



Delamere Christmas Tree Survey

**A survey of customers purchasing Christmas Trees at Delamere,
North West England Forest District**



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May 2002**

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1. Introduction

Delamere Forest is located between Manchester and Liverpool and there are over 4 million people living within a 25 mile radius of it. It is estimated that over 500,000 people visit the forest annually, with between 30,000 and 50,000 coming to the Christmas tree site. Over 11,000 trees are sold each year making Delamere, in terms of numbers sold, the second largest retail outlet for Christmas Trees in the country.

Christmas trees have been on sale from the forest for many years, probably since the late 60's and early 70's. Initially only the Forestry Commission sold trees in the area but as demand grew beyond the level that could be satisfied several opportunistic outlets developed around the approaches to the Forest. Some of these have become quite large businesses and others have fallen by the wayside. Largely seen as a cost to the Forestry Commission, the operation was left undeveloped until 1993.

Over the last 3-5 years there has been more sustained development and investment which has resulted in further increases in visitors numbers and income. Initially there were considerable improvements to site layout and organisation possible, now however, the improvements that are possible are subtler and require information on customer preferences, hence the need for a survey.

The aim of this survey was to identify customer trends and preferences. The information will be analysed and used to develop strategies to further improve the site, services offered and the financial position of the site. It is intended to undertake further surveys to allow us to review how successful any improvements are.

Peter Rawlinson, Delamere Forest Park

2. Summary

This report provides the results of a customer survey that took place at Delamere Forest Park, North West England Forest District. A total of 178 questionnaires were completed by customers who had purchased a Christmas Tree at Delamere.

A third of groups consisted of two people, and there were an average of 3.4 people per group. The majority of groups contained adults aged between 25 and 59, and over half included children (53 %). 21 % included senior citizens and only 17 % included young adults.

Most of the visitors were fairly local to the area. Over half (53 %) had travelled up to 15 miles to the site, and a further 38 % had travelled 16-25 miles. Over half of the groups were from Cheshire (57 %), with others from Greater Manchester, Merseyside or Clwyd.

Over two thirds of respondents said that they had always known about the Christmas Tree sales centre at Delamere. Over three quarters of the customers had bought their tree at Delamere in 2000 and returned in 2001.

Over half of the groups interviewed had bought a Lodgepole Pine (52 %), and a further 41 % had purchased a Nordmann Fir. The most common reasons for choosing a particular species was the easy care of the tree, and its shape.

Around a third of groups (32 %) said they would prefer a rooted tree to one without roots, and over half the groups preferred trees grown in a forest. Over two-thirds of groups (71 %) said that they preferred a UK-grown tree to an imported one, and 78 % of groups preferred an FC-grown tree. Almost a third of respondents (31 %) said that they would buy a second tree, either a small one for children or a large one for the garden.

Over half of the respondents (59 %) had purchased other goods whilst at Delamere. They had mainly bought decorations, a Christmas tree stand, or a wreath.

Customers were generally satisfied with the services and facilities at Delamere with most receiving ratings of good or very good. Customers were slightly less satisfied with the quality of the decorations, the price of trees, the outdoor activities and the toilets, which received ratings of good or OK.

Only 28 % of groups interviewed had visited Santa's Workshop that day. However, almost all of those who had visited the grotto said that they would recommend it to a friend (94 %). The workshop was generally rated very highly with most facilities and services receiving a rating of very good by a large proportion of visitors. However the quality of the gift they received and the value for money of the workshop were rated less highly, but still good.

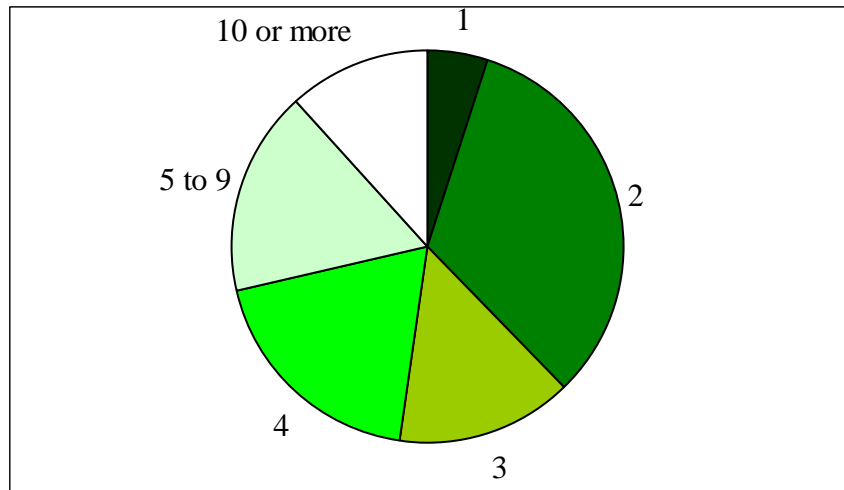
3. Survey results

This report details the findings of a visitor survey, which was carried out at Delamere, North West England Forest District, during December 2001. The survey asked about Christmas tree preferences and visitor satisfaction with the Christmas ‘experience’ at Delamere Forest as well as satisfaction with the normal facilities. A total of 178 customers who had purchased Christmas trees were interviewed. The questionnaire is in Appendix 1. Tables of results from the surveys are given in Appendix 2.

3.1 Type of group visiting Delamere in December

There were a total of 1318 visitors in the 178 groups who were interviewed. Just under half of the visitors were male (44 %). Figure 1 shows that around a third of groups (33 %) consisted of two people, with a further 34 % consisting of 3 or 4 people. Almost one fifth (17 %) of groups consisted of 5 to 9 people, and 12 % of groups contained between 10 and 83 people. Only 9 % of those interviewed were lone visitors. The average size of group, excluding groups of 10 or more, was 3.4.

