



Kelty Christmas Tree Survey 2005

**A survey of customers purchasing Christmas Trees at Kelty,
Scottish Lowlands Forest District**

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1. Summary

This report provides the results of a customer survey that took place at Kelty Forest, Scottish Lowlands Forest District in December 2005. A total of 106 questionnaires were completed by visitors who bought a Christmas tree from the sales centre.

Almost half of groups contained 2 people (48%), with over a fifth of groups containing 3 people (21%). The majority of groups included adults aged between 25 and 59 years old (94%), and a third of groups contained children (33%). Only 11% of groups included senior citizens (adults aged 60+) and 13% included young adults (adults aged between 16 and 24 years old).

The majority of visitors lived locally. One third travelled less than 6 miles to the site (33%), 58% travelled between 6 and 15 miles with only 2% travelling more than 26 miles. When asked to indicate the town or area that they lived in, the most popular location of those that responded was Dunfermline (45%).

The most important reasons in their decision to buy a Christmas tree from the sales centre were that it was close to home (31%), due to the quality of the trees (22%) and due to the quantity of the trees (8%). Over half of groups had always known about the sales centre (58%), with 18% finding out through friends and family. Only 9% of visitors found about the sales centre through advertising or articles in the press or on the radio.

A large number of respondents had purchased a Christmas tree from the sales centre during December 2004 (70%), and almost all respondents stated they intended to buy next years Christmas tree from the sales centre (96%).

Respondents were generally satisfied with the services and facilities at Kelty sales centre. The quality of trees was perceived as very good by 82% of respondents, and slightly less than three quarters rated customer service as very good (73%). Decorations were the only category to receive poor or very poor ratings, by 2% and 1% of respondents respectively.

Several respondents expressed that there was a lack of reindeers / Santa / music and that they would like to see wreaths being sold at the site.

Over a third of respondents had visited another FC site during the previous year (36%).

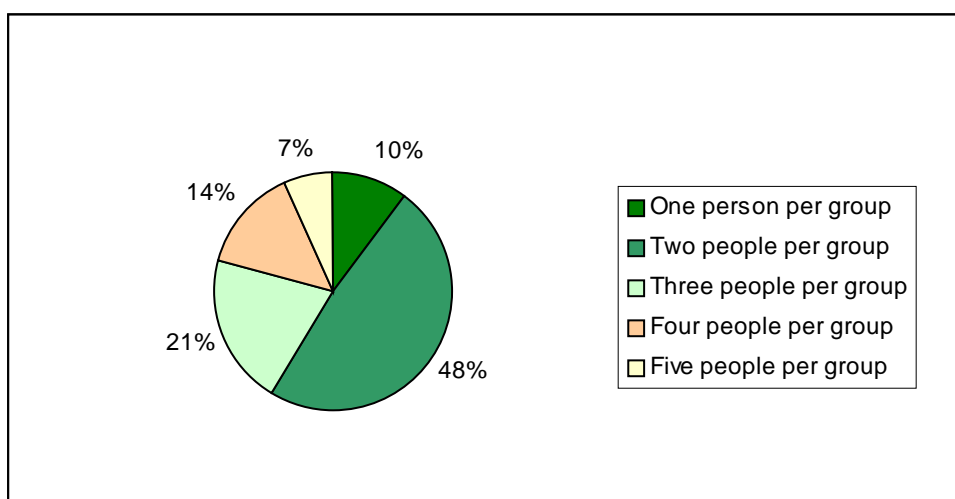
2. Survey Results

This report details the findings of a visitor survey that was carried out at Kelty Forest, Scottish Lowlands Forest District, during December 2005. A total of 106 customers who had purchased Christmas trees were interviewed. The questionnaire used in the survey is included as Appendix 1. Tables of results from the surveys are given in Appendix 2.

2.1 Group Composition

There were 274 visitors in the 106 groups interviewed, of which 130 were male (47%). Groups ranged in size from one to five people. Figure 1 shows that 10% of customers were lone visitors whereas almost half were in groups of two (48%) and over a fifth were in groups of three (21%).

