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OFFICE USE ONLY			
(1 - 4)	518D-00		
(5-8)	_____	_____	_____
(9)	1		

Quota

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**FOREST ENTERPRISE PILOT
 MONITORING THE QUALITY OF FOREST EXPERIENCE (JOB 518D)**

Name..... (10)
 Address.....
Sex: Male 1
 Female 2

Postcode

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 Telephone number.....
Age: (11)
 WRITE IN 16 - 24 1
 EXACT AGE 25 - 34 2
 35 - 44 3
 45 - 54 4
 55 - 64 5
 65+ 6

Occupation of chief income earner in household:

SEG: (12)
 AB 1
 C1 2
 C2 3
 DE 4

Date of interview

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 Day
 (18) (19)

--

 Month
 (20)

Do you have any children aged 15 or under living in your household? (13)
 Yes 1
 No 2

Time of interview

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 (24 hours clock)
 (21) (22) (23) (24) **Weather:** (14)
 Rainy 1
 Cloudy/dull 2
 Sunny 3
 Mixed – showers & sunny spells 4
 Wintry – sleet/snow 5
 Other (SPECIFY)

Place of residence: (from address) (25)
 (26) **Ringwood** (15) **Afan Argoed** (16)
Interview Location: (see instructions)

Can we contact you again to undertake further research on behalf of Forest Enterprise? (17)
 Yes 1
 No 2

DECLARATION: Interview conducted by me with respondent named above in accordance with instructions and MRS Code of Conduct

Interviewer..... Date.....
 Interviewer number

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Good....., I am an interviewer from NFO, an independent market research agency. We are conducting a survey of visitors on behalf of Forest Enterprise. Your views are very important. Could you spare a few minutes to answer some questions?

First of all, can I check that you have not been interviewed already at this site:

Yes – been interviewed already	1	<i>Don't interview</i>
-----	-----	-----
No – not been interviewed	2	<i>Continue</i>

Q.1	Are you currently..... READ OUT	(27)
	On a short trip (of less than 3 hours) from home	1
	On a day out (for more than 3 hours) from home	2
	On holiday away from home in the area	3
	Other (SPECIFY)	

Q.2a)	Is this your first visit to <name of forest> ?	(28)	
	Yes	1	<i>Check quotas Go to Q3</i>
	-----	-----	-----
	No	2	<i>Go to Q2b</i>

SHOW CARD A

Q.2b)	How often, on average, during the year do you visit <name of forest>?	(29)	
	SINGLE CODE		
	EVERY DAY	1	<i>Check quotas</i>
	4 TO 6 TIMES A WEEK	2	<i>Full interview</i>
	1 TO 3 TIMES A WEEK	3	<i>after Q7</i>
	1 TO 3 TIMES A MONTH	4	
	-----	-----	-----
	4 TO 6 TIMES A YEAR	5	<i>Check quotas</i>
	1 TO 3 TIMES A YEAR	6	<i>Self</i>
	LESS OFTEN	7	<i>completion</i>
	DON'T KNOW	Y	<i>after Q7</i>

ASK ALL

Q.3 SHOW CARD B

Approximately how long do you intend to spend in <name of forest> today?

- | | | |
|------------------------------|------|---|
| UP TO 15 MINUTES | (30) | 1 |
| OVER 15 MINUTES - 30 MINUTES | | 2 |
| OVER 30 MINUTES - 1 HOUR | | 3 |
| OVER 1 HOUR - 2 HOURS | | 4 |
| OVER 2 HOURS - 3 HOURS | | 5 |
| OVER 3 HOURS - 5 HOURS | | 6 |
| MORE THAN 5 HOURS | | 7 |
| DON'T KNOW | | Y |

SHOW CARD C

Q.4 Which activities do you expect to take part in or have you already taken part in during your visit here today?

