



**CARDINHAM WOODS
VISITOR SURVEY
2004**

AUTHOR

Harvey Snowling

Economics & Statistics
Forestry Commission
231 Corstorphine Road
Edinburgh
EH12 7AT

Tel: 0131 314 6218

Email: statistics@forestry.gsi.gov.uk

FC ENGLAND

Bridgette Hall

Peninsula FD
Bullers Hill
Exeter
Devon
EX6 7XR

Tel: 01392 832262

Email: Bridgette.Hall@forestry.gsi.gov.uk

CONTENTS

INTRODUCTION.....	5
SUMMARY	6
CARDINHAM VISITOR SURVEY 2004.....	7
APPENDIX 1: Questionnaire.....	13
APPENDIX 2: Results tables	15

INTRODUCTION

Cardinham Woods is located two miles east of the town of Bodmin in Cornwall. The woodland extends for some 263 hectares, with the topography ranging from steep valley slopes down to flat stream-sides. The recreational facilities include four waymarked walking trails, toilets, car parking, picnic and BBQ area, young children's play equipment and a cafe.

Since 2001 investment has been made in the trail network and the creation of the children's play area. The site has also been promoted through an off-site promotional flyer that has been distributed to local Tourist Information Centres throughout the summer months. A site guide is available on arrival and complements on the ground signage.

Charging for use of the site is through an annual permit system (£10 per vehicle per annum) and a daily rate Pay & Display car park meter (£2 per day).

This survey was undertaken in the autumn of 2004 as part of an England-wide survey into visitor recreation facilities managed by the Forestry Commission.

SUMMARY

This report gives the results of a visitor survey carried out at Cardinham Woods in Peninsula forest district between 23 October and 31 October 2004. A total of 149 questionnaires were completed.

The questionnaire used in the survey is appended (Appendix 1), along with a set of tables of responses (Appendix 2).

There were 420 visitors in the 149 groups interviewed, an average of 2.8 visitors per group.

There were an equal number of female visitors (50%) and male visitors (50%). Over half of the visitors (58%) were aged 25-59 years and 30% were children. 1% of the visitors were non-white. Nearly two-thirds of the groups (62%) had one or more dogs with them.

Most respondents travelled to the site from home (86%), travelled 15 miles or less (80%), and came by car or van (90%).

Nearly three-quarters of the respondents (72%) were locals, 14% were on a day-trip from home and 14% were holiday-makers. 40% of the holiday-makers were staying with friends or relatives and 35% were staying in self-catering accommodation.

The majority of the respondents (87%) had visited the site before. Of these, one third (34%) visit the site at least once a week and a similar number (31%) visit 1-3 times a month.

Walking was the main purpose of the visit for most respondents (58% dog walkers, 12% other walkers).

Over one half of the respondents (54%) stayed at Cardinham for around 2 hours. The average length of the stay was 2.0 hours.

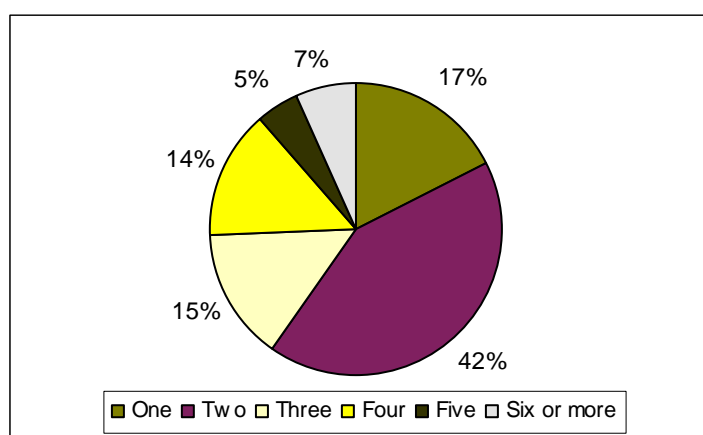
CARDINHAM WOODS VISITOR SURVEY 2004

Group composition

Overall, there were a total of 420 visitors in the 149 groups interviewed. The average group size was 2.8 people.

Groups ranged in size from 1 to 12 people. Over two-fifths of the groups (42%) consisted of two visitors. 17% of the groups were single visitors and there were a similar number of groups with three (15%) and four (14%) visitors. Group of six or more visitors made up 7% of those interviewed (Figure 1).

