



**OSPREYS' 50th
VISITOR SURVEY
2004**

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CONTENTS

INTRODUCTION	5
SUMMARY	6
Ospreys' 50th Visitor Survey 2004	7
APPENDIX 1: Questionnaire	20
APPENDIX 2: Wigtown Questionnaire	23
APPENDIX 3: Results Tables	24

INTRODUCTION

This report provides results from a visitor survey that took place at osprey viewing visitor centres in Scotland in 2004. The survey was commissioned by a number of agencies responsible for the management of osprey viewing sites. The sites surveyed were at Glentress Visitor Centre, near Peebles (managed by Forestry Commission Scotland); Kailzie Gardens, near Peebles (privately managed); Loch Garten, near Aviemore (managed by RSPB Scotland); and Wigtown Bay (managed by Dumfries and Galloway Council).

Staff at each site carried out the fieldwork. A total of 234 questionnaires were completed - 52 at Glentress, 27 at Kailzie Gardens, 77 at Loch Garten and 78 at Wigtown. This report shows the results from each site. **Where the number of responses to any question is low, results should be treated with caution.** In particular, all results for Kailzie Gardens should be treated with caution.

The questionnaire used in the survey is appended (Appendix 1). There were some variations to the questionnaire for the Wigtown survey. These variations are detailed in Appendix 2.

A full set of results tables are appended (Appendix 3).

SUMMARY

This report provides details from a visitor survey carried out at four osprey viewing centres in Scotland in summer 2004. A total of 234 questionnaires were completed.

Overall, for the four sites surveyed, 234 groups were interviewed

- average group size was 2.7 people
- 54% of visitors were female
- 49% of visitors were aged 25-59, 21% were children
- 62% of respondents had not visited the site in previous years
- 97% rated the overall quality of experience as 'very good' or 'good'
- 84% of respondents had seen an osprey during their visit
- 52% of respondents were leisure tourists

At Glentress, 52 groups were interviewed

- average group size was 2.5 people
- 61% of visitors were female
- 52% of visitors were aged 25-59, 23% were children
- 79% of respondents had not visited the site in previous years
- 94% rated the overall quality of experience as 'very good' or 'good'
- 75% of respondents had seen an osprey during their visit
- 37% of respondents were day visitors, 31% were leisure tourists

At Kailzie Gardens, 27 groups were interviewed

- average group size was 2.3 people
- 53% of visitors were female
- 62% of visitors were aged 25-59, 13% were children
- 67% of respondents had not visited the site in previous years
- 93% rated the overall quality of experience as 'very good' or 'good'
- 78% of respondents had seen an osprey during their visit
- 26% of respondents were day visitors, 48% were leisure tourists

At Loch Garten, 77 groups were interviewed

- average group size was 3.0 people
- 48% of visitors were female
- 52% of visitors were aged 25-59, 20% were children
- 49% of respondents had not visited the site in previous years
- 99% rated the overall quality of experience as 'very good' or 'good'
- 99% of respondents had seen an osprey during their visit
- 83% of respondents were leisure tourists

At Wigtown, 78 groups were interviewed

- average group size was 2.7 people
- 55% of visitors were female
- 41% of visitors were aged 25-59, 24% were children
- 99% rated the overall quality of experience as 'very good' or 'good'
- 77% of respondents had seen an osprey during their visit
- 37% were leisure tourists

Ospreys' 50th Visitor Survey 2004

This survey took place in the summer of 2004 at four sites throughout Scotland with osprey viewing facilities - Glentress, Kailzie Gardens, Loch Garten and Wigtown. A total of 234 forms were returned.

Table 1 shows the number of questionnaires completed at each site.

Table 1: Number of completed questionnaires

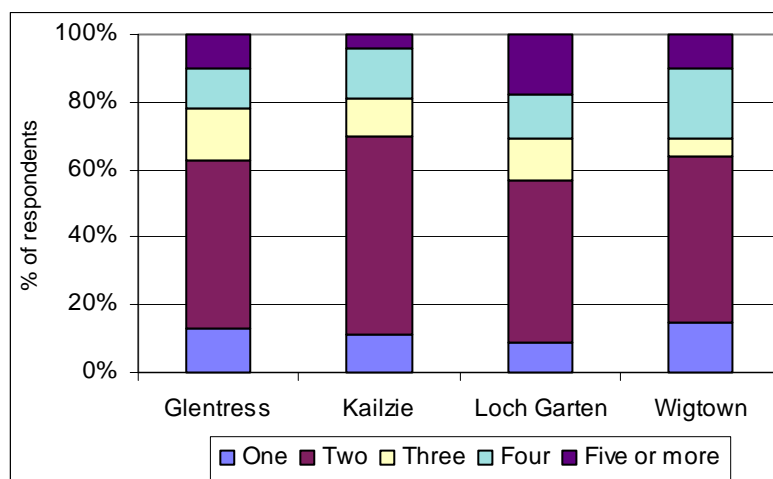
	Number of completed questionnaires	Percentage of number completed
Glentress	52	22
Kailzie Gardens	27	12
Loch Garten	77	33
Wigtown	78	33
Total	234	100

Size of visiting groups

Overall, there were a total of 635 visitors in the groups interviewed, with an average size of 2.7 people per group. The average group size at each site was 2.3 at Kailzie Gardens¹, 2.5 at Glentress, 2.7 at Wigtown and 3.0 at Loch Garten.

Half of respondents (50%) indicated that they were visiting as part of a group of two, while 12% of respondents were visiting on their own. Groups of three (10%), four (16%) and five or more (12%) made up the rest of the visitors. Figure 1 shows the size of the visiting groups at each of the sites.

Figure 1: Size of visiting groups



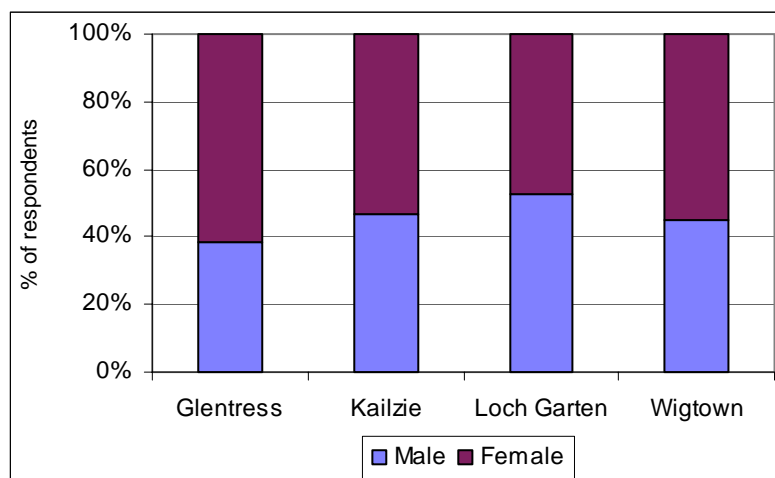
Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

¹ Excluding a large group of 125 visitors at Kailzie Gardens.

Gender of visitors²

Overall, there were more females (54%) than males (46%). At Glentress 61% were female, at Kailzie Gardens 53%, at Loch Garten 48% and at Wigtown 55% (Figure 2).