Figure 1: Size of Group Visiting Kelty



The majority of groups contained adults aged between 25 and 59 years old (94%) and a third of groups (33%) were accompanied by children under 16 years old. Only 11% of groups contained senior citizens and only 13% contained young adults aged between 16 and 24 years old. 22% of visitors were children and 72% were adults aged between 16 and 59 years old. Figures 2 and 3 describe the proportion of males and females, respectively, by age group.

Figure 2: Male Respondents by Age Group

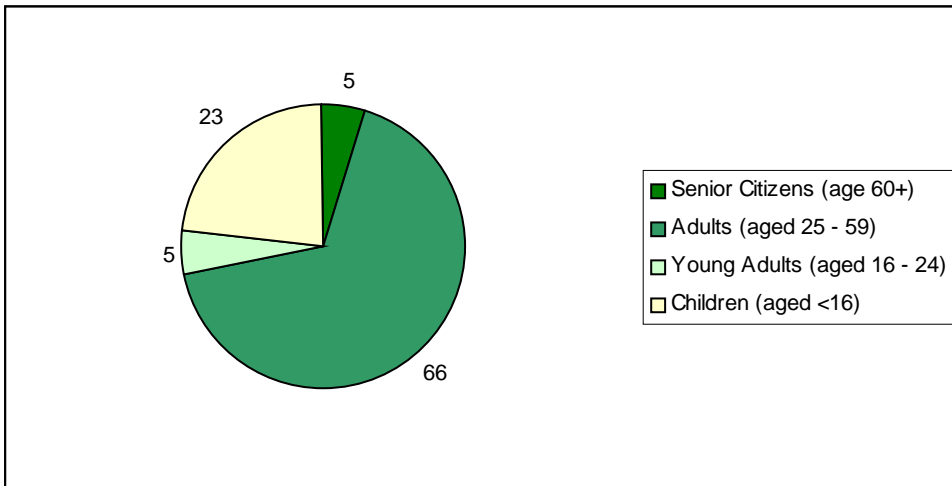


Figure 3: Female Respondents by Age Group

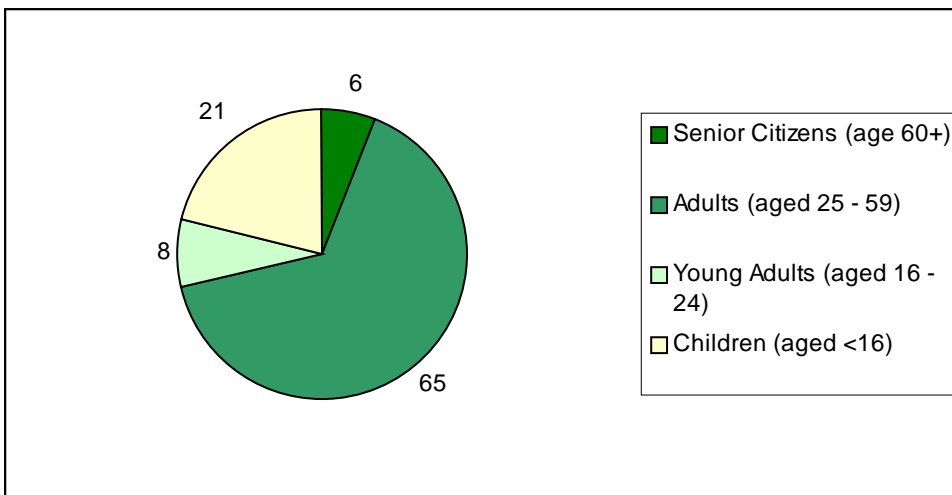
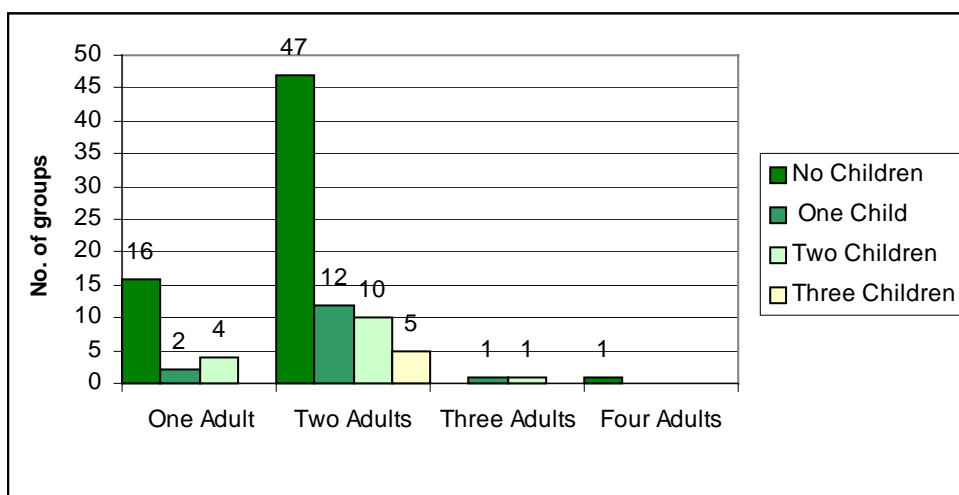


