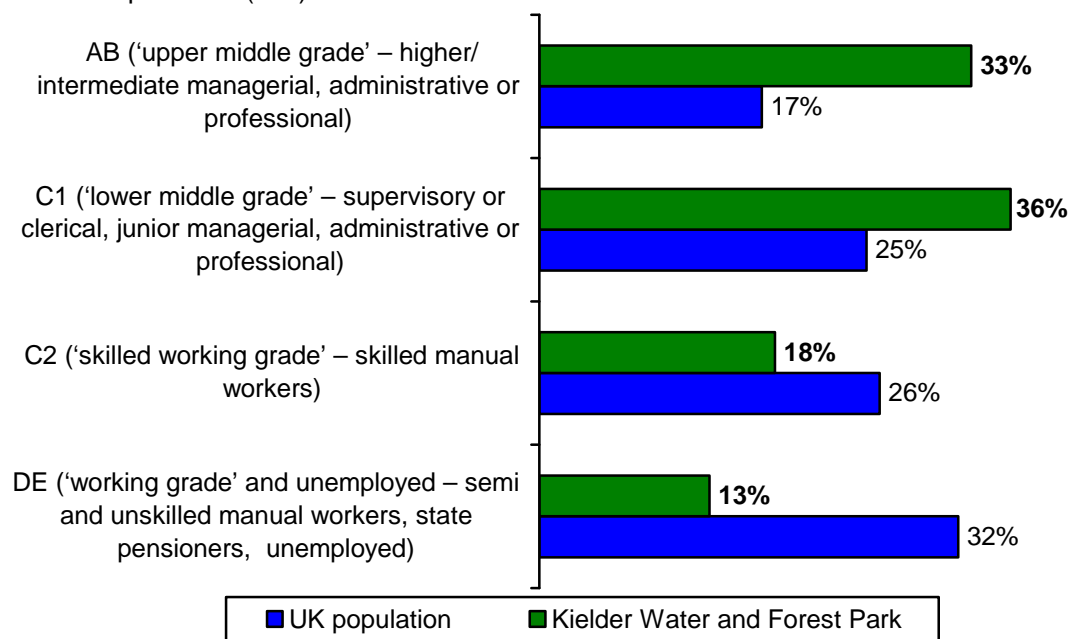


Figure B-1 illustrates the proportions of visitors in each of the socio-economic groupings compared to those recorded for the UK population as a whole. At Kielder Water and Forest Park, 69% of visitors were in the ABC1 social grades, a higher proportion than amongst the UK population overall (42%). Slightly less than a third of visitors to this site were in the C2DE social grades (31%) compared to 58% of the UK adult population.

The social grade profile of visitors to Kielder Forest was very similar to the average recorded across all of the sites surveyed to date.

Respondents were asked if they had an illness, disability or infirmity that had troubled them for a period of twelve months or more. 26 respondents at Kielder Water and Forest Park (8%) indicated that they did and of these, 19 indicated that this limited their daily activities in some way.

The vast majority of those interviewed at Kielder Water and Forest Park described their cultural or ethnic background as white (99%). 1 respondent described their cultural or ethnic background as Asian or Asian British and another as Chinese.

## Origin

All visitors were asked to provide the postcode of their place of residence. The figure below lists the areas of residence mentioned by 1% or more of visitors.

**Table B-2 Visitor origin (%)**

Base: All respondents (306)

	%		%
<b>North East England</b>	<b>42</b>	<b>East Midlands</b>	<b>4</b>
<i>Newcastle Upon Tyne</i>	<i>31</i>	<b>West Midlands</b>	<b>3</b>
<i>Other North East England</i>	<i>11</i>	<b>South West England</b>	<b>2</b>
<b>North West England</b>	<b>18</b>	<b>London</b>	<b>2</b>
<i>Carlisle</i>	<i>4</i>	<b>East Anglia</b>	<b>1</b>
<i>Other North West England</i>	<i>14</i>		
		<b>Scotland</b>	<b>7</b>
<b>Yorkshire &amp; Humberside</b>	<b>12</b>	<b>Wales</b>	<b>2</b>
<b>South East England</b>	<b>5</b>	<i>Don't know/not stated</i>	<i>2</i>

Note: Percentages may not equal 100% due to rounding

The largest proportion of visitors to Kielder Water and Forest Park came from the North East of England (42%), with the largest proportion from the Newcastle Upon Tyne postcode area (31% of all respondents). Around a fifth were from the North West of England (18%) and 12% came from Yorkshire and Humberside. A further 17% were from elsewhere in England, 7% came from Scotland and 2% from Wales

## Season ticket ownership

Only 1% of visitors to Kielder Water and Forest Park indicated that they owned a season ticket. As might be expected, visitors who came to the site at least once a month were the most likely to own a season ticket (7%, 2 respondents). Please bear in mind that the small sample size for frequent visitors (N=30).

## Trip profile

Visitors were also asked a number of questions about their current visit to Kielder Water and Forest Park in terms of the length of time spent away from home, time spent in the wood and activities undertaken.

### *Type of visit<sup>1</sup>*

The largest proportion of visitors to Kielder Water and Forest Park were visiting while on holiday away from home (52%). 38% were on a day trip of less than 3 hours from home, while a small proportion (9%) were on a day trip of more than 3 hours from home.

**Table B-3 Type of visit (%)**

Base: All respondents (306); all sites surveyed to date (7,115)

	%	All sites surveyed to date %
On a short trip of less than 1 hour from home	10	-
On a short trip of 1-2 hours from home	19	-
On a short trip of 2 to 3 hours from home	9	-
<b>Day trip (&lt;3 hours)</b>	<b>38</b>	<b>70</b>
On a day out for more than 3 hours from home	9	11
On holiday away from home	52	20

Percentages may not equal 100% due to rounding

Compared to all of the sites included in this programme of research, visitors to Kielder Water and Forest Park were more likely to be visiting while on holiday (20% and 52% respectively) but less likely to be on a day trip of less than 3 hours from home (70% and 38% respectively).

<sup>1</sup> Please note that this question refers to the type of trip respondents were taking (short trip, day trip or holiday), with short and day trips further broken down by distance travelled from home. Times mentioned do not relate to time spent in the forest.

### Transport

Respondents were asked what means of transport they used to reach Kielder Water and Forest Park.

**Table B-4 Transport used to reach site (%)**

Base: All respondents (306)

	%
Car	83
Bicycle	6
On foot	5
Public/scheduled bus	3
Other	5

More than one answer possible, therefore, percentages may not equal 100%

As shown in Table B-4 (above), the vast majority of respondents travelled to the site by car (83%), while smaller proportions travelled on a bicycle (6%), on foot (5%) or on a public or scheduled bus (3%).

Visitors who came to the site while on holiday were asked where they were staying.

**Table B-5 Where staying while on holiday (%)**

Base: All respondents staying away from home (158)

	%
Within Kielder Water and Forest Park	42
On the edge of the forest park	16
Elsewhere in Northumberland	34
Elsewhere in the North East of England	3
Elsewhere in England	1
Scotland	4

Two-fifths of holiday visitors were staying within Kielder Water and Forest park itself (42%), while a further 16% indicated that they were staying on the edge of the site. Around a third were staying elsewhere in the Northumberland region (34%), with smaller proportions staying elsewhere in England (1%) or in Scotland (4%).

### Frequency of visits

56% of visitors were on a repeat visit to Kielder Water and Forest Park. Amongst these visitors, the largest proportion (51%) indicated that they visited between 1 and 6 times per year, while just under a third (31%) stated that they visited less often than once a year. As may be expected, a high proportion of visitors on holiday visited 3

times a year or less (89%), although the small sample size (N=62) means that this should be treated with caution.

**Table B-6 Frequency of visit to forest (repeat visitors, %)**

Base: All repeat visitors to Kielder Water and Forest Park (170);  
All sites surveyed to date (repeat visitors) (5,194)

	%	All sites surveyed to date %
<b>Every day</b>	<b>3</b>	<b>6</b>
4 to 6 times per week	-	-
1 to 3 times a week	4	-
<b>1 to 6 times per week</b>	<b>4</b>	<b>13</b>
<b>1 to 3 times a month</b>	<b>11</b>	<b>22</b>
4 to 6 times a year	12	-
1 to 3 times a year	39	-
<b>1 to 6 times per year</b>	<b>51</b>	<b>48</b>
<b>Less often</b>	<b>31</b>	<b>13</b>

- = no responses

The frequency of visits to Kielder Water and Forest Park was lower than that the average across all sites surveyed to date. 7% of repeat visitors to this site visited once a week or more compared to 19% of visitors across all sites surveyed. Conversely, 31% of visitors to Kielder Water and Forest Park stated that they came less than once a year compared to an average of 13% across all sites surveyed to date.

Compared to the average across all sites surveyed to date, visitors to Kielder Water and Forest Park were more likely to be on their first visit (27% and 44% respectively).

**Length of visits**

Visitors spent an average of 3 and a half hours on site (3 hours and 35 minutes) on site. Three in ten indicated that they spent between 3 and 5 hours on site (30%), while an equal proportion stated that they spent more than 5 hours on site during their visit. This corresponds with the high proportions of visitors on day trips of more than three hours from home and those on holiday.

**Table B-7 Length of visit (%)**

Base: All respondents (306); all who walked (139); all who cycled (117)

	<b>Total time on site %</b>	<b>Time spent on any walking %</b>	<b>Time spent cycling %</b>
Up to 15 minutes	-	1	1
15 – 30 minutes	3	7	2
30 minutes – 1 hour	8	17	3
1 hour – 2 hours	8	23	16
2 hours – 3 hours	20	30	32
3 hours – 5 hours	30	13	35
More than 5 hours	30	6	10
<i>Average</i>	<i>3 hrs 34 mins</i>	<i>2 hrs 10 mins</i>	<i>3 hrs 3 mins</i>
<i>Proportion of time on site</i>	<i>100%</i>	<i>63%</i>	<i>75%</i>

Table B-5 also illustrates the amount of time spent on site by those who took part in any type of walking and those who cycled while on site. Those who took part in any type of walking spent an average of 2 hours and 10 minutes undertaking this activity, approximately 63% of their time on site. Those who took part in any cycling spent a longer amount of time on site taking part in this activity (3 hours and 3 minutes), around 75% of their time on site.

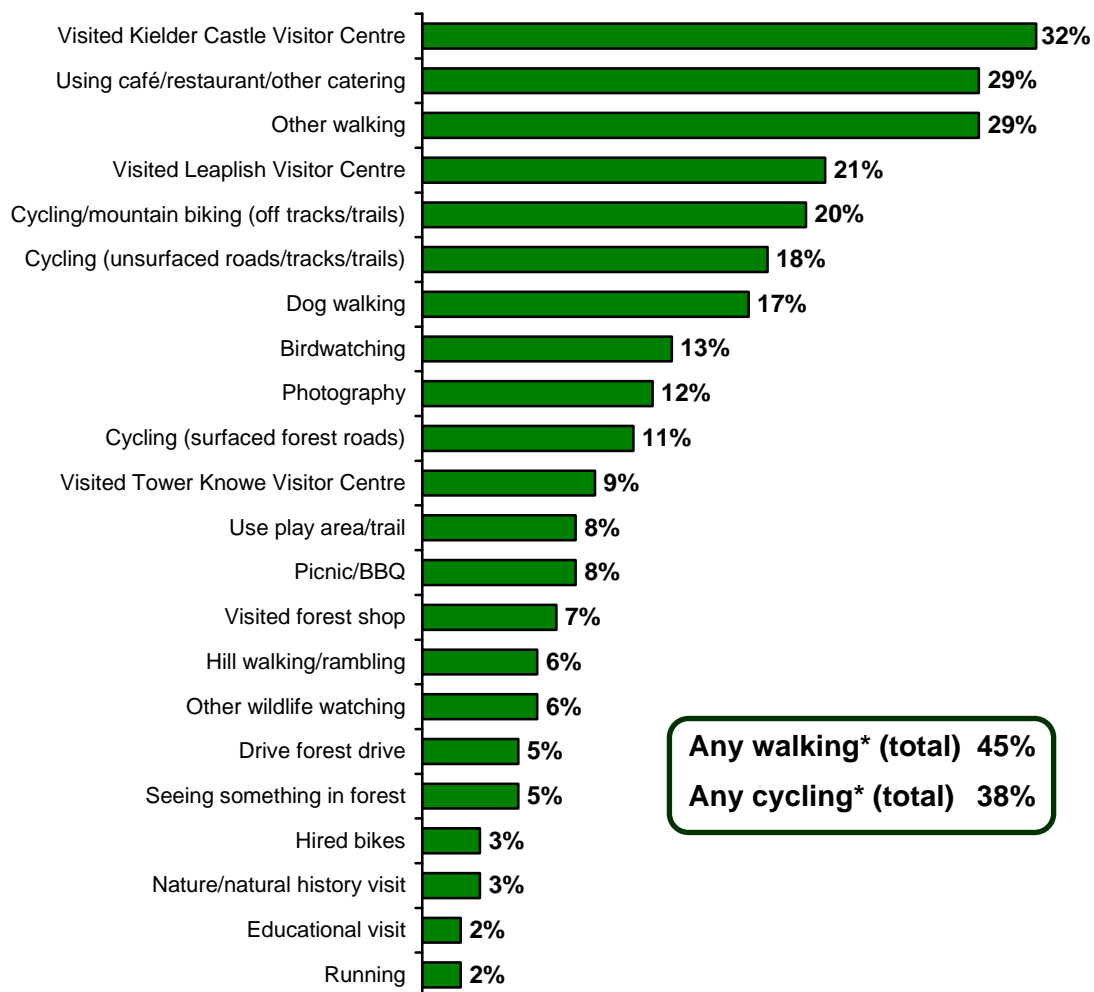
The overall amount of time spent on site at Kielder Water and Forest Park was longer than the average recorded for all the sites surveyed to date (3 hours and 34 minutes and 2 hours and 34 minutes respectively).

### Activities undertaken

When asked which activities they had undertaken during their visit, the most frequently mentioned activity was visiting the Kielder Castle Visitor Centre (32%). Equal proportions (29% each) visited the café or restaurant and/or took part in 'other' walking (not hill walking and without a dog, 29%), while just over a fifth visited the Leaplish Visitor Centre (21%). Overall, 45% of visitors indicated that they took part in any type of walking, while 38% cycled while on site.

**Figure B-2 Activities undertaken during visit to forest (%)**

Base: All respondents (324)



\* Respondents may have taken part in more than one type of cycling and/or walking

Compared to the average across all of the sites, visitors to Kielder Water and Forest Park were less likely to take part in walking without a dog (44% and 35% respectively) but were more likely to take part in any cycling (32% v 38%) and photography (12% v 7%).

It is useful to compare levels of participation in the main activities among different user groups in Kielder:

- *Visiting Kielder Castle Visitor Centre (32% overall)* – women were more likely than men to have taken part in this activity (39% and 28% respectively);
- *Using café/restaurant (29% overall)* – this activity was more likely to be undertaken by those who also took part in any type of walking (36%) than by those who took part in any type of cycling (21%);
- *Other walking (29% overall)* – those in the Empty Nester lifecycle were more likely than those in the Family lifecycle to have undertaken this activity (38% and 26% respectively);
- *Visiting Leaplish Visitor Centre (21% overall)* – there were no significant variations for this activity.

Visitors to Kielder Water and Forest Park were asked if they had used any waymarked trails during their visit. Just under two-thirds of visitors indicated that they had done so (63%), with those who took part in any type of cycling more likely than the average to have used a waymarked path or trail (91%).

Those who had used a waymarked trail (192 respondents) were then asked specifically if they had used Lakeside Way. 62% of these visitors stated that they had used Lakeside Way

#### *Children's play area<sup>2</sup>*

As well as asking about their own participation in different activities, visitors were asked whether they were accompanied by any children who would use the play area during their current visit. 16% of visitors were with children who used the play area. As might be expected, this proportion was higher than the average amongst those in the Family lifecycle group (27%).

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<sup>2</sup> Please note that respondents were asked here specifically about the play area, while this was one of a number of activity options at Table B-2, therefore, the percentage at Table B-2 is lower.

### Favourite aspects of forest

Respondents were asked what they liked most about Kielder Water and Forest Park. Please note that this question became a pre-coded question in 2009 and was previously an open-ended question. Respondents were not prompted or shown the pre-codes, however, it is important to be aware of this change when comparing these results with those obtained in previous years.

The most frequently provided responses for Kielder Water and Forest Park were the peace, tranquillity or relaxation (46%), the scenery and views (45%), the walks, paths and trails (13%) and the opportunities to cycle (12%).

**Table B-8 Most liked aspects of Kielder Water and Forest Park (%)**

Base: All respondents (306)

	%
Peace/tranquillity/relaxation	46
Scenery/views/beautiful	45
Nice walks/paths/trails	13
Cycle trails/freedom/opportunity to cycle	12
Wildlife/birdwatching	8
Fresh air/good for day out	6
Exercise/keeping fit	5
Activities/good for/something to do with children	4
Close to home/convenient	4
Opportunity to spend time with friends/family	4
Safe environment	4
Lots to see and/or do	3
Like forests/trees/variety of trees	3
Good on-site facilities	2
Clean/well looked after	2
The weather	1
Been before/wanted to come again/knew liked it	1
Helpful/pleasant staff	1
Plenty/cheap/other references to parking	1
Other	21
Nothing	3

'Other responses' listed with verbatim responses in Appendix D

When analysed by visitor groups, those who took part in any walking were more likely than those who cycled during their visit to mention peace, tranquillity or relaxation (54% and 34% respectively), while men were more likely than women to mention the trails and opportunity to cycle (17% and 5% respectively).



local visitors indicated that the site was 'very' or 'quite' important in their decision to visit the area.

### Information sources used to plan visit

When visitors were asked about the sources of information they had used to plan their visit to Kielder Water and Forest Park. The most frequently mentioned information source was previous experience or knowledge of the site, an answer given by 38% of visitors, while 37% mentioned information on the Internet and 33% a leaflet that they had picked up.

**Table B-10 Information used to plan visit to Kielder Water and Forest Park (%)**

Base: All respondents (306)

	%
Previous experience/ knowledge	38
Information on the Internet	37
Leaflets picked up	33
Maps	22
Road signs to the site	13
Tourist board or other brochures	11
Word of mouth recommendations	10
Just passing/en route elsewhere	2
Newspaper advertisements	1
Other	3
None of these sources of information	3

Note: More than one answer could be chosen, therefore, percentages do not equal 100%

53% of those on a day trip of less than 3 hours from home cited previous experience or knowledge as an information source as did 52% of those in the C2DE social grades (N=95). 57% of those who cycled while on site mentioned information on the Internet, while those in the Family lifecycle were more likely than Empty Nesters to mention this information source (39% v 24% respectively). 44% of those visiting while on holiday cited leaflets they had picked up, with this information source more likely to be mentioned by those who took part in any type of walking than by those who cycled while on site (40% v 28%).

## Improvements

When asked what, if anything, needed to be improved at Kielder Water and Forest Park, over half of visitors did not suggest or indicated that they 'did not know' what should be improved (57%). The most frequently mentioned suggestions related to improving or increasing the provision of dog waste bins (7%), more or improved litter bins (6%), more or better signposting (4%) and more facilities (3%). Other improvements related to improving paths or trails, improving information provision, more or better seats and improvements to the café.

Please note that this question became a pre-coded question in 2009 and was previously an open-ended question. Respondents were not prompted or shown the pre-codes, however, it is important to be aware of this change when comparing these results with those obtained in previous years.

Only improvements mentioned by 1% or more of respondents are shown in Table B-11.

**Table B-11 Suggested improvements (%)**

Base: All respondents (306)

	%
Provide/more/improve dog waste bins	7
Litter bins/more/clean up	6
More/better signposting	4
More facilities	3
More/better paths/trails for cycling	2
More/better paths/trails for walking	1
More information/maps/leaflets/interpretation panels	1
More/better seats/picnic tables	1
Provide/improve café/reduce prices	1
Other	30
Nothing/fine as it is	57

Note: Other responses listed in Appendix D

Figure B-4 (overleaf) illustrates the 'other' responses to this question in the form of a word cloud<sup>4</sup> where the size of the word relates to the frequency with which it was mentioned. As mentioned earlier, word clouds are useful in that they provide a visual indication of the most frequently mentioned words, however, these should be

<sup>4</sup> See <http://www.wordle.net>



## Expenditure

To obtain an indication of the value of visitors to Kielder Water and Forest Park, respondents were asked to specify the amount they had personally spent during the day of their visit to the forest. A small proportion (2% of respondents) stated that they did not spend anything during their visit. The table below presents the average expenditure per person for different elements of their visit based upon those who spent anything in each category (for example the average accommodation spend amongst those who stayed away from home, excluding day trippers and others who spent nothing on this area).