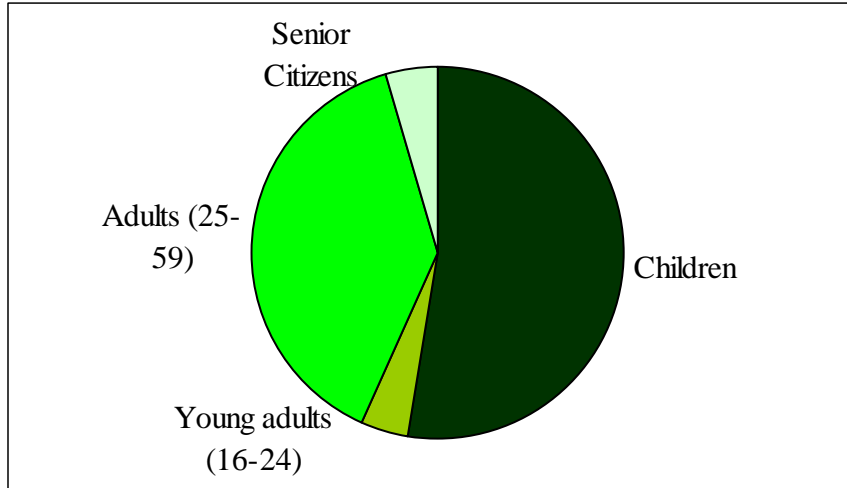
Figure 1: Size of group visiting Delamere



The majority of groups visiting Delamere contained adults aged between 25 and 59, and over half of the groups (53 %) had children with them. Around one fifth (21 %) of groups included senior citizens, and only 17 % of groups included young adults.

In terms of total visitors (Figure 2), children accounted for over half of all visitors (52 %), and adults accounted for 39 %. Young adults and senior citizens only accounted for 4 % each.

Figure 2: Age of visitors to Delamere

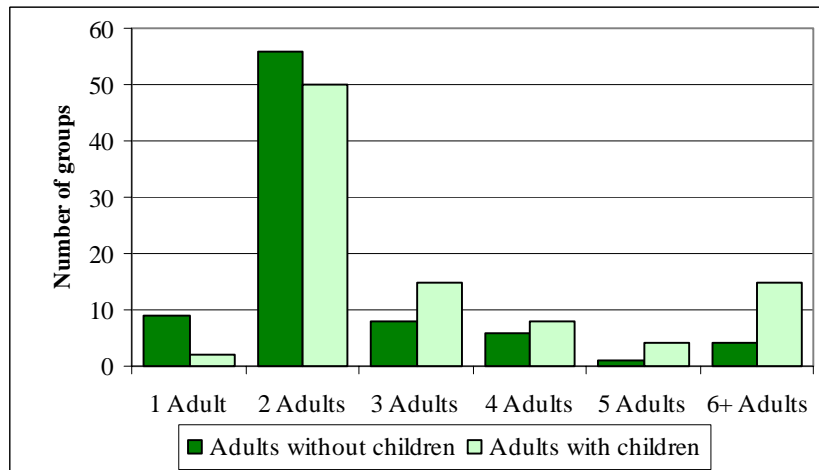


Groups with children

Over half of the groups contained children (53 %). Figure 3 shows that of these groups with children, over half (53 %) were with two adults. There were several very large groups (> 20), with 16 % of the groups with children being accompanied by six or more adults.

Of the 47 % of groups without children, around two-thirds (67 %) consisted of two adults. There were very few lone visitors (11 % of the groups without children).

Figure 3: Number of groups visiting Delamere with and without children



Groups with dogs and bicycles

No groups were on or with bikes, but 8 % of groups had a dog with them.

Travel to Delamere

Most of the visitors to Delamere were fairly local to the area: Over half (53 %) of visitors had travelled up to 15 miles to the site, and a further 38 % had travelled 16-25 miles. Only 7 % of visitors had travelled 26-50 miles and no groups said that they travelled more than 50 miles. Table 1 shows the origin of visitors to Delamere, based on the home postcodes and town/county names supplied. Over half of the groups (57 %) were from Cheshire, with others coming from Greater Manchester, Merseyside and Clwyd.

Table 1. Origin of visitors to Delamere

Region	Number of respondents
Cheshire	99
Greater Manchester	30
Merseyside	14
Clwyd	32
All respondents	100% (=175)

The map on the following page shows the origin of Christmas tree customers to Delamere, who gave a valid postcode.