Figure 4 presents the group composition by the number of adults and children in the group. Two thirds of groups did not contain children (67%) and of those groups without children two thirds consisted of two adults aged between 16 and 59 years old (66%). Of the 33% of groups with children, more than three quarters contained two adults aged between 16 and 59 years old (77%).

Figure 4: Group Composition by Adults* and Children



* Adults aged between 16 and 59, children are those who are aged less than 16 years.

2.2 Travel to Kelty

The majority of respondents lived locally. One third travelled up to 5 miles to the site (33%) and over half (58%) travelled between 6 and 15 miles. There were very few respondents who travelled more than 26 miles (2%) and less than a tenth travelled between 16 and 25 miles (8%). Of the 76 groups that provided details of their home town, 45% of respondents were from Dunfermline and 12% were from Kelty.

Table 1: Distances travelled by customers

Distance travelled	%
Up to 5 miles	33
6 - 15 miles	58
16 - 25 miles	8
26 - 50 miles	2
Total	100

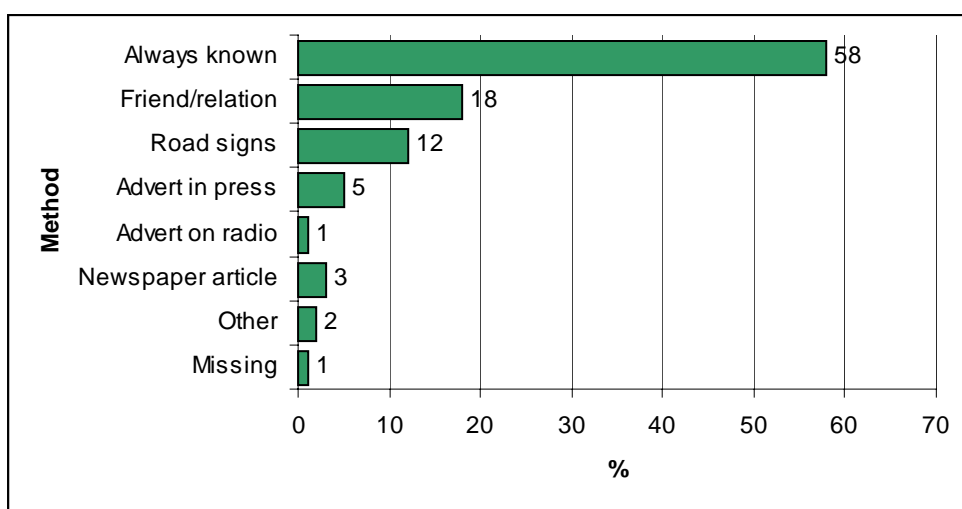
Table 2: Origin of Customer by Town (selected results)

