

FOREST VISITOR SURVEYS 2008

Gilly Diggins/ Natalie Jamieson
Economics & Statistics
Forestry Commission
October 2009

CONTENTS

1. INTRODUCTION.....	3
2. LOCAL VISITOR SURVEYS	4
2.1. SCOTLAND.....	4
EVENTS EVALUATION.....	4
VISITOR CENTRE FEEDBACK.....	5
CHRISTMAS SURVEY	6
3. OTHER SURVEYS	7
3.1. QUALITY OF EXPERIENCE SURVEYS	7
BEDGEBURY FOREST (Quality of Experience)	7
THETFORD FOREST (Quality of Experience).....	8
WYRE FOREST (Quality of Experience).....	9
CWMCARN CENTRE / FOREST DRIVE (Quality of Experience).....	10
3.2 ACTIVE ENGLAND – THE WOODLAND PROJECTS	11
BEDGEBURY NATIONAL PINETUM / FOREST (Active England)	12
GREAT WESTERN COMMUNITY FOREST (Active England).....	13
HALDON FOREST PARK (Active England)	15
ROSLISTON FORESTRY CENTRE (Active England).....	16
3.3 WALES OUTDOOR RECREATION SURVEY 2008	17

1. INTRODUCTION

Between 1995 and 2001 the Forestry Commission co-ordinated a National Programme of visitor surveys across Great Britain, focussing on larger sites often with visitor centres. Since 2002, the volume of these local surveys declined but a national programme of monitoring visitors was piloted to provide accurate estimates of the number of visits to woodland managed by the Forestry Commission, and to gather information on the profile of visitors. The 'All Forests' visitor monitoring surveys commenced in Wales and Scotland in 2004, with final results for Wales published in 2005 and for Scotland in April 2008. New methods for measuring the quality of visitor experience were also developed and 'Quality of experience' surveys began in England in 2003 and in Wales in 2006.

Section 2 of this report presents results from local visitor surveys that are still carried out as when required by forest districts. These types of surveys address local management issues, with questions designed to obtain information that varies from site to site. Some surveys are targeted at specific events or projects, for example one survey was part of a report to evaluate the 7stanes Mountain Bike Trails project in the Scottish Borders and Galloway. Other surveys monitor visitor experience of events and satisfaction at visitor centres. Results should be interpreted with caution when sample sizes are small.

Section 3 presents details of other surveys that provide information about forest visitors. These include results from four Quality of Experience Surveys carried out in 2008, as well as results from the Active England research carried out over 2008.

For more information about this or other visitor survey work please contact Forestry Commission Statistics at the address below.

Prepared by: Natalie Jamieson and Gilly Diggins
Economics & Statistics, Forestry Commission,
231 Corstorphine Road, Edinburgh, EH12 7AT

Enquiries: Jackie Watson 0131 314 6171
statistics@forestry.gsi.gov.uk

Statistician: Gilly Diggins 0131 314 6218

Website: www.forestry.gov.uk/statistics

2. LOCAL VISITOR SURVEYS

2.1. SCOTLAND

EVENTS EVALUATION

General Information

The Events Evaluation survey took place in six forest districts within Scotland; Aberdeenshire (62 completed questionnaires), Cowal and Trossachs (61), Galloway (121), Lorne (67), Moray (80) and Tayside (16). Across the six districts 407 questionnaires were completed between March and October 2008.

Summary

Visitors were satisfied with both the quality of the event they attended (100%) and the service provided by the staff at the event (100%). Nearly all respondents (98%) said they would recommend a FCS event to family and friends. Over three-quarters (76%) of visitors said they would be happy to receive information about events in the future.

Results

	Total
Number of completed questionnaires ¹	407
Visit details	
% who had attended one of our events before	35
% who attend an event once a year or more	64
% who were aware of the Event's guide	61
% who had visited the FC website	33
% who had seen the event advertised in a Newspaper	9
% who would recommend the FCS event to family and friends	98
Ratings	
% satisfied with quality of the event	100
% satisfied with the service provided by our staff	100
Future	
% who would like to receive information in the future	76
% of preferred method to receive future information (Post / E-mail)	39/61

Timing of survey: March - October 2008
 Type of survey: Self-completion questionnaire
 Data Tables: Information available on request

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of Excellent, Good, or OK. Results are based only on those who responded.

