



**WESTONBIRT ARBORETUM  
VISITOR SURVEY  
XMAS 2004**



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## **SUMMARY**

This report gives the results of a visitor survey carried out at Westonbirt Arboretum in December 2004. A total of 56 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 226 visitors in the 56 groups interviewed, an average of 4.0 visitors per group (3.4 if two groups of more than 10 visitors are excluded).

Over half of the visitors (53%) were aged 25-59 years, 20% were senior citizens and 20% were children.

95% of the respondents travelled to the site from home and 79% travelled for less than 1 hour to reach the site.

93% of the respondents had visited the site before. Of these, over a half (54%) visit the site once a year or less.

Nearly a quarter (23%) visited the 'Enchanted Wood' on the recommendation of a friend or relative.

64% of the respondents were aware that Christmas trees were being sold at the site. 89% said they were unlikely to buy a Christmas tree during their visit.

All respondents rated the 'Enchanted Wood' as either 'good' or 'very good'.

## WESTONBIRT XMAS VISITOR SURVEY 2004

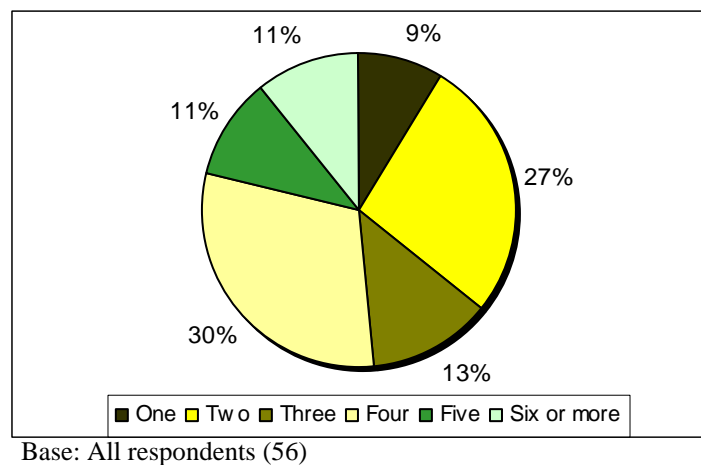
This report gives the results of a survey of visitors to the 'Enchanted Wood' at Westonbirt Arboretum in December 2004. A total of 56 questionnaires were completed. The results should be treated with caution because of the small sample size.

### Group composition

Overall, there were a total of 226 visitors in the 56 groups interviewed.

Groups ranged in size from 1 to 32 people. The average group size was 4.0 people (3.4 if two groups with more than 10 people are excluded). Over a quarter of the groups (27%) consisted of two visitors and a similar number (30%) consisted of four people. 9% of the groups were single visitors, 13% were groups of three, and 11% were groups of five. Group of six or more visitors made up 11% of those interviewed. (Figure 1)

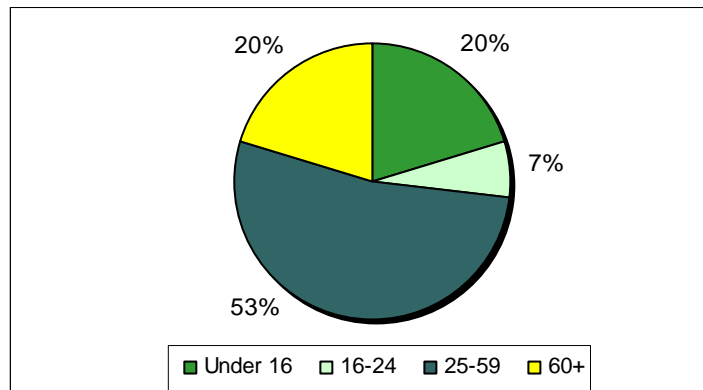
**Figure 1: Group size**



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

The majority of visitors were adults aged 25-59 years (53%). Children accounted for 20% of visitors, while senior citizens aged 60 or more also accounted for 20% of visitors. Young adults, aged between 16 and 24, made up the remainder of visitors (7%). (Figure 2)