Figure 2: Gender of visitors

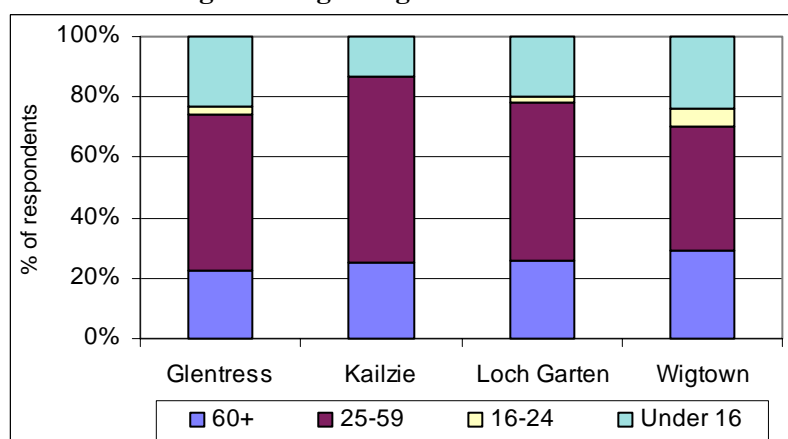


Base: All respondents, excluding one large group at Kailzie (Glentress 52, Kailzie 26, Loch Garten 77, Wigtown 78)

Age of visitors²

In terms of total visitors, the group with the highest number visiting the site was those aged between 25 and 59 years (49%). Senior citizens made up 26% of visitors, while children aged under 16 accounted for 21% of visitors. Young adults aged between 16 and 24 made up the remaining 3% of visitors (Figure 3).

Figure 3: Age range of visitors



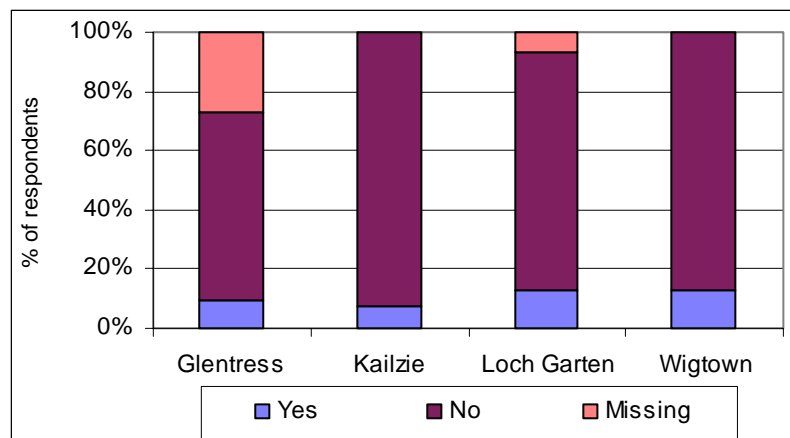
Base: All respondents, excluding one large group at Kailzie (Glentress 52, Kailzie 26, Loch Garten 77, Wigtown 78)

² The figures in this section do not include a large group of 125 visitors at Kailzie Gardens.

Disability/Special Needs

Respondents were asked whether they, or anybody in their group, had a disability or special needs. Overall, one in eight (12%) visitors had a disability or special needs (Figure 4).

Figure 4: Respondents with disability or special needs

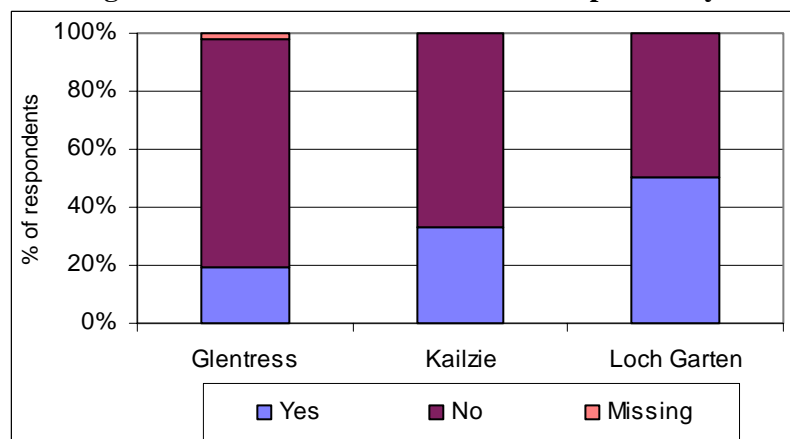


Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

Previous visits

Respondents at Glentress, Kailzie Gardens and Loch Garten were asked if they had visited the osprey viewing centre at that site in previous years. Over a half (51%) of those interviewed at Loch Garten had been to the site in previous years, 33% at Kailzie Gardens and 19% at Glentress (Figure 5).

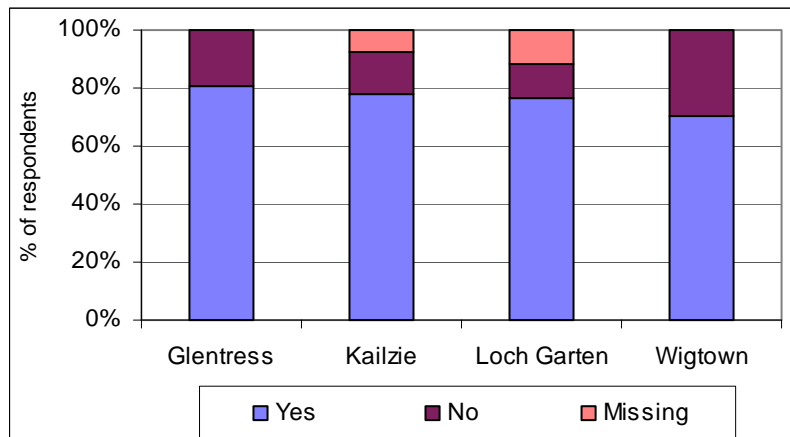
Figure 5: Visitors who had visited site in previous years



Base: All respondents, excluding Wigtown (Glentress 52, Kailzie 27, Loch Garten 77)

Respondents at all four sites were then asked if this was their first visit to the site this osprey viewing season. At each site, between 70% and 80% of respondents said that this was their first visit of the season (Figure 6).

Figure 6: First visit of the season to the site



Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

Finding out about the site

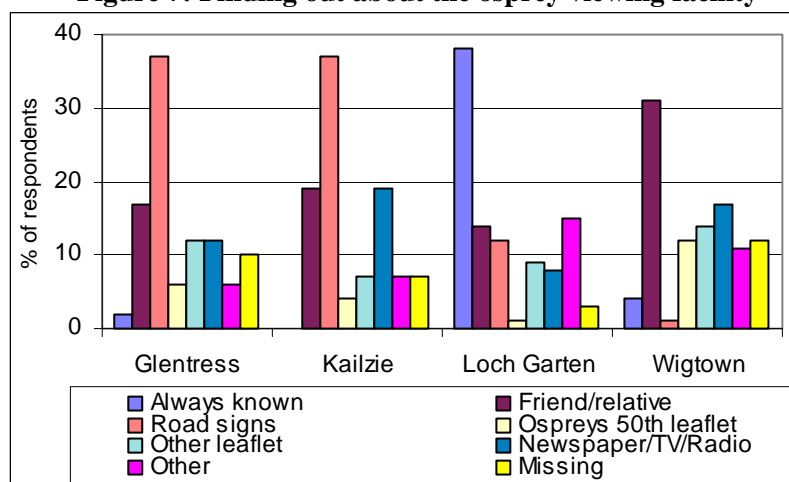
At Glentress, most visitors had found out about the site from road signs (37%). Other sources were friends/relatives (17%), leaflets (not Ospreys' 50th leaflet) (12%) and newspapers/TV/radio (12%).

At Kailzie Gardens, most visitors found out about the site from road signs (37%). A further 19% found out from both friends/relatives and newspapers/TV/radio.

At Loch Garten, 38% of visitors had always known about the site, while 14% found out from friends/relatives and 12% from road signs.

At Wigtown, 31% of visitors found out about the site from friends/relatives, 17% from newspapers/TV/radio and 14% from leaflets (not Ospreys' 50th leaflet).