**Table B-12 Average expenditure per person, per day (incl. day trip and overnight stay) (£)**

Base: All respondents who spent something (300)

	<b>Average spend (Based on those who spent anything on each category)</b>	<b>Base (Those who spent anything)</b>
Accommodation (incl. food and drink)*	£39	158**
Food and drink (excl. at accommodation)	£17	249
Admission fees	£5	132
Shopping (non-routine, souvenirs)	£15	66**
Transport (incl. petrol, taxis, public transport)	£16	217
Equipment (e.g. hire of boat, horse-riding)	£29	33**
Miscellaneous	£8	78**
<b>Overall average spend</b>	<b>£41</b>	<b>300</b>

\* Only based on those on holiday away from home in area; \*\*Very small sample size

Overall, visitors to Kielder Water and Forest Park spent an average of £41 per person per day (this figure excludes those who did not spend anything). Excluding accommodation, equipment hire, food and drink, transport and shopping were the aspects with the highest average expenditure amongst those who spent anything on these aspects.

## C. TRI\*M results

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A key objective of this survey was to identify issues relating to the quality of visitor experiences at Kielder Water and Forest Park and priorities for improvements. In addition to the standard analysis of the responses to questions regarding satisfaction, the information collected from visitors to Kielder Water and Forest Park has also been analysed using TRI\*M.

The TRI\*M system has been developed by TNS to measure, manage and monitor customer relationships with products and services and, for the purposes of this study, it has been possible to adapt it to the 'product' offered by Forestry Commission sites. The following sections provide details of the responses provided to the questions asked regarding the claimed importance of different aspects of the forest in decisions to visit, levels of satisfaction with these same elements and the results of the TRI\*M analysis.

### **Claimed importance of different aspects of visit**

To identify the drivers of quality, visitors were asked to rate how important different aspects were in their decision to visit the site. Visitors could rate each of a list of aspects as 'extremely important' (5), 'very important' (4), 'fairly important' (3), 'fairly unimportant' (2) or 'not at all important' (1). Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more important the aspect is across the sample as a whole.

It is important to note that these ratings are levels of claimed importance. The TRI\*M analysis has also allowed the identification of which of these aspects have the greatest impact on overall levels of satisfaction, their real relevance to the overall quality of experience, as described later in this chapter.

**Table C-1 Importance of different aspects in decision to visit (mean score)**

Base: All respondents (306)

Being able to enjoy scenery & views	4.06
Clean toilets	3.97
Being able to spend time with family & friends	3.84
Solitude/tranquillity/peace & quiet	3.78
Being able to enjoy the wildlife	3.76
Feeling happy to leave car in car park	3.71
Value for money of trip/day out	3.69
Feeling safe in the forest	3.68
Clear signposting on footpaths/trails	3.65
Being able to get fit & healthy	3.54
Friendliness of staff	3.53
Enough car parking	3.46
Leaflets, maps and interpretation panels	3.44
Litter bins	3.43
Café/restaurant	3.24
Printed information about forest	3.17
Choice of paths for walking	3.14
A shop	2.80
Choice of trails for cycling	2.79
Picnic areas	2.74
Availability of staff at site	2.65
Dog waste bins	2.38
Open grassy areas	2.16
A forest drive	2.10
Children's play equipment	2.00
Availability of cycle hire on site	1.92
Disabled access to facilities on site	1.91
Baby changing facilities	1.43

This analysis suggests that the aspects claimed to be of the greatest importance amongst most visitors were being able to enjoy the scenery and views, clean toilets, being able to spend time with family and/or friends, the solitude, tranquillity or peace and being able to enjoy the wildlife.

The facilities claimed to be of less importance overall or only of importance to specific groups of visitors included children's play equipment, the availability of cycle hire on site, disabled access to facilities and baby changing facilities.

Respondents were also asked to specify in their own words what else, if anything, had influenced their decision to visit. 12% of visitors mentioned peace, tranquillity and relaxation at this question, while 11% mentioned mountain biking, 10% mentioned the scenery and views and 10% mentioned the weather.

**Table C-2 Other influences on decision to visit (%)**

Base: All respondents (306)

	%
Peace/tranquillity/relaxation	12
Mountain biking	11
Scenery/views/beautiful	10
Weather	10
Cycling	8
First visit	6
Walk the dog	6
Been before/wanted to come again	5
Recommended by friends/family	5
Special event	5
Spend time with friends/family	5
Wildlife/bird watching	5
Activities/good for/something to do with children	3
Close to home/convenient	3
Fresh air/just for day out	3
Lots to see & do	3
Exercise/keeping fit	2
Good on-site facilities	2
Just passing/en route elsewhere	2
Like forests/trees	2
Cost/value for money	1
Other	27
Nothing	19

Note: 'other' responses listed in Appendix D

Please note that this question became a pre-coded question in 2009 and was previously an open-ended question. Respondents were not prompted or shown the pre-codes, however, it is important to be aware of this change when comparing these results with those obtained in previous years.

Figure C-1 (overleaf) illustrates the 'other' responses to this question in the form of a word cloud<sup>5</sup> where the size of the word relates to the frequency with which it was mentioned. As mentioned earlier, word clouds are useful in that they provide a visual indication of the most frequently mentioned words, however, these should be considered in conjunction with the full responses given which can be found in the appendices in Section D.

<sup>5</sup> See <http://www.wordle.net>



### Performance of different aspects of visit

Visitors were next provided with the same list of elements of the site and asked to rate how satisfied they had been with each during their visit. Respondents could rate each of the elements on a five point scale which included 'excellent' (5), 'very good' (4), 'good' (3), 'fair' (2) and 'poor' (1). Also, if visitors had no experience of a specific element they were asked to indicate that they did not know. Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more satisfied visitors were with this aspect

**Table C-3 Satisfaction with different aspects of visit (mean score)**

Base: All respondents rating each aspect

	Mean score	Base (those who rated aspect)
Being able to enjoy scenery & views	4.23	303
Being able to spend time with family & friends	4.15	284
Solitude/tranquillity/peace & quiet	4.06	301
Value for money of trip/day out	3.97	300
Feeling happy to leave car in car park	3.95	277
Being able to get fit & healthy	3.94	273
Choice of trails for cycling	3.93	160
Enough car parking	3.91	282
Feeling safe in the forest	3.91	288
Being able to enjoy the wildlife	3.90	273
Clean toilets	3.88	264
Friendliness of staff	3.84	268
Availability of cycle hire on site	3.82	114
Choice of paths for walking	3.70	210
Café/restaurant	3.65	222
Baby changing facilities*	3.62	21
Children's play equipment	3.62	89
Leaflets, maps and interpretation panels	3.57	255
Clear signposting on footpaths/trails	3.55	257
Printed information about forest	3.55	240
A forest drive*	3.52	84
Open grassy areas	3.50	139
Disabled access to facilities on site*	3.49	65
Picnic areas	3.48	183
A shop	3.46	205
Availability of staff at site	3.42	161
Litter bins	2.99	227
Dog waste bins*	2.25	89

This analysis suggests that, overall, visitors were more likely to be satisfied with being able to enjoy the scenery and views, being able to spend time with friends and/or family and the solitude, peace and tranquillity. Elements ranked lowest on average included the litter bins and dog waste bins.

If an aspect was rated as fair or poor, respondents were asked why this was the case. Please bear in mind that some of the aspects were not commented on by many respondents and where more than three aspects were rated as fair or poor, three were randomly selected and the respondent was asked about these. Below are some of the main reasons given for the aspects most frequently rated:

- Litter bins – not enough/have not seen any;
- Dog waste bins – not enough/have not seen any;
- Signposting – unclear/confusing, not enough;
- Leaflets, maps and interpretation panels – not seen/not enough, need more detail;
- Printed information about the forest – need more detail.

Responses to this question can be found in the appendices in Section D.

### **TRI\*M Index**

The TRI\*M Index is a weighted calculation based on responses to the following four questions:

- How would you rate your visit to Kielder Water and Forest Park overall? (Overall performance)
- Based on your experience, would you recommend Kielder Water and Forest Park as a place to visit to a friend or relative? (Recommendation)
- Based on your experiences on this trip, would how likely are you to visit Kielder Water and Forest Park again in the next few months? (Repurchase)
- How would you rate Kielder Water and Forest Park as a place to visit compared to the other forests, parks or outdoor recreation sites you could have gone to today instead? (Competitive advantage)

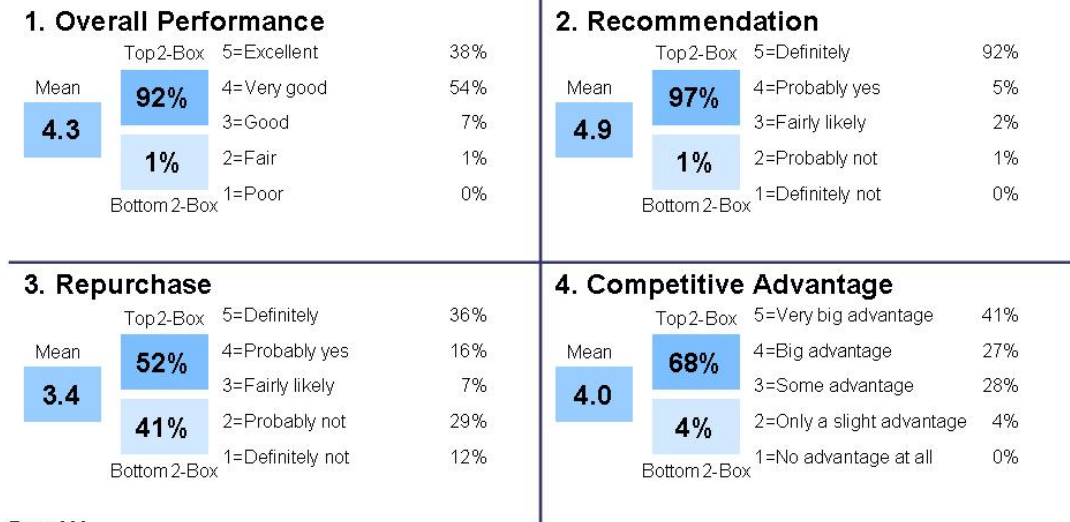
These four questions provide the TRI\*M index score for overall visitor satisfaction with Kielder Water and Forest Park (and the context within which all of the detailed satisfaction ratings are placed). It has been used in this report to benchmark Kielder Water and Forest Park against other forest sites included in the 2009 survey programme and could also be used as a benchmark score for future comparison.

Figure C-2 (overleaf) shows the overall results for each of these questions, as illustrated by the 4 quadrants in the diagram.

Figure C-2 Overall satisfaction with Kielder Water and Forest Park

TRI\*M Index Questions  
Kielder Water Forest

TRI\*M Index 92



Base 306

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The overall TRI\*M index figure for Kielder Water and Forest Park was **92**, an index that suggests overall satisfaction with visits to the forest was high. By comparison, the TRI\*M index figures obtained at the other sites included in the 2009 and previous surveys are shown in Table C-4. Although this site has the lowest TRI\*M Index score, this is likely to have been influenced to a degree by the high proportion of visitors who were on holiday (see later).

Table C-4 TRI\*M Index scores for sites surveyed to date

Base: All respondents answering questions

	Year	TRI*M Index	Base
Rosliston Wood	2007	112	301
Bedgebury Forest	2008	108	238
Wyre Forest	2008	108	266
Coed y Brenin	2007	108	372
Sherwood Pines Forest Park	2006	108	303
Nant yr Arian	2006	107	294
Hamsterley Forest	2006	106	276
Haldon Forest	2009	105	304
Delamere Forest	2006	104	269
Garwnant Forest	2006	104	302
Whinlatter Forest	2007	103	348
Top Lodge, Fineshade Wood	2007	101	296
Dalby Forest	2009	96	324
Thetford Forest	2008	96	245
<b>Kielder Water and Forest Park</b>	<b>2009</b>	<b>92</b>	<b>306</b>

Please note that prior to 2008, a different methodology was used and comparisons should be treated with a degree of caution (see page 3 for details).

The overall satisfaction data shows that the majority of visitors rated their trip highly, with just under two-fifths (38%) claiming it was 'excellent' and 54% claiming that it was 'very good'. In addition to this high satisfaction with their trip, around nine in ten visitors (92%) stated that they would 'definitely' recommend a visit to Kielder Water and Forest Park. This is a very good indicator of the enjoyment of a visit.

36% of respondents indicated that they would 'definitely' return for a repeat visit, while a further 16% stated that they would 'probably return'. Around half of visitors to Kielder Water and Forest Park were visiting while on holiday and amongst these visitors, 38% indicated that they would 'definitely' or 'probably return', while 39% stated that they would 'probably not' and 18% that they would 'definitely not' return. As 89% of holiday visitors would definitely recommend this site, the likelihood to return is more likely to have been influenced by practical considerations rather than by dissatisfaction with their visit.

When asked how the forest compared to other outdoor recreation sites, most respondents stated that Kielder Water and Forest Park does have an advantage over alternative sites, with around two-fifths (41%) claiming the site had a 'very big' advantage and 27% claiming that it had a 'big' advantage. A similar proportion (28%) of the sample saw this site as having only 'some' advantage over other sites which could have been visited.

These results are encouraging and suggests that most people enjoy their visits to Kielder Water and Forest Park, they would recommend it as a place to visit to friends and family and are likely to perceive it as a better place to visit than other, alternative outdoor recreation sites. The main impact on the TRI\*M Index was the likelihood to re-visit, with intentions to return influenced by the proportions visiting while on holiday.

### **TRI\*M typology**

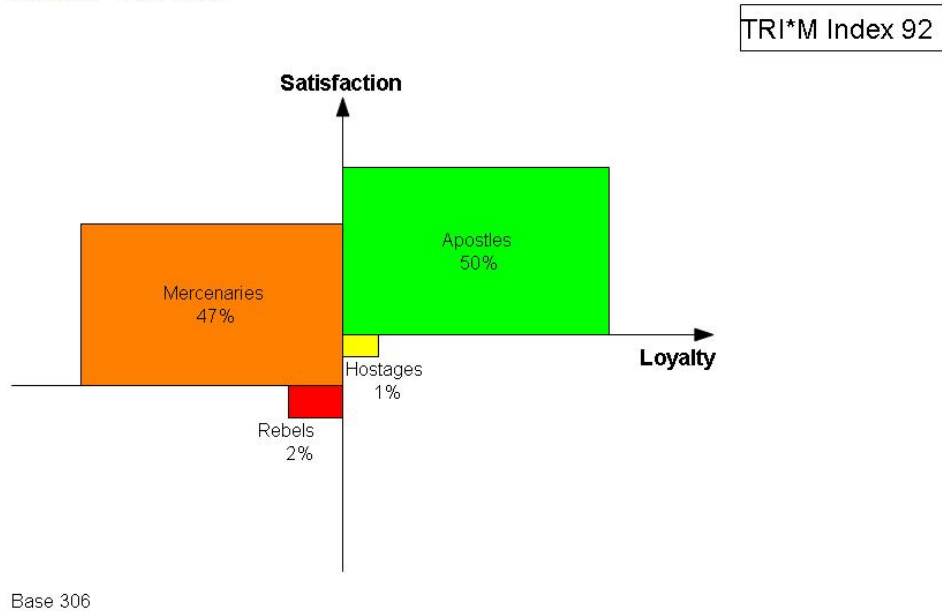
The next stage of the TRI\*M analysis involved the categorisation of all respondents into four different groups. This categorisation is based upon responses to the four key questions described previously with respondents classified by level of satisfaction, based upon their overall performance and recommendation responses, and levels of loyalty, based upon their repeat visit and competitive advantage responses.

The four groups are as follows:

- Apostles – visitors with high levels of satisfaction and loyalty. Visitors essential to the long term success of the site. The focus should be on how to retain these visitors.
- Hostages – visitors with low levels of satisfaction but high levels of loyalty. These visitors may be visiting the site due to a lack of alternatives or barriers to travel elsewhere. The focus should be on how to satisfy these visitors, to ‘move’ them to the Apostles group.
- Mercenaries – visitors with high levels of satisfaction but low levels of loyalty. Typically these types of visitors are always looking for better options and are likely to visit a range of different locations to take part in outdoor recreation. The focus for this type of visitors should be to identify what will engender loyalty.
- Rebels – visitors with low levels of satisfaction and low levels of loyalty. These types of visitors are actively disruptive via negative word of mouth.

**Figure C-3 Visitors to Kielder Water and Forest Park by TRI\*M typology**

**TRI\*M Typology**  
**Kielder Water Forest**



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As Figure C-3 above illustrates, five in ten visitors to Kielder Water and Forest Park (50%) were categorised into the Apostles grouping i.e. both satisfied and loyal. A similar proportion (47%) were classified as Mercenaries (satisfied but not loyal), which again, will be influenced by the proportions visiting while on holiday. 2% were classified as Rebels (neither satisfied nor loyal) and 1% were classified as Hostages (not satisfied but loyal).

## TRI\*M Grid

The third stage of the TRI\*M analysis combined responses to the series of importance and satisfaction ratings (as detailed in Tables C-1 and C3) with the TRI\*M index which was derived for each respondent on the basis of the four key questions described previously.

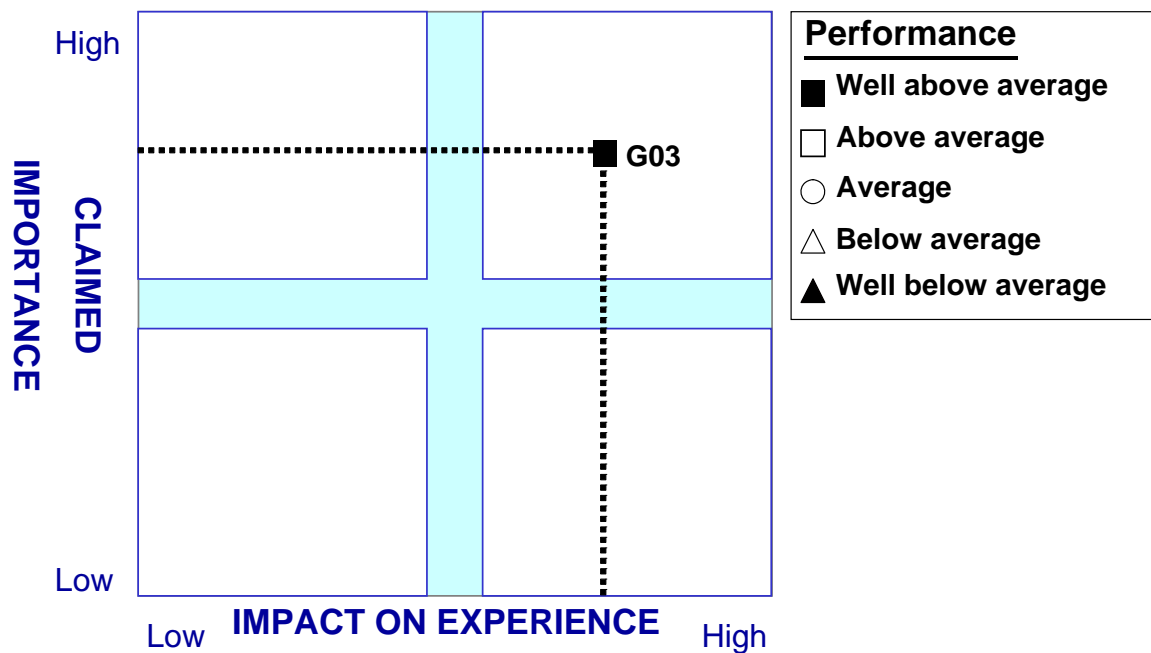
To produce each TRI\*M grid each of the aspects of Kielder Water and Forest Park was given a relative value in terms of the following three dimensions:

- *Levels of claimed importance* – as reported in Table C-1. This measurement provides an indication of the aspects that visitors believe to most important in their decision to visit Kielder Water and Forest Park, those which should be reinforced in marketing communications.
- *Impact on experience* – this measurement is statistically derived from an analysis of the correlation of each aspect's performance (i.e. levels of satisfaction reported) with the TRI\*M index. If there is positive correlation between the TRI\*M index and the performance of a particular aspect it is rated as having a high impact on quality of experience. Conversely if there is no correlation between the TRI\*M index and the performance of an aspect, it is rated as having a low of impact on quality of experience.
- *Levels of satisfaction* – as reported in Table C-3. This measurement provides an indication of the relative performance of each of the aspects which were rated. This measurement provides an indication of areas which require improvement.