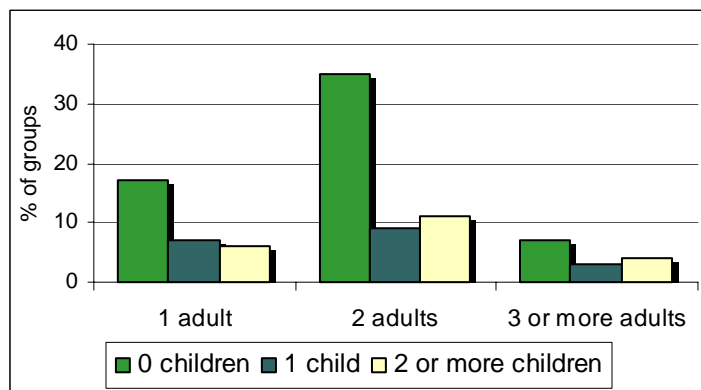
**Figure 2: Age group of visitors**



Base: All respondents (56)

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 (56)

### Visitor origin

Respondents were asked to provide the postcode of their home address. Nearly all the respondents (91%) came from the South West - 41% from the 'BS' (Bristol) postal area, 30% from the 'GL' (Gloucester) postal area and the remainder from the 'BA' (Bath), 'SN' (Swindon) and 'TA' (Taunton) postal areas. Within each of these postal areas there was a wide spread of addresses. A small number of visitors came from elsewhere in England and from Wales (Table 1).

**Table 1: Origin of visitors**

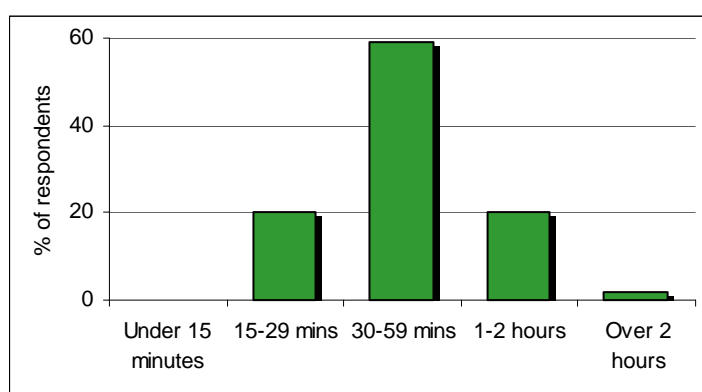
Region	Number	Percentage
South West		
- 'BS' postal area	23	41
- 'GL' postal area	17	30
- 'BA' postal area	5	9
- 'SN' postal area	5	9
- 'TA' postal area	1	2
South East	3	5
East Midlands	1	2
Wales	1	2
Total	56	100

### Travel to forest site

Nearly all of the respondents (95%) travelled to the site from their home.

Three-fifths of the respondents (59%) took between 30 and 59 minutes to get to Westonbirt Arboretum. One-fifth (20%) took between 15 and 29 minutes to get to the site, while the same number travelled for between 1 and 2 hours. A small number of visitors (2%) had travelled for over 2 hours (Figure 4).

**Figure 4: Time taken to get to site**

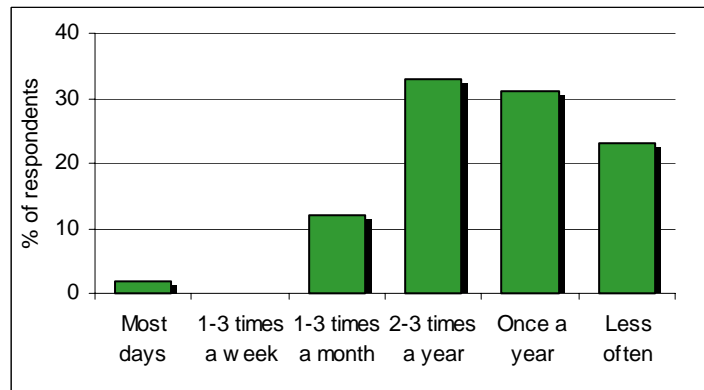


Base: All respondents (56)

### Previous visits

The majority of those interviewed (93%) had visited the site before. Of these, one-third (33%) said they visit the forest 2 or 3 times a year, and a similar number (31%) visit once a year. A further 23% visit Westonbirt less often than once a year. One in eight (12%) visit the site 1-3 times a month and a small number are daily visitors. (Figure 5)

