



**ABBEYFORD
VISITOR SURVEY
2004**

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INTRODUCTION

This report gives the results of a visitor survey carried out at Abbeyford Forest in Peninsula forest district between 14th September and 22nd September 2004. A total of 65 questionnaires were completed.

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

SUMMARY

A total of 65 questionnaires were completed at Abbeyford Forest between 14th September and 22nd September 2004.

There were 111 visitors in the 65 groups interviewed, an average of 1.7 visitors per group.

There were slightly more male (52%) than female (48%) visitors.

Adults aged 45 - 59 years made up 37% of the visitors.

Nearly all visitors (98%) were from a predominantly white ethnic background.

Nearly one in ten visitors (9%) had a disability or special need.

The vast majority of visitors travelled from home (94%), travelled 15 miles or less (97%), and came by car or van (95%).

Nearly all visitors (95%) had visited the site before. Of these, 44% visited Abbeyford most days.

Three-quarters of visitors (75%) were dog walkers.

Most visitors (91%) stayed for around 1 hour or less, with the average length of visit being 50 minutes.

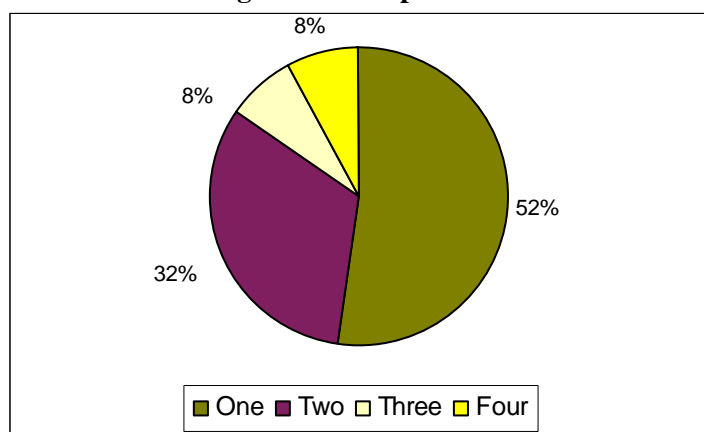
ABBEYFORD VISITOR SURVEY 2004

Group composition

Overall, there were a total of 111 visitors in the 65 groups interviewed. The average group size was 1.7 people.

Group sizes ranged from 1 to 4 people. Over half of those surveyed (52%) visited the forest alone. A further 32% were part of a group of two people. Groups of three (8%) and four (8%) made up the rest of the visitors. (Figure 1).

Figure 1: Group size

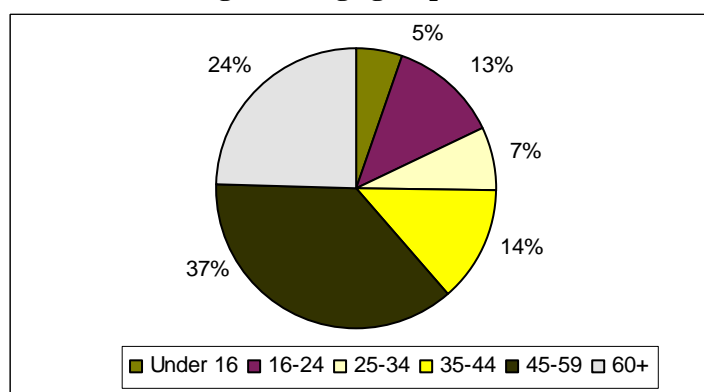


Base: All respondents (65)

Overall, there were slightly more males (52%) than females (48%).

Over one third of all visitors (37%) were adults aged 45-59. Senior citizens made up nearly one quarter of visitors (24%), while only 5% were children. (Figure 2)

Figure 2: Age group of visitors



Base: All respondents (65)

Special needs

Almost one in ten (9%) of the groups included someone with a special need or disability.

Ethnicity

Nearly all visitors (98%) were from a predominantly white background.

Groups with Dogs and Bicycles

Over half the groups (52%) had one dog with them. A further 23% had two or more dogs. 9% of groups had bikes with them.

Visitor origin

Respondents were asked to provide the postcode of their home address. Table 1 shows that the majority of visitors (86%) came from the Okehampton area (EX20 postal area), while a further 6% came from the Crediton area (EX17 postal area). The remaining 8% came from outside the EX postal area.

Table 1: Origin of visitors to the site

Area	No.	%
Okehampton (EX20 postal area)	56	86
Crediton (EX17 postal area)	4	6
Other	5	8
Total	65	100

Base: All respondents (65)

Visitor profile

All of those interviewed were asked to provide their full home postcode. The majority of respondents (95%) gave a valid postcode.