In the following TRI\*M grids, each of these three dimensions is plotted as follows:

- *Levels of claimed importance* - this score is displayed on the vertical axis which runs along the left hand side of the grid. The closer to the top of the grid, the higher the claimed importance and the closer to the bottom of the grid, the lower the claimed importance.
- *Impact on experience* - this measurement is displayed on the horizontal axis which runs along the bottom of the grid (see below). The further to the right of the grid, the higher the impact on the quality of experience and the further to the left of the grid, the lower the impact on quality of experience.
- *Levels of satisfaction* – the previous two dimensions (claimed importance and impact on experience) tell us where on the grid each attribute falls. On the example below these are represented by the dotted lines. Where the two dotted lines cross is where on the grid the aspect of the forest is located. The

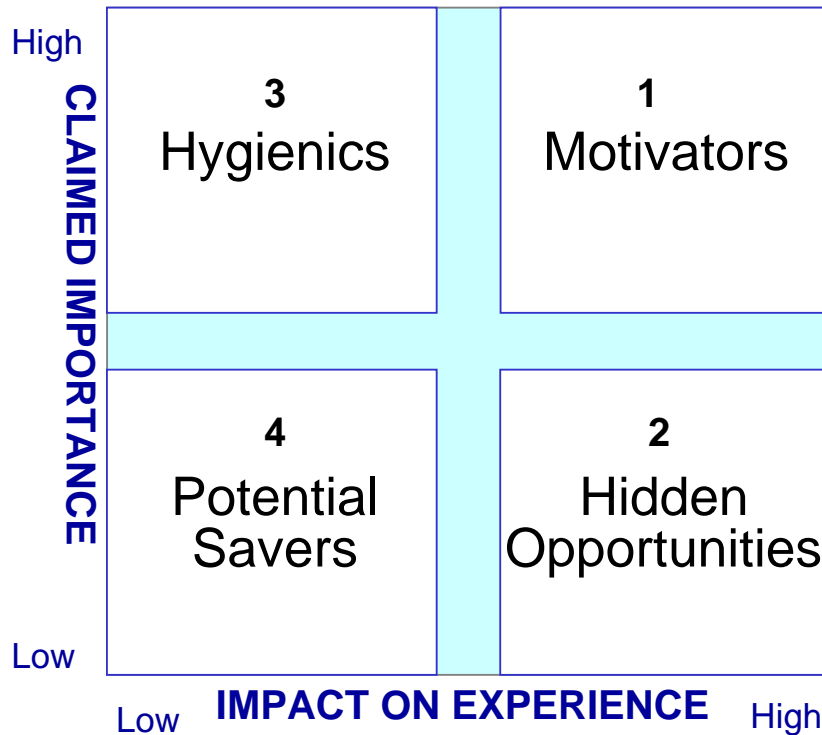
third dimension is levels of satisfaction, the measurement of performance. The average satisfaction score respondents gave to each aspect is displayed by the shape plotted on the grid, for example the filled in square on the grid below. This tells us how well the forest is performing on each attribute. In the hypothetical example below the attribute **G03** has fairly high claimed importance (because it is near the top of the grid), a fairly high impact on experience (as it is to the right of the grid) and its performance is well above average (because it is has a filled in square).



As illustrated in Tables C-1 and C-3, a total of 28 aspects of Kielder Water and Forest Park have been rated by respondents. The results of the TRI\*M Grid analysis can provide an insight into which ones should be priorities for improvement or marketing. Each aspect's impact on experience rating should be considered to be a higher priority than the claimed importance rating as this measure has a direct relationship to overall levels of satisfaction. As such, aspects that are further to the right on the grid should be considered as higher priorities. However, claimed importance also has some bearing so things that are towards the top of the grid also have some priority. To help identify which aspects to prioritise, each of the four quadrants has been given a name indicating its relative priority.

The top priorities should be those that fall into the Motivators quadrant (top right hand corner of the grid) because these have both a high impact on experience and high claimed importance. Second priority should be any aspects in the Hidden

Opportunities quadrant (bottom right hand corner) because these also have a high impact on experience. Third priority is aspects in the Hygienics quadrant (top left hand corner) because although these have high claimed importance they are less motivating and therefore have less influence on the quality of experience. The last priority is the Potential Savers quadrant (bottom left hand corner) where aspects have both a low impact on experience and low claimed importance.



#### *TRI\*<sup>M</sup> Grids for Kielder Water and Forest Park*

Over the following pages the strengths, weaknesses and priorities for Kielder Water and Forest Park have been identified. The crossbars on the grid are there to remind us that there are no hard and fast dividing lines between quadrants. Each aspect must be interpreted in relation to the position of the other aspects in order to determine its relative priority in the overall assessment of quality of experience.

The TRI\*<sup>M</sup> grids illustrating the results obtain across all visitors to Kielder Water and Forest Park are presented on pages 34 and 35. For clarity, the results are presented across 3 grids but all of these findings should be considered together. Please bear in mind the small sample sizes for some of these aspects (see Table C-3 for base sizes).

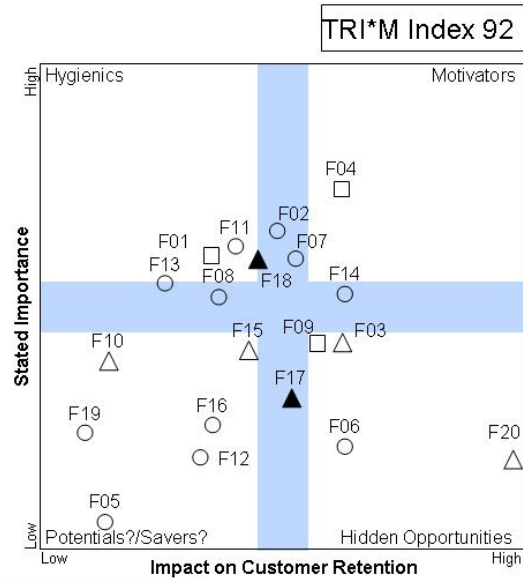
# TRI\*M Grid

## Kielder Water Forest

### FACILITIES IN DECISION TO VISIT SITE

- F01 Enough car parking
- F02 Clear signposting on footpaths /trails
- F03 A shop
- F04 Clean toilets
- F05 Baby changing facilities
- F06 Children 's play equipment
- F07 Leaflets , maps and interpretation panels to help you find your way around
- F08 Choice of paths for walking
- F09 Choice of trails for cycling
- F10 Availability of staff at the site (for example , rangers )
- F11 Friendliness of staff
- F12 Availability of cycle hire on-site
- F13 Café/restaurant
- F14 Printed information about the forest
- F15 Picnic areas
- F16 Open grassy areas for ball games , sunbathing , etc.
- F17 Dog waste bins
- F18 Litter bins
- F19 A forest drive
- F20 Disabled access to facilities on site

Base 306



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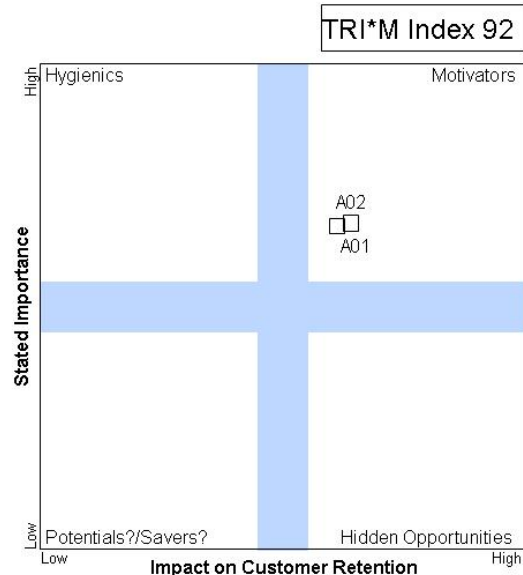
# TRI\*M Grid

## Kielder Water Forest

### ASPECTS OF PERSONAL SAFETY AND SECURITY IN DECISION TO VISIT

- A01 Feeling safe in the forest
- A02 Feeling happy to leave your car in the car park

Base 306



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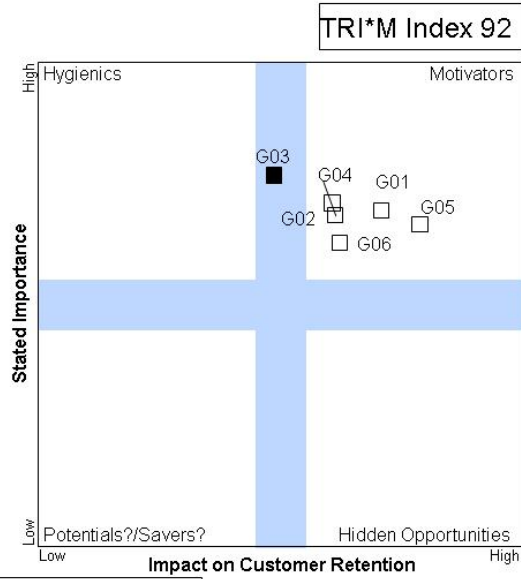


# TRI\*M Grid

## Kielder Water Forest

### GENERAL ASPECTS IN DECISION TO VISIT

- G01 Solitude , tranquility peace and quiet
- G02 Being able to spend time with family and friends
- G03 Being able to enjoy scenery and views
- G04 Being able to enjoy the wildlife
- G05 Value for money of your whole trip or day out
- G06 Being able to get fit and healthy



Base 306



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### *Strengths and weaknesses at Kielder Water and Forest Park*

Figures C-5 and C-7 present the strengths and weaknesses for Kielder Water and Forest Park using a newly developed TRI\*M output known as Fast Grids. These allow the easy identification and prioritisation of the key areas in which the site is doing well and those where improvements are required.

Fast Grids not only take into account how well an aspect is performing but also where it is positioned. Figure C-4 below demonstrates the symbols used in relation to key strengths and what these mean.

#### **Figure C-4 Key for Fast Grid symbols (strengths)**



**Black squares in the Motivator quadrant.** These are aspects that have a high impact on satisfaction and are performing well above average.



**White square in the Motivator quadrant.** These are aspects that have a high impact on satisfaction and are performing above average.



**Black and white squares in the hidden opportunities and hygienics fields.** These are aspects that have high impact on quality of experience (hidden opportunities) and/or are important to the viability of the site (hygienics) that are performing above or far above average.



**Circles in the hidden opportunities field.** These are aspects that are performing at an average level and that have a high impact on the quality of experience.

**Figure C-5 Strengths identified at Kielder Water and Forest Park**

## Summary of Strengths Kielder Water Forest

TRI\*M Index 92

G05	Value for money of your whole trip or day out	++
G01	Solitude , tranquillity peace and quiet	++
F04	Clean toilets	++
A02	Feeling happy to leave your car in the car park	++
G02	Being able to spend time with family and friends	++
G04	Being able to enjoy the wildlife	++
A01	Feeling safe in the forest	++
G06	Being able to get fit and healthy	++
G03	Being able to enjoy scenery and views	+
F09	Choice of trails for cycling	+
F01	Enough car parking	+
F06	Children 's play equipment	?



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As Figure C-5 illustrates, value for money, solitude, peace and quiet, clean toilets, feeling happy to leave cars in the car park, spending time with family and friends, being able to enjoy the wildlife, feeling safe in the forest and being able to get fit and healthy are aspects at Kielder Water and Forest Park that are currently performing above average. These aspects are all located in the Motivators quadrant, meaning that they have both a high impact on satisfaction but a high stated importance. Maximising and communicating these key strengths will provide the opportunity to increase visitor satisfaction at this site.

Being able to enjoy the scenery and views and enough car parking are aspects that have a high stated importance but less impact on satisfaction than other elements of the visitor experience. Maintaining these is important but these are less of a priority than those which have a higher impact on satisfaction. Being able to enjoy the scenery and views is currently performing far above average, while enough car parking is performing above average.

The choice of trails for cycling and children’s play equipment are aspects that are positioned in the Hidden Opportunities quadrant, meaning that these have a lower stated importance amongst visitors but have relatively high impact on satisfaction.

Improving satisfaction with these aspects will have a positive impact on visitor satisfaction. The choice of trails for cycling is currently performing above average, while the children’s play equipment is performing at an average level.

**Figure C-6 Key for Fast Grid (weaknesses)**

- 
**Black triangles in the motivators field.** These are aspects that have a high impact on satisfaction but are performing well below average.
  
- 
**White triangles in the motivators field.** These are aspects that have a high impact on satisfaction but are performing below average.
  
- 
**Circles in the motivators field; black and white triangles in the hidden opportunities field.** These are aspects that have a high impact on satisfaction but lower stated importance that are performing below or well below average.
  
- 
**Black triangles in the hygienics field.** These aspects are performing well below average and while they have a lower impact on satisfaction, they have a high stated importance.

**Figure C-7 Weaknesses identified at Kielder Water and Forest Park**

## Summary of Weaknesses

### Kielder Water Forest

TRI\*M Index 92

F20	Disabled access to facilities on site	
F14	Printed information about the forest	
F03	A shop	
F17	Dog waste bins	
F18	Litter bins	



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Printed information about the forest is an aspect that is currently performing at an average level. However, its position within the Motivators quadrant demonstrates that this has a high impact on satisfaction and is the most immediate priority for improvement. Improving and/or communicating this aspect more strongly as part of the visitor experience at Kielder Water and Forest Park will have a positive impact on satisfaction.

Disabled access to facilities, the shop and dog waste bins are areas which have a lower stated importance but are shown on the TRI\*M Grids on pages 34 and 35 to have a high impact on satisfaction. Currently the disabled access and the shop are performing at below average and the dog waste bins far below average. These aspects should be considered as secondary priorities.

While the litter bins have a lower impact on satisfaction, they are perceived by visitors being relatively high in terms of importance. This aspect was rated as far below average and while the litter bins are perceived by visitors as having some importance, improving these will not have a high impact on satisfaction and they can be considered as lower priorities.

## Summary of key TRI\*M Grid findings

The TRI\*M analysis for Kielder Water and Forest Park has highlighted the following key drivers of quality of experience and potential areas for improvement:

**Strengths** – these are the attributes of the site which are considered as important amongst most visitors, are proven to have a high impact on overall levels of satisfaction and are currently performing well. At Kielder Water and Forest Park, the main strengths are value for money, solitude, peace and quiet, clean toilets, feeling happy to leave cars in the car park, spending time with family and friends, being able to enjoy the wildlife, feeling safe in the forest, being able to get fit and healthy, being able to enjoy the scenery and views, enough car parking, the choice of trails for cycling and children's play equipment.

It is vital that these strengths are maintained and communicated in promotional materials.

**Immediate, top priority issues** – these are attributes of the site which are performing at an average level but are considered to be important amongst most visitors and have an impact on overall levels of satisfaction. At Kielder Water and Forest Park, printed information about the forest is positioned in the Motivators quadrant so should be considered a priority in the site's management and maintaining current levels of satisfaction.

**Future opportunities** – these are attributes which, although most visitors do not perceive them as important in their decision to visit, have been proven to have an impact on the overall quality of experience of those who rated them. At Kielder Water and Forest Park, the disabled access to facilities, the shop and dog waste bins represent opportunities to improve visitor satisfaction.

**Lower level priorities** – the litter bins, while rated by most visitors as important, were found to have less impact on overall levels of satisfaction. This aspect is currently performing well below average. Improving this is important, however, it is less of a priority than the aspects previously mentioned in improving levels of satisfaction at this site.

Investing and improving these facilities in the future will provide opportunities to develop levels of satisfaction beyond those currently achieved.

## D. Appendices

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### Questionnaire

## FACE TO FACE: CAPI QUESTIONNAIRE

<b>Job Number</b>	<b>195966</b>
<b>Name of survey</b>	<b>QOE England 2009</b>
<b>Questionnaire Version Number</b>	<b>FV</b>
<b>Author</b>	<b>Vicky Wilson/0131 6564047</b>

<b>Methodology</b>	Face-to-face
<b>If face-to-face</b>	On site at forests - Kielder (Northumberland), Dalby (North Yorkshire) and Haldon (Devon)
<b>Questionnaire</b>	Capi
<b>Duration</b>	15
<b>Sample Size</b>	300 per site
<b>Sample Description</b>	All visitors aged 16+
<b>Quotas</b>	
<b>Several targets?</b>	
<b>No. open ends</b>	0
<b>No. other (specify) questions</b>	0



Good morning/afternoon/evening. I am an interviewer from TNS, an independent market research agency. We are conducting a survey of visitors on behalf of the Forestry Commission. Your views are very important. Could you spare a few minutes to answer some questions?

First of all, can I check that you have not been interviewed already at this site since July this year:

Yes – been interviewed already **CLOSE**

No – Not been interviewed **CONTINUE**

**SITE NAME:**

**KIELDER WATER AND FOREST PARK**

**DALBY FOREST PARK**

**HALDON FOREST PARK**

**Q1 Are you currently....?**

READ OUT

On a short trip of less than 1 hour from home

One a short trip of between 1 and 2 hours from home

On a short trip of between 2 and 3 hours from home

On a day out (for more than 3 hours) from home

On holiday away from home in the area

Other (specify) **LIST BUT NOT REQUIRED TO BE CODED**

**IF VISITOR IS ON HOLIDAY, GO TO Q2C FOR HALDON AND DALBY AND Q2B FOR KIELDER WATER AND FOREST PARK, OTHERWISE CONTINUE**

**Q2a) Do you live within the area circled on this map?**

**SHOW SITE MAP**

Yes

No

**DAY VISITORS AT KIELDER WATER AND FOREST PARK AND ALL RESPONDENTS AT HALDON AND DALBY SKIP TO Q2C**

**ASK 2B FOR HOLIDAY VISITORS AT KIELDER WATER AND FOREST PARK ONLY (Q1)**

**Q2b) Where are you staying?**

SHOWN SCREEN. SINGLE CODE ONLY **SINGLE CODE**

Within Kielder Water and Forest Park

On the edge of the forest park

Elsewhere in Northumberland

Elsewhere in the North East

Scotland

Elsewhere in England

**ASK ALL**

**Q2c) Is this your first visit to SITE NAME?**

Yes **GO TO Q3**

No **CONTINUE**

**Q2d) How often, on average, during the year do you come to SITE NAME?**READ OUT. SINGLE CODE. **SINGLE CODE**

- Every day
- 4 to 6 times per week
- 1 to 3 times per month
- 1 to 3 times per month
- 4 to 6 times per year
- 1 to 3 times per year
- Less often
- Don't know DO NOT READ OUT

**Q3 Do you own a season ticket for SITE NAME?**

- Yes
- No

**Q4 How did you travel to the forest today?**

MULTICODE POSSIBLE. SHOW SCREEN.

- Car
- On foot
- On bicycle
- On a horse
- Train
- Public/scheduled bus
- Private coach/minibus
- Other (specify) **LIST BUT NOT REQUIRED TO BE CODED**

**Q5 Which activities did you take part in during your visit here today?**

SHOW SCREEN. MULTICODE POSSIBLE.