Figure 1: Group size

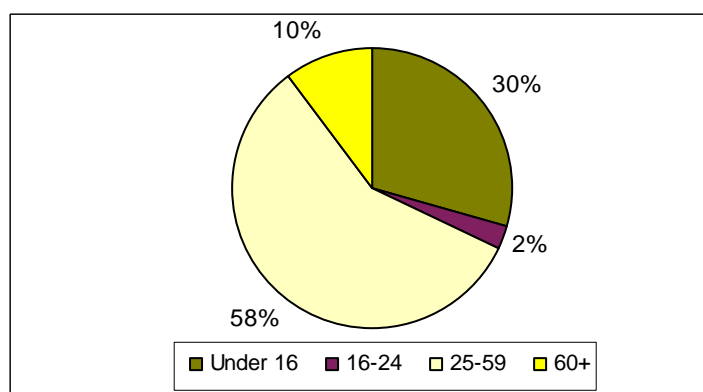


Base: All respondents (149)

There were an equal number of female visitors (50%) and male visitors (50%).

The majority of visitors were adults aged 25-59 years (58%). Children accounted for 30% of visitors, while senior citizens aged 60 or more accounted for 10% of visitors. Young adults, aged between 16 and 24, made up the remainder of visitors (2%) (Figure 2).

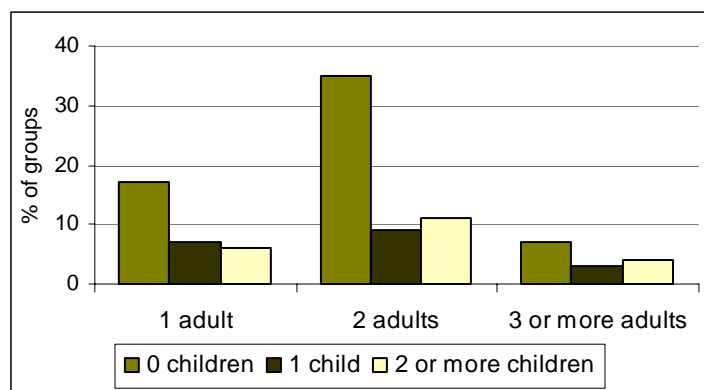
Figure 2: Age group of visitors



Base: All respondents (149)

The majority of those interviewed (59%) were in a group that had no children with them (17% consisted of a single adult, 35% of two adults, and 7% of three or more adults). 19% of the groups included 1 child, while the remaining 21% had 2 or more children (Figure 3).

Figure 3: Number of adults and children in the groups



Base: All respondents (149)

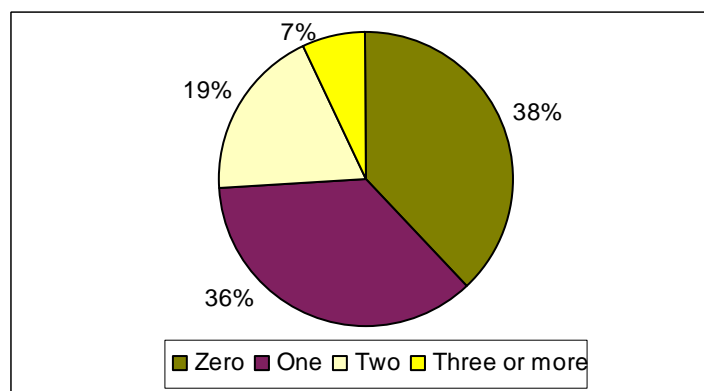
Ethnicity

A small number of visitors (1%) were from a non-white background.

Dogs

Nearly two-thirds of the groups (62%) had one or more dogs with them. 36% of the groups had one dog, 19% had two dogs and 7% had three or more dogs (Figure 4).

Figure 4: Number of dogs in the groups



Base: All respondents (149)

Visitor origin

Respondents were asked to provide the postcode of their home address (or their home town if the postcode was unknown). Nearly all the respondents (89%) came from the South West. Of these, 44% came from the Bodmin area and a similar number (42%) came from elsewhere in Cornwall (Liskeard, St. Austell, etc.). A small number of visitors came from elsewhere in the South West, elsewhere in England and from Wales.