VISITOR CENTRE FEEDBACK

General Information

The Visitor Centre Feedback Survey was carried out at the Clatteringshaws Visitor Centre (178), David Marshall Lodge (44), Glenmore Forest Park (18), Glentroot Visitor Centre (39), Kirroughtree Visitor Centre (73) and Tay Forest Park (22). A total of 374 surveys were completed across the six sites and the summary data below presents the results from the six sites combined.

Summary

Nearly all the visitors who completed the survey (98%) were satisfied with the overall quality of their visit. 98% of respondents rated the picnic facilities as either very good or good. Most of the visitors to David Marshall Lodge (97%) rated the Go Ape facilities as very good or good and similarly 97% of respondents were satisfied with the walking facilities available. The visitors to Kirroughtree commented on the excellence of the cycling facilities, while the comments received suggested that signage at Clatteringshaws could be improved along with the paths for those using wheelchairs.

Results

	Total
Number of completed questionnaires ¹	374
Ratings	
% satisfied with the parking facilities	96
% satisfied with the signage	96
% satisfied with the picnic area	98
% satisfied with the children's play area	94
% satisfied with the toilet facilities	89
% satisfied with the baby changing facilities	85
% satisfied with the opening hours	93
% satisfied with quality of food	97
% satisfied with the quality of service	96
% satisfied with the value for money of food	94
% satisfied with the range of good in the shop	92
% satisfied with the cycling facilities	95
% satisfied with the walking facilities	97
% satisfied with the visitor information	97
% satisfied with the go ape facilities (David Marshall Lodge only)	97
% satisfied with the overall quality of visit	98

Timing of survey: March – November 2008

Type of survey: Self-completion questionnaires

Data Tables: Information available on request

¹ Satisfaction rating, as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of Very good or good.

CHRISTMAS SURVEY

General Information

A total of 1,278 Christmas Surveys were carried out in 2008 at six sales centres within Scotland; Blairadam (26 Surveys), David Marshall (30), Glentress (108), Kirroughtree (53), Perthshire (756) and Tyrebagger (305).

Summary

Over two thirds (71%) of visitors were returning customers. More than half of the respondents (51%) had heard about the centres through word of mouth compared to only 6% who had read about it on the FC website. 29% of visitors came to buy a tree from the centre because of the tree quality while 28% wanted a sustainably grown tree. 14% of respondents came because of the atmosphere of the centres. Visitors to all centres commented on the friendliness of staff and how helpful they were.

Results

	Total
Number of completed questionnaires	1,278
Visit details	
% of visitors who heard about the Christmas tree centres via word of mouth	51
% of visitors who heard about the Christmas tree centre from road signs	26
% of visitors who heard about the Christmas tree centre in the local newspaper	9
% of visitors who heard about the Christmas tree centre from the FC website	6
% of visitors who came to buy a tree because of the quality of tree	29
% of visitors who came to buy a sustainably grown tree	28
% of visitors who came because of the atmosphere of the forest/sales centre	14
% of visitors who came to buy a tree because of the value for money	16
% of visitors who had visited sales centres before	71

Timing of survey: Christmas 2008
 Type of survey: Self-completion questionnaires
 Data Tables: Information available on request

3. OTHER SURVEYS

3.1. QUALITY OF EXPERIENCE SURVEYS

BEDGEBURY FOREST (Quality of Experience)

General Information

Between 28th July and 28th October 2008, 238 interviews were carried out at Bedgebury Forest. The surveys were conducted face to face at the end of respondent's visits.

Summary

Over a half of visitors to Bedgebury Forest (53%) were in the families lifecycle group. Just over three-quarters of respondents (76%) had visited the forest before. Almost a quarter of visitors (23%) enjoyed the peace and tranquility of the forest while the activities available for children appealed to 18% of respondents. The average spend per day of those visitors who spent anything was £26.