Figure 7: Finding out about the osprey viewing facility



Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

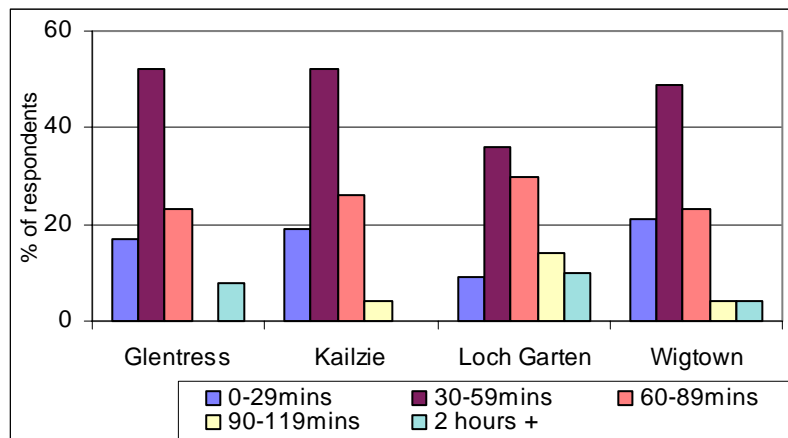
Main purpose of visit

Overall, over three-quarters (76%) visited the site to use the osprey viewing facilities. This ranged from 94% at Loch Garten to 63% at Glentress. At Glentress, walking (13%) and cycling (12%) were the other main activities.

Duration of visit

Respondents were asked how long they had spent at the osprey viewing facility. Overall, nearly half the visitors (46%) spent between half an hour and an hour at the facility, while over one-quarter (26%) stayed between 1 hour and 1½ hours. On average, visitors spent 60 minutes at the Loch Garten viewing facility, 49 minutes at Wigtown, 46 minutes at Glentress and 43 minutes at Kailzie Gardens.

Figure 8: Length of stay at osprey viewing facility

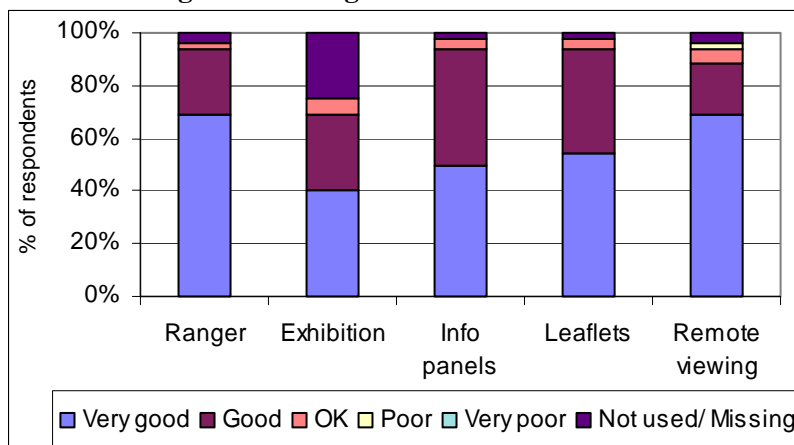


Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

Rating of facilities at Glentress

Nearly all visitors (94%) rated the contact with the on-site ranger as either 'very good' or 'good'. The same proportion rated the information panels and leaflets as either 'very good' or 'good', while 88% of visitors rated the remote viewing as 'very good' or 'good'. A smaller proportion (69%) rated the exhibition as 'very good' or 'good', but a quarter (25%) of respondents did not express an opinion on the exhibition (Figure 9).

Figure 9: Rating of facilities at Glentress

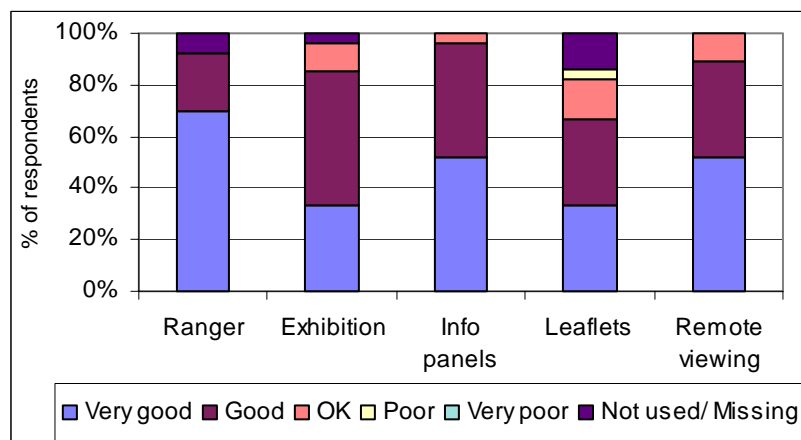


Base: All respondents at Glentress (52)

Rating of facilities at Kailzie Gardens

Over four in five gave a rating of 'very good' or 'good' to contact with the on-site ranger (92%), exhibition (85%), information panels (96%) and remote viewing (89%). Two-thirds (66%) gave a rating of 'very good' or 'good' to the leaflets (Figure 10).

Figure 10: Rating of facilities at Kailzie Gardens

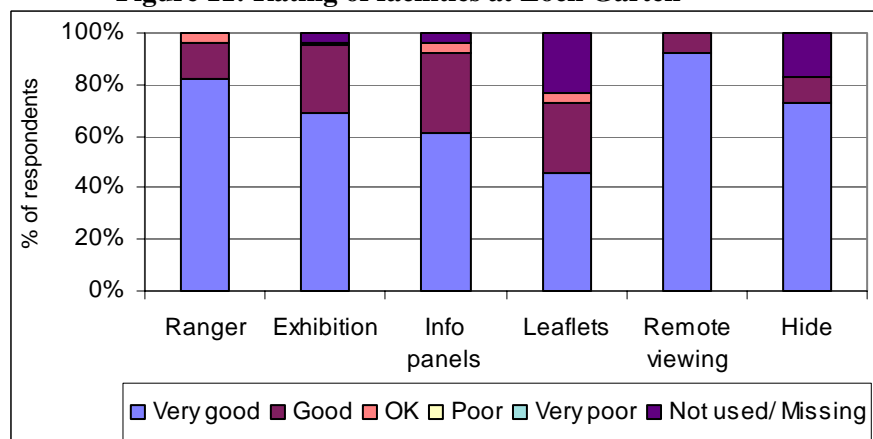


Base: All respondents at Kailzie (27)

Rating of facilities at Loch Garten

Nearly all respondents gave a rating of 'very good' or 'good' to contact with the on-site ranger (97%), exhibition (95%), information panels (92%) and remote viewing (100%). All or nearly all of those who expressed an opinion on the leaflets and the hide rated them as 'very good' or 'good' (Figure 11).

Figure 11: Rating of facilities at Loch Garten

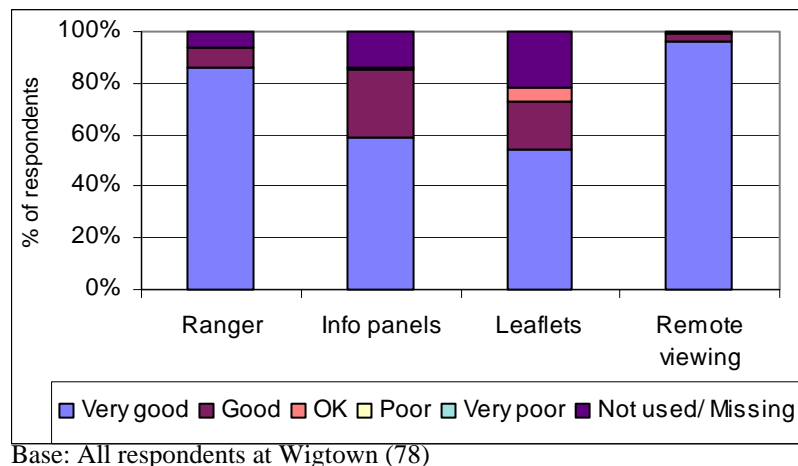


Base: All respondents at Loch Garten (77)

Rating of facilities at Wigtown

Nearly all respondents gave a rating of 'very good' or 'good' to contact with the on-site ranger (94%) and remote viewing (99%). All or nearly all of those who expressed an opinion on the information panels and leaflets rated them as 'very good' or 'good' (Figure 12a).

Figure 12a: Rating of facilities at Wigtown



Those surveyed at Wigtown were also asked to rate the camera room, bookshops, LNR visitors' room and LNR harbour hide.