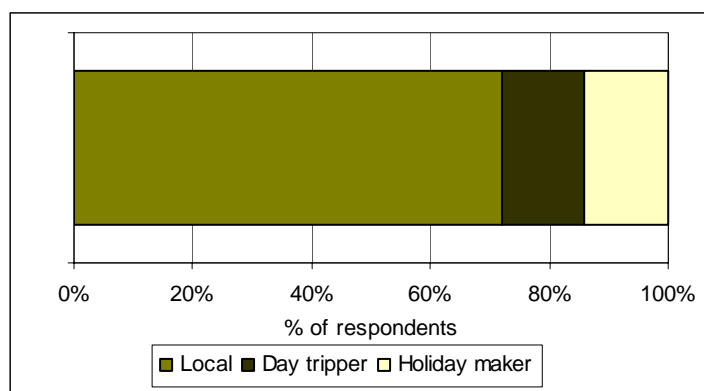
Table 1: Origin of visitors

Region/Country	Number	Percentage
South West		
- Bodmin	66	44
- Elsewhere in Cornwall	62	42
- Elsewhere in SW	5	3
Elsewhere in England	13	9
Wales	1	1
Unknown	2	1
Total	149	100

Visitor type

The majority of those interviewed (72%) were locals (living within 15 miles of the site), a further 14% were non-locals (living more than 15 miles away) on a day-trip from home and the remaining 14% were holidaymakers (Figure 5).

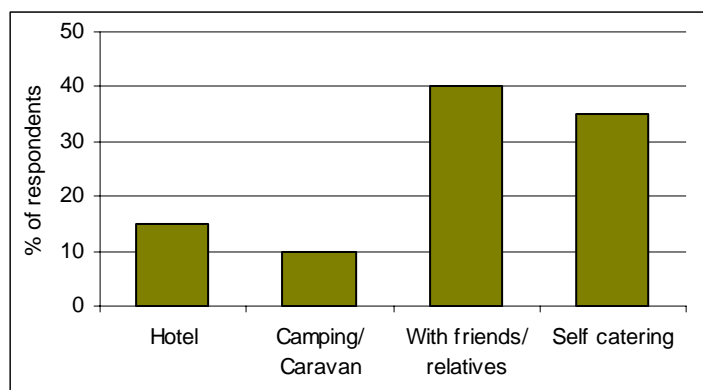
Figure 5: Visitor type



Base: All respondents (149)

Of those who were in the area on holiday, 40% were staying with friends or relatives and 35% were staying in self-catering accommodation. The remainder stayed in either a hotel (15%) or were camping or caravanning (10%) (Figure 6). Note that these figures are based on 20 responses, so should be treated with caution.

Figure 6: Accommodation used by holidaymakers



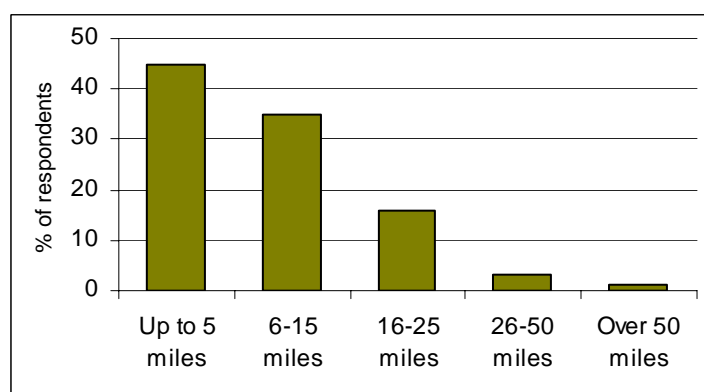
Base: Respondents on holiday in area (20)

Travel to forest site

The majority of the respondents (86%) travelled to the site from their home.

Nearly half of the respondents (45%) travelled 5 miles or less to get to the site, while a further 35% travelled 6-15 miles. 16% travelled 16-25 miles and the remaining 4% travelled more than 25 miles (Figure 7).