DELAMERE CHRISTMAS TREE SURVEY 2001

LEGEND



DELAMERE



POSTCODE LOCATION OF VISITOR



URBAN AREA



WATER

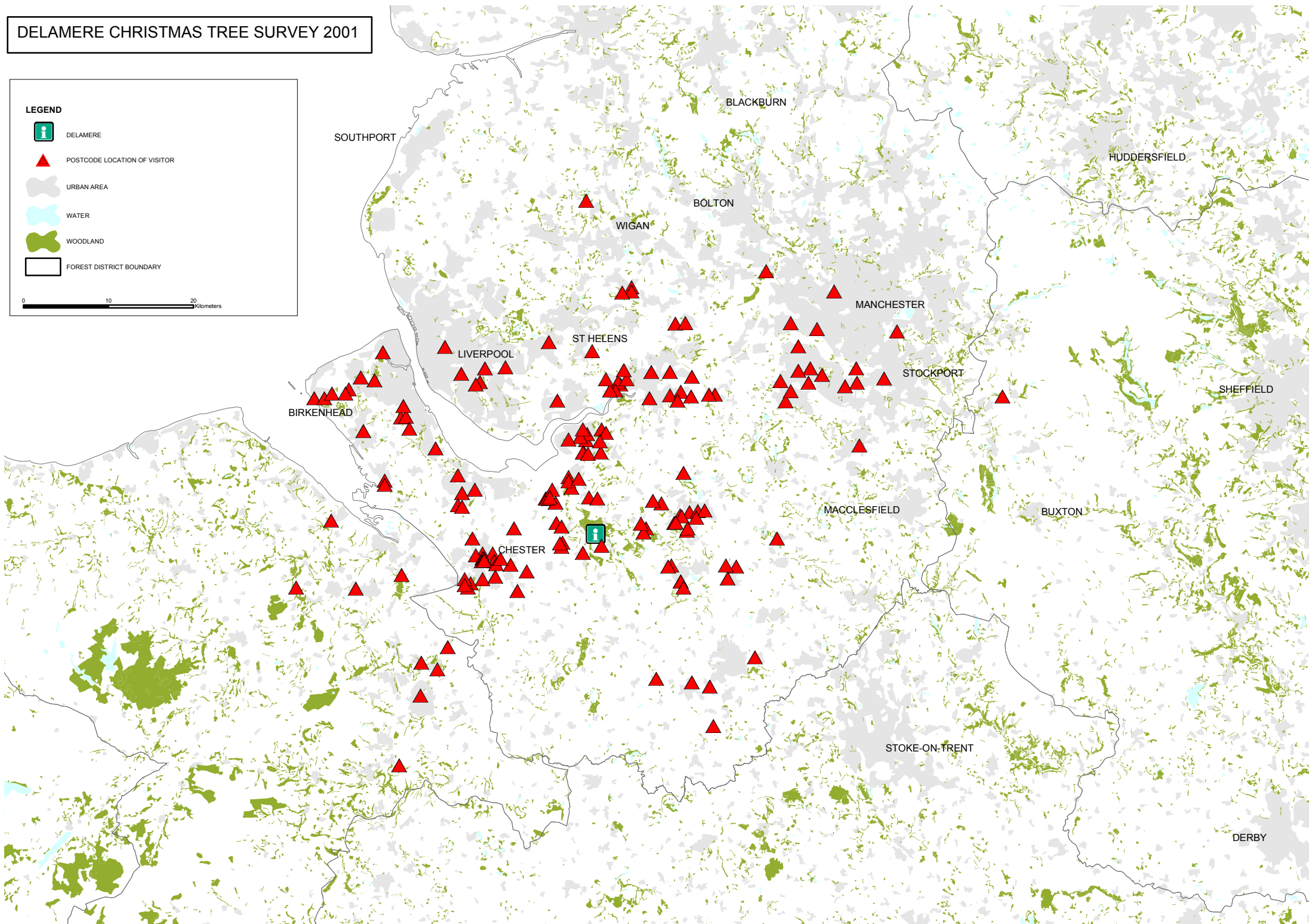


WOODLAND



FOREST DISTRICT BOUNDARY

0 10 20 kilometers

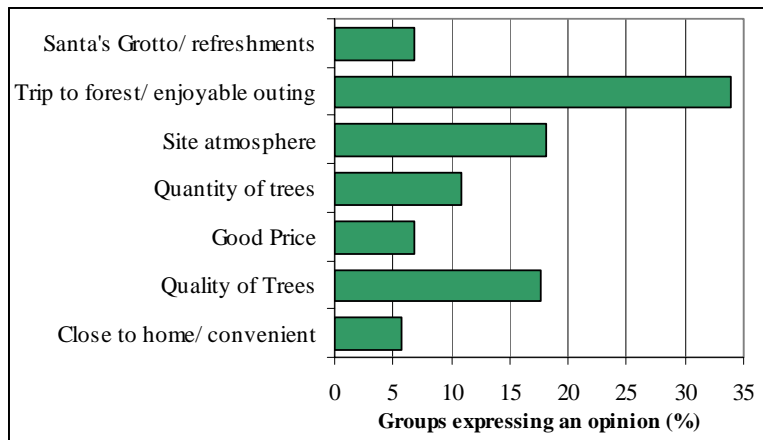


3.2 Previous visits/ Finding out about the site

Groups were asked how they found out about the Christmas Tree sales centre at Delamere. Over two-thirds of groups (71 %) said that they have always known of its existence, and a further 16 % said that they found out from a friend or relation. Only very small numbers found out about the sales centre from FC posters and leaflets (3 %), TV or radio programmes (2 %), newspaper articles (1 %) or adverts in the press (1 %).

Over three-quarters of visitors (78 %) had bought their Christmas tree at Delamere in 2000 and returned in 2001. When asked why they decided to come to Delamere to buy their Christmas tree, a third of groups (34 %) said that this was so that they could have a trip to the forest/ enjoyable outing. A further 18 % sited the atmosphere at Delamere, and 18 % the quality of the trees (Figure 4).