**Figure 5: Frequency of visits to the site**

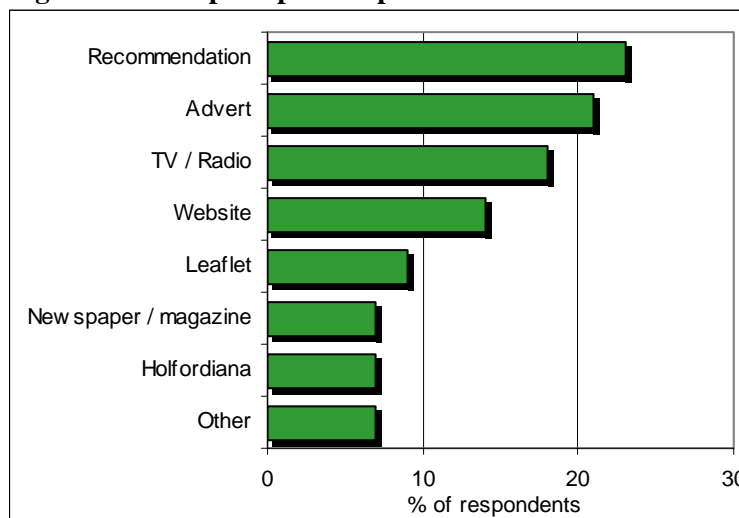


Base: All respondents who had been before (52)

### Prompts to visit 'Enchanted Wood'

Respondents were asked what had prompted them to visit the 'Enchanted Wood' at Westonbirt (multiple responses were recorded). Nearly one-quarter (23%) visited on the recommendation of someone else. A similar number (21%) had seen an advert in a newspaper, magazine or by the roadside. A further 18% had heard about 'Enchanted Wood' on the TV or radio, while 14% found out through a website on the internet. Leaflets ('What's On' and others) were sources of information for 9% of the respondents. Newspaper and magazine stories (7%) and Holfordiana (7%) were the source for a number of respondents. (Figure 6)

**Figure 6: What prompted respondent to visit 'Enchanted Wood'**



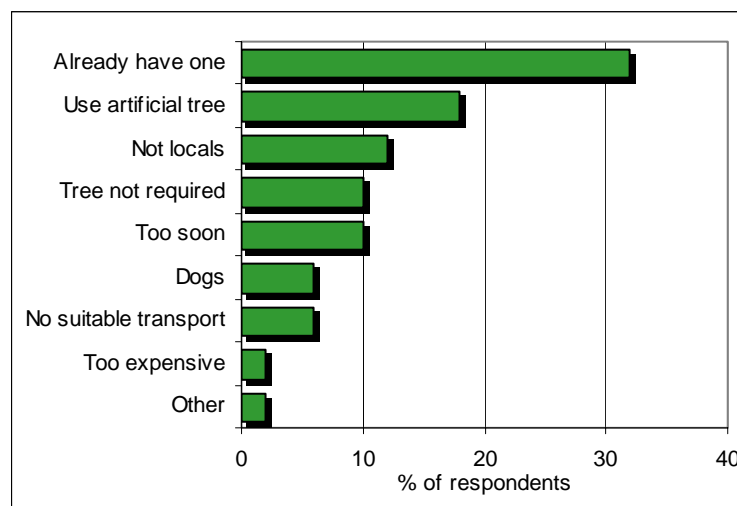
Base: All respondents (56)

Those who mentioned they were prompted to visit the 'Enchanted Wood' after seeing an item on TV, hearing a radio report, or reading about it in a newspaper, magazine or website were asked to indicate where exactly they saw or heard the information. A variety of sources were mentioned, including HTV News, Western Press and Westonbirt website.

### Christmas trees sales

Nearly two-thirds of the respondents (64%) were aware that Christmas trees were being sold at the site. However, only 7% said they were likely to buy a Christmas tree at Westonbirt. Those who said they were unlikely to buy a Christmas tree were then asked why not. Nearly one-third (32%) had already bought a tree, while 18% used artificial trees. 12% were not from the area and said they would buy their tree from somewhere closer to home. One in ten (10%) did not need a tree because they were either going away for Christmas or did not celebrate Christmas. A similar number (10%) said it was too soon to buy a tree. Other reasons for not buying a tree included not having suitable transport to get the tree home, and the presence of dogs in the household. Some said the trees at Westonbirt were too expensive (Figure 7).