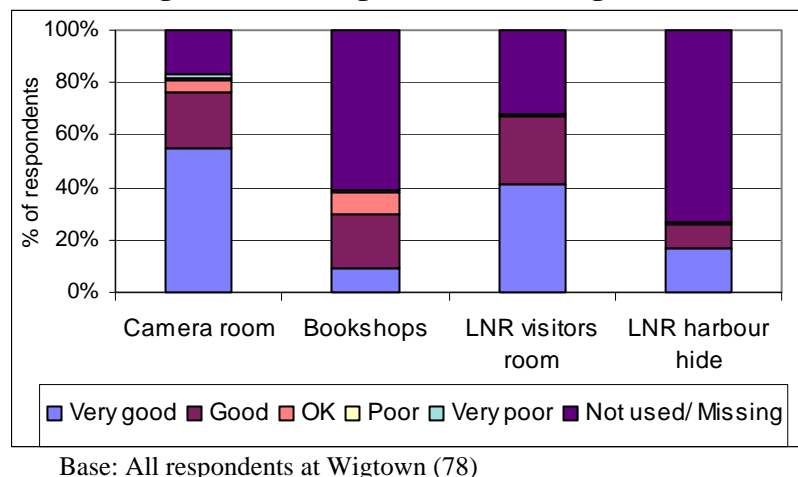
The camera room was rated 'very good' or 'good' by 76% of respondents, while 2% rated it 'very poor' or 'poor'. 17% of those surveyed did not answer this question.

The bookshops were rated 'very good' or 'good' by 30% of respondents, while 1% rated them 'poor'. 40% of those surveyed had not visited the bookshops, while a further 22% did not answer this question.

The LNR visitors' room was rated 'very good' or 'good' by 67% of respondents. 14% of those surveyed had not used the LNR visitors' room, while a further 18% did not answer this question.

The LNR harbour hide was rated 'very good' or 'good' by 26% of respondents'. 56% of those surveyed had not visited the hide, while a further 17% did not answer this question. (Figure 12b)

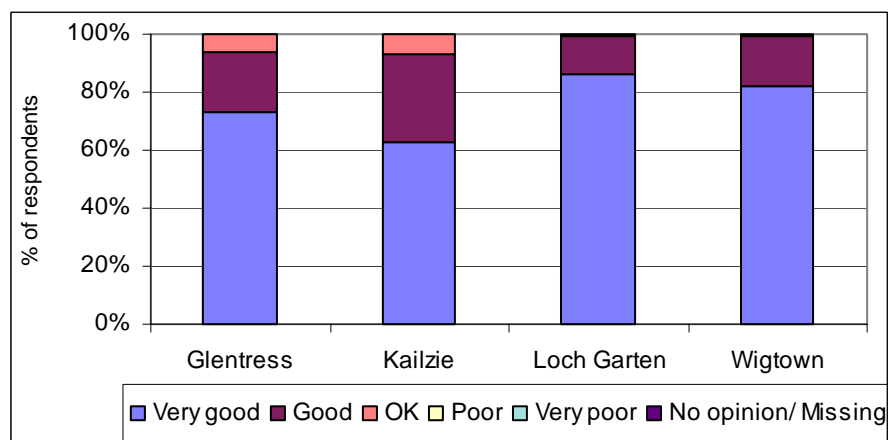
Figure 12b: Rating of facilities at Wigtown



Overall Quality of Experience

At each site, nearly all visitors gave a rating of 'very good' or 'good' to the overall quality of experience - Glentress 94%, Kailzie Gardens 93%, Loch Garten 99% and Wigtown 99% (Figure 13).

Figure 13: Overall quality of experience



Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

Improvements

Respondents were asked to suggest one improvement they would like to see to the site they were visiting. The responses were grouped together in broad categories, as in Table 2.

At Glentress, nearly a half (48%) of suggestions were concerned with the viewing facilities, while at Kailzie Gardens all seven responses were about ways of improving the facilities at the viewing centre.

At Loch Garten, the need for improvements to the provision of refreshments was the most popular issue (39%), while improvements to the viewing facility (26%) and to the signs and other methods of providing information (21%) were suggested.

At Wigtown, half of those who responded to this question raised the issues of the size of the viewing facility (31%) and the lack of seating and a lift (19%). Again, improvements to signs and other methods of providing information (23%) were suggested.

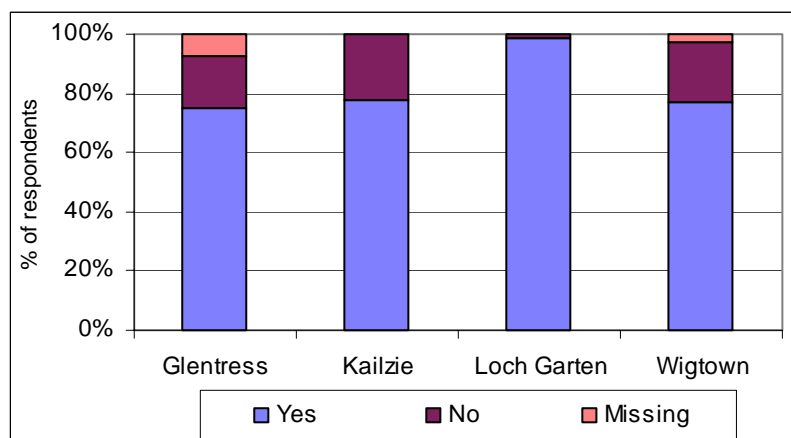
Table 2: Suggested improvements to sites

	Glentress		Kailzie Gardens		Loch Garten		Wigtown	
	No.	%	No.	%	No.	%	No.	%
Viewing facilities	12	48	7	100	10	26	11	18
Signs/information	3	12	0	0	8	21	14	23
Refreshments	0	0	0	0	15	39	1	2
Toilets	1	4	0	0	5	13	0	0
Parking	3	12	0	0	0	0	0	0
Size of viewing facility	0	0	0	0	0	0	19	31
Seating/lift	0	0	0	0	0	0	12	19
Other	6	24	0	0	0	0	5	8
Total	25	100	7	100	38	100	62	100

Osprey sightings

Visitors were asked whether they had seen an osprey at the site that day. At Glentress, Kailzie Gardens and Wigtown around three-quarters of respondents had seen an osprey, while at Loch Garten nearly all (99%) had seen an osprey (Figure 14).

Figure 14: Respondents who had seen an osprey at the site that day



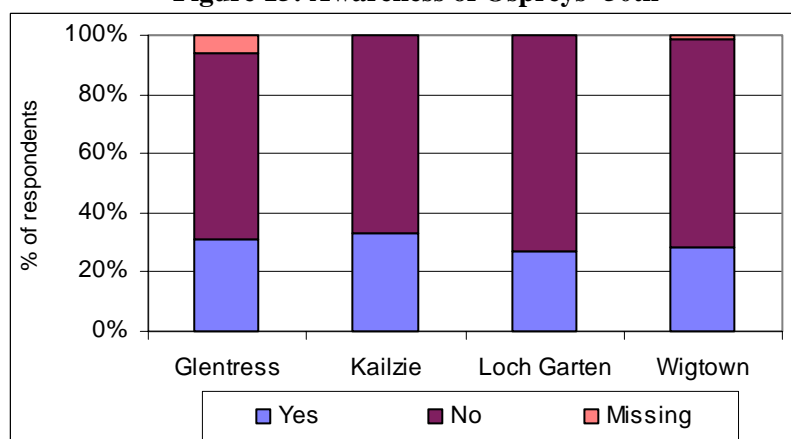
Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

Nearly half of all respondents (46%) had seen an osprey in the wild in Scotland before, while 15% had seen one in the wild outside Scotland. 42% had seen ospreys on television, 24% in newspapers and 16% on a CCTV screen or a webcam. One in five (20%) had never seen an osprey before.

Awareness of the Ospreys' 50th Project

At each site, around 30% of respondents were aware of the Ospreys' 50th project before their visit that day (Figure 15).