Figure 4: Reasons for buying Christmas tree at Delamere

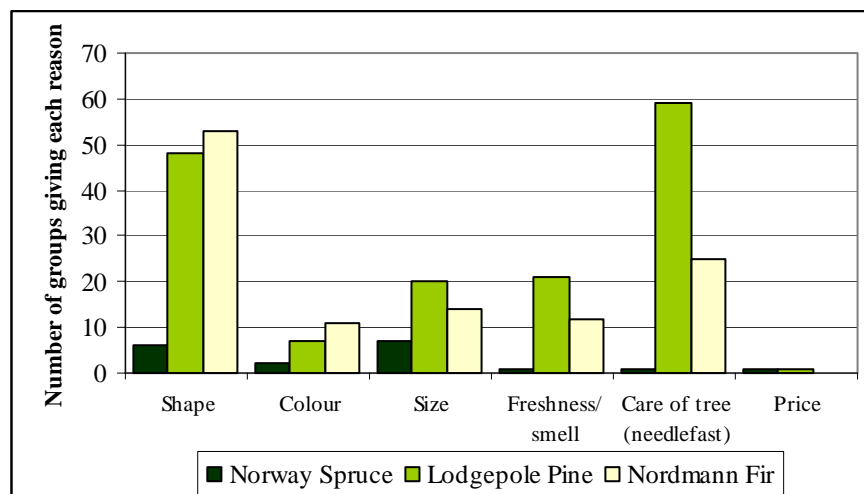


3.3 Type of tree chosen

Groups who had bought Christmas trees were asked a series of questions about the tree they had chosen and their reasons for choosing that particular species. The responses to these questions are summarised below.

The questionnaire also enquired which kind of tree groups had purchased. Over half of the groups had purchased a Lodgepole Pine (52 %) and a further 41 % had purchased a Nordmann Fir. Only 6 % of groups had chosen a Norway Spruce. When asked why they had chosen this type of tree (Figure 5), the most common reason for buying a Lodgepole Pine was the ease of caring for the tree, whereas the most common reason for choosing a Nordmann Fir was for the shape of the tree. The main reasons for choosing a Norway spruce were the size and shape. The difference in price between species was rarely a reason to differentiate between them. (Respondents could give more than one answer to this question).

Figure 5: Reasons for choosing a particular type of tree



3.4 Type of tree preferred

Questions also asked about the type of tree preferred by Delamere customers, e.g. with/without roots, imported or UK-grown, forest or farm-grown, FC or privately grown. The answers to these questions are summarised below.

Groups were asked why they preferred a real tree to an artificial one. Almost half of the groups gave their reason as being the freshness and smell of a real tree (47 %). Others said it was because a real tree is traditional (27 %), or more natural (20 %). A further 6 % said it was because a real tree was a more environmentally friendly option.

Around a third of groups (32 %) would prefer a rooted tree to one without roots, and just over half of groups (52 %) would like to buy a tree which is grown in a forest

rather than on a farm, although 40 % of groups had no opinion on which was better. Only 8 % of groups prefer Christmas trees grown on a farm.

Over two thirds of groups (71 %) said that they would prefer a UK-grown tree to an imported one, with the remaining 29 % having no opinion. Almost four-fifths (78 %) of groups prefer FC-grown trees, although the remaining 22 % had no opinion.

Customers were asked if they would buy a second tree. Over two-thirds (69 %) said that they would not do so. However, 13 % said that they would buy a small second tree for the children, and 18 % said that they would buy a large second tree for the garden. Of the groups who said they would buy a second tree, 51 % said they would buy a Lodgepole Pine, 35 % a Nordmann Fir, 7 % a Norway Spruce, and 2 % an artificial tree.

3.5 Other services at Delamere

Customers were asked if they bought any other Christmas products at Delamere during their visit. Over half of the visitors (59 %) said that they had done so. Of those who had bought something else, almost half had bought decorations (44 %), and around a quarter had bought a Christmas tree stand (26 %) or a wreath (26 %). Only 8 % had bought lights, and 5 % had bought something else.

Christmas tree customers were also asked if they visited Delamere at other times of year. Around three-quarters (74 %) say that they do. Almost half (45 %) of groups were aware that there are activities at Delamere at other times of the year.

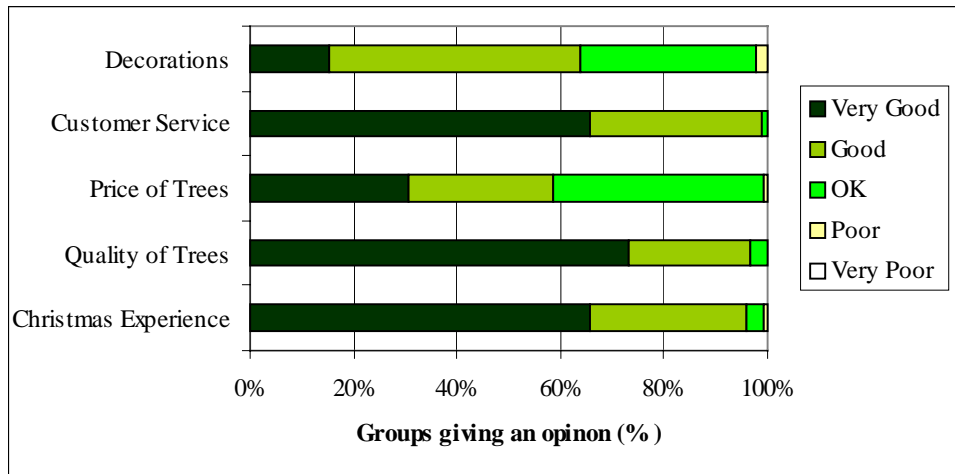
Customers were also asked if they would like to see more information on a number of events at Delamere. 62 % of groups said they would like information on at least one topic. 100 groups said they would like more information about the events programme, 30 information on birthday parties, 30 would like to know more about Forest Tots, and 21 the education service.

3.6 Ratings of Christmas and other products/ facilities

Customers at Delamere were asked to rate several products and facilities. The results below present the ratings for each facility in terms of the proportion of visitors who expressed an opinion (i.e. the proportion who had used each facility and provided a rating for it).