**ROTATE ORDER BUT WITH 'NONE OF THESE' ALWAYS AT END**

- Cycling on surfaced forest roads **DALBY AND HALDON ASK Q6**
- Cycling on unsurfaced roads, tracks or trails **DALBY AND HALDON ASK Q6**
- Cycling/mountain biking off tracks and trails **DALBY AND HALDON ASK Q6**
- Dog walking **DALBY AND HALDON ASK Q6**
- Hillwalking or rambling **DALBY AND HALDON ASK Q6**
- Other walking **DALBY AND HALDON ASK Q6**
- Using the café\restaurant or other catering
- Running
- Photography
- Nature\natural history visit
- Birdwatching
- Other wildlife watching **ALWAYS KEEP AFTER 'NATURE/NATURAL HISTORY VISIT' AND 'BIRDWATCHING'**
- Orienteering
- Visited the forest shop
- Educational visit
- Horse riding\pony trekking
- Picnic or barbeque
- Seeing something in the forest (e.g. a sculpture or an ancient tree or demonstration)
- Go Ape course



Drive forest drive

Use play area or trail

Hire bike(s)

Visited the visitor centre at Kielder Castle **KIELDER WATER AND FOREST PARK ONLY**

Visited the visitor centre at Leaplish **KIELDER WATER AND FOREST PARK ONLY**

Visited the visitor centre at Tower Knowe **KIELDER WATER AND FOREST PARK ONLY**

Other activities (specify) **LIST BUT NOT REQUIRED TO BE CODED**

None of these

**HALDON AND DALBY:**

**IF WALKING AND/OR CYCLING UNDERTAKEN, ASK Q6. OTHERWISE, SKIP TO Q7.**

**KIELDER WATER AND FOREST PARK: ASK Q6 FOR ALL RESPONDENTS**

**Q6a) Did you use any waymarked trails during your visit? By waymarked trails we mean signposted routes within the forest.**

Yes

No

Don't know

**KIELDER WATER AND FOREST PARK: IF YES AT Q6A**

**Q6b) Did that include Lakeside Way?**

Yes

No

Don't know

**ASK ALL**

**Q7a) Approximately how long did you spend at SITE NAME today?**

SHOW SCREEN

Up to 15 minutes

Over 15 minutes to 30 minutes

Over 30 minutes to 1 hour

Over 1 hour to 2 hours

Over 2 hours to 3 hours

Over 3 hours to 5 hours

More than 5 hours

Don't know

**IF RESPONDENT WALKED DURING VISIT (AT Q5), ASK 7B. OTHERWISE, SKIP TO Q7C.**

**Q7b) Approximately how much time did you spend walking during your visit?**

SHOW SCREEN

Up to 15 minutes

Over 15 minutes to 30 minutes

Over 30 minutes to 1 hour

Over 1 hour to 2 hours

Over 2 hours to 3 hours

Over 3 hours to 5 hours

More than 5 hours



Don't know

**IF RESPONDENT CYCLED DURING VISIT (AT Q5), ASK 7B. OTHERWISE, SKIP TO Q7C.**

**Q7b) Approximately how much time did you spend walking during your visit?**

SHOW SCREEN

Up to 15 minutes

Over 15 minutes to 30 minutes

Over 30 minutes to 1 hour

Over 1 hour to 2 hours

Over 2 hours to 3 hours

Over 3 hours to 5 hours

More than 5 hours

Don't know

**Q8a) How many children, if any, are with you today?**

**WRITE IN NUMBER**

WRITE IN NUMBER. IF NO CHILDREN IN PARTY, ENTER 0.

**IF NO CHILDREN IN PARTY AT Q8A, SKIP TO Q9. OTHERWISE CONTINUE.**

**Q8b) Have they used the children's play area today?**

Yes

No

Don't know

**Q.9 Which of the following sources of information, if any, have you used to help plan your visit to **SITE NAME**?**

SHOW SCREEN. MULTICODE POSSIBLE.

Newspaper advertisements

Road signs to the site

Leaflets or other information sent to you in the post

Leaflets you picked up

Tourist board or other brochures

Information on the Internet

Word of mouth recommendations

Previous experience\ knowledge

Map

Just passing\en route elsewhere

Other sources of information (specify) **LIST BUT NOT REQUIRED TO BE CODED**

None of these

Don't know

**Q10 Next I will read you out a list of facilities that are often found at Forestry Commission sites such as this one. Using one of the possible answers on the screen, I would like you to tell me how important each facility was in your decision to visit today.**

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENT DOES NOT KNOW, USE CODE Y.

**ROTATE ORDER.**

**COLUMNS**

Extremely important  
Very important  
Fairly important  
Fairly unimportant  
Not at all important  
Don't know

**ROWS**

Enough car parking  
Clear signposting on footpaths\trails  
A shop  
Clean toilets  
Baby changing facilities  
Children's play equipment  
Leaflets, maps and interpretation panels to help you find your way around  
Choice of paths for walking  
Choice of trails for cycling  
Availability of staff at the site (for example, rangers)  
Friendliness of staff  
Availability of cycle hire on-site  
Café\restaurant  
Printed information about the forest  
Picnic areas  
Open grassy areas for ball games, sunbathing etc.  
Dog waste bins  
Litter bins  
A forest drive  
Disabled access to facilities on site

**Q11 Next I would like to ask you how important the following aspects relating to your personal safety and security were in your decision to visit today?**

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENT DOES NOT KNOW, CODE Y.

**ROTATE ORDER.**

**COLUMNS**

Extremely important  
Very important  
Fairly important  
Fairly unimportant  
Not at all important  
Don't know

**ROWS**

Feeling safe in the forest

Feeling happy to leave your car in the car park.

**Q12 Now I would like to ask you how important some other, more general aspects of the forest were to you in your decision to visit today?**

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENT DOES NOT KNOW, CODE Y.

**ROTATE ORDER.****COLUMNS**

Extremely important

Very important

Fairly important

Fairly unimportant

Not at all important

Don't know

**ROWS**

Solitude, tranquillity peace and quiet

Being able to spend time with family and friends

Being able to enjoy scenery and views

Being able to enjoy the wildlife

Value for money of your whole trip or day out.

Being able to get fit and healthy

**Q13 What else, if anything. Influenced your decision to visit today?**

DO NOT READ OUT OR SHOW SCREEN. IF RESPONDENT STATES WEATHER, PROBE FURTHER.

Walk the dog

Close to home\convenient

Peace\tranquillity\relaxation

Exercise\keeping fit

Activities for children\good for children\something to do with the children

Just passing\en route elsewhere

Scenery\views\beautiful

Plenty of parking\cheap parking\other references to parking

The weather

Recommended by friends\family

Been before\wanted to come again\knew I liked it

First visit\wanted to see what it was like

Cycling

Mountain biking **INCLUDE FOR KIELDER WATER AND FOREST PARK ONLY ALWAYS KEEP AFTER CYCLING**

To see wildlife\birdwatching

Spend time with family and\or friends

Cost\value for money

Good on-site facilities

Fresh air\just for a day out

Lots to see and\or do

Like forests\trees

Special event  
Other (specify) **LIST BUT NOT REQUIRED TO BE CODED**  
Nothing

**Q14 Can you now let me know how you would rate each of the following aspects of [SITE NAME] during today's visit? Let me know if you have no experience of a particular aspect and cannot provide a rating.**

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENT DOES NOT KNOW, CODE Y.  
**ROTATE ORDER.**

### **COLUMNS**

Excellent  
Very good  
Good  
Fair  
Poor  
No experience/don't know

### **ROWS**

Enough car parking  
Clear signposting on footpaths\trails  
A shop  
Clean toilets  
Baby changing facilities  
Children's play equipment  
Leaflets, maps and interpretation panels to help you find your way around  
Choice of paths for walking  
Choice of trails for cycling  
Availability of staff at the site (for example, rangers)  
Friendliness of staff  
Availability of cycle hire on-site  
Café\restaurant  
Printed information about the forest  
Picnic areas  
Open grassy areas for ball games, sunbathing etc.  
Dog waste bins  
Litter bins  
A forest drive  
Disabled access to facilities on site



**Q15 I would also like to ask you how you would rate the following aspects relating to your personal safety and security during today's visit to [SITE NAME].**

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENTS DOES NOT KNOW, CODE Y.

**ROTATE ORDER.**

**COLUMNS**

Excellent  
Very good  
Good  
Fair  
Poor  
No experience/don't know

**ROWS**

Feeling safe in the forest  
Feeling happy to leave your car in the car park.

**Q16 And how would you rate the following more general aspects of [SITE NAME] during today's visit?**

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENT DOES NOT KNOW, CODE Y.

**ROTATE ORDER.**

**COLUMNS**

Excellent  
Very good  
Good  
Fair  
Poor  
No experience/don't know

**ROWS**

Solitude, tranquillity peace and quiet  
Being able to spend time with family and friends  
Being able to enjoy scenery and views  
Being able to enjoy the wildlife  
Value for money of your whole trip or day out.  
Being able to get fit and healthy

**ASK Q17 FOR EACH ASPECT RATED FAIR/POOR AT Q14, 15 AND 16. IF MORE THAN THREE RATED FAIR/POOR, ASK FOR THREE LEAST SATISFIED WITH I.E. THOSE RATED POOR. IF MORE THAN THREE RATED POOR, ASK RESPONDENT WHICH WERE THE WORST.**

**Q17 Why were you not totally satisfied with INSERT ASPECT?**

WRITE IN

**LIST BY ASPECT BUT NOT REQUIRED TO BE CODED.****Q18 Thinking about today's visit to SITE NAME and others you may have made in the past, what if anything would you like to see changed or improved to make any future visits more enjoyable?**

DO NOT SHOW SCREEN OR READ OUT. MULTICODE POSSIBLE.

Litter bins\more litter bins\clean up

Provide\more\improve dog waste bins

More staff

More information\maps\leaflets\interpretation panels

Ban\reduce\fewer cyclists\motorcycles\horse riders

More\better paths\trails for walking

More\better paths\trails for cycling

More\better signposting

Any mentions parking\reduce parking fees\improve

Provide café\improve\reduce prices

More\better toilet facilities

More\better seats\picnic tables

Longer opening hours for site\facilities

Stricter controls on dogs\keep dogs on lead

More\improve children's play area

More facilities (specify) **LIST BUT NOT REQUIRED TO BE CODED**Other (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Nothing else\fine as it is

**Q19 What do you like the most about SITE NAME?**

DO NOT SHOW SCREEN OR READ OUT. IF RESPONDENT STATES 'WEATHER', PROBE FURTHER. MULTICODE POSSIBLE.

Nice walks\paths\trails

Close to home\convenient

Peace\tranquillity\relaxation

Exercise\keeping fit

Activities for children\good for children\something to do with the children

Opportunity to spend time with friends\family

Scenery\views\beautiful

Plenty of parking\cheap parking\other references to parking

The weather

Been before\wanted to come again\knew I liked it

Cycling\trails for cycling\freedom to cycle

To see wildlife\birdwatching

Cost\value for money

Good on-site facilities

Specific facility **LIST BUT NOT REQUIRED TO BE CODED**

Fresh air\ good for a day out

Lots to see and\or do

Like forests\trees\variety of trees

Safe environment



Helpful\pleasant staff  
Clean\well looked after  
Other (specify) **LIST BUT NOT REQUIRED TO BE CODED**  
Nothing

**IF RESPONDENT LIVES WITHIN LOCAL AREA AT Q2A, SKIP TO Q21. OTHERWISE, CONTINUE.**

**Q20**

**DAY TRIPPERS (CODES 1-4 AT Q1)**

How important was the presence of site name and its facilities in your decision to visit **LOCAL AREA** for a day out?

**THOSE ON HOLIDAY (CODES 5 AT Q1)**

How important was the presence of site name and its facilities in your decision to visit **LOCAL AREA** while on holiday?

**SHOW MAPS FROM Q2A. SINGLE CODE.**

SHOW SCREEN AND READ OUT. SINGLE CODE.

The only reason for coming  
Very important  
Quite important  
Neither important nor unimportant  
Not very important  
Not important at all  
Don't know

**Q21 How would rate the overall performance of **SITE NAME** as a place to visit?**

READ OUT. IF RESPONDENT SAYS 'DON'T KNOW', PROBE FOR NEAREST PHRASE FROM SCALE.

Excellent  
Very Good  
Good  
Fair  
Poor  
DO NOT READ OUT Refused\don't know\can't remember

**Q22 How likely are you to visit **SITE NAME** again in the next few months?**

READ OUT. IF RESPONDENT SAYS 'DON'T KNOW', PROBE FOR NEAREST PHRASE FROM SCALE.

Definitely  
Probably  
Fairly likely  
Probably not  
Definitely not  
DO NOT READ OUT Refused\don't know\can't remember

**Q23I TO BE ASKED AT KIELDER AND HALDON. Q23II TO BE ASKED AT DALBY ONLY.****Q23i) Would you recommend **SITE NAME** as a place to visit a friend or relative?**

READ OUT. SINGLE CODE.

Definitely

Probably

Fairly likely

Probably not

Definitely not

DO NOT READ OUT Refused\don't know\can't remember

**Q23ii How likely is it that you would recommend Dalby Forest as a place to visit to a friend or relative?****Please provide your answer to this question on a scale of 0 to 10 in which 0 means 'not at all likely' and 10 means 'extremely likely'.**

SHOW SCREEN. SINGLE CODE

Not at all likely	0
	1
	2
	3
	4
Neutral	5
	6
	7
	8
	9
Extremely likely	10

**Q24 How would you rate **SITE NAME** as a place to visit compared to the other forests, parks or outdoor recreation sites you could have gone to today instead?**

READ OUT. SINGLE CODE. IF RESPONDENT SAYS 'DON'T KNOW', PROBE FOR NEAREST ANSWER FROM SCALE.

Much better

Slightly better

The same

Slightly worse

Much worse

DO NOT READ OUT Refused\don't know\can't remember



Next I would like to ask you about your spending today within **LOCAL AREA**

**Q25A ONLY TO BE ASKED OF THOSE ON HOLIDAY AT Q1. OTHERS SKIP TO Q25B.**

Q25 a) How much, if anything, did you personally spend on accommodation (including food and drink at the accommodation) last night within this area only? If you have not yet spent any nights away from home, how much do you personally expect to spend on accommodation (including food and drink at the accommodation) tonight within this area only?

Please include the amount spent/you will spend on any others (adults and children) from whom you have paid/will pay. If you are on a business trip, please include any expenditure paid for by your company.

TYPE IN. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT, AN ESTIMATE WILL DO. DO NOT LEAVE BLANK. IF NOTHING SPENT WITHIN AREA SHOWN ON MAP, WRITE IN 000.

**BOX FOR POUNDS (UP TO 3 FIGURES).**

**REPEAT Q25 FOR EACH OF THE FOLLOWING EXPENDITURE CATEGORIES:  
FOOD AND DRINK (EXCLUDING AT ACCOMODATION)  
ADMISSION FEES TO ATTRACTIONS  
SHOPPING (NON-ROUTINE E.G. SOUVENIRS)  
TRANSPORT (INCLUDING PETROL, TAXIS, PUBLIC TRANSPORT ETC.)  
EQUIPMENT (E.G. HIRE OF BOAT, HORSE RIDING, CYCLE HIRE)  
OTHER MISCELLANEOUS ITEMS  
IN TOTAL**

Q25b-h) Can you tell me how much you personally have spent/will spend today on **EXPENDITURE CATEGORY** within **LOCAL AREA**? That is the amount you have spent today already plus that which you will spend later today.

Please include the amount spent/you will spend on any others (adults and children) from whom you have paid/will pay. If you are on a business trip, please include any expenditure paid for by your company.

TYPE IN. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT, AN ESTIMATE WILL DO. DO NOT LEAVE BLANK. IF NOTHING SPENT WITHIN AREA SHOWN ON MAP, WRITE IN 000.

**BOX FOR POUNDS (UP TO 3 FIGURES).**

<b>CLASSIFICATION</b>
-----------------------

**Sex**

Male  
Female

**Age**

16-24  
25-34  
35-44  
45-54  
55-64  
65+

**What is the occupation of the chief income earner in the household?**

WRITE IN

**Social grade**

AB  
C1  
C2  
DE

**Do you have any children aged 15 or under living in your household?**

Yes  
No

**Do you have any illness, disability or infirmity that has troubled you over a period of 12 months or more?**

Yes  
No

**IF YES TO PREVIOUS QUESTION****Does this illness, disability or infirmity (do any of these illnesses, disabilities or infirmities) limit your activities in any way?**

Yes  
No

**ASK ALL****Do you own or have access to a car?**

Yes  
No



**How would you describe your cultural or ethnic background?**

SHOW SCREEN.

White

English

Welsh

Scottish

Other British

Irish

Any other White background (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Mixed

White and Black Caribbean

White and Black African

White and Asian

Any other Mixed background (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Asian or Asian British

Indian

Pakistani

Bangladeshi

Any other Asian background (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Black or black British

Caribbean

African

Any other Black background (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Chinese or other ethnic group

Chinese

Other ethnic background (specify) **LIST BUT NOT REQUIRED TO BE CODED**

**Can I take your address and telephone number**

**Please be assured that this information will remain confidential and will only be used for analysis purposes. It will not be used to identify individuals or individual responses.**

WRITE IN

ENSURE POSTCODE IS COLLECTED IN FULL – TO BE USED IN ANALYSIS

Do not have a telephone

**Can we contact you again to undertake further research on behalf of the Forestry Commission?**

Yes

No

IF YES, ASK FOR EMAIL ADDRESS IF AVAILABLE

**Thank you for taking the time to complete this survey. This thank you leaflet explains that TNS adhere to the Market Research Society guidelines.**

## Results obtained at other Forestry Commission sites

	A	B	C	D	E	F
1	<b>Forest</b>	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	<b>District</b>	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	<b>Fieldwork period</b>	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	<b>BASE</b>	176	153	336	321	52
5		%	%	%	%	%
6	<b>AGE</b>					
7	16-24	3	8	5	1	12
8	25-34	17	35	19	13	19
9	35-44	32	29	36	19	21
10	45-54	14	12	18	17	15
11	55-64	17	10	15	26	23
12	65+	17	6	7	23	10
13						
14	<b>LIFECYCLE</b>					
15	Young Independent	11	58	18	8	15
16	Family	50	20	38	23	33
17	Empty Nester	39	23	33	63	42
18						
19	<b>SEG</b>					
20	AB			32	43	12
21	C1			44	40	15
22	C2			19	12	25
23	DE			6	5	48
24						
25	<b>ORIGIN</b>					
26	UK	100	100	98	100	100
27	Overseas	0	0	2	0	0
28						
29	<b>TRIP TYPE</b>					
30	Short trip, <3 hours	85	69	21	64	100

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5		%	%	%	%	%
31	Day trip, 3+ hours	11	23	16	25	0
32	Holiday	5	8	63	11	0
33						
34	<b>FREQUENCY OF VISITS</b>					
35	Every day	16	24	1	1	40
36	1-6 times per week	15	5	2	11	34
37	1-3 times per month	20	10	10	29	8
38	1-6 times a year	38	48	37	35	6
39	Less often	6	11	18	23	0
40	First visit	5	3	31	26	12
41						
42	<b>FREQUENCY OF VISITS (repeat visitors)</b>					
43	Every day	17	24	2	1	46
44	1-6 times per week	15	5	3	11	39
45	1-3 times per month	21	10	14	29	9
46	1-6 times a year	40	49	44	35	7
47	Less often	6	11	26	23	-
48						
49	<b>LENGTH OF VISIT</b>					
50	Average (mins)	134	157	180	180	36
51						
52	<b>ACTIVITIES</b>					
53	Walking without dog	47	20	61	60	37
54	Walking with dog	39	13	15	12	63

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5		%	%	%	%	%
55	Picnic/ BBQ	22	4	18	20	0
56	Cycling (any)	15	69	27	0	14
57	Bird watching	5	3	10	12	2
58	Nature/ natural history	3	1	4	7	0
59	Children's playground	22	0	0	41	0
60	Seeing something in woodland (e.g.sculpture)	10	0	34	0	0
61	Motor sports	13	0	0	0	0
62	Adventure playground	0	0	0	0	0
63	Driving on forest drive	0	0	0	0	0
64	Children's play activities	0	0	0	0	0
65	Photography	0	0	15	24	0
66						

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5		%	%	%	%	%
67	<b>IMPORTANCE SCORES</b>					
68	A 'go ape' high rope course			2.47		
69	A cafe	3.12	3.96	3.53	3.78	
70	A forest drive					
71	A plant centre				3.09	
72	A shop	2.83	3.48	3.03	3.12	
73	Availability of cycle hire on-site			2.46		
74	Availability of staff at the site (for example rangers)	3.12	3.86	3.24	3.56	2.62
75	Baby changing facilities	2.56	2.37	2.67	2.69	1.71
76	Barbeque facilities					1.19
77	Being able to enjoy scenery and views	4.68	4.78	4.81	4.83	4.77
78	Being able to enjoy the wildlife	4.59	4.50	4.60	4.52	4.76
79	Being able to get fit and healthy			4.44		
80	Being able to learn about trees and the environment				4.33	
81	Being able to spend time with family and friends	4.48	4.21	4.51	4.41	4.02
82	Benches/seats					4.12
83	Bike Wash					
84	Children's play equipment	3.54	2.41	3.20	2.39	2.00