Each of these postcodes was assigned an “ACORN” code. The Acorn classification was created by CACI Ltd using cluster analysis of the 2001 Population Census, together with data from a number of other sources, to divide almost all postcodes into 56 “types”. These types can be aggregated into 17 “groups” (A to Q) and the groups into 5 broad “categories”. Addresses in postcodes within any “type” will therefore tend to have a lot in common and can be given a label that describes the typical member of that “type”, e.g. “Mature couples, smaller detached homes”.

The table below shows the proportion of valid postcodes from the survey that fall into each group. This is then compared to the overall UK population using an index, to look for similarities and differences between the two.

The table shows that the level of visits to Abbeyford is highest amongst those from the 'affluent greys' and 'blue collar roots' groups.

Table 2: ACORN coded postcodes

ACORN Group	GB Population Base (%)	Survey (%)	Index
1. Affluent Achievers			
1.A Wealthy Executives	7.4	1.6	22
1.B Affluent Greys	7.8	30.6	392
1.C Flourishing Families	8.1	1.6	20
2. Urban Prosperity			
2.D Prosperous Professionals	2.3	0.0	0
2.E Educated Urbanites	5.4	0.0	0
2.F Aspiring Singles	4.2	3.2	76
3. Comfortably Off			
3.G Starting Out	2.7	0.0	0
3.H Secure Families	14.8	21.0	142
3.I Settled Suburbia	6.5	3.2	49
3.J Prudent Pensioners	3.3	1.6	48
4. Moderate Means			
4.K Asian Communities	1.1	0.0	0
4.L Post Industrial Families	4.2	0.0	0
4.M Blue Collar Roots	8.9	21.0	236
5. Hard Pressed			
5.N Struggling Families	13.4	16.1	120
5.O Burdened Singles	5.2	0.0	0
5.P High Rise Hardship	2.3	0.0	0
5.Q Inner City Adversity	2.2	0.0	0
Unclassified	0.4	0.4	100

Base: Respondents who provided a valid postcode (62)

Visitor type

Nearly all visitors (94%) were locals (living within 15 miles of the forest), while the remaining 6% were on holiday in the area.

Travel to forest site

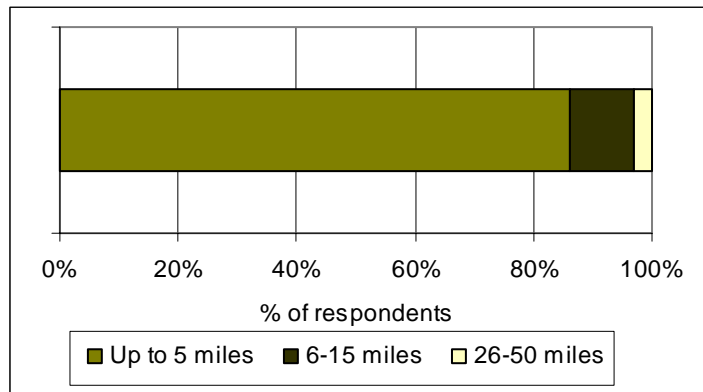
Nearly all visitors (94%) travelled to the site from their home.

The majority (86%) travelled 5 miles or less, while 11% travelled 6-15 miles. The remainder (3%) travelled 26-50 miles (Figure 3).

Most of the visitors (88%) took under 15 minutes to get to the site, 6% took 15-29 minutes and 5% took 30-59 minutes.

Nearly all visitors (95%) travelled by car or van.

Figure 3: Distance travelled to forest site

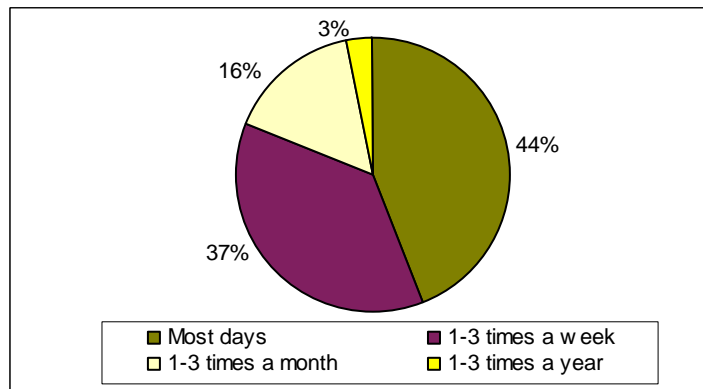


Base: All respondents (65)