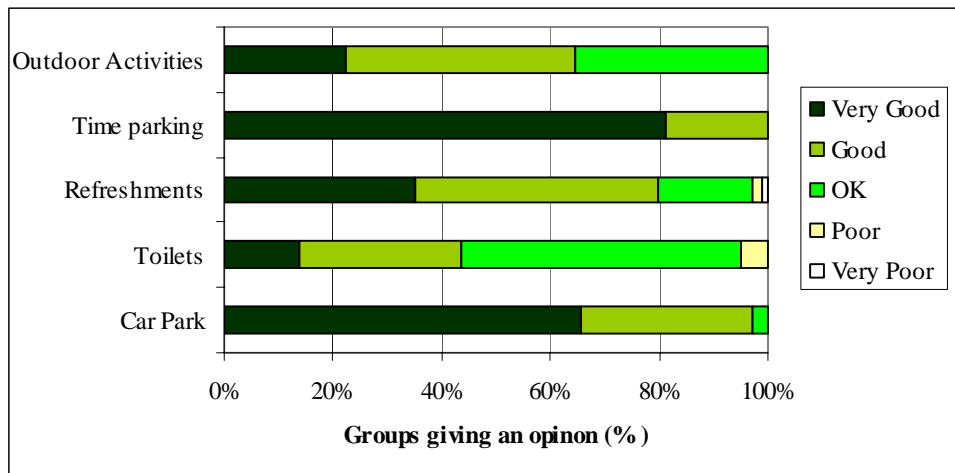
Customers were asked to rate the general 'Christmas Experience', the price and quality of the trees, the customer service they received, and the decorations which were also available to purchase. Figure 6 shows that the Christmas experience (95 %), the tree quality (97 %), and customer service (99 %) were rated good or very good by those who expressed an opinion. However, the price of trees (69 %) and the decorations (76 %) were rated good or OK.

Figure 6: Ratings of Christmas products and facilities at Delamere



Customers were also asked to rate the other facilities which are available at Delamere (Figure 7). The Car park and the time spent getting on site and parking ('Time Parking') were rated good or very good by those who expressed an opinion (97 % and 99 % respectively). The refreshments were also rated good or very good (80 %). Outdoor activities were rated good or OK (78 %), as were the toilets (81 %).

Figure 7: Ratings of facilities at Delamere

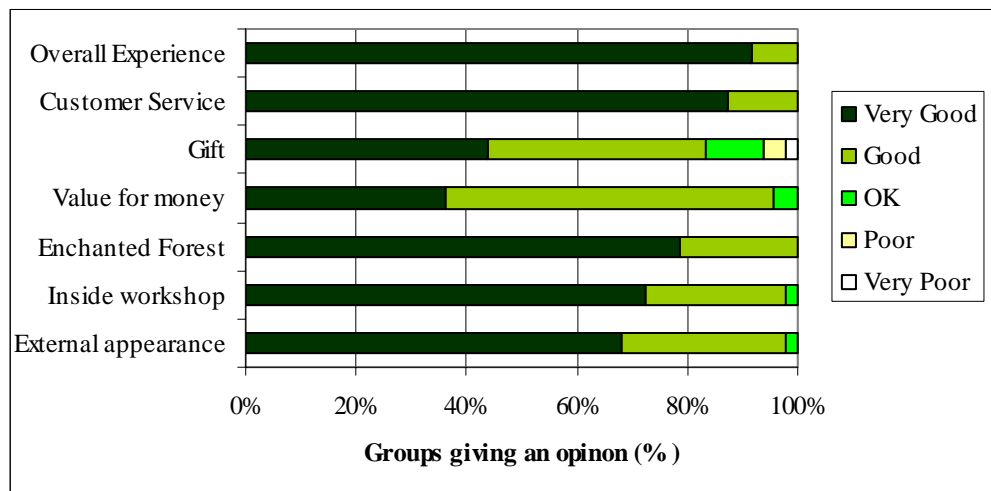


3.7 Santa's Workshop

Only 28 % of the groups interviewed had visited Santa's Workshop. However, almost all those who had visited the workshop said that they would recommend it to a friend (94 %).

Those who had visited Santa's Workshop were asked to rate the facilities in the workshop and the service received (Figure 8). Groups were generally very happy with the overall experience and customer service at the workshop, with 92 % and 87 % of groups respectively rating it very good. The physical structure of the workshop was also generally well received, and was rated very good by 68 % for the external appearance, 72 % for inside the workshop, and 79 % for the Enchanted Forest. However, groups who had visited Santa's workshop were slightly less happy with the value for money they were getting (60 % rated it good), and the gift they received (generally rated good or very good (83 %), although 6 % rated it as poor or very poor).

Figure 8: Ratings of Santa's Grotto at Delamere



4. Conclusions

1. Customers

- Locations travelled from are consistent with all our previous surveys. This is unsurprising as the trend is from where the population centres are.
- It is surprising that only half the groups contained children. The fact that the majority of generations were represented in a reasonable quantity would suggest that the site/experience appeals to a very broad base.
- Reasons for coming to our site throws up some very interesting information. The fact that 90 % of customers are either 'repeat' or 'word of mouth' visitors is reassuring. We are reaching 10 % of our customers through our marketing efforts, which is also reasonably satisfying, although this didn't result in a similar increase in sales of trees, yet overall income increased by over 15 %. All results thrown out by this area need further consideration before future marketing strategies are developed.

2. Preferences

- With Christmas trees 52 % of respondents had bought Lodgepole Pine and 41 % Fir. Norway spruce are generally not a major consideration because of needle drop. Interestingly overall sales figures indicate 60 % buy Nordmann Fir and 40 % buy Lodgepole Pine. On the basis of this information it could be that the new customers that we are attracting are not buying trees because they could not find the tree of their choice.