	Activities
	(31)
DOG WALKING	1
OTHER WALKING	2
CYCLING <u>ON</u> WAYMARKED TRACKS	3
CYCLING <u>OFF</u> WAYMARKED TRACKS	4
HORSE RIDING	5
PICNIC	6

SEEING SOMETHING IN THE WOODLAND (E.G SCULPTURES, ANCIENT TREE)	7
RUNNING	8
HILL WALKING/ RAMBLING	9
HORSE RIDING/PONY TREKKING	0
NATURE/NATURAL HISTORY VISIT	X
PHOTOGRAPHY	Y

	(32)
BIRDWATCHING	1
CLIMBING	2
ORIENTEERING	3
MOTOR SPORTS	4
OTHER ACTIVITIES (SPECIFY)	

NONE OF THESE ACTIVITIES	0

Q.5

SHOW CARD D ILLUSTRATING POSSIBLE ANSWERS

Next I will read you out a list of facilities that are often found at Forest Enterprise sites such as this one.

Using one of the possible answers on the card I would like you to tell me how important each facility was in your decision to visit <name of forest> today.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		VERY IMPORTANT	QUITE IMPORTANT	NEITHER IMPORTANT NOR UNIMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT	DON'T KNOW/ NOT RELEVANT	
	a) Enough car parking	1	2	3	4	5	Y	(33)
	b) Quality of car park	1	2	3	4	5	Y	(34)
	c) Clear signposting on footpaths	1	2	3	4	5	Y	(35)
	d) A shop	1	2	3	4	5	Y	(36)
	e) A café	1	2	3	4	5	Y	(37)
	f) Clean toilets	1	2	3	4	5	Y	(38)
	g) Baby changing facilities	1	2	3	4	5	Y	(39)
	h) Children's play equipment	1	2	3	4	5	Y	(40)
	i) Leaflets and information about the place you are visiting.	1	2	3	4	5	Y	(41)
	j) Choice of paths for walking	1	2	3	4	5	Y	(42)
	k) Choice of trails for other activities (e.g. cycling or riding)	1	2	3	4	5	Y	(43)
	l) Quality of paths for walking and other activities	1	2	3	4	5	Y	(44)
	m) Availability of staff at the site (for example rangers)	1	2	3	4	5	Y	(45)

Q.6

SHOW CARD D ILLUSTRATING POSSIBLE ANSWERS

Next I would like to ask you how important the following aspects relating to your personal safety and security were in your decision to visit <name of forest> today?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		VERY IMPORTANT	QUITE IMPORTANT	NEITHER IMPORTANT NOR UNIMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT	DON'T KNOW/ NOT RELEVANT	
	a) Feeling safe in the forest	1	2	3	4	5	Y	(46)
	b) Feeling happy to leave you car in the car park.	1	2	3	4	5	Y	(47)

Q.7a)

SHOW CARD D ILLUSTRATING POSSIBLE ANSWERS

Now I would like to ask you how important some other, more general aspects of the forest were to you in your decision to visit <name of forest> today?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		VERY IMPORTANT	QUITE IMPORTANT	NEITHER IMPORTANT NOR UNIMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT	DON'T KNOW/ NOT RELEVANT	
	a) Solitude, peace and quiet	1	2	3	4	5	Y	(48)
	b) Being able to spend time with family and friends	1	2	3	4	5	Y	(49)
	c) Being able to enjoy scenery and views	1	2	3	4	5	Y	(50)
	d) Being able to enjoy the wildlife	1	2	3	4	5	Y	(51)
	e) Value for money of your whole trip	1	2	3	4	5	Y	(52)

Q.7b)

What else, if anything, influenced your decision to visit <name of forest> today?
 IF RESPONDENT STATES WEATHER PROBE FURTHER

- (53)
- (54)
-
-

**IF VISITOR IS ON FIRST VISIT TO FOREST (CODE 1 AT Q.2a) OR VISITS LESS THAN ONCE A MONTH (CODES 4, 5 OR Y AT Q.2b) CLOSE INTERVIEW, AND GIVE RESPONDENT NUMBERED SELF COMPLETION QUESTIONNAIRE (SEE INSTRUCTIONS).
 OTHERS CONTINUE TO Q.8**