Previous visits

The vast majority (95%) had been to the site before. Of these, nearly half (44%) visited the site most days. A further 37% came to the site 1-3 times a week, while 16% visited 1-3 times a month. (Figure 4)

Figure 4: Frequency of visits to site

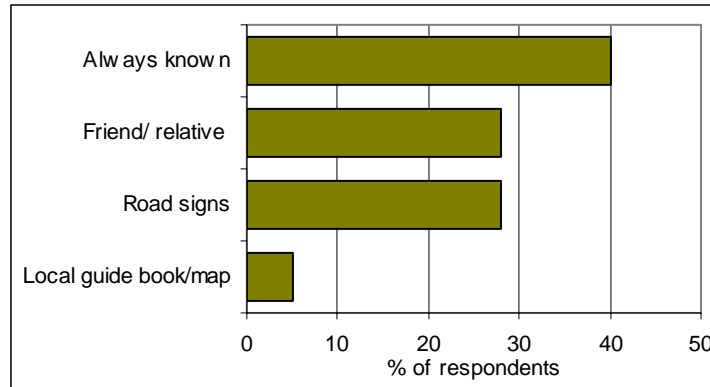


Base: Respondents who had visited site before (62)

Finding out about the site

Two-fifths of visitors to Abbeyford (40%) had always known about the site. A further 28% were told about it by friends or relatives, while the same number (28%) found the site from road signs. The remaining 5% found out about the site from local guidebooks or maps. (Figure 5)

Figure 5: How visitors found out about Abbeyford

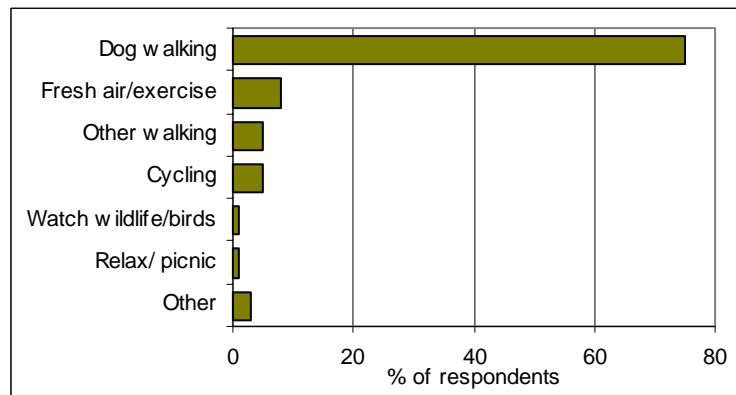


Base: All respondents (65)

Main purpose of the visit

The main reason for visiting Abbeyford was for 'dog-walking' (75%). Other reasons included 'fresh air and exercise' (8%), 'cycling' (5%) and 'other walking' (5%) (Figure 6).

Figure 6: Main purpose of visit to forest



Base: All respondents (65)

Length of stay

The majority of visitors (91%) stayed at the site for one hour or less. The average length of stay at the site was 50 minutes.

Improvements

Respondents were asked to suggest one improvement they would like to see at Abbeyford. A total of 63 responses were received. Table 3 summarises the responses when grouped into categories.

One-third of visitors (33%) were happy with the forest and did not want to see it changed. 17% of improvements related to roads, paths and routes in the forests. Some suggested improvements to the condition of the roads, paths and routes, while others wanted more routes for walking and cycling. 16% of suggestions concerned litter or dog mess. 10% felt that their visit could be improved if other types of visitors (e.g. mountain bikers, horse riders) were excluded.

Table 3: Suggested improvements to Abbeyford

Improvement	No.	%
Roads, paths, routes, etc.	11	17
Litter, dog mess	10	16
Behaviour of other visitors	6	10
Make forest bigger	3	5
Signs	2	3
Others	10	16
No improvements required	21	33
Total	63	100

Further information

Respondents were asked what aspects of the woodland they would like to know more about. 59 respondents answered this question, some giving more than one response (for a total of 65 responses). Table 4 summarises the responses given.

35% of responses were from people wanting more maps of the forest, including the routes for walking and cycling. The same number (35%) of responses were from people wanting more information on the wildlife of the forests. Amongst the other aspects of the woodland that interested people, there were a number who wanted more information on the trees in the forest (8%) and on the history of the forest (5%).

Table 4: Aspects visitors would like to know more about

Subject	No.	%
Maps	23	35
Wildlife	23	35
Trees	5	8
Nothing	4	6
History	3	5
Other	7	11
Total	65	100

APPENDIX 1: Questionnaire
PENINSULA FOREST DISTRICT

ABBEYFORD 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	<input type="text"/>
		<input type="text"/>
		Bikes

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
 - Forest Enterprise leaflet 4
 - Other leaflet 5
 - Local guide book or map 6
 - Exhibitions/ displays 7
 - TV/newspaper/Radio 8
 - FC website 9
 - Other website 10
 - Other 11

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. If we could improve just one thing at Abbeyford, what would that be?