Figure 15: Awareness of Ospreys' 50th



Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

When asked which of several options they thought the project was about, two-thirds (66%) said they thought it was a celebration of the 50th anniversary of the return of ospreys to Scotland. Nearly a quarter (24%) thought it was a project to protect the osprey, while over one in five (21%) said they did not know what the project was about.

Visits to other Ospreys' 50th project sites

Respondents were asked which other Ospreys' 50th project sites they had visited in 2004 and in previous years.

Table 3 shows the number of visitors who had already been to other osprey viewing sites in 2004. There were a large number of non-responses to this question at most survey sites, so figures should be treated with caution. Many of those surveyed stated they had not been to any other osprey viewing sites in 2004. 17% of visitors to Glentress had been to the osprey-viewing site at Loch Garten.

Table 3: Other Ospreys' 50th sites visited in 2004

	Glentress		Kailzie Gardens		Loch Garten		Wigtown	
	No.	%	No.	%	No.	%	No.	%
Glentress	-	-	2	7	1	1	0	0
Kailzie Gardens	3	6	-	-	2	3	0	0
Loch Garten	9	17	2	7	-	-	0	0
Wigtown	0	0	0	0	2	3	-	-
David Marshall Lodge	0	0	1	4	1	1	1	1
Loch of the Lowes	3	6	1	4	1	1	1	1
None of these	14	27	8	30	28	36	66	85

Table 4 shows the number of visitors who had been to other osprey viewing sites in previous years. Again, there were a number of non-responses to this question at some sites, so figures should be treated with caution. Loch Garten was the most popular site with visitors to the other three sites. At Kailzie Gardens, 37% of visitors had been to the osprey viewing facilities at Loch Garten in previous years, while the figures at Glentress and Wigtown were 29% and 27% respectively.

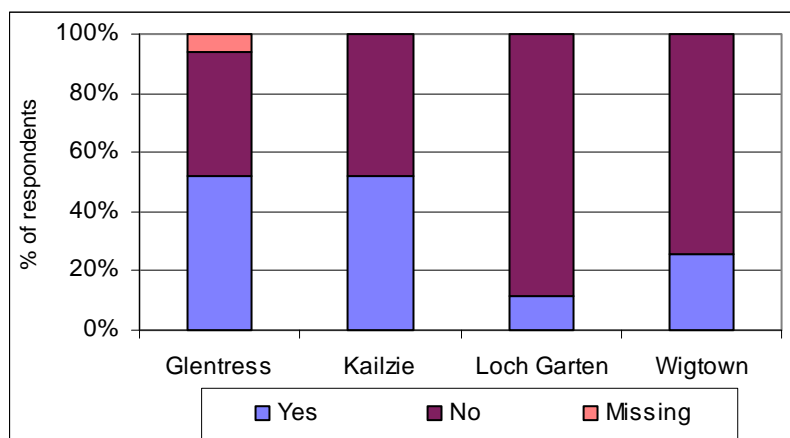
Table 4: Other Ospreys' 50th sites visited in previous years

	Glentress		Kailzie Gardens		Loch Garten		Wigtown	
	No.	%	No.	%	No.	%	No.	%
Glentress	-	-	2	7	0	0	1	1
Kailzie Gardens	3	6	-	-	0	0	2	3
Loch Garten	15	29	10	37	-	-	21	27
Wigtown	0	0	0	0	0	0	-	-
David Marshall Lodge	3	6	2	7	3	4	3	4
Loch of the Lowes	6	12	4	15	8	10	8	10
None of these	10	19	5	19	20	26	49	63

Type of visitor

Overall, 30% of respondents had travelled from home, ranging from 12% at Loch Garten to 52% at both Glentress and Kailzie Gardens (Figure 16).

Figure 16: Visitors who travelled from home

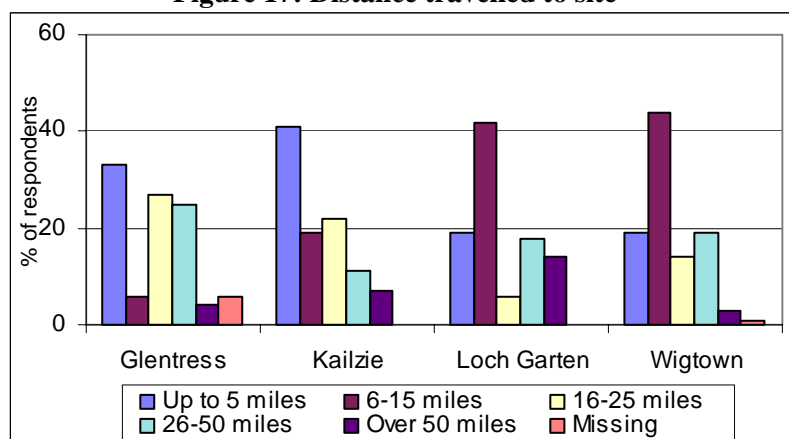


Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

Of those who were staying away from home, hotel accommodation was the most popular with visitors to Glentress (36%) and Kailzie Gardens (31%). At Loch Garten, self-catering accommodation (31%) and camping/caravanning (26%) were the most popular. Similarly, at Wigtown, self-catering accommodation (24%) and camping/caravanning (36%) accounted for most visitors to the area.

At Kailzie Gardens, Loch Garten and Wigtown, around 60% of visitors travelled 15 miles or less to get to the site. At Glentress, under two in five respondents (39%) travelled 15 miles or less, while 27% travelled 16-25 miles and a further 25% travelled 26-50 miles (Figure 17).

Figure 17: Distance travelled to site



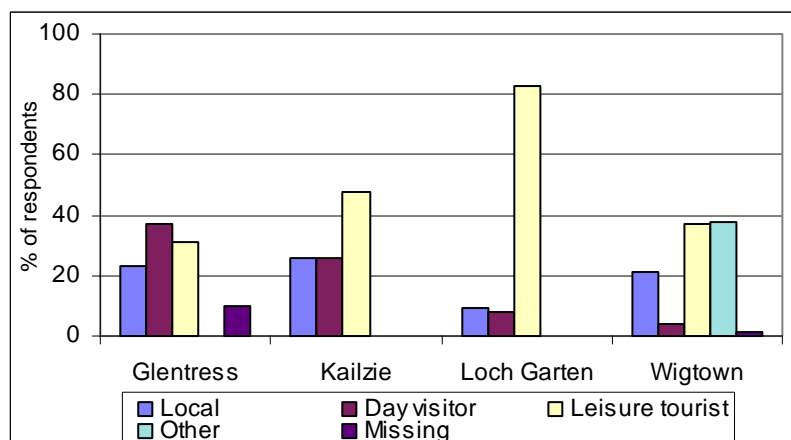
Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

Overall, 90% of visitors travelled to the site in a car or van, ranging from 86% at Wigtown to 95% at Loch Garten. At Wigtown, 10% of visitors travelled on foot to the site.

Under one-fifth of those surveyed (18%) described themselves as locals, with a similar proportion (15%) describing themselves as day visitors from home. Over a half (52%) described themselves as leisure tourists.

The proportion of locals varied from 9% at Loch Garten to 26% at Kailzie Gardens. Day visitors varied from 4% at Wigtown to 37% at Glentress. Leisure tourists varied from 31% at Glentress to 83% at Loch Garten. At Wigtown, two extra options were included in the questionnaire. 17% of respondents in Wigtown described themselves as 'honorary residents' and the same proportion as 'in the area on a break'. These are shown in Figure 18 as 'Others'.

Figure 18: Type of visitor



Base: All respondents (Glentress 52, Kailzie 27, Loch Garten 77, Wigtown 78)

Visitor profile

All of those interviewed were asked to provide their full home postcode. Around half of respondents (54%) 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 the Osprey 50th sites is generally highest amongst those from the most prosperous communities (group 1) and lowest for those from low income communities (group 5).