**Figure 7: Reason for not buying tree**



Base: All respondents who were unlikely to buy a tree (50)

### Rating of facilities

Respondents were asked how they rated various facilities at Westonbirt - 'Enchanted Wood', Santa's grotto, the shop, the food and drinks available, and staff availability. Very few respondents had visited Santa's grotto, so the results are not presented here. There was a high 'not used' or missing response for some of the others, so the figures should be treated with caution in these cases. (Figure 8)

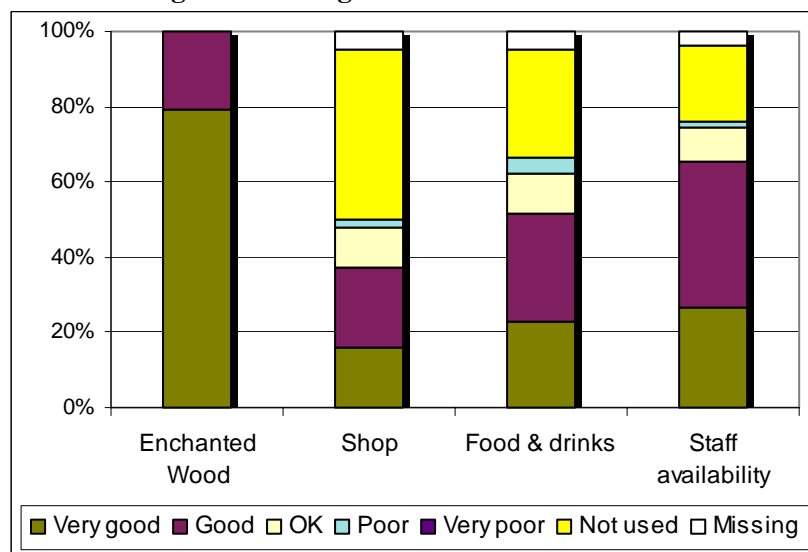
All respondents rated the 'Enchanted Wood' as either 'very good' or 'good'.

Half of the respondents were able to rate the shop. 16% rated it 'very good', 21% 'good', 11% 'OK' and 2% thought it was 'poor'. The remaining 50% had not used the shop or gave no response.

The food and drink available at the site was rated 'very good' by nearly one-quarter of respondents (23%), 'good' by a further 29% and 'OK' by 11%. A small number of respondents (4%) thought the food and drink available at the site was 'poor'. The remaining 34% were not able to rate the food and drink or gave no response.

The staff availability at the site was rated 'very good' by over one-quarter of respondents (27%), 'good' by a further 39% and 'OK' by 9%. A small number of respondents (2%) thought the staff availability at the site was 'poor'. The remaining 24% were not able to rate the staff availability or gave no response.

**Figure 8: Rating of facilities at Westonbirt**



Base: All respondents (56)

## APPENDIX 1: Questionnaire

### WESTONBIRT ARBORETUM

#### VISITOR SURVEY XMAS 2004

**Hello; I am carrying out a survey for 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"/>

**2. Have you travelled from home today?**

*Circle One*

Yes      **1**  
No         **2**

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

*Circle one*

Under 15 minutes      **1**  
15 to 29 minutes      **2**  
30 to 59 minutes      **3**  
1 to 2 hrs                **4**  
Over 2 Hrs               **5**

**4. Have you been to Westonbirt before?**

*Circle One*

- Yes      **1**      *Ask Q5*  
No              **2**      *Skip to Q6*

**5. How often do you come here?**

*Circle one*

- Most days                      **1**  
1 - 3 times a week                      **2**  
1 - 3 times a month                      **3**  
2 - 3 times a year                      **4**  
Once per year                      **5**  
Less often                      **6**

**6. What prompted you to come to the Enchanted Wood this evening?**

*Circle One or*

*More*

- Roadside advertising                      **1**  
Advert in newspaper                      **2**  
Advert in magazine                      **3**  
Newspaper/magazine story                      **4**  
TV                      **5**  
Radio                      **6**  
Website                      **7**  
Holfordiana                      **8**  
What's On leaflet                      **9**  
Other leaflet                      **10**  
Recommendation                      **11**  
Other                      **12**