Results

	Total
Number of interviews	238
Visitor Profile	
% of senior citizens (aged 65+)	13
% of adults aged 45-64	25
% of adults aged 25-44	59
% of young adults (aged 16-24)	4
% of who were in the Families lifecycle group	53
% of visitors in social grades ABC1	64
Trip Details	
% who were on a short day trip from home (less than 1 hour)	56
% who were on a longer day trip from home (3 hours or more)	16
% who were on an overnight stay away from home	<0.5
Visit Details	
% who had visited the forest before	76
% who visited 1 to 3 times a month	24
% of visitors who took part in walking with/without a dog	13/42
Average length of stay on site	3 hrs 8 m
Average spend for those who spent anything	£26
Most important aspects in decision to visit¹	
Feeling happy to leave your car in the car park	4.00
Feeling safe in the forest	4.00
Being able to spend time with family and friends	3.95
Aspects of visit given top satisfaction rating^{2, 3}	
Childrens play equipment	4.01
Being able to spend time with family and friends	3.89
Solitude, peace and quiet	3.89

Timing of survey: 28th July - 28th October 2008

Type of survey: On site face to face interview

Publication: 'Monitoring the quality of experience in forests – Bedgebury Forest'

¹ Ratings based a scale from 1 to 5; e.g. 5 extremely important, 4 very important, 3 fairly important, 2 fairly unimportant, 1 not at all important

² Satisfaction ratings based only on those who responded

³ Ratings based a scale from 1 to 5; e.g. 5 excellent, 4 very good, 3 good, 2 fair, 1 poor

THETFORD FOREST (Quality of Experience)

General Information

This survey took place at Thetford Forest between 22nd June and 28th September 2008. A total of 245 visitors were interviewed face to face at the end of their visit.

Summary

The largest proportion of visitors to the park were in the 25-44 age group (57%). Over half of the respondents (56%) had travelled for less than an hour to get to the forest and nearly two-thirds (65%) had previously visited the forest. A fifth of respondents enjoyed the cycling facilities the most. The average overall spend of visitors who spent anything was £30.

Results

	Total
Number of interviews	245
Visitor Profile	
% of senior citizens (aged 65+)	5
% of adults aged 45-64	28
% of adults aged 25-44	57
% of young adults (aged 16-24)	11
% who were in the Families lifecycle group	47
% of visitors in social grades ABC1	73
Trip Details	
% who were on a short day trip from home (less than 1 hours)	56
% who were on a longer day trip from home (3 hours or more)	10
% who were on holiday away from home	6
Visit Details	
% of repeat visitors to same forest	65
% who visited 1 to 3 times a month	13
% of visitors who took part in walking with/without a dog	6/37
Average length of stay	2 hrs 44 m
Average spend for those who spent anything	£30
Most important aspects in decision to visit ¹	
Clean toilets	4.02
Being able to spend time with family and friends	4.01
Feeling happy to leave your car in the car park	3.98
Aspects of visit given top satisfaction rating ^{2, 3}	
Childrens play equipment	4.12
Being able to spend time with family and friends	4.03
Feeling safe in the forest	3.94

Timing of survey: 22nd June - 28th September 2008

Type of survey: On site face to face interview

Publication: 'Monitoring the quality of experience in forests – Thetford Forest'

¹ Ratings based a scale from 1 to 5; e.g. 5 extremely important, 4 very important, 3 fairly important, 2 fairly unimportant, 1 not at all important.

² Satisfaction ratings based only on those who responded.

³ Ratings based a scale from 1 to 5; e.g. 5 excellent, 4 very good, 3 good, 2 fair, 1 poor

WYRE FOREST (Quality of Experience)

General Information

This survey took place at Thetford Forest between 29th July and 31th October 2008. A total of 266 visitors were interviewed face to face at the end of their visit.