We will have to consider all the answers in this section when deciding on future goods to stock but it would have been useful to know if anyone decided not to buy a tree or any other item and for what reason.

3. Services

- It is apparent that we don't need to be as concerned as we have in the past about queuing to get on the site but in the future we should ask if anyone considered going elsewhere either before they came or once they were in the queue and why.
- Overall services are well received and this is testament to the hard work put in by all staff.
- Santa's workshop was highly rated and gives a great foundation to build from in the future. It will be interesting to see how many repeat visits we get next year because of the workshop.

4. General

Overall the survey has produced some very fascinating results. It has given us some clear indications of where and why we are being successful. There has been some very interesting areas thrown up that need much more consideration than can be given here. It will be essential that we test any action taken by undertaking further surveys to monitor customers' reactions and views.

Peter Rawlinson, Delamere Forest Park

APPENDIX 1: Questionnaire**Christmas Tree Customer Survey 2001**

Batch

Delamere, North West England 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. Did you come here today to buy a tree?*Circle One*

Yes **1** → Q2
 No **2** Stop interview

2. 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

3. 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**
 Santa's Grotto/ refreshments **7**
 Events **8**
 Quality of service **9**

Other **10**

Specify

4. Did you buy a Christmas tree from here last year?*Circle One*

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

5. Why do you prefer a real Christmas tree rather than an artificial one?*Circle all that apply*

Tradition **1**
 More natural **2**
 Environmentally friendly option **3**
 Freshness/ smell **4**

Other **5**

Specify

6. Which kind of Christmas tree did you choose today?*Circle one*

Norway spruce **1**
 Lodgepole pine **2**
 Nordmann Fir **3**

Other **5**

Specify

7. Why did you choose this kind of tree?*Circle all that apply*

Shape **1**
 Colour **2**
 Size **3**
 Freshness/ smell **4**
 Care of tree (needlefast) **5**
 Price **6**

Other **7**

Specify

Appendix 1:

Questionnaire – Delamere 2001

8a. Would you prefer a rooted tree?

Circle One

Yes	1	
No		2
No opinion	3	

8b. Would you prefer a UK grown tree or an imported tree?

Circle one

UK grown tree	1	
Imported tree		2
No opinion	3	

8c. Would you prefer a tree grown in the forest or a tree grown on a farm?

Circle one

Forest	1	
Farm		2
No opinion	3	

8d. Would you prefer a tree grown by the FC or by private growers?

Circle one

FC	1	
Private		2
No opinion	3	

9 Some people buy a second tree for their children or for the garden. Would you buy a second tree?

Circle all that apply

Yes, small tree for children	1		→ Q9b
Yes, large tree for garden		2	→ Q9b
No	3		→ Q9a

9a. If no, why not? (→Q10)

9b. If yes, which kind (species) would you select for your second tree?

Circle one

Norway spruce	1	
Lodgepole pine		2
Nordmann Fir	3	
Artificial		4

Other 5

Specify

10. Did you buy any other Christmas products here today?

Circle One

Yes	1	→ Q10a.
No		→ Q11

10a. If yes, what did you buy?

Circle all that apply

Wreath	1	
Stand		2
Decorations	3	
Lights		4
Other	5	

Specify

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

Circle One

Yes	1	
No		2

12. Are you aware that there are activities at Delamere Forest at other times of year?

Circle One

Yes	1	
No		2

13. 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
	1	2	3	4	5	6
Christmas experience	1	2	3	4	5	6
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
Toilets	1	2	3	4	5	6
Refreshments	1	2	3	4	5	6
Decorations	1	2	3	4	5	6
Length of time to get on site and park	1	2	3	4	5	6

Appendix 1:

14. Have you visited Santa's Workshop today?

Circle One

Yes **1** → Q14a.
 No **2** → Q15

14a. Please can you rate the following aspects of Santa's Workshop, 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
External Appearance	1	2	3	4	5	6
Value for money	1	2	3	4	5	6
Enchanted Forest	1	2	3	4	5	6
Inside the workshop	1	2	3	4	5	6
Gift	1	2	3	4	5	6
Customer Service	1	2	3	4	5	6
Overall experience	1	2	3	4	5	6

14b. What one thing could we do to improve the workshop or service?

14c. Will you recommend Santa's Workshop to a friend?

Circle One

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

15. Which of these facilities and events would you like to see more information on?

Circle all that apply

The events programme	1	→Q15a
The education service	2	→Q15a
Forest Tots	3	→Q15a
Children's birthday parties	4	→Q15a
None	5	→Q16

Questionnaire – Delamere 2001

15a. If you would like to give us your address we'll post you more information on this/these topic(s) Please record postcode in Q18 also

16. 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

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

18. (only ask if no postcode already given in Q15a) 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 Q18a.