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5		%	%	%	%	%
85	Choice of paths for walking	4.34	3.55	4.31	4.35	4.30
86	Choice of trails for cycling		4.42	3.00		
87	Choice of trails for other activities (e.g. horse riding)	3.74		3.00		2.32
88	Clean toilets	4.01	4.68	4.41	4.74	2.36
89	Clear signposting on footpaths	3.99	4.28	4.34	4.18	2.73
90	Enough car parking	4.54	4.47	4.32	4.49	1.69
91	Feeling happy to leave your car in the car park	4.74	4.82	4.65	4.57	1.91
92	Feeling safe in the forest	4.64	4.24	4.37	4.47	4.77
93	Information about the site's history and conservation					
94	Information panels about the place you are visiting				4.14	
95	Leaflets and information about the place you are visiting	3.62	3.80	3.98	4.00	2.72
96	Leaflets and maps to help you find your way around					
97	Restaurant				3.68	
98	Sculpture			3.80		
99	Showers					
100	Solitude, peace and quiet	3.89	4.23	3.34	4.21	4.75
101	Undercover picnic area				3.42	
102	Value for money of your whole trip or day out	4.48	4.50	4.36	4.32	4.27
103	Friendliness of staff					

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5		%	%	%	%	%
104	Information provided by staff					
105	Litter and dog waste bins					
106	Litter bins					
107	Dog waste bins					
108	Open grassy areas					
109	Picnic areas					
110	Printed information about the forest					
111	Red Kite Hide					
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails/disabled access					
115	Availability of cycle shop					
116	Orienteering					
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					

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5		%	%	%	%	%
119	<b>SATISFACTION SCORES</b>					
120	Overall average	4.42	4.54	4.32	4.34	3.59
121	A 'go ape' high rope course			4.41		
122	A cafe	4.28	4.45	4.43	4.20	
123	A forest drive					
124	A shop	4.17	4.45	4.18	4.17	
125	A plant centre				4.09	
126	Availability of cycle hire on-site			4.30		
127	Availability of staff at the site (for example rangers)	3.89	4.49	3.82	4.13	2.05
128	Baby changing facilities	4.33	3.90	3.84	4.21	
129	Barbeque facilities					2.68
130	Being able to enjoy scenery and views	4.67	4.79	4.77	4.82	4.73
131	Being able to enjoy the wildlife	4.53	4.66	4.42	4.51	4.68
132	Being able to get fit and healthy			4.60		
133	Being able to learn about trees and the environment				4.34	
134	Being able to spend time with family and friends	4.76	4.63	4.76	4.66	4.41
135	Benches/seats				3.00	3.68
136	Bike Wash					
137	Children's play equipment	4.62	3.81	2.99	3.45	
138	Choice of paths for walking	4.58	4.54	4.54	4.54	4.24
139	Choice of trails for cycling			4.49		

	A	B	C	D	E	F
1	<b>Forest</b>	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	<b>District</b>	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	<b>Fieldwork period</b>	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	<b>BASE</b>	176	153	336	321	52
5		%	%	%	%	%
140	Choice of trails for other activities (e.g. horse riding)	4.41	4.73	3.00		4.11
141	Clean toilets	4.41	4.65	4.22	4.53	
142	Clear signposting on footpaths	4.26	4.61	4.30	4.34	2.97
143	Enough car parking	4.45	4.74	4.32	4.77	2.43
144	Feeling happy to leave your car in the car park	4.42	4.65	4.41	4.75	2.00
145	Feeling safe in the forest	4.64	4.69	4.62		4.36
146	Friendliness of staff					
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting				4.16	
149	Information provided by staff					
150	Leaflets and maps to help you find your way around					
151	Litter and dog waste bins					
152	Litter bins					
153	Dog waste bins					
154	Leaflets and information about the place you are visiting	4.06	4.73	4.07	4.19	2.38
155	Open grassy areas					
156	Picnic areas					
157	Printed information about the forest					
158	Restaurant				3.98	
159	Red Kite Hide					

	A	B	C	D	E	F
1	<b>Forest</b>	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	<b>District</b>	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	<b>Fieldwork period</b>	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	<b>BASE</b>	176	153	336	321	52
5		%	%	%	%	%
160	Sculpture			4.30		
161	Solitude, peace and quiet	4.51	4.71	4.55	4.46	4.66
162	Showers					
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails					
167	Availability of cycle shop					
168	Orienteering					
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area				4.12	
172	Value for money of your whole trip or day out	4.68	4.73	4.59	4.34	4.54
173						
174						
175	<b>OTHER VISITORS - SCORES</b>					
176	Walkers	0.41	0.20	0.24	0.12	0.36
177	Children	0.53	0.22	0.21	0.08	0.29
178	Cyclists	0.19	0.26	0.11	-0.41	0.07
179	Motorbikers	-0.68	-0.59	-0.50	-	-1.62
180	Horse riders	0.33	0.08	0.23	-0.03	0.18
181	Vehicles driving in forest	0.19	-0.16	-0.26	-	-2.00

	A	B	C	D	E	F
1	<b>Forest</b>	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	<b>District</b>	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	<b>Fieldwork period</b>	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	<b>BASE</b>	176	153	336	321	52
5		%	%	%	%	%
182	Go Ape' high wire customers					
183						

	A	B	C	D	E	F
1	<b>Forest</b>	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	<b>District</b>	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	<b>Fieldwork period</b>	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	<b>BASE</b>	176	153	336	321	52
5		%	%	%	%	%
184	<b>DISTURBANCES - SCORES*</b>					
185	Dogs and dog dirt	-0.41	-0.30	-0.30	-0.25	-0.30
186	Noise from other users/ motorised sport	-0.20	-0.24	-0.25	-0.15	-1.00
187	Litter or fly tipping	-0.46	-0.25	-0.26	-0.16	-0.30
188	Vandalised/ missing signposting	-0.10	-0.15	-0.18	-0.12	-0.50
189	Forest operations such as felling	-0.06	-0.28	-0.12	-0.09	0.00
190	Muddy tracks	-0.31	-0.20	-0.10	-0.07	-0.10
191						
192	<b>EXPECTATIONS v REALITY</b>					
193	Overall average	0.57	0.67	0.65	0.70	
194						
195	% with season ticket/parking permit					
196						
197	* Please note score indicate the difference between the highest mean of 3 and the mean score recorded in the survey. The greater the num					

	A	G	H	I	J	K
1	<b>Forest</b>	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	<b>District</b>	N.Yorkshire	Suffolk			
3	<b>Fieldwork period</b>	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	<b>BASE</b>	290	316	259	255	247
5		%	%			
6	<b>AGE</b>					
7	16-24	6	9	5	1	6
8	25-34	13	20	20	17	16
9	35-44	32	38	33	53	33
10	45-54	18	16	18	11	21
11	55-64	14	8	12	10	14
12	65+	16	8	12	8	9
13						
14	<b>LIFECYCLE</b>					
15	Young Independent	9	16	16	2	16
16	Family	40	54	40	77	44
17	Empty Nester	40	23	33	18	33
18						
19	<b>SEG</b>					
20	AB	32	27	34	52	38
21	C1	38	41	34	29	36
22	C2	21	21	20	13	14
23	DE	9	11	12	7	12
24						
25	<b>ORIGIN</b>					
26	UK	100	100			
27	Overseas	0	<1			
28						
29	<b>TRIP TYPE</b>					
30	Short trip, <3 hours	30	76	91	94	70

	A	G	H	I	J	K
1	<b>Forest</b>	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	<b>District</b>	N.Yorkshire	Suffolk			
3	<b>Fieldwork period</b>	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	<b>BASE</b>	290	316	259	255	247
5		%	%			
31	Day trip, 3+ hours	30	15	3	4	3
32	Holiday	40	9	5	2	25
33						
34	<b>FREQUENCY OF VISITS</b>					
35	Every day	1	1	2	2	3
36	1-6 times per week	5	6	22	10	8
37	1-3 times per month	22	17	16	26	16
38	1-6 times a year	27	35	32	39	36
39	Less often	13	10	3	3	15
40	First visit	30	31	25	20	22
41						
42	<b>FREQUENCY OF VISITS (repeat visitors)</b>					
43	Every day	-	1	3	2	4
44	1-6 times per week	7	8	30	12	10
45	1-3 times per month	32	25	21	33	20
46	1-6 times a year	39	50	42	49	47
47	Less often	19	14	4	4	19
48						
49	<b>LENGTH OF VISIT</b>					
50	Average (mins)	187	204	141	147	199
51						
52	<b>ACTIVITIES</b>					
53	Walking without dog	55	52	36	59	43
54	Walking with dog	20	12	17	16	11

	A	G	H	I	J	K
1	<b>Forest</b>	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	<b>District</b>	N.Yorkshire	Suffolk			
3	<b>Fieldwork period</b>	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	<b>BASE</b>	290	316	259	255	247
5		%	%			
55	Picnic/ BBQ	43	32	20	32	23
56	Cycling (any)	30	46	44	29	42
57	Bird watching	9	5	5	4	18
58	Nature/ natural history	6	4	5	1	6
59	Children's playground	2	24	8	39	1
60	Seeing something in woodland (e.g.sculpture)	0	10	6	21	28
61	Motor sports	0	0	0	0	0
62	Adventure playground	20	0	1	0	0
63	Driving on forest drive	46	0	0	0	0
64	Children's play activities	0	13	0	2	0
65	Photography	0	0	4	3	13
66						

	A	G	H	I	J	K
1	<b>Forest</b>	<b>Dalby</b>	<b>Thetford</b>	<b>Cannock Chase</b>	<b>Alice Holt</b>	<b>Forest of Dean</b>
2	<b>District</b>	<b>N.Yorkshire</b>	<b>Suffolk</b>			
3	<b>Fieldwork period</b>	<b>19 Jul - 29 Oct 2004</b>	<b>25 Aug - 30 Oct 2004</b>	<b>17 Jul - 29 Oct 2005</b>	<b>18 Jul - 29 Oct 2005</b>	<b>19 Jul - 29 Oct 2005</b>
4	<b>BASE</b>	<b>290</b>	<b>316</b>	<b>259</b>	<b>255</b>	<b>247</b>
5		<b>%</b>	<b>%</b>			
67	<b>IMPORTANCE SCORES</b>					
68	A 'go ape' high rope course		2.82			
69	A cafe		3.53	3.75	3.4	3.27
70	A forest drive	3.32	2.10			
71	A plant centre					
72	A shop	3.39	3.15	3.16	2.87	2.53
73	Availability of cycle hire on-site	2.86	2.44	2.1	2.41	1.75
74	Availability of staff at the site (for example rangers)	2.93	3.27	2.82	2.77	2.44
75	Baby changing facilities	2.93	2.08	2.29	2.61	1.78
76	Barbeque facilities					
77	Being able to enjoy scenery and views	4.15	4.14	4.12	3.97	4.24
78	Being able to enjoy the wildlife	3.74	3.93	3.92	3.76	3.92
79	Being able to get fit and healthy	3.52	3.68	3.96	3.56	3.51
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	3.92	4.23	3.88	4.07	3.94
82	Benches/seats					
83	Bike Wash					
84	Children's play equipment	3.65	3.17	2.82	3.72	2.2

	A	G	H	I	J	K
1	<b>Forest</b>	<b>Dalby</b>	<b>Thetford</b>	<b>Cannock Chase</b>	<b>Alice Holt</b>	<b>Forest of Dean</b>
2	<b>District</b>	<b>N.Yorkshire</b>	<b>Suffolk</b>			
3	<b>Fieldwork period</b>	<b>19 Jul - 29 Oct 2004</b>	<b>25 Aug - 30 Oct 2004</b>	<b>17 Jul - 29 Oct 2005</b>	<b>18 Jul - 29 Oct 2005</b>	<b>19 Jul - 29 Oct 2005</b>
4	<b>BASE</b>	<b>290</b>	<b>316</b>	<b>259</b>	<b>255</b>	<b>247</b>
5		<b>%</b>	<b>%</b>			
85	Choice of paths for walking	3.61	3.68	3.2	3.44	3.1
86	Choice of trails for cycling	3.78	3.26	3.26	2.91	2.68
87	Choice of trails for other activities (e.g. horse riding)	2.82	2.58	2.26	2.1	1.74
88	Clean toilets	3.85	4.34	4.27	4.11	4
89	Clear signposting on footpaths	3.73	3.89	3.73	3.66	3.44
90	Enough car parking	3.85	4.04	3.99	3.89	3.78
91	Feeling happy to leave your car in the car park	4.11	4.48	4.08	3.91	3.86
92	Feeling safe in the forest	3.78	4.32	3.92	4.01	3.68
93	Information about the site's history and conservation	3.28				
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting		3.50			
96	Leaflets and maps to help you find your way around	3.39		3.1	3.16	3.1
97	Restaurant					
98	Sculpture					
99	Showers					
100	Solitude, peace and quiet	4.03	3.65	3.54	3.32	3.52
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.75	4.15	3.75	3.95	3.45
103	Friendliness of staff			3.53	3.37	2.96

	A	G	H	I	J	K
1	<b>Forest</b>	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	<b>District</b>	N.Yorkshire	Suffolk			
3	<b>Fieldwork period</b>	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	<b>BASE</b>	290	316	259	255	247
5		%	%			
104	Information provided by staff			3.18	3.15	2.73
105	Litter and dog waste bins			3.82	4	3.3
106	Litter bins					
107	Dog waste bins					
108	Open grassy areas			2.75	3.27	2.53
109	Picnic areas			3.22	3.51	2.93
110	Printed information about the forest			3.26	3.03	2.96
111	Red Kite Hide					
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails/disabled access					
115	Availability of cycle shop					
116	Orienteering					
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					

	A	G	H	I	J	K
1	<b>Forest</b>	<b>Dalby</b>	<b>Thetford</b>	<b>Cannock Chase</b>	<b>Alice Holt</b>	<b>Forest of Dean</b>
2	<b>District</b>	<b>N.Yorkshire</b>	<b>Suffolk</b>			
3	<b>Fieldwork period</b>	<b>19 Jul - 29 Oct 2004</b>	<b>25 Aug - 30 Oct 2004</b>	<b>17 Jul - 29 Oct 2005</b>	<b>18 Jul - 29 Oct 2005</b>	<b>19 Jul - 29 Oct 2005</b>
4	<b>BASE</b>	<b>290</b>	<b>316</b>	<b>259</b>	<b>255</b>	<b>247</b>
5		<b>%</b>	<b>%</b>			
119	<b>SATISFACTION SCORES</b>					
120	Overall average	3.90	3.95	3.8	3.59	3.73
121	A 'go ape' high rope course		4.36			
122	A cafe		3.85	3.78	3.11	3.78
123	A forest drive	4.03	3.70			
124	A shop	3.78	3.71	3.42	3.58	3.34
125	A plant centre					
126	Availability of cycle hire on-site	3.76	3.81	3.79	3.71	3.86
127	Availability of staff at the site (for example rangers)	3.05	3.40	3.22	3.13	3.04
128	Baby changing facilities	3.50	3.81	3.79	2.9	3.86
129	Barbeque facilities					
130	Being able to enjoy scenery and views	4.31	4.15	4.22	3.95	4.15
131	Being able to enjoy the wildlife	3.89	3.89	3.96	3.7	3.81
132	Being able to get fit and healthy	4.11	4.06	4.31	3.86	4.05
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	4.26	4.32	4.2	4.16	4.14
135	Benches/seats					
136	Bike Wash					
137	Children's play equipment	4.04	4.05	3.84	3.93	3.84
138	Choice of paths for walking	3.89	4.00	3.9	3.78	3.78
139	Choice of trails for cycling	3.93	4.09	4.04	3.5	3.8

	A	G	H	I	J	K
1	<b>Forest</b>	<b>Dalby</b>	<b>Thetford</b>	<b>Cannock Chase</b>	<b>Alice Holt</b>	<b>Forest of Dean</b>
2	<b>District</b>	<b>N.Yorkshire</b>	<b>Suffolk</b>			
3	<b>Fieldwork period</b>	<b>19 Jul - 29 Oct 2004</b>	<b>25 Aug - 30 Oct 2004</b>	<b>17 Jul - 29 Oct 2005</b>	<b>18 Jul - 29 Oct 2005</b>	<b>19 Jul - 29 Oct 2005</b>
4	<b>BASE</b>	<b>290</b>	<b>316</b>	<b>259</b>	<b>255</b>	<b>247</b>
5		<b>%</b>	<b>%</b>			
140	Choice of trails for other activities (e.g. horse riding)	3.59	3.70	4	3.47	3.73
141	Clean toilets	3.82	3.94	3.9	3.02	3.65
142	Clear signposting on footpaths	3.89	3.69	3.46	3.72	3.55
143	Enough car parking	4.35	4.09	3.6	3.95	3.92
144	Feeling happy to leave your car in the car park	4.09	4.15	3.68	3.86	3.77
145	Feeling safe in the forest	4.20	4.16	3.92	3.86	3.91
146	Friendliness of staff	3.68		3.64	3.58	3.74
147	Information about the site's history and conservation	3.42				
148	Information panels about the place you are visiting					
149	Information provided by staff	3.67		3.56	3.59	3.54
150	Leaflets and maps to help you find your way around	3.63		3.36	3.42	3.39
151	Litter and dog waste bins			3.08	2.89	3.21
152	Litter bins					
153	Dog waste bins					
154	Leaflets and information about the place you are visiting		3.71			
155	Open grassy areas			3.72	3.65	3.69
156	Picnic areas			3.73	3.52	3.72
157	Printed information about the forest			3.52	3.22	3.43
158	Restaurant					
159	Red Kite Hide					

	A	G	H	I	J	K
1	<b>Forest</b>	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	<b>District</b>	N.Yorkshire	Suffolk			
3	<b>Fieldwork period</b>	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	<b>BASE</b>	290	316	259	255	247
5		%	%			
160	Sculpture					
161	Solitude, peace and quiet	4.25	3.93	3.91	3.52	3.84
162	Showers					
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails					
167	Availability of cycle shop					
168	Orienteering					
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area					
172	Value for money of your whole trip or day out	4.02	4.09	4.38	4.35	4.13
173						
174						
175	<b>OTHER VISITORS - SCORES</b>					
176	Walkers	0.31	0.13	0.18	0.17	0.19
177	Children	0.24	0.16	0.13	0.29	0.17
178	Cyclists	0.26	0.11	0.09	0.06	0.07
179	Motorbikers	-0.54	-0.71	-0.94	-0.5	-0.52
180	Horse riders	0.04	0.25	0.16	0.22	0.04
181	Vehicles driving in forest	-0.15	-0.20	-0.54	-0.53	0.00

	A	G	H	I	J	K
1	<b>Forest</b>	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	<b>District</b>	N.Yorkshire	Suffolk			
3	<b>Fieldwork period</b>	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	<b>BASE</b>	290	316	259	255	247
5		%	%			
182	Go Ape' high wire customers					
183						

	A	G	H	I	J	K
1	<b>Forest</b>	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	<b>District</b>	N.Yorkshire	Suffolk			
3	<b>Fieldwork period</b>	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	<b>BASE</b>	290	316	259	255	247
5		%	%			
184	<b>DISTURBANCES - SCORES*</b>					
185	Dogs and dog dirt	-0.27	-0.29	-0.37	-0.47	-0.47
186	Noise from other users/ motorised sport	-0.17	-0.14	-0.15	-0.08	-0.08
187	Litter or fly tipping	-0.17	-0.24	-0.3	-0.2	-0.2
188	Vandalised/ missing signposting	-0.11	-0.23	-0.2	-0.07	-0.03
189	Forest operations such as felling	-0.07	-0.01	-0.09	-0.01	-0.01
190	Muddy tracks	-0.16	-0.19	-0.11	-0.09	-0.09
191						
192	<b>EXPECTATIONS v REALITY</b>					
193	Overall average	1.02	0.85	0.94	0.77	0.63
194						
195	% with season ticket/parking permit	20%		7%	9%	11%
196						
197	* Please note score indicate the differeber, the more of a disturbance the aspect was.					