Summary

The majority of visitors were in the family Lifecycle group (62%). 9 out of 10 visitors (92%) had been to the forest before while over forth-fifths (83%) were on a short day trip away from home. Nearly a quarter of respondents (23%) said that what they liked most about the forest was the nice walks while 22% enjoyed the tranquility. The daily average spend of those who spent anything during their visit was £11.

Results

	Total
Number of interviews	266
Visitor Profile	
% of senior citizens (aged 65+)	11
% of adults aged 45-64	32
% of adults aged 25-44	55
% of young adults (aged 16-24)	2
% who were in the Family lifecycle group	62
% of visitors in social grades ABC1	73
Trip Details	
% who were on a short day trip from home (less than 1 hours)	83
% who were on a longer day trip from home (3 hours or more)	4
% who were on holiday away from home	2
Visit Details	
% of repeat visitors to same forest	92
% who visited 1 to 3 times a month	30
% of visitors who took part in walking with/without a dog	22/56
Average length of stay	1 hrs 57 m
Average spend for those who spent anything	£11
Most important aspects in decision to visit ¹	
Clean toilets	4.13
Being able to spend time with friends and family	4.07
Being able to enjoy scenery and views	4.05
Aspects of visit given top satisfaction rating ^{2, 3}	
Being able to enjoy scenery and views	3.97
Being able to spend time with family and friends	3.97
Value for money of your whole trip or day out	3.95

Timing of survey: 29th July - 31th October 2008

Type of survey: On site face to face interview

Publication: 'Monitoring the quality of experience in forests – Wyre Forest'

¹ Ratings based a scale from 1 to 5; e.g. 5 extremely important, 4 very important, 3 fairly important, 2 fairly unimportant, 1 not at all important.

² Satisfaction ratings based only on those who responded.

³ Ratings based a scale from 1 to 5; e.g. 5 excellent, 4 very good, 3 good, 2 fair, 1 poor

CWMCARN CENTRE / FOREST DRIVE (Quality of Experience)

General Information

At Cwmcarn Centre and Forest Drive a total of 266 interviews were carried out between 22nd June and 28th September 2008.

Summary

Three-quarters of the respondents were returning visitors to Cwmcarn. 76% of visitors were repeat visitors while a quarter (24%) visited 1 to 3 times a month. Two-fifths of visitors enjoyed the scenery and views the most while a quarter (26%) said their most liked aspect of the centre and forest was the peace and tranquility. The overall average spend of those who spent anything was £25.

Results

	Total
Number of interviews	266
Visitor Profile	
% of senior citizens (aged 65+)	10
% of adults aged 45-64	34
% of adults aged 25-44	46
% of young adults (aged 16-24)	9
% who were in the Family lifecycle group	33
% of visitors in social grades ABC1	69
Trip Details	
% who were on a short day trip from home (less than 1 hours)	55
% who were on a longer day trip from home (3 hours or more)	14
% who were on holiday away from home	8
Visit Details	
% of repeat visitors to same forest	76
% who visited 1 to 3 times a month	24
% of visitors who took part in walking with/without a dog	20/24
Average length of stay	2 hrs 8 m
Average spend for those who spent anything	£25
Most important aspects in decision to visit ¹	
Being able to enjoy scenery and views	4.11
Clean toilets	4.01
Feeling happy to leave your car in the car park	3.90
Aspects of visit given top satisfaction rating ^{2, 3}	
Value for money of your whole trip or day out	4.11
Being able to enjoy scenery or views	4.10

Timing of survey: 22nd June - 28th September 2008

Type of survey: On site face to face interview

Publication: 'Monitoring the quality of experience in forests – Cwmcarn Centre and Forest Drive'

¹ Ratings based a scale from 1 to 5; e.g. 5 extremely important, 4 very important, 3 fairly important, 2 fairly unimportant, 1 not at all important.

² Satisfaction ratings based only on those who responded.

³ Ratings based a scale from 1 to 5; e.g. 5 excellent, 4 very good, 3 good, 2 fair, 1 poor

3.2 ACTIVE ENGLAND – THE WOODLAND PROJECTS

In 2003, the 'Active England' programme was established. Active England aimed to increase community participation in physical activity by setting up 5, 3 year projects, in woodlands across England.