Table 5: ACORN coded postcodes

ACORN Group	UK Pop'n Base (%)	Survey (%)	Index
1. Affluent Achievers			
1.A Wealthy Executives	7.4	13.4	181
1.B Affluent Greys	7.8	12.6	162
1.C Flourishing Families	8.1	15.7	194
2. Urban Prosperity			
2.D Prosperous Professionals	2.3	6.3	274
2.E Educated Urbanites	5.4	3.1	57
2.F Aspiring Singles	4.2	0.0	0
3. Comfortably Off			
3.G Starting Out	2.7	1.6	59
3.H Secure Families	14.8	15.7	106
3.I Settled Suburbia	6.5	4.7	72
3.J Prudent Pensioners	3.3	6.3	191
4. Moderate Means			
4.K Asian Communities	1.1	0.0	0
4.L Post Industrial Families	4.2	4.7	112
4.M Blue Collar Roots	8.9	3.9	44
5. Hard Pressed			
5.N Struggling Families	13.4	6.3	47
5.O Burdened Singles	5.2	3.1	60
5.P High Rise Hardship	2.3	1.6	70
5.Q Inner City Adversity	2.2	0.8	36
Unclassified	0.4	0.0	0

Base: All respondents who provided a valid postcode (127)

APPENDIX 1 – SURVEY QUESTIONNAIRE

Name of Ospreys' 50th Centre that interview is taking place at:

Date

OSPREYS' 50TH VISITOR CENTRE SURVEY QUESTIONNAIRE

Time

Hello; I am carrying out a survey for the Ospreys' 50th Project on behalf of the Forestry Commission Scotland or RSPB or SWT or Kailzie Gardens or Dumfries & Galloway Council. Can you please spare a few minutes to answer some questions?

1. Have you been to this osprey viewing centre in previous years?

Circle One

Yes	1
No	2

4. How long in total did you stay at the osprey viewing facility today?

hours	mins

1a. Is this your first visit this year to this osprey viewing centre?

Circle One

Yes	1	<i>Skip to Q2</i>
No	2	<i>Ask Q1b</i>

5. I would like you to rate any of the facilities that you have used here today, using 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
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1b. How often during the viewing season do you visit this osprey viewing facility?

Circle one

Most days	1
1-3 times a week	2
1-3 times a month	3
Once per season	4

Contact with on-site information assistant / ranger / volunteer	1	2	3	4	5	6
--	---	---	---	---	---	---

2. How did you first find out about this osprey viewing facility?

(if answer 4 - 8 ask Q2a, all others skip to Q3)

Circle One

Always known	1
Friend/ relation	2
Road signs	3
Ospreys' 50 th leaflet	4
Other leaflet	5
Local guide book or map	6
Exhibitions/ displays	7
Newspaper/ TV/ Radio	8
Other	9

Please specify _____

Exhibition	1	2	3	4	5	6
Information Panels	1	2	3	4	5	6
Leaflets	1	2	3	4	5	6
Remote viewing CCTV screen	1	2	3	4	5	6
Hide (if available)	1	2	3	4	5	6
Other	1	2	3	4	5	6

(Specify)

2a. Can you say where you saw it? *(i.e. where picked up leaflet, which guide book/map, exhibition, TV/radio programme or newspaper)*

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

Circle one

Osprey Viewing	1
Walking	2
Cycling	3
Fresh air/ exercise	4
Watch other wildlife/ birds	5
Relax/ picnic	6
Other	7

Specify | _____ |

6. What did you think of the overall quality of your experience at the osprey viewing facility today?

Circle One

Very Good	1
Good	2
OK	3
Poor	4
Very Poor	5
No opinion	6

7. If we could improve just one thing here, what would that be?

8. Did you see an osprey during your visit today?

Circle One

Yes 1
No 2

9. Before today, where had you seen an osprey?

Circle all

In the wild – in Scotland 1
In the wild – elsewhere 2
On a CCTV camera / webcam 3
On television 4
In newspapers 5
Other (Specify where below) 6

Never seen an osprey before 7

10. Were you aware of the Ospreys' 50th Project before your visit today?

Circle One

Yes 1
No 2

11. What do you think the Ospreys' 50th Project is about?

Circle All

Celebrating 50 years since the return of the Osprey to Scotland 1
Protecting Ospreys 2
An eco-tourism project 3
Other 4

Specify

Don't Know 5

12. Which, if any, other Ospreys' 50th viewing sites have you visited? (Exclude site where the interview is taking place.)

Circle All

	This Year	Previous Years
Forestry Commission Scotland's David Marshall Lodge Visitor Centre in Aberfoyle	1	8
RSPB's Loch Garten Reserve	2	9

	This Year	Previous Years
<i>Circle All</i> Forestry Commission Scotland's Glentress Visitor Centre	3	10
Kailzie Gardens near Peebles	4	11
Scottish Wildlife Trust's Loch of the Lowes Reserve	5	12
Dumfries & Galloway Council's centre in Wigtown	6	13
None of these	7	14

13. Have you travelled from home today?

Circle One

Yes 1 *Skip to Q14*
No 2 *Ask Q13a*

13a. What type of accommodation did you stay in last night?

Circle one

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

14. 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

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

Circle one

Car/ van 1
Minibus/ coach 2
Public transport 3
Bicycle 4
On foot 5
Other 6

16. Which term best describes you?

Circle one

- Local to the area **1**
- Day visitor **2**
- Leisure Tourist **3**
- Business Tourist **4**
- Other (*specify below*) **5**

17. 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 Q17a.

17a. (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)

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

Circle One

- Yes **1** *Ask 16a*
- No **2** *Skip to end*

18a. What type of special need is it?

Circle all

- Sight **1**
- Hearing **2**
- Mobility **3**
- Other **4**

Specify

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

Please indicate below the age of the group – **don't ask!**

Group size - Please enter number of people in each category in each box

Male		Female
<input style="width: 50px; height: 25px;" type="text"/>	Senior Citizens (Age 60+)	<input style="width: 50px; height: 25px;" type="text"/>
<input style="width: 50px; height: 25px;" type="text"/>	Other Adults (Age 25-59)	<input style="width: 50px; height: 25px;" type="text"/>
<input style="width: 50px; height: 25px;" type="text"/>	Young Adults (Age 16-24)	<input style="width: 50px; height: 25px;" type="text"/>
<input style="width: 50px; height: 25px;" type="text"/>	Children (Under 16)	<input style="width: 50px; height: 25px;" type="text"/>

APPENDIX 2 - Wigtown Questionnaire

The questionnaire used at Wigtown differed from that used at the other sites as follows:

Question 1 not asked

Question 2 extra options - TIC
Accommodation provider
Word of mouth

Question 3 extra options - Book town or books
Local nature reserve

Question 5 extra options - Camera room
Book shops
LNR visitors' room
LNR harbour hide

Question 16 extra options - Honorary resident
Visitor to Dumfries & Galloway on a break

APPENDIX 3 – Results Tables

Number of questionnaires

	No.
Glentress	52
Kailzie Gardens	27
Loch Garten	77
Wigtown	78
Total	234

Group size

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
1	7	13	3	11	7	9	12	15	29	12
2	26	50	16	59	37	48	38	49	117	50
3	8	15	3	11	9	12	4	5	24	10
4	6	12	4	15	10	13	16	21	36	15
5	5	10	0	0	8	10	5	6	18	8
6	0	0	0	0	3	4	2	3	5	2
7	0	0	0	0	2	3	0	0	2	1
11	0	0	0	0	1	1	1	1	2	1
125	0	0	1	4	0	0	0	0	1	0
Total	52	100	27	100	77	100	78	100	234	100

Number of males

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
0	12	23	4	15	10	13	11	14	37	16
1	33	63	17	63	40	52	45	58	135	58
2	3	6	4	15	15	19	18	23	40	17
3	4	8	1	4	6	8	2	3	13	6
4	0	0	0	0	4	5	2	3	6	3
6	0	0	0	0	1	1	0	0	1	0
11	0	0	0	0	1	1	0	0	1	0
65	0	0	1	4	0	0	0	0	1	0
Total	52	100	27	100	77	100	78	100	234	100