	A	L	M	N	O	P
1	<b>Forest</b>	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	<b>District</b>					
3	<b>Fieldwork period</b>	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	<b>BASE</b>	269	303	276	294	302
5						
6	<b>AGE</b>					
7	16-24	6	10	6	3	5
8	25-34	16	21	22	17	15
9	35-44	34	36	28	21	22
10	45-54	16	14	16	21	20
11	55-64	19	11	17	20	21
12	65+	10	8	11	18	18
13						
14	<b>LIFECYCLE</b>					
15	Young Independent	16	17	14	15	7
16	Family	39	49	43	30	42
17	Empty Nester	38	27	37	49	48
18						
19	<b>SEG</b>					
20	AB	28	28	34	37	32
21	C1	44	36	28	33	32
22	C2	13	19	18	21	17
23	DE	15	17	21	9	19
24						
25	<b>ORIGIN</b>					
26	UK					
27	Overseas					
28						
29	<b>TRIP TYPE</b>					
30	Short trip, <3 hours	96	91	89	44	75

	A	L	M	N	O	P
1	<b>Forest</b>	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	<b>District</b>					
3	<b>Fieldwork period</b>	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	<b>BASE</b>	269	303	276	294	302
5						
31	Day trip, 3+ hours	1	1	2	9	8
32	Holiday	1	8	9	48	17
33						
34	<b>FREQUENCY OF VISITS</b>					
35	Every day	2	2	1	-	1
36	1-6 times per week	11	11	8	6	10
37	1-3 times per month	26	17	22	14	19
38	1-6 times a year	34	33	37	33	34
39	Less often	6	6	9	9	3
40	First visit	20	31	22	38	33
41						
42	<b>FREQUENCY OF VISITS (repeat visitors)</b>					
43	Every day	2	3	1	-	1
44	1-6 times per week	14	16	10	10	15
45	1-3 times per month	33	24	28	23	29
46	1-6 times a year	43	48	48	54	50
47	Less often	7	9	12	14	4
48						
49	<b>LENGTH OF VISIT</b>					
50	Average (mins)	141	167	174	132	112
51						
52	<b>ACTIVITIES</b>					
53	Walking without dog	37	49	46	48	57
54	Walking with dog	20	20	15	16	19

	A	L	M	N	O	P
1	<b>Forest</b>	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	<b>District</b>					
3	<b>Fieldwork period</b>	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	<b>BASE</b>	269	303	276	294	302
5						
55	Picnic/ BBQ	11	27	26	12	12
56	Cycling (any)	36	77	71	25	7
57	Bird watching	8	7	5	26	8
58	Nature/ natural history	3	2	3	2	2
59	Children's playground		11	7	2	7
60	Seeing something in woodland (e.g.sculpture)	3	5	3		
61	Motor sports		1		1	
62	Adventure playground					
63	Driving on forest drive			5		
64	Children's play activities		11	7	2	7
65	Photography	7	9	3	6	4
66						

	A	L	M	N	O	P
1	<b>Forest</b>	<b>Delamere</b>	<b>Sherwood Pines</b>	<b>Hamsterley Forest</b>	<b>Nant Yr Arian</b>	<b>Garwnant</b>
2	<b>District</b>					
3	<b>Fieldwork period</b>	<b>26 Jul - 28th Oct 2006</b>	<b>27 Jul - 28th Oct 2006</b>	<b>28 Jul - 28th Oct 2006</b>	<b>29 Jul - 28th Oct 2006</b>	<b>30 Jul - 28th Oct 2006</b>
4	<b>BASE</b>	<b>269</b>	<b>303</b>	<b>276</b>	<b>294</b>	<b>302</b>
5						
67	<b>IMPORTANCE SCORES</b>					
68	A 'go ape' high rope course	2.53	2.7			
69	A cafe	3.52	3.37	2.99	3.66	3.62
70	A forest drive			2.64		
71	A plant centre					
72	A shop	3.15	2.96	2.86	2.93	2.63
73	Availability of cycle hire on-site	2.38	2.68	2.43		1.97
74	Availability of staff at the site (for example rangers)	3.06	3.27	3	3.19	2.99
75	Baby changing facilities	1.81	2.43	2.35	2.29	2.09
76	Barbeque facilities					
77	Being able to enjoy scenery and views	4.14	4.01	4.14	4.26	4
78	Being able to enjoy the wildlife	4	3.73	3.83	4.04	3.76
79	Being able to get fit and healthy	4.02	3.66	3.85	3.8	3.54
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	4.13	4.18	4.02	3.95	3.88
82	Benches/seats					
83	Bike Wash				2.45	
84	Children's play equipment	2.13	3.26	3.09	2.9	3.27

	A	L	M	N	O	P
1	<b>Forest</b>	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	<b>District</b>					
3	<b>Fieldwork period</b>	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	<b>BASE</b>	269	303	276	294	302
5						
85	Choice of paths for walking	3.69	3.58	3.5	3.66	3.44
86	Choice of trails for cycling	2.88	3.37	3.19	3.06	2.3
87	Choice of trails for other activities (e.g. horse riding)	2.68	2.94	2.64	2.96	2.3
88	Clean toilets	4.18	4.33	4.18	4.24	4.07
89	Clear signposting on footpaths	3.83	3.73	3.87	3.78	3.51
90	Enough car parking	3.87	4.06	4.09	3.97	3.87
91	Feeling happy to leave your car in the car park	4.12	4.29	4.24	4.04	4
92	Feeling safe in the forest	4.24	4.28	4.13	3.87	3.97
93	Information about the site's history and conservation					
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting					
96	Leaflets and maps to help you find your way around	3.55	3.39	3.31	3.64	3.18
97	Restaurant					
98	Sculpture					
99	Showers				2.32	
100	Solitude, peace and quiet	3.8	3.56	3.66	3.99	3.72
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.91	3.96	3.95	3.82	3.72
103	Friendliness of staff	3.8	3.76	3.67	3.8	3.59

	A	L	M	N	O	P
1	<b>Forest</b>	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	<b>District</b>					
3	<b>Fieldwork period</b>	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	<b>BASE</b>	269	303	276	294	302
5						
104	Information provided by staff	3.12	3.17	3.01	3.38	3.04
105	Litter and dog waste bins					
106	Litter bins	3.88	4.05	3.86	3.83	3.81
107	Dog waste bins	3.59	3.88	3.47	3.49	3.38
108	Open grassy areas	2.49	3.25	3.15		2.69
109	Picnic areas	3.33	3.47	3.31	3.48	3.38
110	Printed information about the forest	3.56	3.21	3.18	3.54	3.12
111	Red Kite Hide				3.61	
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails/disabled access					
115	Availability of cycle shop					
116	Orienteering					
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					

	A	L	M	N	O	P
1	<b>Forest</b>	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	<b>District</b>					
3	<b>Fieldwork period</b>	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	<b>BASE</b>	269	303	276	294	302
5						
119	<b>SATISFACTION SCORES</b>					
120	Overall average	4.29	4.44	4.44	4.52	4.36
121	A 'go ape' high rope course	3.88	4.18			
122	A cafe	3.52	3.5	3.45	3.82	3.87
123	A forest drive			3.38		
124	A shop	3.4	3.23	3.38	3.48	3.29
125	A plant centre					
126	Availability of cycle hire on-site					
127	Availability of staff at the site (for example rangers)	2.9	2.98	2.89	3.31	3.32
128	Baby changing facilities	3.12	3.39	3.14	4	3.38
129	Barbeque facilities					
130	Being able to enjoy scenery and views	3.99	4.01	4.06	4.25	4.15
131	Being able to enjoy the wildlife	3.85	3.72	3.92	4.14	3.9
132	Being able to get fit and healthy	4.11	3.99	4.08	4.12	3.84
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	4.02	4.11	4.19	4.06	4.06
135	Benches/seats					
136	Bike Wash				3.74	
137	Children's play equipment	2.5	3.82	3.73	4.16	4
138	Choice of paths for walking	3.72	3.78	3.74	3.99	3.57
139	Choice of trails for cycling	3.55	3.75	3.86	4.06	3.4

	A	L	M	N	O	P
1	<b>Forest</b>	<b>Delamere</b>	<b>Sherwood Pines</b>	<b>Hamsterley Forest</b>	<b>Nant Yr Arian</b>	<b>Garwnant</b>
2	<b>District</b>					
3	<b>Fieldwork period</b>	<b>26 Jul - 28th Oct 2006</b>	<b>27 Jul - 28th Oct 2006</b>	<b>28 Jul - 28th Oct 2006</b>	<b>29 Jul - 28th Oct 2006</b>	<b>30 Jul - 28th Oct 2006</b>
4	<b>BASE</b>	<b>269</b>	<b>303</b>	<b>276</b>	<b>294</b>	<b>302</b>
5						
140	Choice of trails for other activities (e.g. horse riding)	3.38	3.53	3.61	3.79	3.43
141	Clean toilets	3.62	3.63	3.21	4.12	3.29
142	Clear signposting on footpaths	3.24	3.47	3.57	4.02	3.36
143	Enough car parking	3.08	4.02	4.2	3.94	3.97
144	Feeling happy to leave your car in the car park	3.76	3.93	3.92	4	3.78
145	Feeling safe in the forest	3.8	4.04	4.01	4.06	3.85
146	Friendliness of staff	3.58	3.62	3.71	3.89	3.74
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting					
149	Information provided by staff	3.39	3.96	3.75		2.4
150	Leaflets and maps to help you find your way around	3.18	3.17	3.28	3.86	3.36
151	Litter and dog waste bins					
152	Litter bins	2.55	2.71	2.14	3.31	2.78
153	Dog waste bins	1.97	2.56	1.84	3.23	2.21
154	Leaflets and information about the place you are visiting					
155	Open grassy areas	3.05	3.8	3.74		3.38
156	Picnic areas	3.26	3.68	3.72	3.9	3.63
157	Printed information about the forest	3.29	3.3	3.34	3.65	3.38
158	Restaurant					
159	Red Kite Hide				4.25	

	A	L	M	N	O	P
1	<b>Forest</b>	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	<b>District</b>					
3	<b>Fieldwork period</b>	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	<b>BASE</b>	269	303	276	294	302
5						
160	Sculpture					
161	Solitude, peace and quiet	3.62	3.89	3.84	3.88	3.94
162	Showers				3.33	
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails					
167	Availability of cycle shop					
168	Orienteering					
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area					
172	Value for money of your whole trip or day out	4.03	4.15	4.2	4.27	3.93
173						
174						
175	<b>OTHER VISITORS - SCORES</b>					
176	Walkers	0.22	0.18	0.06	0.2	0.22
177	Children	0.21	0.23	0.15	0.17	0.21
178	Cyclists	0.38	0.05	0.14	0.21	0.13
179	Motorbikers	0	-0.89	-0.38	-0.61	-0.67
180	Horse riders	0.08	0.1	0.06	0.1	0
181	Vehicles driving in forest	-0.07	-0.24	-0.24	-0.30	-0.55

	A	L	M	N	O	P
1	<b>Forest</b>	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	<b>District</b>					
3	<b>Fieldwork period</b>	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	<b>BASE</b>	269	303	276	294	302
5						
182	Go Ape' high wire customers	0.42	0.28			
183						

	A	L	M	N	O	P
1	<b>Forest</b>	<b>Delamere</b>	<b>Sherwood Pines</b>	<b>Hamsterley Forest</b>	<b>Nant Yr Arian</b>	<b>Garwnant</b>
2	<b>District</b>					
3	<b>Fieldwork period</b>	<b>26 Jul - 28th Oct 2006</b>	<b>27 Jul - 28th Oct 2006</b>	<b>28 Jul - 28th Oct 2006</b>	<b>29 Jul - 28th Oct 2006</b>	<b>30 Jul - 28th Oct 2006</b>
4	<b>BASE</b>	<b>269</b>	<b>303</b>	<b>276</b>	<b>294</b>	<b>302</b>
5						
184	<b>DISTURBANCES - SCORES*</b>					
185	Dogs and dog dirt	-0.54	-0.35	-0.38	-0.37	-0.37
186	Noise from other users/ motorised sport	-0.07	-0.14	-0.14	-0.22	-0.13
187	Litter or fly tipping	-0.33	-0.23	-0.26	-0.19	-0.24
188	Vandalised/ missing signposting	-0.18	-0.15	-0.14	-0.21	-0.1
189	Forest operations such as felling	-0.04	-0.07	-0.07	-0.07	-0.02
190	Muddy tracks	-0.09	-0.11	-0.09	-0.13	-0.16
191						
192	<b>EXPECTATIONS v REALITY</b>					
193	Overall average	1.13	0.84	0.61	1.08	0.73
194						
195	% with season ticket/parking permit	9%	6%	8%	3%	5%
196						
197	<b>* Please note score indicate the difference</b>					

	A	Q	R	S	T	U
1	<b>Forest</b>	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	<b>District</b>					
3	<b>Fieldwork period</b>	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	<b>BASE</b>	296	348	301	372	238
5						
6	<b>AGE</b>					
7	16-24	1	1	3	7	4
8	25-34	6	14	17	23	23
9	35-44	20	24	33	33	36
10	45-54	24	22	13	17	13
11	55-64	26	22	20	10	12
12	65+	23	18	15	10	13
13						
14	<b>LIFECYCLE</b>					
15	Young Independent	4	7	5	22	12
16	Family	25	32	55	38	53
17	Empty Nester	64	53	38	27	28
18						
19	<b>SEG</b>					
20	AB	30	41	33	37	30
21	C1	40	30	28	40	34
22	C2	16	18	23	13	18
23	DE	14	11	16	10	18
24						
25	<b>ORIGIN</b>					
26	UK	100	100	100	100	100
27	Overseas	0	0	0	0	0
28						
29	<b>TRIP TYPE</b>					
30	Short trip, <3 hours	77	35	88	36	85

	A	Q	R	S	T	U
1	<b>Forest</b>	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	<b>District</b>					
3	<b>Fieldwork period</b>	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	<b>BASE</b>	296	348	301	372	238
5						
31	Day trip, 3+ hours	14	9	8	5	16
32	Holiday	8	56	3	60	
33						
34	<b>FREQUENCY OF VISITS</b>					
35	Every day	1	-	3	-	
36	1-6 times per week	5	5	15	5	9
37	1-3 times per month	7	7	19	6	18
38	1-6 times a year	35	48	38	32	39
39	Less often	8	9	3	10	9
40	First visit	43	31	22	46	24
41						
42	<b>FREQUENCY OF VISITS (repeat visitors)</b>					
43	Every day	1	-	4	-	1
44	1-6 times per week	9	7	23	10	13
45	1-3 times per month	13	10	25	11	24
46	1-6 times a year	62	70	49	60	51
47	Less often	14	13	4	20	22
48						
49	<b>LENGTH OF VISIT</b>					
50	Average (mins)	94	131	131	183	188
51						
52	<b>ACTIVITIES</b>					
53	Walking without dog	59	31	66	31	42
54	Walking with dog	23	22	22	12	13

	A	Q	R	S	T	U
1	<b>Forest</b>	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	<b>District</b>					
3	<b>Fieldwork period</b>	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	<b>BASE</b>	296	348	301	372	238
5						
55	Picnic/ BBQ	11	9	27	14	15
56	Cycling (any)	8	6	9	52	42
57	Bird watching	37	22	18	6	2
58	Nature/ natural history	5	4	8	4	2
59	Children's playground		6	23	2	1
60	Seeing something in woodland (e.g.sculpture)	6	1	8	2	3
61	Motor sports		1		1	
62	Adventure playground					
63	Driving on forest drive		2			
64	Children's play activities		6	23	2	1
65	Photography	13	11	8	14	2
66						
67	<b>IMPORTANCE SCORES</b>					
68	A 'go ape' high rope course					
69	A cafe	2.98	3.24	3.35	3.62	3.3
70	A forest drive		1.76	1.38		
71	A plant centre					
72	A shop	2.47	2.82	2.54	3.15	
73	Availability of cycle hire on-site			1.87	2.64	2.17
74	Availability of staff at the site (for example rangers)	2.83	2.71	2.91	3.30	2.97
75	Baby changing facilities	1.75	1.57	2.14	2.50	2.23
76	Barbeque facilities					

	A	Q	R	S	T	U
1	<b>Forest</b>	<b>Fineshade Wood</b>	<b>Whinlatter</b>	<b>Rosliston</b>	<b>Coed y Brenin</b>	<b>Bedgebury</b>
2	<b>District</b>					
3	<b>Fieldwork period</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2008</b>
4	<b>BASE</b>	<b>296</b>	<b>348</b>	<b>301</b>	<b>372</b>	<b>238</b>
5						
77	Being able to enjoy scenery and views	4.12	4.14	4.04	4.18	3.86
78	Being able to enjoy the wildlife	4.05	3.83	3.84	3.86	3.67
79	Being able to get fit and healthy	3.77	3.54	3.62	3.99	3.71
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	3.66	3.64	4.06	4.03	3.95
82	Benches/seats					
83	Bike Wash			1.31	2.80	1.88
84	Children's play equipment	2.11	2.17	3.69	3.04	2.82
85	Choice of paths for walking	3.63	3.65	3.56	3.36	3.25
86	Choice of trails for cycling	2.30	1.89	2.20	3.70	2.99
87	Choice of trails for other activities (e.g. horse riding)	2.03	1.95	2.04	2.87	2.21
88	Clean toilets	3.89	4.06	4.23	4.21	3.88
89	Clear signposting on footpaths	3.64	3.74	3.47	4.11	3.66
90	Enough car parking	3.64	3.83	3.91	4.12	3.89
91	Feeling happy to leave your car in the car park	3.97	3.88	4.08	4.34	4.00
92	Feeling safe in the forest	3.84	3.69	3.96	4.10	4.00
93	Information about the site's history and conservation					

	A	Q	R	S	T	U
1	<b>Forest</b>	<b>Fineshade Wood</b>	<b>Whinlatter</b>	<b>Rosliston</b>	<b>Coed y Brenin</b>	<b>Bedgebury</b>
2	<b>District</b>					
3	<b>Fieldwork period</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2008</b>
4	<b>BASE</b>	<b>296</b>	<b>348</b>	<b>301</b>	<b>372</b>	<b>238</b>
5						
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting					
96	Leaflets and maps to help you find your way around	3.46	3.34	3.10	3.97	
97	Restaurant					
98	Sculpture					
99	Showers		1.22	1.27	2.64	1.67
100	Solitude, peace and quiet	3.91	3.64	3.30	3.84	3.58
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.62	3.83	3.92	3.80	3.85
103	Friendliness of staff	3.55	3.40	3.53	3.94	3.40
104	Information provided by staff	2.98	2.99	2.89	3.51	2.92
105	Litter and dog waste bins					
106	Litter bins	3.50	3.39	3.92	3.97	3.48
107	Dog waste bins	3.22	2.67	3.54		2.84
108	Open grassy areas	1.97	1.96	3.23		2.44
109	Picnic areas	2.78	2.67	3.32	3.29	3.12
110	Printed information about the forest	3.31	3.13	2.95	3.60	
111	Red Kite Hide					
112	Viewing Ospreys		2.99			
113	Red Kite cameras	3.08				
114	Easy access/wheelchair friendly trails/disabled access				3.02	2.20

	A	Q	R	S	T	U
1	<b>Forest</b>	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	<b>District</b>					
3	<b>Fieldwork period</b>	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	<b>BASE</b>	296	348	301	372	238
5						
115	Availability of cycle shop				3.15	2.42
116	Orienteeing				2.25	1.69
117	Availability of novice mountain bike trails				3.11	2.60
118	Availability of highly technical bike trails				3.35	
119	<b>SATISFACTION SCORES</b>					
120	Overall average	4.26	4.48	4.46	4.49	4.36
121	A 'go ape' high rope course					
122	A cafe	3.39	3.98	3.31	3.83	3.33
123	A forest drive					
124	A shop	3.50	3.93	3.19	3.44	
125	A plant centre					
126	Availability of cycle hire on-site			3.54	3.85	3.52
127	Availability of staff at the site (for example rangers)	3.08	3.25	3.18	3.46	2.99
128	Baby changing facilities	3.81	3.94	3.47	3.71	3.27
129	Barbeque facilities					
130	Being able to enjoy scenery and views	3.89	4.33	4.14	4.31	3.79
131	Being able to enjoy the wildlife	3.86	3.99	3.96	4.06	3.55
132	Being able to get fit and healthy	3.93	4.05	3.92	4.25	3.61
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	4.00	4.11	4.07	4.19	3.89

	A	Q	R	S	T	U
1	<b>Forest</b>	<b>Fineshade Wood</b>	<b>Whinlatter</b>	<b>Rosliston</b>	<b>Coed y Brenin</b>	<b>Bedgebury</b>
2	<b>District</b>					
3	<b>Fieldwork period</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2007</b>	<b>28th Jul - 28th Oct 2008</b>
4	<b>BASE</b>	<b>296</b>	<b>348</b>	<b>301</b>	<b>372</b>	<b>238</b>
5						
135	Benches/seats					
136	Bike Wash				3.83	3.35
137	Children's play equipment	3.10	3.73	3.92	4.20	4.01
138	Choice of paths for walking	3.94	4.11	3.79	3.80	3.51
139	Choice of trails for cycling	3.64	3.67	3.53	4.07	3.61
140	Choice of trails for other activities (e.g. horse riding)	3.64	3.43	3.49	3.69	3.31
141	Clean toilets	4.23	4.14	3.79	4.06	3.60
142	Clear signposting on footpaths	3.94	3.89	4.07	3.88	
143	Enough car parking	4.30	3.94	3.78	3.94	3.43
144	Feeling happy to leave your car in the car park	3.87	4.01	3.98	4.16	3.77
145	Feeling safe in the forest	3.95	4.12	3.91	4.10	3.80
146	Friendliness of staff	3.69	3.85	3.73	3.96	3.41
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting					
149	Information provided by staff	3.70	3.80	3.55	3.93	3.23
150	Leaflets and maps to help you find your way around	3.64	3.66	3.61	3.97	
151	Litter and dog waste bins					
152	Litter bins		2.99	3.16	2.88	3.07
153	Dog waste bins			3.08		3.06
154	Leaflets and information about the place you are visiting					