Figure 7: Distance travelled to site



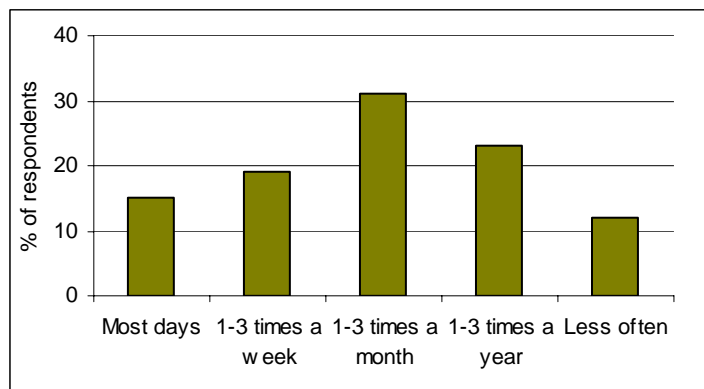
Base: All respondents (149)

Nearly all of those interviewed (90%) travelled to the site by car or van.

Previous visits

The majority of those interviewed (87%) had visited the site before. Of these, one-third (34%) said they visit the forest at least once a week (15% visit most days and a further 19% visit between 1 and 3 times a week). A similar number (31%) visit Cardinham between 1 and 3 times a month, while 23% visit between 1 and 3 times a year. The remaining 12% visit the site less than once a year (Figure 8).

Figure 8: Frequency of visits to the site

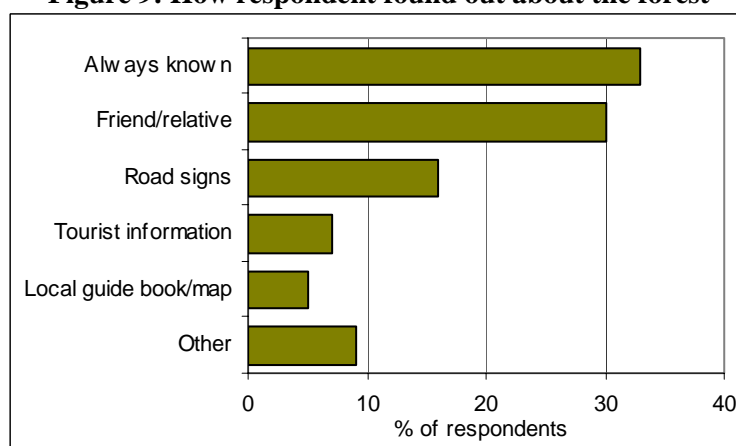


Base: Respondents who had visited site before (129)

Finding out about the forest

One third of those interviewed (33%) had always known about the forest at Cardinham and a further 30% were told about it by friends or relatives. 16% of respondents found out about the site from road signs and 7% from tourist information centres. A small number (5% or less in each case) found about the site from a variety of sources, including guidebooks and maps, exhibitions and websites (Figure 9).

Figure 9: How respondent found out about the forest

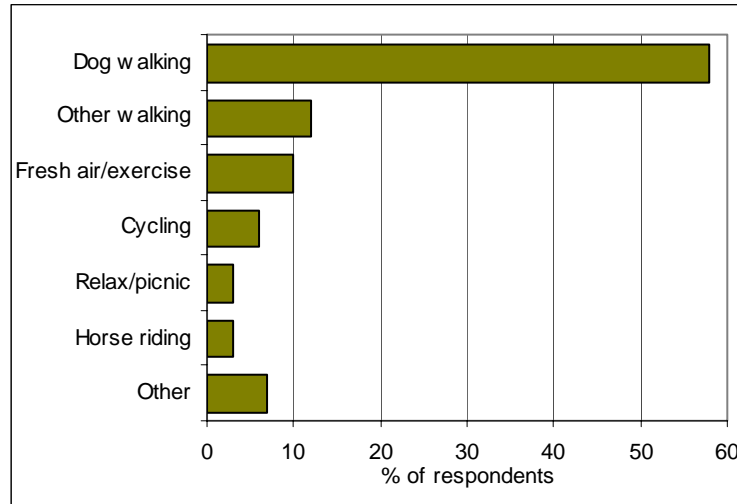


Base: All respondents (149)

Main purpose of the visit

The majority of respondents (70%) were walkers (58% dog walkers and 12% other walkers). A further 10% visited Cardinham for fresh air and exercise, while 6% were cyclists. There were a small number who came for relaxation or to picnic (3%) and also some horse-riders (3%) (Figure 10).