The programme focused on key target groups that have been identified as under-represented in sport. These included women and girls, the disabled, Black and Minority Ethnic groups, those under 16 years of age and those aged 45 and over.

Forest Research undertook evaluation at the 5 sites between 2005 and 2008.

Further information on the project can be found at:

<http://www.forestresearch.gov.uk/activeengland>

BEDGEBURY NATIONAL PINETUM / FOREST (Active England)

A total of 391 visitors were interviewed for the Active England Survey over autumn 2005 and autumn 2006. 249 respondents completed the survey in 2005 with the remaining 142 taking part in 2006.

Summary

Almost 6 out of 10 visitors to Bedgebury were female both in 2005 (59%) and 2006 (58%). The proportion of respondents in the 45+ age group dropped from 68% in 2005 to 45% in 2006. Around half of respondents in both surveys would class themselves as 'fit' (56% in 2005, 49% in 2006).

Results

	2005	2006
Number of completed questionnaires	249	142
Visitor Profile		
% Women and Girls	59	58
% 45+ age group	68	45
% Respondents on Low incomes ¹	8	18
% Minority Ethnic groups ²	2	2
% Respondents with disabilities	0	1
% Respondents with children under 16 years old	25	42
Fitness Details		
Mean number of days in which respondents do 30 minutes of exercise	3.8	3.7
% who class themselves as fit ³	56.3	48.7
% who class themselves as unfit ⁴	4.2	12.8
Activities		
% walking with a dog/without a dog	18/36	18/25
% cycling	1	17
% mountain Biking	0	6
Visit Details		
% who had visited Bedgebury before	60	71
% who visited 1–3 times per month	12	28
% who were on a family visit	22	41
Average distance travelled to the forest	13.7 miles	12.7 miles
Average length of visit	2 hrs	2 hrs 30m
Visit Barriers		
% who thought that the weather was a barrier to using the forest for more physical activity	17	43
% who didn't have enough time to use the forest for more physical activity	12	12
% who thought the site was too far away to use for more physical activity	17	11

Timing of survey: Autumn 2005 and Autumn 2006

Type of survey: On site survey

Publication: Active England: Bedgebury National Pinetum and Forest

¹ Low Income – households with income £20k or less per annum

² Average proportion of respondents across the 2 year period

³ Respondents who classed themselves as either 'very fit' or 'fit'

⁴ Respondents who classed themselves as either 'very unfit' or 'unfit'

GREAT WESTERN COMMUNITY FOREST (Active England)

In order to monitor the 'Active Swindon' project that took place as part of 'Active England', 550 visitors to Great Western Community Forest were interviewed throughout 2006 at three sites (Penhill, Stratton and Stanton).

Summary

Half of the respondents (51%) were female with just over half (54%) in the 45+ age group, which are two of the 'Active England' Target Groups. Nearly 6 out of 10 visitors (59%) would class themselves as either 'fit' or 'very fit'.

For further detail on the individual sites on activities, visits and visit barriers, please see the full report on the Forestry Research website at:

<http://www.forestresearch.gov.uk/activeengland>

Results

	Total
Number of completed questionnaires	550
Target Group Details	
% Women and Girls	51
% 45+ age group	54
% People with disabilities	3
Fitness Details	
% who class themselves as fit ¹	59
% who class themselves as unfit ²	8

Timing of survey: Spring 2006

Type of survey: On site survey

Publication: Active England: Great Western Community Forest Report

¹ Respondents who said they were either 'very fit' or 'fit'

² Respondents who said they were either 'very unfit' or 'unfit'

GREENWOOD COMMUNITY FOREST (Active England)

A total of 881 visitors were surveyed in Greenwood Community Forest with 421 of the respondents completing the survey in 2006 and the remaining 460 being interviewed in 2007. The report focuses on two sites within Greenwood: Bestwood country park and Kings Hill Reservoir.

Summary

Over half of all visitors belonged to 45+ group (one of the Active England target groups). Three-quarters of respondents (75%) said they would class themselves as fit in 2007.