	A	Q	R	S	T	U
1	<b>Forest</b>	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	<b>District</b>					
3	<b>Fieldwork period</b>	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	<b>BASE</b>	296	348	301	372	238
5						
155	Open grassy areas	3.41		3.81		3.14
156	Picnic areas	3.51	3.49	3.61	3.83	3.35
157	Printed information about the forest	3.69	3.50	3.49	3.80	3.22
158	Restaurant					
159	Red Kite Hide					
160	Sculpture					
161	Solitude, peace and quiet	3.92	4.03	3.80	4.06	3.51
162	Showers		3.00	3.33	3.67	3.28
163	Information about Ospreys		4.10			
164	Forest Lodges			3.33		
165	Red Kite cameras	3.79				
166	Easy access/wheelchair friendly trails				3.80	3.32
167	Availability of cycle shop				3.57	3.49
168	Orienteering				3.85	3.21
169	Availability of novice mountain bike trails				3.16	3.41
170	Availability of highly technical bike trails				4.21	
171	Undercover picnic area					
172	Value for money of your whole trip or day out	4.01	4.16	4.03	4.22	3.56
173						
174						
175	<b>OTHER VISITORS - SCORES</b>					
176	Walkers	0.28	0.28	0.16	0.10	0.16

	A	Q	R	S	T	U
1	<b>Forest</b>	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	<b>District</b>					
3	<b>Fieldwork period</b>	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	<b>BASE</b>	296	348	301	372	238
5						
177	Children	0.18	0.17	0.16	0.20	0.19
178	Cyclists	0.00	0.03	0.02	0.34	0.17
179	Motorbikers	0.71	0.10	1.00	0.09	
180	Horse riders	0.07	0.14	0.00	0.00	0.31
181	Vehicles driving in forest	0.40	0.14	0.57	0.33	0.17
182	Go Ape' high wire customers					
183						
184	<b>DISTURBANCES - SCORES*</b>					
185	Dogs and dog dirt	-0.49	-0.12	-0.36	-0.37	-0.02
186	Noise from other users/ motorised sport	-0.06	-0.09	-0.04	-0.02	
187	Litter or fly tipping	-0.28	-0.13	-0.16	-0.24	-0.02
188	Vandalised/ missing signposting	-0.07	-0.10	-0.12	-0.20	-0.04
189	Forest operations such as felling	-0.10	-0.12	0.00	-0.13	0.00
190	Muddy tracks	-0.08	-0.09	-0.22	-0.08	-0.01
191						
192	<b>EXPECTATIONS v REALITY</b>					
193	Overall average	1.00	0.89	1.04	1.20	N/A
194						
195	% with season ticket/parking permit	2%	5%	10%	4%	24%
196						
197	* Please note score indicate the difference					

	A	V	W	X	Y	Z
1	<b>Forest</b>	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	<b>District</b>					
3	<b>Fieldwork period</b>	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	<b>BASE</b>	266	245	266	324	304
5						
6	<b>AGE</b>					
7	16-24	2	11	9	4	5
8	25-34	14	19	21	15	19
9	35-44	41	38	25	37	46
10	45-54	20	21	18	23	16
11	55-64	12	7	16	10	9
12	65+	11	5	10	11	5
13						
14	<b>LIFECYCLE</b>					
15	Young Independent	3	22	22	11	11
16	Family	62	47	33	52	64
17	Empty Nester	32	22	37	31	19
18						
19	<b>SEG</b>					
20	AB	43	33	34	36	31
21	C1	30	40	35	29	41
22	C2	14	18	18	21	15
23	DE	13	9	13	14	13
24						
25	<b>ORIGIN</b>					
26	UK		100		100	100
27	Overseas					
28						
29	<b>TRIP TYPE</b>					
30	Short trip, <3 hours	94	83	79	23	75

	A	V	W	X	Y	Z
1	<b>Forest</b>	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	<b>District</b>					
3	<b>Fieldwork period</b>	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	<b>BASE</b>	266	245	266	324	304
5						
31	Day trip, 3+ hours	4	10	14	38	11
32	Holiday	2	6	8	39	14
33						
34	<b>FREQUENCY OF VISITS</b>					
35	Every day	2	1	4		
36	1-6 times per week	23	3	14	5	12
37	1-3 times per month	27	9	18	12	22
38	1-6 times a year	39	47	32	34	26
39	Less often	2	7	8	12	7
40	First visit	8	35	24	37	33
41						
42	<b>FREQUENCY OF VISITS (repeat visitors)</b>					
43	Every day	2		5		
44	1-6 times per week	25	4	18	8	18
45	1-3 times per month	30	13	24	19	33
46	1-6 times a year	43	72	42	54	39
47	Less often	2	11	11	18	10
48						
49	<b>LENGTH OF VISIT</b>					
50	Average (mins)	117	164	128	217	150
51						
52	<b>ACTIVITIES</b>					
53	Walking without dog	56	37	24	39	26
54	Walking with dog	22	6	20	18	20

	A	V	W	X	Y	Z
1	<b>Forest</b>	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	<b>District</b>					
3	<b>Fieldwork period</b>	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	<b>BASE</b>	266	245	266	324	304
5						
55	Picnic/ BBQ	11	16	15	22	11
56	Cycling (any)	17	37	20	30	52
57	Bird watching	3	3	9	3	2
58	Nature/ natural history	2	1	2	1	
59	Children's playground	21	6	14		
60	Seeing something in woodland (e.g.sculpture)			9	1	3
61	Motor sports					
62	Adventure playground					
63	Driving on forest drive				16	
64	Children's play activities					
65	Photography	2	3	10	5	2
66						
67	<b>IMPORTANCE SCORES</b>					
68	A 'go ape' high rope course					
69	A cafe	3.45	3.18	3.38	3.33	3.43
70	A forest drive		2.33	3.14	3.04	1.71
71	A plant centre					
72	A shop	2.91	2.71	2.82	2.87	2.09
73	Availability of cycle hire on-site		2.63		2.22	2.65
74	Availability of staff at the site (for example rangers)	2.83	3.15	3.00	3.17	3.14
75	Baby changing facilities	2.70	1.93	1.79	2.05	2.58
76	Barbeque facilities					

	A	V	W	X	Y	Z
1	<b>Forest</b>	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	<b>District</b>					
3	<b>Fieldwork period</b>	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	<b>BASE</b>	266	245	266	324	304
5						
77	Being able to enjoy scenery and views	4.05	3.89	4.11	4.07	4.05
78	Being able to enjoy the wildlife	4.00	3.72	3.71	3.80	3.76
79	Being able to get fit and healthy	3.91	3.71	3.75	3.72	3.89
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	4.07	4.01	3.85	4.00	4.16
82	Benches/seats					
83	Bike Wash			2.07		
84	Children's play equipment	3.58	2.95	2.41	3.10	3.12
85	Choice of paths for walking	3.77	3.35	3.12	3.29	3.60
86	Choice of trails for cycling	2.74	3.21	2.63	2.92	3.73
87	Choice of trails for other activities (e.g. horse riding)	2.45	2.48	2.18		
88	Clean toilets	4.13	4.02	4.01	4.15	4.11
89	Clear signposting on footpaths	3.77	3.87	3.54	3.89	3.86
90	Enough car parking	3.82	3.90	3.73	3.91	4.00
91	Feeling happy to leave your car in the car park	3.90	3.98	3.90	4.00	4.07
92	Feeling safe in the forest	3.98	3.89	3.88	3.95	3.95
93	Information about the site's history and conservation					

	A	V	W	X	Y	Z
1	<b>Forest</b>	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	<b>District</b>					
3	<b>Fieldwork period</b>	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	<b>BASE</b>	266	245	266	324	304
5						
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting					
96	Leaflets and maps to help you find your way around	3.33	3.53	3.00		
97	Restaurant					
98	Sculpture					
99	Showers			4.17		
100	Solitude, peace and quiet	3.77	3.55	3.73	3.67	3.70
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.85	3.86	3.87	3.92	3.85
103	Friendliness of staff	3.67	3.66	3.65	3.78	
104	Information provided by staff	2.90	3.13	2.95		
105	Litter and dog waste bins					
106	Litter bins	3.74	3.75	3.77	3.78	3.67
107	Dog waste bins		2.97	3.17	3.30	3.55
108	Open grassy areas	2.39	3.22	2.57	3.14	2.78
109	Picnic areas	3.32	3.40	2.91	3.41	3.46
110	Printed information about the forest	3.16	3.12	2.92	3.39	3.32
111	Red Kite Hide					
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails/disabled access	2.95	2.41	2.35		

	A	V	W	X	Y	Z
1	<b>Forest</b>	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	<b>District</b>					
3	<b>Fieldwork period</b>	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	<b>BASE</b>	266	245	266	324	304
5						
115	Availability of cycle shop		2.57			
116	Orienteering	1.97	2.03			
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					
119	<b>SATISFACTION SCORES</b>					
120	Overall average	4.34	4.20	4.30	4.39	4.33
121	A 'go ape' high rope course					
122	A cafe	3.39	3.43	3.56	3.66	3.60
123	A forest drive		3.50	3.96	3.68	3.18
124	A shop	3.21	3.19	3.19	3.57	3.29
125	A plant centre					
126	Availability of cycle hire on-site		3.71		3.73	3.75
127	Availability of staff at the site (for example rangers)	2.70	3.32	3.25	3.42	3.34
128	Baby changing facilities	3.12	3.50	3.60	3.84	3.44
129	Barbeque facilities					
130	Being able to enjoy scenery and views	3.97	3.89	4.10	4.13	4.07
131	Being able to enjoy the wildlife	3.85	3.58	3.73	3.81	3.77
132	Being able to get fit and healthy	3.91	3.80	4.04	3.93	4.03
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	3.97	4.03	3.95	4.08	4.17

	A	V	W	X	Y	Z
1	<b>Forest</b>	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	<b>District</b>					
3	<b>Fieldwork period</b>	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	<b>BASE</b>	266	245	266	324	304
5						
135	Benches/seats					
136	Bike Wash			2.82		
137	Children's play equipment	3.80	4.12	3.37	3.98	3.36
138	Choice of paths for walking	3.71	3.70	3.56	3.72	3.82
139	Choice of trails for cycling	3.45	3.90	3.77	3.98	3.81
140	Choice of trails for other activities (e.g. horse riding)	3.34	3.53	3.33		
141	Clean toilets	3.31	3.60	3.88	4.03	3.45
142	Clear signposting on footpaths	3.62	3.63	3.47	3.68	3.63
143	Enough car parking	3.48	3.76	3.15	3.59	3.76
144	Feeling happy to leave your car in the car park	3.66	3.86	3.53	3.96	3.98
145	Feeling safe in the forest	3.77	3.94	3.64	3.97	3.96
146	Friendliness of staff	3.31	3.61	3.69	3.77	3.73
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting					
149	Information provided by staff	3.28	3.66	3.41		
150	Leaflets and maps to help you find your way around	3.46	3.44	3.29	3.67	3.61
151	Litter and dog waste bins					
152	Litter bins	2.55	3.31	2.90	3.16	2.46
153	Dog waste bins		3.51		2.96	2.16
154	Leaflets and information about the place you are visiting					

	A	V	W	X	Y	Z
1	<b>Forest</b>	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	<b>District</b>					
3	<b>Fieldwork period</b>	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	<b>BASE</b>	266	245	266	324	304
5						
155	Open grassy areas	2.85	3.78	3.28	3.75	2.95
156	Picnic areas	3.42	3.63	3.60	3.78	3.46
157	Printed information about the forest	3.39	3.46	3.32	3.65	3.50
158	Restaurant					
159	Red Kite Hide					
160	Sculpture					
161	Solitude, peace and quiet	3.66	3.50	3.97	3.82	3.63
162	Showers			3.29		
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails	3.38	3.54	2.98		
167	Availability of cycle shop		3.67			
168	Orienteering	3.21	3.24			
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area					
172	Value for money of your whole trip or day out	3.95	3.46	4.11	3.83	4.18
173						
174						
175	<b>OTHER VISITORS - SCORES</b>					
176	Walkers	0.06	0.07	0.20		

	A	V	W	X	Y	Z
1	<b>Forest</b>	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	<b>District</b>					
3	<b>Fieldwork period</b>	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	<b>BASE</b>	266	245	266	324	304
5						
177	Children	0.07	0.07	0.18		
178	Cyclists	0.02	0.08	0.31		
179	Motorbikers	-1.00	-1.00	-0.40		
180	Horse riders	0.14	0.17	0.13		
181	Vehicles driving in forest	-0.09	-0.17	-0.02		
182	Go Ape' high wire customers					
183						
184	<b>DISTURBANCES - SCORES*</b>					
185	Dogs and dog dirt	-0.38	-0.02	-0.41		
186	Noise from other users/ motorised sport	-0.04	-0.02	-0.13		
187	Litter or fly tipping	-0.12	-0.07	-0.38		
188	Vandalised/ missing signposting	-0.04	-0.03	-0.22		
189	Forest operations such as felling	-0.02	0.00	-0.12		
190	Muddy tracks	-0.04	-0.04	-0.18		
191						
192	<b>EXPECTATIONS v REALITY</b>					
193	Overall average	N/A	N/A	1.27		
194						
195	% with season ticket/parking permit	11%	4%	1%	15%	11%
196						
197	* Please note score indicate the difference					

	A	AA	AB
1	<b>Forest</b>	<b>Kielder Water and Forest Park</b>	<b>AVERAGE</b>
2	<b>District</b>		
3	<b>Fieldwork period</b>	<b>27th Jul - 27th October 2009</b>	
4	<b>BASE</b>	<b>306</b>	<b>7115</b>
5			
6	<b>AGE</b>		
7	16-24	4	5
8	25-34	14	18
9	35-44	29	32
10	45-54	25	18
11	55-64	17	15
12	65+	11	12
13			
14	<b>LIFECYCLE</b>		
15	Young Independent	13	14
16	Family	35	43
17	Empty Nester	43	36
18			
19	<b>SEG</b>		
20	AB	33	34
21	C1	36	35
22	C2	18	18
23	DE	13	14
24			
25	<b>ORIGIN</b>		
26	UK	100	100
27	Overseas		0
28			
29	<b>TRIP TYPE</b>		
30	Short trip, <3 hours	38	70

	A	AA	AB
1	<b>Forest</b>	<b>Kielder Water and Forest Park</b>	<b>AVERAGE</b>
2	<b>District</b>		
3	<b>Fieldwork period</b>	<b>27th Jul - 27th October 2009</b>	
4	<b>BASE</b>	<b>306</b>	<b>7115</b>
5			
31	Day trip, 3+ hours	9	11
32	Holiday	52	20
33			
34	<b>FREQUENCY OF VISITS</b>		
35	Every day	2	5
36	1-6 times per week	2	10
37	1-3 times per month	6	16
38	1-6 times a year	28	35
39	Less often	17	9
40	First visit	44	27
41			
42	<b>FREQUENCY OF VISITS (repeat visitors)</b>		
43	Every day	3	6
44	1-6 times per week	4	13
45	1-3 times per month	11	22
46	1-6 times a year	51	48
47	Less often	31	13
48			
49	<b>LENGTH OF VISIT</b>		
50	Average (mins)	215	154
51			
52	<b>ACTIVITIES</b>		
53	Walking without dog	35	44
54	Walking with dog	17	19

	A	AA	AB
1	<b>Forest</b>	<b>Kielder Water and Forest Park</b>	<b>AVERAGE</b>
2	<b>District</b>		
3	<b>Fieldwork period</b>	<b>27th Jul - 27th October 2009</b>	
4	<b>BASE</b>	<b>306</b>	<b>7115</b>
5			
55	Picnic/ BBQ	8	18
56	Cycling (any)	38	32
57	Bird watching	13	9
58	Nature/ natural history	3	3
59	Children's playground		11
60	Seeing something in woodland (e.g.sculpture)	5	7
61	Motor sports		1
62	Adventure playground		2
63	Driving on forest drive	5	5
64	Children's play activities		4
65	Photography	12	7
66			
67	<b>IMPORTANCE SCORES</b>		
68	A 'go ape' high rope course		2.63
69	A cafe	3.24	3.42
70	A forest drive	2.10	2.35
71	A plant centre		3.09
72	A shop	2.80	2.89
73	Availability of cycle hire on-site	1.92	2.33
74	Availability of staff at the site (for example rangers)	2.65	3.03
75	Baby changing facilities	1.43	2.20
76	Barbeque facilities		1.19

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1	<b>Forest</b>	<b>Kielder Water and Forest Park</b>	<b>AVERAGE</b>
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4	<b>BASE</b>	<b>306</b>	<b>7115</b>
5			
77	Being able to enjoy scenery and views	4.06	4.22
78	Being able to enjoy the wildlife	3.76	3.98
79	Being able to get fit and healthy	3.54	3.76
80	Being able to learn about trees and the environment		4.33
81	Being able to spend time with family and friends	3.84	4.04
82	Benches/seats		4.12
83	Bike Wash		2.10
84	Children's play equipment	2.00	2.87
85	Choice of paths for walking	3.14	3.59
86	Choice of trails for cycling	2.79	3.01
87	Choice of trails for other activities (e.g. horse riding)		2.49
88	Clean toilets	3.97	4.09
89	Clear signposting on footpaths	3.65	3.77
90	Enough car parking	3.46	3.89
91	Feeling happy to leave your car in the car park	3.71	4.06
92	Feeling safe in the forest	3.68	4.06
93	Information about the site's history and conservation		3.28

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1	<b>Forest</b>	<b>Kielder Water and Forest Park</b>	<b>AVERAGE</b>
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4	<b>BASE</b>	<b>306</b>	<b>7115</b>
5			
94	Information panels about the place you are visiting		4.14
95	Leaflets and information about the place you are visiting		3.60
96	Leaflets and maps to help you find your way around		3.35
97	Restaurant		3.68
98	Sculpture		3.80
99	Showers		2.21
100	Solitude, peace and quiet	3.78	3.76
101	Undercover picnic area		3.42
102	Value for money of your whole trip or day out	3.69	3.94
103	Friendliness of staff		3.59
104	Information provided by staff		3.07
105	Litter and dog waste bins		3.71
106	Litter bins	3.43	3.74
107	Dog waste bins	2.38	3.25
108	Open grassy areas	2.16	2.71
109	Picnic areas	2.74	3.21
110	Printed information about the forest	3.17	3.22
111	Red Kite Hide		3.61
112	Viewing Ospreys		2.99
113	Red Kite cameras		3.08
114	Easy access/wheelchair friendly trails/disabled access		2.59

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5			
115	Availability of cycle shop		2.71
116	Orienteering		1.99
117	Availability of novice mountain bike trails		2.86
118	Availability of highly technical bike trails		3.35
119	<b>SATISFACTION SCORES</b>		
120	Overall average	4.28	4.24
121	A 'go ape' high rope course		4.21
122	A cafe	3.65	3.72
123	A forest drive	3.52	3.62
124	A shop	3.46	3.56
125	A plant centre		4.09
126	Availability of cycle hire on-site	3.82	3.78
127	Availability of staff at the site (for example rangers)	3.42	3.27
128	Baby changing facilities	3.62	3.62
129	Barbeque facilities		2.68
130	Being able to enjoy scenery and views	4.23	4.23
131	Being able to enjoy the wildlife	3.90	3.99
132	Being able to get fit and healthy	3.94	4.02
133	Being able to learn about trees and the environment		4.34
134	Being able to spend time with family and friends	4.15	4.21

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5			
135	Benches/seats		3.34
136	Bike Wash		3.43
137	Children's play equipment	3.62	3.76
138	Choice of paths for walking	3.70	3.92
139	Choice of trails for cycling	3.93	3.81
140	Choice of trails for other activities (e.g. horse riding)		3.65
141	Clean toilets	3.88	3.84
142	Clear signposting on footpaths	3.55	3.75
143	Enough car parking	3.91	3.88
144	Feeling happy to leave your car in the car park	3.95	3.92
145	Feeling safe in the forest	3.91	4.05
146	Friendliness of staff	3.84	3.69
147	Information about the site's history and conservation		3.42
148	Information panels about the place you are visiting		4.16
149	Information provided by staff		3.53
150	Leaflets and maps to help you find your way around	3.57	3.50
151	Litter and dog waste bins		3.06
152	Litter bins	2.99	2.86
153	Dog waste bins	2.25	2.62
154	Leaflets and information about the place you are visiting		3.86