Town	%
Dunfermline	45
Kelty	12
Dalgety Bay	8
Dollar	8
Edinburgh	8

2.3 Previous visits / Finding out about the site

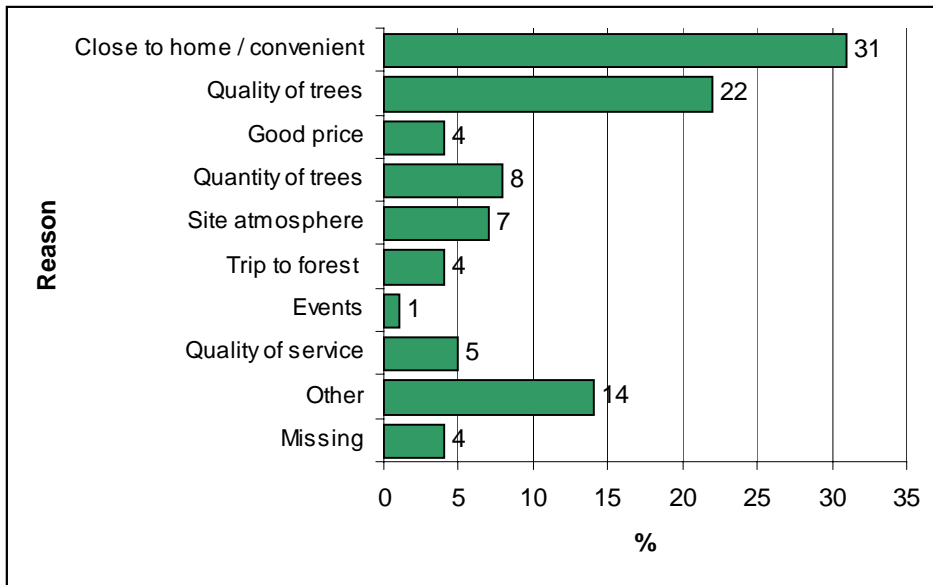
Groups were asked how they found out about the Christmas tree sales centre at Kelty. More than half of groups indicated they had always known of its existence (58%), and a further 18% said that they found out from a friend or relation. The other most frequent source of information was from road signs (12%). Only a few found out about the sales centre through advertisements in the press (5%), radio (1%) and from newspaper articles (3%). No respondents indicated that they used Tourist Information Centres, local guide / map and FC poster / leaflet to find out about the sales centre.

Figure 5: How Customers found out about Sales Centre



Over two thirds of respondents (70%) had bought their Christmas tree at Kelty in 2004 and almost all visitors stated they intended to buy next years Christmas tree from the sales centre (96%). Nearly a third of groups indicated that the main reason in their decision to buy a Christmas tree from Kelty was that it is close to home / convenient (31%). Other common reasons mentioned by respondents include the quality of trees (22%), quantity of trees (8%) and because the trees were sold by the Forestry Commission (10%).

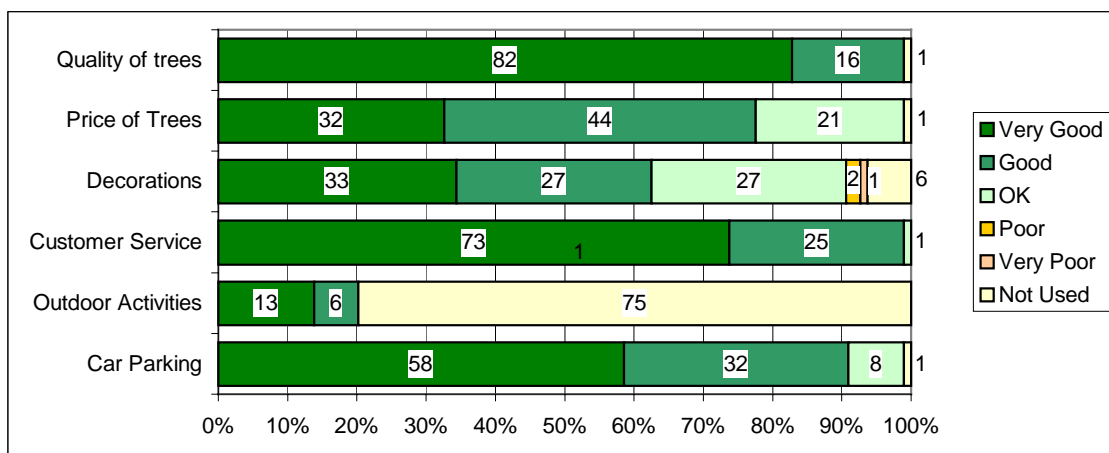
Figure 6: Reasons for buying Christmas Trees at Kelty



2.4 Ratings of Christmas Trees for sale, facilities and services

Respondents at Kelty were asked to rate the price and quality of the trees, the customer service they received, other outdoor activities, the car parking facilities and the decorations which were also available to purchase using the categories very good, good, OK, poor, very poor and not used. Around three quarters of respondents rated the tree quality and customer service as very good (82% and 73% respectively). However, only 32% and 33% rated the price of trees and the decorations as very good. The only category to receive poor and very poor ratings was decorations (2% and 1% respectively).