*Please specify*

\_\_\_\_\_

**6a. Can you say where you saw it? (If options 2-8 are given in Q6 i.e TV/ Radio programme or newspaper or website)**

**7. Did you know we are selling Christmas trees here?**

*Circle One*

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

**8. Are you likely to buy a Christmas tree here?**

*Circle One*

- Yes      **1**      *Skip to Q10*  
No              **2**      *Ask Q9*

**9. If not, why not?**

**10. Are you a member of :?**

*Circle one or  
more*

- Royal Horticultural Society                      **1**  
Friends of Westonbirt                      **2**

**11. I would like to ask you to rate any of the facilities that you have used here, on a scale of Very good, Good, OK, Poor or Very poor. What is your overall rating for:**

*(circle one number in each row)*

	VG	G	OK	P	VP	Not used
<b>Enchanted Wood</b>	1	2	3	4	5	6
<b>Santa's Grotto</b>	1	2	3	4	5	6
<b>Shop</b>	1	2	3	4	5	6
<b>Food &amp; drinks</b>	1	2	3	4	5	6
<b>Staff availability</b>	1	2	3	4	5	6

**12. 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 Q12a.*

**12a. (only ask if full postcode not given) Can you tell me instead which town or other area you live in?**

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

**APPENDIX 2: Results tables**

Number in group	No.	%
1	5	9
2	15	27
3	7	13
4	17	30
5	6	11
6	3	5
9	1	2
13	1	2
32	1	2
Total	56	100

Number of Senior Citizens	No.	%
0	41	73
1	7	13
2	3	5
4	2	4
6	2	4
13	1	2
Total	56	100

Number of Adults (25-59)	No.	%
0	7	13
1	7	13
2	31	55
3	5	9
4	5	9
15	1	2
Total	56	100

Number of Young Adults (16-24)	No.	%
0	50	89
1	3	5
2	2	4
8	1	2
Total	56	100

Number of Children (under 16)	No.	%
0	32	57
1	7	13
2	14	25
3	2	4
5	1	2
Total	56	100

2. Have you travelled from home today?	No.	%
Yes	53	95
No	3	5
Total	56	100

3. How long has it taken you to get here today?	No.	%
Under 15 minutes	0	0
15-29 minutes	11	20
30-59 minutes	33	59
1-2 hours	11	20
Over 2 hours	1	2
Total	56	100

4. Have you been to Westonbirt before?	No.	%
Yes	52	93
No	4	7
Total	56	100

(Of those who had been before)

5. How often do you come here?	No.	%
Most days	1	2
1-3 times a week	0	0
1-3 times a month	6	12
2-3 times a year	17	33
Once a year	16	31
Less often	12	23
Total	52	100

6. What prompted you to come to the Enchanted Wood this evening?	No.	%
Roadside advertising	2	4
Advert in newspaper	8	14
Advert in magazine	2	4
Newspaper/magazine story	4	7
TV	9	16
Radio	1	2
Website	8	14
Holfordiana	4	7
What's On leaflet	4	7
Other leaflet	1	2
Recommendation	13	23
Other	4	7
Missing	4	7

7. Did you know we are selling Christmas trees here?	No.	%
Yes	36	64
No	20	36
Total	56	100

8. Are you likely to buy a Christmas tree here?	No.	%
Yes	4	7
No	50	89
Missing	2	4
Total	56	100

10. Are you a member of RHS or FoW?	No.	%
RHS	5	9
Friends of Westonbirt	8	14
Both	2	4
Neither	41	73
Total	56	100

11. How did you rate the Enchanted Wood?	No.	%
Very good	44	79
Good	12	21
Total	56	100

11. How did you rate your visit to Santa's grotto?	No.	%
Very good	1	2
Good	2	4
OK	1	2
Not used	50	89
Missing	2	4
Total	56	100

11. How did you rate the shop?	No.	%
Very good	9	16
Good	12	21
OK	6	11
Poor	1	2
Not used	25	45
Missing	3	5
Total	56	100

11. How did you rate the food and drinks available?	No.	%
Very good	13	23
Good	16	29
OK	6	11
Poor	2	4
Not used	16	29
Missing	3	5
Total	56	100

11. How did you rate the staff availability?	No.	%
Very good	15	27
Good	22	39
OK	5	9
Poor	1	2
Not used	11	20
Missing	2	4
Total	56	100