18a. (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)

APPENDIX 2: Results

Delamere Forest District Christmas Tree Survey 2001

Number of interviews

	Weekday	Weekend	Total
Total	102	76	178

Number of Males	Weekday	Weekend	ALL
0	4	3	3
1	62	36	51
2	11	25	17
3	7	25	15
4	3	7	4
5	2	3	2
6 or more	12	3	8

Number of Females	Weekday	Weekend	ALL
0	8	1	5
1	55	26	43
2	15	38	25
3	4	17	10
4	2	9	5
5	1	3	2
6 or more	16	5	11

Number of Adults	Weekday	Weekend	ALL
1	9	3	6
2	65	53	60
3	9	18	13
4	5	12	8
5	.	7	3
6 or more	13	8	11

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 , 1 , 16, 9, 13,
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 , 3 , 8, 5, 7,
 , 4 , 3, 5, 4,
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 , 1 , 7, 12, 9,
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 , 6 or more , 16, 7, 12,
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Delamere Forest District Christmas Tree Survey 2001

	Weekday		Weekend		Total	
1. Did you come here today to buy a tree	No.	%	No.	%	No.	%
Yes	102	100	76	100	178	100
Total	102	100	76	100	178	100

	Weekday		Weekend		Total	
2. How did you find out about the sales centre	No.	%	No.	%	No.	%
Always known	74	73	53	70	127	71
Friend/relationship	16	16	12	16	28	16
Road signs	4	4	3	4	7	4
Tourist Info Centre	2	2	.	.	2	1
FC Visitor Centre	1	1	.	.	1	1
FC poster/ leaflet	2	2	3	4	5	3
Advert in press	1	1	.	.	1	1
Newspaper article	.	.	2	3	2	1
Programme on TV/ radio	1	1	3	4	4	2
Missing	1	1	.	.	1	1
Total	102	100	76	100	178	100

(Includes multiple responses)

	Weekday		Weekend		Total	
3. Why you decided to come here to buy your tree	No.	%	No.	%	No.	%
Close to home/ convenient	10	6	6	5	16	6
Quality of trees	22	14	27	21	49	17
Good price	9	6	10	8	19	7
Quantity of trees	20	13	10	8	30	11
Site atmosphere	26	17	24	18	50	18
Trip to forest/ enjoyable outing	56	36	38	29	94	33
Santa's Grotto/ refreshments	7	5	12	9	19	7
Missing	5	3	3	2	8	3
Total	155	100	130	100	285	100

	Weekday		Weekend		Total	
4. Did you buy a Xmas tree here last year	No.	%	No.	%	No.	%
Yes	81	79	58	76	139	78
No	20	20	18	24	38	21
Missing	1	1	.	.	1	1
Total	102	100	76	100	178	100

(Includes multiple responses)

	Weekday		Weekend		Total	
5. Why do prefer a real one to an artificial one	No.	%	No.	%	No.	%
Traditional	41	28	32	26	73	27
More natural	34	23	20	16	54	20
Environmentally friendly option	7	5	8	6	15	6
Freshness/ smell	66	45	63	51	129	47
Missing	.	.	1	1	1	0
Total	148	100	124	100	272	100

	Weekday		Weekend		Total	
6. Which kind of tree did you choose	No.	%	No.	%	No.	%
Norway spruce	8	8	3	4	11	6
Lodgepole pine	53	52	40	53	93	52
Nordmann fir	41	40	32	42	73	41
Missing	.	.	1	1	1	1
Total	102	100	76	100	178	100

(Includes multiple responses)

	Weekday		Weekend		Total	
7. Why did you choose this kind of tree	No.	%	No.	%	No.	%
Shape	61	37	46	35	107	36
Colour	6	4	15	11	21	7
Size	27	17	15	11	42	14
Freshness/ smell	16	10	18	14	34	11
Care of tree (needlefast)	49	30	36	27	85	29
Price	1	1	1	1	2	1
Missing	3	2	2	2	5	2
Total	163	100	133	100	296	100

	Weekday		Weekend		Total	
8a. Would you prefer a rooted tree	No.	%	No.	%	No.	%
Yes	38	37	19	25	57	32
No	63	62	54	71	117	66
No opinion	1	1	3	4	4	2
Total	102	100	76	100	178	100

8b. Prefer UK grown tree or an imported tree?	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
UK grown tree	69	68	58	76	127	71
No opinion	33	32	17	22	50	28
Missing	.	.	1	1	1	1
Total	102	100	76	100	178	100

8c. Prefer a tree grown in the forest or on a farm?	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Forest	47	46	45	59	92	52
Farm	9	9	5	7	14	8
No opinion	46	45	25	33	71	40
Missing	.	.	1	1	1	1
Total	102	100	76	100	178	100

8d. Prefer a tree grown by FC or private growers?	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
FC	77	75	62	82	139	78
No opinion	25	25	14	18	39	22
Total	102	100	76	100	178	100

(Includes multiple responses)

9. Would you buy a second tree	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Yes, small tree for children	18	18	5	7	23	13
Yes, large tree for garden	14	14	18	24	32	18
No	70	69	53	70	123	69
Total	102	100	76	100	178	100

(Only those who had come to buy a tree)
(and who said they would buy a second tree)

9b. Which kind would you select for your second choice?	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Norway spruce	4	13	.	.	4	7
Lodgepole pine	14	44	14	61	28	51
Nordmann fir	10	31	9	39	19	35
Artificial	1	3	.	.	1	2
Missing	3	9	.	.	3	5
Total	32	100	23	100	55	100

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10. Did you buy any other Xmas products today	Weekday	Weekend	Total
	No. %	No. %	No. %
Yes	57, 56,	48, 63,	105, 59,
No	44, 43,	28, 37,	72, 40,
Missing	1, 1,	., .,	1, 1,
Total	102, 100,	76, 100,	178, 100,

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11. Do you come to this FC site at other times of the year	Weekday	Weekend	Total
	No. %	No. %	No. %
Yes	74, 73,	57, 75,	131, 74,
No	28, 27,	19, 25,	47, 26,
Total	102, 100,	76, 100,	178, 100,

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12. Aware of other activities	Weekday	Weekend	Total
	No. %	No. %	No. %
Yes	45, 44,	35, 46,	80, 45,
No	56, 55,	41, 54,	97, 54,
Missing	1, 1,	., .,	1, 1,
Total	102, 100,	76, 100,	178, 100,