OFFICE USE ONLY
 (1 - 8) REPEAT
 (10-12) SKIP

Q.8

SHOW CARD E ILLUSTRATING POSSIBLE ANSWERS

Thinking about the same list, can you now let me know how satisfied you were with each of these aspects during your most recent visits to <name of forest>? Let me know if you have no experience of a particular aspect and cannot provide a rating.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		VERY SATISFIED	QUITE SATISFIED	NEITHER	NOT VERY SATISFIED	NOT AT ALL SATISFIED	NO EXPERIENCE/ DON'T KNOW	
	a) Enough car parking	1	2	3	4	5	Y	(13)
	b) Quality of car park	1	2	3	4	5	Y	(14)
	c) Clear signposting on footpaths	1	2	3	4	5	Y	(15)
	d) Shop	1	2	3	4	5	Y	(16)
	e) Café	1	2	3	4	5	Y	(17)
	f) Clean toilets	1	2	3	4	5	Y	(18)
	g) Baby changing facilities	1	2	3	4	5	Y	(19)
	h) Children's play equipment	1	2	3	4	5	Y	(20)
	i) Leaflets and information about the place you are visiting.	1	2	3	4	5	Y	(21)
	j) Choice of paths for walking	1	2	3	4	5	Y	(22)
	k) Choice of trails for other activities (e.g. cycling or riding)	1	2	3	4	5	Y	(23)
	l) Quality of paths for walking or other activities	1	2	3	4	5	Y	(24)
	m) Availability of staff at the site (for example rangers)	1	2	3	4	5	Y	(25)

Q.9

SHOW CARD E ILLUSTRATING POSSIBLE ANSWERS

I would also like to ask you how satisfied you have been with the following aspects relating to your personal safety and security during recent visits to <name of forest>. Again please rate them using the words on the card.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		VERY SATISFIED	QUITE SATISFIED	NEITHER	NOT VERY SATISFIED	NOT AT ALL SATISFIED	NO EXPERIENCE/ DON'T KNOW	
	a) Feeling safe in the forest	1	2	3	4	5	Y	(26)
	b) Feeling happy to leave you car in the car park.	1	2	3	4	5	Y	(27)

Q.10

SHOW CARD E ILLUSTRATING POSSIBLE ANSWERS

How satisfied were you with these more general aspects of <name of forest> during recent visits?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		VERY SATISFIED	QUITE SATISFIED	NEITHER	NOT VERY SATISFIED	NOT AT ALL SATISFIED	NO EXPERIENCE/ DON'T KNOW	
	a) Solitude, peace and quiet	1	2	3	4	5	Y	(28)
	b) Being able to spend time with family and friends	1	2	3	4	5	Y	(29)
	c) Being able to enjoy scenery and views	1	2	3	4	5	Y	(30)
	d) Being able to enjoy the wildlife	1	2	3	4	5	Y	(31)
	e) Value for money of your whole trip or day out.	1	2	3	4	5	Y	(32)

Q.11a) Of the aspects rated in the previous questions which were you most satisfied with and why?
 PROBE FOR DETAIL ON WHY VISITOR WAS SATISFIED.

..... (33-38)

.....

.....

.....

ASK Q.11b) FOR EACH ASPECT RATED 'NOT VERY SATISFIED/NOT AT ALL SATISFIED' AT Q.8, Q.9 and Q10 (CODE 4 OR 5)

Q.11b) Why were you not satisfied with (INSERT ASPECT)?
 IF MORE THAN THREE ASPECTS RATED 'NOT VERY SATISFIED/NOT AT ALL SATISFIED' ASK FOR THREE LEAST SATISFIED WITH.

	ASPECT (WRITE IN)	REASON	
i)	(39)(40)(41)
ii)	(42)(43)(44)
iii)	(45)(46)(47)

SHOW CARD F LISTING TYPES OF VISITOR

Q.12a) During your most recent visits to <name of forest> which of the following types of visitors have you seen or heard?
CODE ALL MENTIONED.