Figure 10: Main purpose of visit

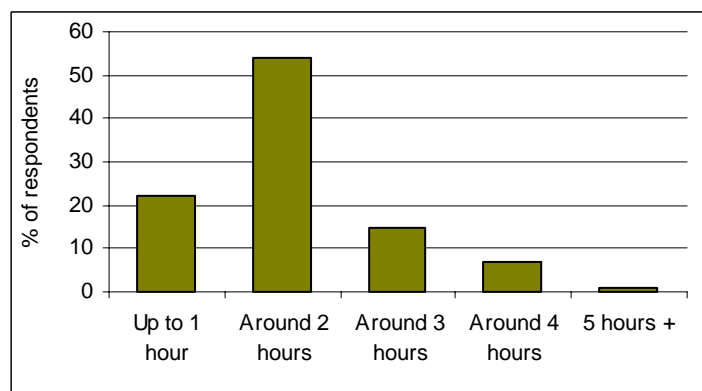


Base: All respondents (149)

Duration of the visit

Visits to the site ranged from 15 minutes to over 14 hours in duration. Over half of those interviewed (54%) stayed at the site for around two hours. A further 22% stayed for up to one hour and 15% stayed for around three hours (Figure 11). On average, visitors stayed at the forest for 2.0 hours.

Figure 11: Length of stay at site



Base: All respondents (149)

APPENDIX 1: Questionnaire
PENINSULA FOREST DISTRICT

CARDINHAM WOODS VISITOR SURVEY 2004

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

1. Group size - enter number of people in each category in each box. (Estimate age group - don't ask)

Male		Female
<input type="text"/>	Senior Citizens (Age 75+)	<input type="text"/>
<input type="text"/>	Senior Citizens (Age 60 -74)	<input type="text"/>
<input type="text"/>	Other Adults (Age 45-59)	<input type="text"/>
<input type="text"/>	Other Adults (Age 35-44)	<input type="text"/>
<input type="text"/>	Other Adults (Age 25-34)	<input type="text"/>
<input type="text"/>	Young Adults (Age 16-24)	<input type="text"/>
<input type="text"/>	Children (Under 16)	<input type="text"/>
<input type="text"/>	Predominantly White	<input type="text"/>
<input type="text"/>	Asian	<input type="text"/>
<input type="text"/>	Afro-Caribbean	<input type="text"/>
<input type="text"/>	Dogs	

2. Have you travelled from home today?

Circle One

Yes	1	<i>Skip to Q3</i>
No	2	<i>Ask Q2a</i>

2a. What type of accommodation did you stay in last night?

	<i>Circle one</i>
Bed & Breakfast/ Guest House	1
Hotel	2
Camping/ Caravan	3
With friends/ relatives	4
Youth Hostel	5
Self Catering	6
Other	7

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

	<i>Circle one</i>
Up to 5 miles	1
6 - 15 miles	2
16 - 25 miles	3
26 - 50 miles	4
Over 50 miles	5

3a How long has it taken you to get here today?

	<i>Circle one</i>
Under 15 minutes	1
15 - 29 minutes	2
30 - 59 minutes	3
1 - 2 hours	4
Over 2 hours	5

4. What was the main type of transport you used to get here today? (The one used for the longest distance)

	<i>Circle one</i>
Car/ van	1
Minibus/ coach	2
Public transport	3
Bicycle	4
On foot	5
Other	6

5. Have you been here before?

	<i>Circle One</i>	
Yes	1	<i>Ask Q5a</i>
No	2	<i>Skip to Q6</i>

5a. How often do you come here?

	<i>Circle one</i>
Most days	1
1 - 3 times a week	2
1 - 3 times a month	3
1 - 3 times a year	4
Less often	5

6. How did you first find out about this woodland?

(if answer 4 - 8 ask Q6a, all others skip to Q7)

- Circle One*
- | | | |
|----------------------------------|----|----|
| Always known | 1 | |
| Friend/ relation | | 2 |
| Road signs | 3 | |
| Mailshot at home | | 4 |
| Tourist information point/centre | 5 | |
| Local guide book or map | | 6 |
| Exhibitions/ displays | 7 | |
| TV | | 8 |
| Newspaper | 9 | |
| Radio | | 10 |
| Website | 11 | |
| Other | | 12 |

Please specify _____

6a. Can you say where you saw it? (i.e TV/ Radio programme or newspaper or website)

7. What is the main purpose of your visit today?

- Circle one*
- | | | |
|-----------------------|---|---|
| Dog walking | 1 | |
| Other walking | | 2 |
| Cycling | 3 | |
| Fresh air/ exercise | | 4 |
| Watch wildlife/ birds | 5 | |
| Relax/ picnic | | 6 |
| Other | 7 | |

Specify

8. How long in total are you staying at this site today?

Hours	Mins

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

Yes: Record full postcode

No: Record part postcode if possible, then ask Q9a.