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1	<b>Forest</b>	<b>Kielder Water and Forest Park</b>	<b>AVERAGE</b>
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5			
155	Open grassy areas	3.50	3.47
156	Picnic areas	3.48	3.60
157	Printed information about the forest	3.55	3.46
158	Restaurant		3.98
159	Red Kite Hide		4.25
160	Sculpture		4.30
161	Solitude, peace and quiet	4.06	3.98
162	Showers		3.32
163	Information about Ospreys		4.10
164	Forest Lodges		3.33
165	Red Kite cameras		3.79
166	Easy access/wheelchair friendly trails		3.40
167	Availability of cycle shop		3.58
168	Orienteering		3.38
169	Availability of novice mountain bike trails		3.29
170	Availability of highly technical bike trails		4.21
171	Undercover picnic area		4.12
172	Value for money of your whole trip or day out	3.97	4.15
173			
174			
175	<b>OTHER VISITORS - SCORES</b>		
176	Walkers		0.20

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1	<b>Forest</b>	<b>Kielder Water and Forest Park</b>	<b>AVERAGE</b>
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5			
177	Children		0.20
178	Cyclists		0.12
179	Motorbikers		-0.46
180	Horse riders		0.12
181	Vehicles driving in forest		-0.17
182	Go Ape' high wire customers		
183			
184	<b>DISTURBANCES - SCORES*</b>		
185	Dogs and dog dirt		-0.33
186	Noise from other users/ motorised sport		-0.16
187	Litter or fly tipping		-0.23
188	Vandalised/ missing signposting		-0.14
189	Forest operations such as felling		-0.07
190	Muddy tracks		-0.12
191			
192	<b>EXPECTATIONS v REALITY</b>		
193	Overall average		1
194			
195	% with season ticket/parking permit	1%	8%
196			
197	* Please note score indicate the difference		

## Verbatim responses

### Other influences on decision to visit

Came here on a whim to see what it was like.  
Camping site.  
Fishing.  
Nice for a day out.  
Disabled access, location.  
Accommodation.  
Observatory.  
Have a lodge at Kielder, bought it as we love Kielder.  
Bus service.  
Showing Eileen today, I did it yesterday.  
Somewhere different to come with the whole family.  
See how it has changed.  
Nice environment.  
Largest forest in England.  
My daughter wanted to come.  
Ease of accessibility.  
For a good walk.  
What I saw on the internet.  
Accommodation.  
A new experience.  
Convenience.  
The maze.  
Wanted to bring a friend.  
Never been before.  
Ride out on bike.  
Off work.  
Location, village shop.  
Osprey.  
Caravan club site.  
The maze.  
No telephone signal.  
Ride out on bike.  
Short walk.  
To introduce brother-in-law to it.  
To see changes since last visit.  
On our route plan for today.  
Sailing  
Freedom for children.  
Café.  
Needed to pick up some gifts.  
Organised trip.  
Personal history.  
Out in countryside.  
Fresh air, experience for children.  
Have not been in this part of the country before.  
Go ape.  
Wanted to see it.  
Fishing for my husband.  
On holiday.  
Short break.  
Sign posts and brochures.

Visiting family variety of things to do.  
 Close to where going on way through.  
 Location.  
 Reports in magazines.  
 Just fancied it.  
 Haven't been for a while.  
 Previous trip.  
 Children swimming.  
 Ferry trip.  
 The fact that it is raining - peace and quiet.  
 To see fungi.  
 Cycle route for friends.  
 New trails.  
 New pavilion.  
 Explore the area.  
 Get away from the city.  
 Bank holiday.  
 Weather.  
 Support the bus service.  
 Weather.  
 Just a break.  
 The camp site.  
 The race.  
 The race.  
 Walk.  
 Sculptures.  
 Photos.  
 Walking routes.  
 The caravan park.  
 Being from the hustle and bustle.  
 A wedding in Scotland.

Reason aspect rated fair/poor

*Being able to enjoy scenery and views*  
 Don't know.

*Being able to enjoy the wildlife*  
 Haven't been looking too closely.  
 Haven't seen any.  
 Didn't see much but heard it.

*Being able to get fit and healthy*  
 Fairly fit already.  
 Not looking to get that way. Just a day out in the fresh air.  
 The weather is not good.

*Having enough car parking*  
 Just not enough at camp site.  
 There should be better signposts for the car park.  
 Could be more parking.  
 Not enough spaces had to park off road half on grass.  
 Not used.

*The availability of cycle hire on-site*

No need had own cycles.  
Shut at 9. 30 A. M. When I needed it.  
Limited choice.  
I've no experience in using facilities.

*The availability of staff at the site (for example, rangers)*

Have not seen many around.  
Should be more people on hand for this type of event.  
Couldn't get access to the car. No staff to help. No phone signal.  
Not seen any.  
Cos not seen any.  
You didn't see any staff.  
Haven't seen any.  
Not seen staff.  
Was not clear where to pick up trails.  
Because we haven't seen them off site i.e. along the walks or in forest.

*The baby changing facilities*

Spacious site not possible to supply comprehensive cover.

*The café\restaurant*

Bit dated, small, uninviting.  
Bit small and had to queue for Mars Bars.  
Only had coffee and cake. Not enough space on rainy day.  
Staff very slow and poor quality of food. No.  
Selection on menu, could have been more varied.  
Food facilities not available as often as should, quality of food not great nor good value.  
Just the attitude of staff.

*The children's play equipment*

Too young for my children.  
Only such a small park. No.  
Children said that it wasn't very brilliant. Went down to play and then came back and commented tat it wasn't brilliant.  
Didn't notice it. More climbing frames.  
Very muddy, a bit more needed for older children, 7-8 years up.

*The choice of paths for walking*

Main visitor centre - decided to walk to the lake - path had not been maintained, full of mud. Turned back.  
Sometimes no view of water, used to be path closer to water.  
Nowhere to let the dog off the lead.  
Because we can't find any route maps.

*The disabled access to facilities on site*

Access to Kielder castle is appalling.

Some are very steep and have never been used by disabled people. Some of the entrances to café are very difficult and awkward to use. Not designed by the disabled. No room for turning the wheelchair.

Parking fees.

*The dog waste bins*

Not found any.

Haven't found any.

Not found any.

There just aren't any. There's just no where to put them. They could do with some round the children's play area and nearby field.

No dog waste bins.

None on paths or walks.

Could be more.

Not any around.

Didn't see too many of them.

I haven't seen any.

Couldn't see any.

I've never seen any.

Not any.

Didn't see enough of them.

Couldn't see any.

Not enough on the Duchess trail and car park. These are the only areas I visited.

Not seen many dog bins.

Not seen any.

Not enough.

Not seen any.

There are not enough. Could be more in woods themselves.

Haven't seen any.

Haven't seen any.

Not seen many waste bins.

Haven't seen any.

Not seen any.

Didn't see any dog waste bins.

Did not see any.

I've not seen any marked bin.

Not seen enough, never seen any.

Not seen any.

Didn't see any.

Can't find any.

Can't see any.

Could not find any.

None at all.

No dog waste bins.

Because I never spotted any.

Need a few more.

I've not seen any.

Didn't use.

Not seen any.

Not seen any.

Not seen any.

Not seen any.

Not enough in fact have not seen any.

Have not seen any.  
 Not seen any.  
 Not seen any.  
 Not found any.  
 Because we haven't seen specific dog bins.

*The forest drive*

I don't like conifer forests.  
 Not very scenic.  
 A bad, rough road to be driving on.  
 Not maintained. £3 toll fee and yet poor maintenance of tarmac.  
 It's mainly 4x4.  
 Only suitable for 4x4s.  
 No experience.

*The friendliness of staff*

Unfriendly.  
 A little sarcastic in shop and café, bike shop good.  
 Attitude of staff in café, a bit off-hand.

*The leaflets, maps and interpretation panels to help you find your way around*

Couldn't find any.  
 Not detailed enough.  
 Got a bit confused.  
 I haven't seen any.  
 Information is general. Impossible to go online or ring.  
 Change the routes compared to last year and do not offer to update/exchange last year's cycle path map because of this.  
 It was a bit confusing, wouldn't know where to start.  
 Should have been better, new cycle path didn't have map for.  
 Only seen one.  
 Need to be more better detail.  
 I believe the signs could be clearer and up to date.  
 The signposts are not clear enough and the maps don't help much.  
 Disabled trail not enough sign posts.  
 Not enough available.

*The litter bins*

Can't see too many from present location on Leaplish.  
 Not enough not seen any.  
 Not seen any litter bins.  
 Not enough of them. Especially if you are on a walk with children and have sticky bottles and things.  
 Can't see any outside café.  
 Not seen any.  
 I haven't seen any.  
 Couldn't see any.  
 I haven't seen any.  
 Couldn't see any.  
 Not seen any.  
 There aren't any.  
 More litter bins in car park.  
 Did not see many.  
 No litter bins in car park.  
 Not enough.

Not enough litter bins around.  
Where we parked there were none Lewisburn.  
Not noticed any litter bins.  
Couldn't see any in play area.  
Haven't seen any.  
Not seen many litter bins.  
Haven't found many. No.  
Did not notice them.  
I haven't seen one.  
There isn't enough.  
I think there wasn't enough.  
Not enough when walking.  
Not enough, not seen any.  
Haven't seen any, not enough of them, too much litter about.  
Haven't seen any but seen litter.  
Didn't see many.  
Not seen or looked for any.  
Only seen one in café.  
Haven't seen any.  
Can't see one.  
Could not find one when I wanted one.  
A few more.  
Not enough of them.  
Not seen any.  
Not seen any.  
Not seen any.  
Have not seen any.  
Not seen any.  
Not enough.  
Have not really seen any.  
Not enough around the lakeside trail.  
Not seen many.  
Not seen any.  
Not yet seen any.  
Wasn't really looking for them.  
We just haven't seen any.

*The open grassy areas for ball games, sunbathing etc.*

Not enough space to play football - larger area required - Leaplish site.  
Not really looked for any.  
Not a very large space. Water logged.  
Not found one yet.  
Not enough children's play areas. Too young what's available at castle.  
Because they seemed a bit boggy.

*The picnic areas*

Not separate from café.  
We ended up sitting on grass.

*The printed information about the forest*

Haven't seen any.  
Events need more info and routes for spectators. Spectators seem to be left out.  
Cycle trail maps need to be more detailed.  
Should be free.  
Haven't seen any leaflets showing trail maps.  
None in shops. Poor selection.  
No info about walking.  
Don't know.  
Have not had any, not looked yet.  
Didn't seem to be enough.  
Couldn't find.  
No experience.  
Not very explicit, what we have experienced has been very general.

*The shop*

Café/shop at Falstone has limited stock/not hospitable.  
Limited availability of produce.  
Just not my thing.  
Too small. Gaps between the signs too large.  
Prices and choice poor.  
Not enough supplies for families with young children.  
Very gimmicky.  
Don't know.  
Not enough selection on food site. If arrive late, not milk, bread etc. available.  
Should be more goods and shops and open all day.  
We went in for maps, info, not enough available.

*The signposting on footpaths/trails*

I got lost in the past.  
Only at certain places and if you are not at that point you don't know where you are.  
It was misleading. Not always signs at junctions.  
Too small. Gaps between the signs too large.  
Not clear. Not enough of them. Got lost 5 times.  
Not enough signposts or way markers.  
It's contradictory and does not give enough detail and different boards give different info, for instance on the depth/amount of water.  
At the castle no signposts to tell you where the bike trails are.  
We got lost.  
We got lost.  
We couldn't find any.  
Can't find the paths.  
Not clear enough could be more modern.  
It took a while from campsite to find the start of the trail. Could not always decipher which route you were on. Not sure whether we were on a green or blue trail.  
Having to guess rather than being told what one you are on.  
Get lost.  
Did not tell how far.  
Red route sign posting near the end has disappeared.  
More sign for rivers.  
Lack of way markers.

*The solitude, tranquillity peace and quiet*

Too many motorcyclists.  
 There is building work going on today.  
 Too many people.  
 Too busy. Too many people.  
 Numbers of visitors.  
 Not looking for solitude.

*The toilets*

Should have shower facilities.  
 Male toilets not clean.  
 There was water on the floor.

*The value for money of your whole trip or day out*

Don't know.  
 Cost a fortune as bike broke and had to hire.  
 Have to pay for everything and it's not that cheap.  
 Car parking cost.  
 Go ape expensive.  
 Cost of car park £3.00 regardless of time spent. It would also make more sense to have half day for £2.00, full day for £4.00 or something like that.  
 Didn't expect to pay for car parking.  
 Car parking charges.

Improvements

Don't overdevelop it/keep it natural.  
 Reduce crime rate been an increase in break-ins.  
 More shops.  
 Need more camping areas/more spaces for games.  
 Less visitors.  
 Longer opening hours for restaurant.  
 Being able to take dogs inside, dog friendly, variable prices for various lengths of time, like a half hour.  
 Indoor play area for children, pool warmer.  
 Better range of foodstuffs in shop.  
 Internet better site/maps.  
 I do not want motorbikes entering inside walled are of castle. Safety issue especially where children are playing. Specialist public transport especially to cover weekend.  
 More sheltered area in remote parts.  
 Not visible as not seen as we have cycled through.  
 Mobile telephone reception for emergency situations.  
 Weather.  
 Update café stuck in 70's.  
 More parking at camp site and pub open more flexible.  
 More detailed maps.  
 Free leaflets showing where trails are.  
 Hourly car park charge and lake swimming.  
 Playground for older children and multi purpose hard court e.g. tennis.  
 More publicity about Kielder.  
 Better way marking.  
 More maps.  
 The surface of the lakeside track and an area for swimming.  
 Opening more bike trails.  
 Information poor in what you can hire particularly water activities.  
 No foreign languages available.

Just better surfaces.  
 Notification of which trails are open on the web site and on site.  
 Up to date information about which trails are open on the web and outside the shop.  
 Notification of closed bike trails.  
 Seating clear signs for distances.  
 Some shorter walks. Vehicle access to north shore. More sculptures.  
 More pubs.  
 Convenience store that has more stuff.  
 Midge eaters. Killer gas things.  
 Football nets.  
 Cheaper parking for an hour or two.  
 No toilets are Lewisburn.  
 More accommodation B&B.  
 Sign to first aid post.  
 Free parking. More tables by play area.  
 Bigger maze.  
 Improved displays (the ones encountered did not work). Signs and lights not working.  
 Running water to caravan. Being able to get a TV. Signal.  
 Improved facilities for disabled (better entrances and exits).  
 Site for campervans (not caravans). Do not wish to go to a crowded caravan site, just somewhere quiet for the night.  
 More drinking water available.  
 Recycling facilities. Different bins. Labelled.  
 Better camping facilities (for tents). Leaplish don't take tents.  
 More play parks scattered around more. More picture boards to show you what's there.  
 More facilities for disabled.  
 BBQs.  
 Leaflet on walking route.  
 Weather.  
 Better toilet facilities.  
 Leaflets in larger scale.  
 Sunshine.  
 Cycle leaflet list rides not showing on map.  
 Better list of trails.  
 Camping, longer hours.  
 Safe, sandy beach area, more oak trees to bring more birds in.  
 Someone check up the cycling route.  
 Youth hostel open during day.  
 Few more signs on cycle path.  
 Clear opening times for café and shop, more benches near stream.  
 No Janus chair, indicate difficulty of cycling trails.  
 More for kids.  
 Easier access to other forms of transport more activities for kids, i.e. assault course.  
 Litter removed from trails.  
 More detailed maps.  
 Sign posts from trails to café/facilities, need bike parts.  
 Some trails diverted for work, no notice of this.  
 No seating, art that are not there.  
 Dog waste bins.  
 Car park fee per hour.  
 Bring own horse for off road riding.  
 Dog waste bins.  
 When wet like today more facilities inside for children or even semi covered so can still enjoy fresh air.

Better selection food items in shop.  
 The signs.  
 To be able to enjoy the wildlife and not be disturbed by cyclists and motor bikers.  
 Transport for the disabled, scooters or golf trolley.  
 Mobile phone signal.  
 Improve trails.  
 More picnic areas.  
 Kayaking - need improved access and info on where to use.  
 Emergency phone needed on trails.  
 Toilets need to be available all 12 months of the year.  
 More cycle trails.  
 Outdoor seating and hooks on back of toilet doors.  
 Early closing of Leapside restaurant on some day.  
 Catering facilities are very small.  
 A longer blue trail.  
 Gate fastenings could be better designed for horse riding.  
 More showers on camp site.  
 Maps being available.  
 More variety and quality of food in certain outlets.  
 More walk, trail route maps.

#### Most liked aspects

Accessibility and space.  
 Leaplish visitor centre.  
 The dam.  
 Not touristy feel.  
 Café.  
 Freedom to roam, quality of cycle trails.  
 Local.  
 Sculptures. Café.  
 Meeting point.  
 We are both disabled and like to drive from one site to another and stop and view the scenery. We are here for four days.  
 Good weather.  
 Walk for hours.  
 Variety.  
 Waterside.  
 Open space.  
 Ease of accessibility for everyone in the family.  
 The lake views and trail.  
 Very good roads.  
 Sculptures.  
 Car park fees do all parking.  
 Space.  
 Unspoilt.  
 Not too busy.  
 Roads.  
 Variety of things.  
 Exhibition in castle and café.  
 The cycling.  
 I like everything about it.  
 Remoteness.  
 Value for money.  
 Dam, railway that goes into the lake.  
 Accessibility of track, cleanliness.

Beauty.  
Quiet.  
The whole set is good.  
Trees.  
Nature.  
Peace.  
Sailing.  
Location.  
Remote.  
Fishing.  
Cycle trails.  
Different its own place, not like anywhere else.  
Range of things to do.  
Accessible.  
Being outdoors.  
Nice atmosphere.  
Sculptures.  
Atmosphere.  
The maze, spacious, picnic areas.  
Picnic areas and café very nice.  
Range of activities.  
Restaurant.  
The size not crowded.  
Accessibility and location.  
First visit, very impressed.  
Birds of prey centre.  
Big area to explore.  
Easy to get to.  
Wildlife.  
Disabled access for pram.  
Choice of facilities.  
Bike trails, family.

## E. Technical appendix

<b>Client</b>	<ul style="list-style-type: none"> <li>• <b>Forestry Commission England</b></li> </ul>
<b>Conducted by</b>	<ul style="list-style-type: none"> <li>• TNS Research International</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To undertake on-site surveying of a target of 300 visitors per site at 3 sites in England in 2009.</li> <li>• To provide full reports and data to FC.</li> </ul>
<b>Universe</b>	<ul style="list-style-type: none"> <li>• All visitors aged 16+ to site.</li> </ul>
<b>Sample size</b>	<ul style="list-style-type: none"> <li>• 306 interviews achieved against a target of 300.</li> </ul>
<b>Fieldwork period</b>	<ul style="list-style-type: none"> <li>• 25<sup>th</sup> July to 27<sup>th</sup> October 2009.</li> </ul>
<b>Sampling method</b>	<ul style="list-style-type: none"> <li>• Random location – next person to pass after previous interview completed.</li> </ul>
<b>Data collection</b>	<ul style="list-style-type: none"> <li>• CAPI on-site interviews.</li> </ul>
<b>Interviewers</b>	<ul style="list-style-type: none"> <li>• 9</li> </ul>
<b>Interviewer validation</b>	<p><b>Face to face validation</b></p> <ul style="list-style-type: none"> <li>• A minimum of 10% of interviews are checked on every survey. Verification is carried out at TNS' head office, mainly on the telephone, by trained validators. Interviewer assignments are systematically selected.</li> </ul>
<b>Questionnaire</b>	<ul style="list-style-type: none"> <li>• Questionnaire is appended to this report.</li> </ul>
<b>Analysis</b>	<ul style="list-style-type: none"> <li>• Results calculated on 95% probability.</li> <li>• Where a result of 50% is obtained at the total sample level, the results are accurate to +/-5.6%.</li> </ul>
<b>Compliance</b>	<ul style="list-style-type: none"> <li>• This project was carried out in compliance with ISO 20252.</li> </ul>