SHOW CARD G LISTING POSSIBLE ANSWERS

Q.12b) And how, if at all, did these encounters affect your enjoyment?
ONLY ASK FOR THOSE TYPES OF VISITORS ENCOUNTERED DURING VISIT. READ OUT

	Q.12a	Q.12b)						
	(48)	INCREASED ENJOYMENT A LOT	INCREASED ENJOYMENT A LITTLE	MADE NO DIFFERENCE	DECREASED ENJOYMENT A LITTLE	DECREASED ENJOYMENT A LOT	DON'T KNOW	
WALKERS	1	1	2	3	4	5	Y	(49)
CHILDREN	2	1	2	3	4	5	Y	(50)
CYCLISTS	3	1	2	3	4	5	Y	(51)
HORSE RIDERS	4	1	2	3	4	5	Y	(52)
ANGLERS	5	1	2	3	4	5	Y	(53)
MOTORBIKERS/ MOTO CROSS	6	1	2	3	4	5	Y	(54)
VEHICLES DRIVING IN THE FOREST	7	1	2	3	4	5	Y	(55)
NONE OF THESE TYPES OF VISITORS	0							

ASK Q.12c FOR ANY TYPES OF VISITOR THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.12b) (CODE 4 OR 5)

Q.12c) Why did the (INSERT TYPE OF VISITOR) decrease your enjoyment?
IF MORE THAN THREE TYPES OF VISITOR DECREASED ENJOYMENT
ASK FOR THREE THAT DECREASED ENJOYMENT MOST.

VISITOR TYPE (WRITE IN) REASON

- i) (56)(57)(58)
.....
- ii) (59)(60)(61)
.....
- iii) (62)(63)(64)
.....

SHOW CARD H LISTING POSSIBLE ANSWERS

Q.13a) And during your most recent visits here, did any of these other potential issues decrease your enjoyment?

Again please answer using the phrases on the card.

READ OUT. CODE ALL MENTIONED. IF PROBLEM NOT ENCOUNTERED OR NOT RELEVANT CODE AS DIDN'T REDUCE ENJOYMENT (CODE 1).

TICK START		DIDN'T REDUCE ENJOYMENT	DECREASED ENJOYMENT A LITTLE	DECREASED ENJOYMENT A LOT	DON'T KNOW	
	Noise from other users or motorised sports	1	2	3	Y	(65)
	Litter or fly tipping	1	2	3	Y	(66)
	Dogs and dog dirt	1	2	3	Y	(67)
	Muddy tracks	1	2	3	Y	(68)
	Vandalised, missing or damaged signposts	1	2	3	Y	(69)
	Forestry operations such as felling	1	2	3	Y	(70)

ASK Q.13b) FOR ANY ISSUES THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.13a) (CODE 2 AND 3)

Q.13b) Why did (INSERT ISSUE) decrease your enjoyment?
IF MORE THAN THREE ISSUES DECREASED ENJOYMENT ASK FOR THREE THAT DECREASED ENJOYMENT MOST.

ASPECT (WRITE IN)

REASON

- i) (71)(72)(73)
.....
- ii) (74)(75)(76)
.....
- iii) (77)(78)(79)
.....

Q.14 What else, if anything, decreased your enjoyment of <name of forest> during your most recent visits? IF RESPONDENT STATES WEATHER PROBE FURTHER

OFFICE USE ONLY
(1-8) REPEAT
(9) 3

..... (10)

..... (11)

.....

.....

OFFICE USE ONLY
SKIP 12 - 14

Q.15 Thinking about your most recent visits to <name of forest> and others you may have made in the past, what if anything would you like to see changed or improved to make any future visits more enjoyable?

..... (15)

.....

PROBE What else? (16)

.....

.....

Q.16 Finally, what do you like the most about <name of forest>? IF RESPONDENT STATES 'WEATHER' OR 'SCENERY' PROBE FURTHER

..... (17)

.....

What else? PROBE (18)

.....

.....

COLLECT CLASSIFICATION DETAILS AND THANK RESPONDENT

Interviewed administered (19)