9a. (only ask if full postcode not 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)

10. If you would like us to send you more information about this woodland please give us your full name and address.

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

APPENDIX 2: Results tables

Number in group	No.	%
1	26	17
2	63	42
3	22	15
4	21	14
5	7	5
6	1	1
7	2	1
8	3	2
9	3	2
12	1	1
Total	149	100

Number of Males	No.	%
0	18	12
1	87	58
2	26	17
3	10	7
4	4	3
5	1	1
6	2	1
7	1	1
Total	149	100

Number of Females	No.	%
0	21	14
1	77	52
2	33	22
3	9	6
4	4	3
5	5	3
Total	149	100

Number of Senior Citizens (75+)	No.	%
0	146	98
1	2	1
2	1	1
Total	149	100

Number of Senior Citizens (60-74)	No.	%
0	124	83
1	11	7
2	14	9
Total	149	100

Number of Adults (45-59)	No.	%
0	99	66
1	24	16
2	24	16
4	2	1
Total	149	100

Number of Adults (35-44)	No.	%
0	96	64
1	31	21
2	13	9
3	4	3
4	3	2
8	2	1
Total	149	100

Number of Adults (25-34)	No.	%
0	109	73
1	22	15
2	13	9
3	2	1
4	3	2
Total	149	100

Number of Young Adults (16-24)	No.	%
0	142	95
1	4	3
2	3	2
Total	149	100

Number of Children (under 16)	No.	%
0	88	59
1	29	19
2	17	11
3	6	4
4	4	3
5	3	2
6	2	1
Total	149	100

Number of Non White Visitors	No.	%
0	147	99
1	1	1
3	1	1
Total	149	100

Number of Dogs	No.	%
0	56	38
1	54	36
2	29	19
3	8	5
4	1	1
5	1	1
Total	149	100

2. Have you travelled from home today?	No.	%
Yes	128	86
No	20	13
Missing	1	1
Total	149	100

(Of those who are staying away from home)

2a. What type of accommodation did you stay in last night?	No.	%
Hotel	3	15
Camping/Caravan	2	10
With friends/relatives	8	40
Self Catering	7	35
Total	20	100

3. How far have you travelled to get here today?	No.	%
Up to 5 miles	67	45
6-15 miles	52	35
16-25 miles	24	16
26-50 miles	4	3
Over 50 miles	1	1
Missing	1	1
Total	149	100

3a. How long has it taken you to get here today?	No.	%
Under 15 mins	73	49
15-29 mins	50	34
30-59 mins	20	13
1-2 hours	1	1
Over 2 hours	2	1
Missing	3	2
Total	149	100

4. Main type of transport used to get here today?	No.	%
Car/van	134	90
Minibus/coach	1	1
Bicycle	2	1
On foot	5	3
Other	6	4
Missing	1	1
Total	149	100

5. Have you been here before?	No.	%
Yes	129	87
No	16	11
Missing	4	3
Total	149	100

(Of those who had been before)

5a. How often do you come here?	No.	%
Most days	19	15
1-3 times a week	25	19
1-3 times a month	40	31
1-3 times a year	30	23
Less often	15	12
Total	129	100

6. How did you find out about this woodland?	No.	%
Always known	49	33
Friend/relative	44	30
Road signs	24	16
Tourist information	10	7
Local guide book/map	7	5
Exhibitions/displays	2	1
Website	2	1
Other	9	6
Missing	2	1
Total	149	100

7. What is the main purpose of your visit today?	No.	%
Dog walking	86	58
Other walking	18	12
Cycling	9	6
Fresh air/exercise	15	10
Watch wildlife/birds	1	1
Relax/picnic	4	3
Other	14	9
Missing	2	1
Total	149	100

8. How long in total are you staying at the site today?	No.	%
Up to around 1 hour	33	22
Around 2 hours	80	54
Around 3 hours	23	15
Around 4 hours	11	7
5 hours plus	2	1
Total	149	100