10. If we were to provide information about Abbeyford, what aspects of the woodland would you like to know about?

11. 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 Q11a.

11a. (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)

12. Do you (or does anyone in your group) have any disability or special needs?

- Circle One*
- Yes 1 Ask Q14a
 - No 2 Skip to Q15

12a. What type of special need is it?

- Circle all that apply*
- Sight 1
 - Hearing 2
 - Mobility 3
 - Other 4

Specify

13. 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	Total	
	No.	%
1	34	52
2	21	32
3	5	8
4	5	8
Total	65	100

Number of males	Total	
	No.	%
0	18	28
1	38	58
2	7	11
3	2	3
Total	65	100

Number of females	Total	
	No.	%
0	23	35
1	33	51
2	7	11
3	2	3
Total	65	100

Number of senior citizens (75+)	Total	
	No.	%
0	60	92
1	4	6
2	1	2
Total	65	100

Number of senior citizens (60-74)	Total	
	No.	%
0	51	78
1	7	11
2	7	11
Total	65	100

Number of adults (45-59)	Total	
	No.	%
0	36	55
1	19	29
2	9	14
4	1	2
Total	65	100

Number of adults (35-44)	Total	
	No.	%
0	53	82
1	9	14
2	3	5
Total	65	100

Number of adults (25-34)	Total	
	No.	%
0	58	89
1	6	9
2	1	2
Total	65	100

Number of young adults (16-24)	Total	
	No.	%
0	58	89
1	2	3
2	4	6
4	1	2
Total	65	100

Number of children (under 16)	Total	
	No.	%
0	60	92
1	4	6
2	1	2
Total	65	100

Number of predominantly white visitors	Total	
	No.	%
0	9	14
1	32	49
2	15	23
3	5	8
4	4	6
Total	65	100

Number of non-white visitors	Total	
	No.	%
0	64	98
1	1	2
Total	65	100

Number of dogs	Total	
	No.	%
0	16	25
1	34	52
2	14	22
3	1	2
Total	65	100

Number of bikes	Total	
	No.	%
0	59	91
1	5	8
2	1	2
Total	65	100

2. Have you travelled from home today?	Total	
	No.	%
Yes	61	94
No	4	6
Total	65	100

(Of those who are staying away from home)

2a. What type of accommodation did you stay in last night?	Total	
	No.	%
B&B / Guest house	1	25
Self catering	2	50
Missing	1	25
Total	4	100

3. How far have you travelled to get here today?	Total	
	No.	%
Up to 5 miles	56	86
6-15 miles	7	11
16-25 miles	0	0
26-50 miles	2	3
Over 50 miles	0	0
Total	65	100

3a. How long has it taken you to get here today?	Total	
	No.	%
Under 15 minutes	57	88
15-29 minutes	4	6
30-59 minutes	3	5
1-2 hours	0	0
Over 2 hours	1	2
Total	65	100

4. Main type of transport used to get here today?	Total	
	No.	%
Car / van	62	95
Bicycle	2	3
Other	1	2
Total	65	100

5. Have you been here before?	Total	
	No.	%
Yes	62	95
No	3	5
Total	65	100

(Of those who had visited before)

5a. How often do you come here?	Total	
	No.	%
Most days	27	44
1-3 times a week	23	37
1-3 times a month	10	16
1-3 times a year	2	3
Less often	0	0
Total	62	100

6. How did you find out about this woodland?	Total	
	No.	%
Always known	26	40
Friend / relation	18	28
Road signs	18	28
Local guide book / map	3	5
Total	65	100

7. What is the main purpose of your visit today?	Total	
	No.	%
Dog walking	49	75
Other walking	3	5
Cycling	3	5
Fresh air / exercise	5	8
Watch wildlife / birds	1	2
Relax / picnic	1	2
Other	2	3
Missing	1	2
Total	65	100

8. How long in total are you staying at the site today?	Total	
	No.	%
Up to around 1 hour	59	91
Around 2 hours	5	8
Around 3 hours	1	2
Total	65	100

12. Do you have any disability or special needs?	Total	
	No.	%
Yes	6	9
No	52	80
Missing	7	11
Total	65	100

(Only those with a special need – includes multiple responses)

12a. What type of special need is it?	Total	
	No.	%
Mobility	5	83
Other	1	17
Total	6	100