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13. Ratings: Christmas experience	Weekday	Weekend	Total
	No. %	No. %	No. %
Very good	67, 66,	49, 64,	116, 65,
Good	32, 31,	22, 29,	54, 30,
OK	3, 3,	3, 4,	6, 3,
Poor	., .,	1, 1,	1, 1,
Not used	., .,	1, 1,	1, 1,
Total	102, 100,	76, 100,	178, 100,

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13. Ratings: Quality of trees	Weekday	Weekend	Total
	No. %	No. %	No. %
Very good	70, 69,	60, 79,	130, 73,
Good	28, 27,	14, 18,	42, 24,
OK	4, 4,	2, 3,	6, 3,
Total	102, 100,	76, 100,	178, 100,

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13. Ratings: Price of trees							
	Weekday		Weekend		Total		
	No.	%	No.	%	No.	%	
Very good	28	27	26	34	54	30	
Good	34	33	15	20	49	28	
OK	38	37	34	45	72	40	
Poor	1	1	1	1	2	1	
Missing	1	1	.	.	1	1	
Total	102	100	76	100	178	100	

13. Ratings: Customer service							
	Weekday		Weekend		Total		
	No.	%	No.	%	No.	%	
Very good	67	66	50	66	117	66	
Good	33	32	26	34	59	33	
OK	2	2	.	.	2	1	
Total	102	100	76	100	178	100	

13. Ratings: Outdoor activities							
	Weekday		Weekend		Total		
	No.	%	No.	%	No.	%	
Very good	10	10	12	16	22	12	
Good	26	25	16	21	42	24	
OK	23	23	12	16	35	20	
Not used	39	38	35	46	74	42	
Missing	4	4	1	1	5	3	
Total	102	100	76	100	178	100	

13. Ratings: Car park							
	Weekday		Weekend		Total		
	No.	%	No.	%	No.	%	
Very good	71	70	45	59	116	65	
Good	28	27	28	37	56	31	
OK	2	2	3	4	5	3	
Missing	1	1	.	.	1	1	
Total	102	100	76	100	178	100	

13. Ratings: Toilets							
	Weekday		Weekend		Total		
	No.	%	No.	%	No.	%	
Very good	6	6	5	7	11	6	
Good	10	10	14	18	24	13	
OK	23	23	18	24	41	23	
Poor	2	2	2	3	4	2	
Not used	59	58	37	49	96	54	
Missing	2	2	.	.	2	1	
Total	102	100	76	100	178	100	

(Only those who had come to buy a tree)
(and had also visited Santa's Workshop)

14a. Workshop Ratings:	Weekday		Weekend		Total	
External appearance	No.	%	No.	%	No.	%
Very good	19,	68,	13,	62,	32,	65,
Good	6,	21,	8,	38,	14,	29,
OK	1,	4,	.	.	1,	2,
Missing	2,	7,	.	.	2,	4,
Total	28,	100,	21,	100,	49,	100,

(Only those who had come to buy a tree)
(and had also visited Santa's Workshop)

14a. Workshop Ratings: Value,	Weekday		Weekend		Total	
for money	No.	%	No.	%	No.	%
Very good	11,	39,	6,	29,	17,	35,
Good	15,	54,	13,	62,	28,	57,
OK	.	.	2,	10,	2,	4,
Missing	2,	7,	.	.	2,	4,
Total	28,	100,	21,	100,	49,	100,

(Only those who had come to buy a tree)
(and had also visited Santa's Workshop)

14a. Workshop Ratings:	Weekday		Weekend		Total	
Enchanted forest	No.	%	No.	%	No.	%
Very good	20,	71,	17,	81,	37,	76,
Good	6,	21,	4,	19,	10,	20,
Missing	2,	7,	.	.	2,	4,
Total	28,	100,	21,	100,	49,	100,

(Only those who had come to buy a tree)
(and had also visited Santa's Workshop)

14a. Workshop Ratings:	Weekday		Weekend		Total	
Inside workshop	No.	%	No.	%	No.	%
Very good	19,	68,	15,	71,	34,	69,
Good	6,	21,	6,	29,	12,	24,
OK	1,	4,	.	.	1,	2,
Missing	2,	7,	.	.	2,	4,
Total	28,	100,	21,	100,	49,	100,

(Only those who had come to buy a tree)
(and had also visited Santa's Workshop)

14a. Workshop Ratings: Gift	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Very good	14	50	7	33	21	43
Good	10	36	9	43	19	39
OK	1	4	4	19	5	10
Poor	1	4	1	5	2	4
Very Poor	1	4	.	.	1	2
Missing	1	4	.	.	1	2
Total	28	100	21	100	49	100

(Only those who had come to buy a tree)
(and had also visited Santa's Workshop)

14a. Workshop Ratings: Customer service	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Very good	22	79	19	90	41	84
Good	4	14	2	10	6	12
Missing	2	7	.	.	2	4
Total	28	100	21	100	49	100

(Only those who had come to buy a tree)
(and had also visited Santa's Workshop)

14a. Workshop Ratings: Overall experience	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Very good	25	89	19	90	44	90
Good	2	7	2	10	4	8
Missing	1	4	.	.	1	2
Total	28	100	21	100	49	100

(Only those who had come to buy a tree)
(and had also visited Santa's Workshop)

14c. Will you recommend Santa's Workshop to a friend	Weekday		Weekend		Total	
	No.	%	No.	%	No.	%
Yes	27	96	19	90	46	94
No	.	.	1	5	1	2
Missing	1	4	1	5	2	4
Total	28	100	21	100	49	100