Number of females

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
0	5	10	2	7	5	6	8	10	20	9
1	25	48	17	63	46	60	40	51	128	55
2	14	27	6	22	17	22	19	24	56	24
3	5	10	1	4	7	9	8	10	21	9
4	2	4	0	0	1	1	2	3	5	2
5	1	2	0	0	1	1	0	0	2	1
7	0	0	0	0	0	0	1	1	1	0
60	0	0	1	4	0	0	0	0	1	0
Total	52	100	27	100	77	100	78	100	234	100

Number of senior citizens (60+)

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
0	35	67	17	63	53	69	44	56	149	64
1	6	12	5	19	8	10	10	13	29	12
2	9	17	3	11	8	10	22	28	42	18
3	2	4	0	0	3	4	0	0	5	2
4	0	0	1	4	4	5	2	3	7	3
11	0	0	0	0	1	1	0	0	1	0
125	0	0	1	4	0	0	0	0	1	0
Total	52	100	27	100	77	100	78	100	234	100

Number of adults (25-59)

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
0	13	25	8	30	15	19	32	41	68	29
1	12	23	3	11	12	16	13	17	40	17
2	26	50	15	56	45	58	29	37	115	49
3	0	0	0	0	3	4	2	3	5	2
4	1	2	1	4	0	0	1	1	3	1
5	0	0	0	0	2	3	0	0	2	1
6	0	0	0	0	0	0	1	1	1	0
Total	52	100	27	100	77	100	78	100	234	100

Number of young adults (16-24)

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
0	49	94	27	100	73	95	72	92	221	94
1	3	6	0	0	4	5	3	4	10	4
2	0	0	0	0	0	0	2	3	2	1
5	0	0	0	0	0	0	1	1	1	0
Total	52	100	27	100	77	100	78	100	234	100

Number of children (under 16)

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
0	36	69	21	78	56	73	52	67	165	71
1	5	10	4	15	7	9	5	6	21	9
2	8	15	2	7	6	8	17	22	33	14
3	2	4	0	0	5	6	4	5	11	5
4	1	2	0	0	3	4	0	0	4	2
Total	52	100	27	100	77	100	78	100	234	100

1. Have you been to this osprey viewing centre in previous years?

(Not asked in Wigtown)

	Glentress		Kailzie		Loch Garten		Total	
	No.	%	No.	%	No.	%	No.	%
Yes	10	19	9	33	39	51	58	37
No	42	81	18	67	38	49	98	63
Total	52	100	27	100	77	100	234	100

1a. Is this your first visit this year to this osprey viewing centre?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	43	83	21	78	59	77	55	71	178	76
No	9	17	4	15	9	12	23	29	45	19
Missing	0	0	2	7	9	12	0	0	11	5
Total	52	100	27	100	77	100	78	100	234	100

(Of those who had already visited this season)

1b. How often during the viewing season do you visit this osprey viewing centre?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Most days	1	2	0	0	1	2	0	0	2	1
1-3 times a month	2	5	0	0	2	3	0	0	4	2
Once per season	14	33	2	10	17	29	22	40	55	31
Missing	26	60	19	90	39	66	33	60	117	66
Total	43	100	21	100	59	100	55	100	178	100

2. How did you first find out about this osprey viewing facility?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Always known	1	2	0	0	29	38	3	4	33	14
Friend/relation	10	19	5	19	11	14	24	31	50	21
Road signs	19	37	10	37	9	12	1	1	39	17
Ospreys 50 th leaflet	3	6	1	4	1	1	9	12	14	6
Other leaflet	6	12	2	7	7	9	11	14	26	11
Local guidebook or map	1	2	0	0	4	5	0	0	5	2
Newspaper, TV, Radio	6	12	5	19	6	8	13	17	30	13
Tourist Info Centre	0	0	0	0	0	0	3	4	3	1
Word of mouth	0	0	0	0	0	0	2	3	2	1
Other	2	4	2	7	8	10	3	4	15	6
Missing	4	8	2	7	2	3	9	12	17	7
Total	52	100	27	100	77	100	78	100	234	100

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

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Osprey viewing	34	65	22	81	72	94	52	67	180	77
Walking	7	13	1	4	0	0	3	4	11	5
Cycling	6	12	0	0	0	0	1	1	7	3
Fresh air/exercise	0	0	0	0	1	1	2	3	3	1
Watch wildlife /birds	0	0	0	0	1	1	3	4	4	2
Relax/picnic	2	4	0	0	1	1	3	4	6	3
Book town or books (Wigtown)	0	0	0	0	0	0	5	6	5	2
Other	1	2	3	11	1	1	8	10	13	6
Missing	2	4	1	4	1	1	1	1	5	2
Total	52	100	27	100	77	100	78	100	234	100

4. How long in total did you stay at the osprey viewing facility today?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
0-29 minutes	9	17	5	19	7	9	16	21	37	16
30-59 minutes	27	52	14	52	28	36	38	49	107	46
60-89 minutes	12	23	7	26	23	30	18	23	60	26
90-119 minutes	0	0	1	4	11	14	3	4	15	6
2 hours plus	4	8	0	0	8	10	3	4	15	6
Total	52	100	27	100	77	100	78	100	234	100

5. How did you rate the contact with the on-site ranger?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Very good	36	69	19	70	64	83	67	86	186	79
Good	13	25	6	22	11	14	6	8	36	15
OK	1	2	0	0	2	3	0	0	3	1
Poor	0	0	0	0	0	0	0	0	0	0
Very poor	0	0	0	0	0	0	0	0	0	0
Not used	0	0	1	4	0	0	3	4	4	2
Missing	2	4	1	4	0	0	2	3	5	2
Total	52	100	27	100	77	100	78	100	234	100

5. How did you rate the exhibition?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Very good	21	40	9	33	54	70	0	0	84	36
Good	15	29	14	52	19	25	1	1	49	21
OK	3	6	3	11	1	1	0	0	7	3
Poor	0	0	0	0	0	0	0	0	0	0
Very poor	0	0	0	0	0	0	0	0	0	0
Not used	3	6	0	0	3	4	0	0	6	3
Missing	10	19	1	4	0	0	77	99	88	38
Total	52	100	27	100	77	100	78	100	234	100

5. How did you rate the information panels?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Very good	26	50	14	52	47	16	46	59	133	57
Good	23	44	12	44	24	31	20	26	79	34
OK	2	4	1	4	3	4	1	1	7	3
Poor	0	0	0	0	0	0	0	0	0	0
Very poor	0	0	0	0	0	0	0	0	0	0
Not used	0	0	0	0	3	4	7	9	10	4
Missing	1	2	0	0	0	0	4	5	5	2
Total	52	100	27	100	77	100	78	100	234	100

5. How did you rate the leaflets?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Very good	28	54	9	33	35	45	42	54	114	49
Good	21	40	9	33	21	27	15	19	66	28
OK	2	4	4	15	3	4	4	5	13	6
Poor	0	0	1	4	0	0	0	0	1	0
Very poor	0	0	0	0	0	0	0	0	0	0
Not used	0	0	2	7	17	22	13	17	32	14
Missing	1	2	2	7	1	1	4	5	8	3
Total	52	100	27	100	77	100	78	100	234	100

5. How did you rate the remote viewing?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Very good	36	69	14	52	71	92	75	96	196	84
Good	10	19	10	37	6	8	2	3	28	12
OK	3	6	3	11	0	0	0	0	6	3
Poor	1	2	0	0	0	0	0	0	1	0
Very poor	0	0	0	0	0	0	0	0	0	0
Not used	1	2	0	0	0	0	0	0	1	0
Missing	1	2	0	0	0	0	1	1	2	1
Total	52	100	27	100	77	100	78	100	234	100