Figure 7: Ratings of different aspects of trees and facilities



APPENDIX 1: Questionnaire

Christmas Tree Site Customer Survey 2005

Batch

Kelty, Scottish Lowlands Forest District

Form

Hello; I am carrying out a survey for the Forestry Commission. Can you please spare a few minutes to answer some questions?

1. How did you find out about this sales centre?

Circle one

- Always known **1**
- Friend/ relation **2**
- Road signs **3**
- Local guide/ map **4**
- Tourist Information centre **5**
- FC Visitor Centre **6**
- FC poster/ leaflet **7**
- Advert in press **8**
- Advert on radio **9**
- Newspaper article **10**
- Programme on TV/ radio **11**

Other **12**

Specify

2. Can you tell me why you decided to come here to buy your tree?

Circle all that apply

- Close to home/ convenient **1**
- Quality of trees **2**
- Good price **3**
- Quantity of trees **4**
- Site atmosphere **5**
- Trip to forest/ enjoyable outing **6**
- Events **7**
- Quality of service **8**

Other **9**

Specify

3. Did you buy a Christmas tree from here last year?

Circle One

- Yes **1**
- No **2**

4. Do you intend to buy a Christmas tree from here next year?

Circle One

- Yes **1**
- No **2**
- Don't know **3**

5. Do you come to this FC site at other times of year?

Circle One

- Yes **1**
- No **2**

6. I would like to ask you to rate any of the following, on a scale of Very good, Good, OK, Poor or Very poor. What is your overall rating for:

(circle one number in each row)

V G OK P VP Not used

- Quality of trees **1 2 3 4 5 6**
- Price of trees **1 2 3 4 5 6**
- Customer service **1 2 3 4 5 6**
- Outdoor activities **1 2 3 4 5 6**
- Car parking **1 2 3 4 5 6**
- Decorations **1 2 3 4 5 6**

7. How far have you travelled to get here today?

Circle one

- Up to 5 miles **1**
- 6-15 miles **2**
- 16-25 miles **3**
- 26-50 miles **4**
- Over 50 miles **5**

8. Are there any other goods that you would like to have been able to buy here at Kelty today?

9. Do you have any other comments about this forest, the Sales Centre, or your Christmas tree?

10. To give us an idea of where visitors come from, can you tell me your postcode?

Yes: Record full postcode

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No: Record part postcode if possible, then ask Q10a.

**10a. (only ask if no address or postcode given)
Can you tell me instead which town or other area you live in?**

Record name of town or other area (e.g. English/Welsh county, Scottish council area, or country if from abroad).

That's all! Thank you very much for your time.

Please indicate below the age and ethnic origin of the group – don't ask!

Group size - Please enter number of people in each category in each box

Male		Female
<input style="width: 60px; height: 30px;" type="text"/>	Senior Citizens (Age 60+)	<input style="width: 60px; height: 30px;" type="text"/>
<input style="width: 60px; height: 30px;" type="text"/>	Other Adults (Age 25-59)	<input style="width: 60px; height: 30px;" type="text"/>
<input style="width: 60px; height: 30px;" type="text"/>	Young Adults (Age 16-24)	<input style="width: 60px; height: 30px;" type="text"/>
<input style="width: 60px; height: 30px;" type="text"/>	Children (Under 16)	<input style="width: 60px; height: 30px;" type="text"/>
<input style="width: 60px; height: 30px;" type="text"/>	Predominantly White	<input style="width: 60px; height: 30px;" type="text"/>
<input style="width: 60px; height: 30px;" type="text"/>	Asian	<input style="width: 60px; height: 30px;" type="text"/>
<input style="width: 60px; height: 30px;" type="text"/>	Afro-Caribbean	<input style="width: 60px; height: 30px;" type="text"/>
<input style="width: 60px; height: 30px;" type="text"/>	Dogs	<input style="width: 60px; height: 30px;" type="text"/> Bicycles