5. How did you rate the hide?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Very good	1	2	2	7	56	73	1	1	60	26
Good	0	0	0	0	8	10	0	0	8	3
OK	0	0	0	0	0	0	0	0	0	0
Poor	0	0	0	0	0	0	0	0	0	0
Very poor	0	0	0	0	0	0	0	0	0	0
Not used	2	4	1	4	2	3	1	1	6	3
Missing	49	94	24	89	11	14	76	97	160	68
Total	52	100	27	100	77	100	78	100	234	100

5. How did you rate the camera room? (Wigtown only)

	Wigtown	
	No.	%
Very good	43	55
Good	16	21
OK	4	5
Poor	1	1
Very poor	1	1
Not used	0	0
Missing	13	17
Total	78	100

5. How did you rate the bookshops? (Wigtown only)

	Wigtown	
	No.	%
Very good	7	9
Good	16	21
OK	6	8
Poor	1	1
Very poor	0	0
Not used	31	40
Missing	17	22
Total	78	100

5. How did you rate the LNR visitors room? (Wigtown only)

	Wigtown	
	No.	%
Very good	32	41
Good	20	26
OK	1	1
Poor	0	0
Very poor	0	0
Not used	11	14
Missing	14	18
Total	78	100

5. How did you rate the LNR harbour hide? (Wigtown only)

	Wigtown	
	No.	%
Very good	13	17
Good	7	9
OK	1	1
Poor	0	0
Very poor	0	0
Not used	44	56
Missing	13	17
Total	78	100

6. What did you think of the overall quality of your experience at the osprey viewing facility today?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Very good	38	73	17	63	66	86	64	82	185	79
Good	11	21	8	30	10	13	13	17	42	18
OK	3	6	2	7	0	0	0	0	5	2
Poor	0	0	0	0	0	0	0	0	0	0
Very poor	0	0	0	0	0	0	0	0	0	0
No opinion	0	0	0	0	0	0	1	1	1	0
Missing	0	0	0	0	1	1	0	0	1	0
Total	52	100	27	100	77	100	78	100	234	100

8. Did you see an osprey during your visit today?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	39	75	21	78	76	99	60	77	196	84
No	9	17	6	22	1	1	16	21	32	14
Missing	4	8	0	0	0	0	2	3	6	3
Total	52	100	27	100	77	100	78	100	234	100

9. Before today had you seen an osprey? (Includes multiple responses)

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
In the wild - in Scotland	26	50	9	33	41	53	31	40	107	46
In the wild - elsewhere	7	13	4	15	12	16	13	17	36	15
On CCTV/webcam	11	21	13	48	4	5	10	13	38	16
On television	25	48	17	63	28	36	29	37	99	42
In newspapers	16	31	8	30	11	14	21	27	56	24
Other	1	2	0	0	0	0	6	8	7	3
Never seen osprey before	9	17	3	11	13	17	21	27	46	20
Missing	3	6	1	4	0	0	2	3	6	3

10. Were you aware of the Ospreys 50th project before your visit today?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	16	31	9	33	21	27	22	28	68	29
No	33	63	18	67	56	73	55	71	162	69
Missing	3	6	0	0	0	0	1	1	4	2
Total	52	100	27	100	77	100	78	100	234	100

11. What do you think the Ospreys 50th project is about? (Includes multiple responses)

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Celebrating 50 years since return to Scotland	31	60	23	85	52	68	49	63	155	66
Protecting ospreys	22	42	10	37	9	12	15	19	56	24
Eco-tourism project	5	10	6	22	4	5	10	13	25	11
Other	0	0	0	0	1	1	7	9	8	3
Don't know	4	8	1	4	20	26	24	31	49	21
Missing	4	8	0	0	1	1	1	1	6	3

12. What other Ospreys 50th project sites have you visited this year? (Includes multiple responses)

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
David Marshall Lodge	0	0	1	5	1	1	1	1	3	2
Loch Garten Reserve	9	27	2	11	32	48	0	0	43	23
Glentress VC	4	12	2	11	1	1	0	0	7	4
Kailzie Gardens	3	9	5	26	2	3	0	0	10	5
Loch of the Lowes Reserve	3	9	1	5	1	1	1	1	6	3
D&G Council Centre	0	0	0	0	2	3	0	0	2	1
None of these	14	42	8	42	28	42	66	97	116	62
Total	33	100	19	100	67	100	68	100	187	100

12. What other Ospreys 50th project sites have you visited in previous year? (Includes multiple responses)

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
David Marshall Lodge	3	8	2	8	3	8	3	4	11	6
Loch Garten Reserve	15	39	10	38	6	16	21	25	52	28
Glentress VC	1	3	2	8	0	0	1	1	4	2
Kailzie Gardens	3	8	3	12	0	0	2	2	8	4
Loch of the Lowes Reserve	6	16	4	15	8	22	8	10	26	14
None of these	10	26	5	19	20	54	49	58	84	45
Total	38	100	26	100	37	100	84	100	185	100

13. Have you travelled from home today?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	27	52	14	52	9	12	20	26	70	30
No	22	42	13	48	68	88	58	74	161	69
Missing	3	6	0	0	0	0	0	0	3	1
Total	52	100	27	100	77	100	78	100	234	100

(Of those who are staying away from home)

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

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
B&B/Guesthouse	1	5	3	23	12	18	5	9	21	13
Hotel	8	36	4	31	11	16	1	2	24	15
Camping/Caravan	4	18	3	23	18	26	21	36	46	29
Friends/relatives	3	14	2	15	1	1	9	16	15	9
Youth hostel	1	5	0	0	3	4	1	2	5	3
Self catering	2	9	1	8	21	31	14	24	38	24
Other	0	0	0	0	2	3	5	9	7	4
Missing	3	14	0	0	0	0	2	3	5	3
Total	22	100	13	100	68	100	58	100	161	100

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

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Up to 5 miles	17	33	11	41	15	19	15	19	58	25
6-15 miles	3	6	5	19	32	42	34	44	74	32
16-25 miles	14	27	6	22	5	6	11	14	36	15
26-50 miles	13	25	3	11	14	18	15	19	45	19
Over 50 miles	2	4	2	7	11	14	2	3	17	7
Missing	3	6	0	0	0	0	1	1	4	2
Total	52	100	27	100	77	100	78	100	234	100

15. What was the main type of transport you used to get here today?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Car/van	46	88	25	93	73	95	67	86	211	90
Minibus/coach	1	2	0	0	0	0	1	1	2	1
Public transport	0	0	0	0	1	1	0	0	1	0
Bicycle	1	2	2	7	0	0	0	0	3	1
On foot	1	2	0	0	2	3	8	10	11	5
Other	0	0	0	0	1	1	1	1	2	1
Missing	3	6	0	0	0	0	1	1	4	2
Total	52	100	27	100	77	100	78	100	234	100

16. Which term best describes you?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Local to area	12	23	7	26	7	9	16	21	42	18
Day visitor	19	37	7	26	6	8	3	4	35	15
Leisure tourist	16	31	13	48	64	83	29	37	122	52
Honorary resident (Wigtown)	0	0	0	0	0	0	13	17	13	6
In area on a break (Wigtown)	0	0	0	0	0	0	13	17	13	6
Other	0	0	0	0	0	0	3	4	3	1
Missing	5	10	0	0	0	0	1	1	6	3
Total	52	100	27	100	77	100	78	100	234	100

18. Do you (of anybody in your group) have any disability or special needs?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	5	10	2	7	10	13	10	13	27	12
No	33	63	25	93	62	81	68	87	188	80
Missing	14	27	0	0	5	6	0	0	19	8
Total	52	100	27	100	77	100	78	100	234	100

(Only groups that include someone with a disability/special need includes multiple responses)

18a. What type of special need is it?

	Glentress		Kailzie		Loch Garten		Wigtown		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Sight	1	14	0	0	1	9	0	0	2	6
Hearing	1	14	0	0	1	9	0	0	2	6
Mobility	3	43	2	100	6	55	9	82	20	65
Other	1	14	0	0	1	9	1	9	3	10
Missing	1	14	0	0	2	18	1	9	4	13
Total	7	100	2	100	11	100	11	100	31	100