For further detail on the individual sites on activities, visits and visit barriers, please see the full report on the Forestry Research website at:

<http://www.forestresearch.gov.uk/activeengland>

Results

	2006	2007
Number of completed questionnaires	421	460
Visitor Profile		
% 45+ age group	52	52
Fitness Details		
% who class themselves as fit ¹	63	75
% who class themselves as unfit ²	13	7

Timing of survey: 2006 and 2007

Type of survey: On site survey

Publication: Active England: 'Parklife' – Greenwood Community Forest

¹ Respondents who said they were either 'very fit' or 'fit'

² Respondents who said they were either 'very unfit' or 'unfit'

HALDON FOREST PARK (Active England)

694 visitors to Haldon Forest Park were surveyed, 319 in the summer of 2005 and a further 375 over the summers of 2006 and 2007 (figures for these two summers are presented together due to small sample size). The target groups for Haldon are the same as those for Active England, and the survey conducted aims to determine the change in visitor behaviour of the respondents who belong to one of the such target groups.

Summary

Half of respondents in each year to Haldon were women. In 2005, respondents were almost undertaking the recommended 30 mins of exercise, 5 days a week, though in 2007 this dropped to 30 mins of exercise on only 3.5 days a week.

Results

	2005	2006 & 2007
Number of completed questionnaires	319	375
Visitor Profile		
% Women and Girls	50	50
% 45+ age group	63	43
% Not white British	1	6
% Respondents with registered disabled	4	2
Fitness Details		
Mean number of days in which respondents undertake 30 minutes of exercise	4.9	3.5
% who class themselves as fit ¹	56	50
% who class themselves as unfit ²	10	8
Activities		
% walking with a dog/without a dog	49/44	39/35
% cycling	10	24
% mountain Biking	7	15
Visit Details		
% who visited 1–3 times per month	24	28
% who were on a family visit	31	61
Average distance travelled to the forest	8.5 miles	11 miles
Average length of visit	1 hrs 30m	2 hrs 12m
Visit Barriers		
% who thought that the weather was a barrier to using the forest for more physical activity	14	17
% who didn't have enough time to use the forest for more physical activity	9	12
% thought the site was too far to use for more physical activity	8	13

Timing of survey: Autumn 2005 and Autumn 2007

Type of survey: On site survey

Publication: Active England: Haldon Forest Park Report

¹ Respondents who said they were either 'very fit' or 'fit'

² Respondents who said they were either 'very unfit' or 'unfit'

ROSLISTON FORESTRY CENTRE (Active England)

In order to monitor the changes in visitor behaviour at Rosliston Forestry Centre due to the 'Active England' programme, 382 visitors were surveyed. 185 of these took part in the survey during 2005 with the remaining 197 being surveyed in 2006.

Summary

In 2006, three-quarters (76%) of the respondents were women, which is one of the Active England target groups. Only 16% of visitors would class themselves as 'fit' in both years of the survey. The mean number of days in which respondents participated in at least 30 minutes of exercise was 3.4 in 2006, less than the recommended 5 days a week by the Chief Medical Officer, and less than the 4.4 days which respondents reported in 2005.

Results

	2005	2006
Number of completed questionnaires	185	197
Visitor Profile		
% Women and Girls	71	76
% 45+ age group	46	34
% Respondents on Low incomes ¹	47	28
% Minority Ethnic groups	0	3
% Respondents with registered disabled	4	3
Fitness Details		
Mean number of days in which respondents undertake 30 minutes of exercise	4.4	3.4
% who class themselves as fit ²	45	37
% who class themselves as unfit ³	16	16
Activities		
% walking with a dog/without a dog	18/42	15/45
% cycling	5	8
% mountain Biking	2	1
Visit Details		
% who had visited Haldon Forest Park before	81	82
% aware of the 'Get Active in the Forest' project ⁴	--	16
% who visited 1–3 times per month	24	22
% who were on a family visit	62.2	70.1
Average distance travelled to the forest	7.9 miles	7.8 miles
Average length of visit	Just under 2 hrs	2 hrs 30m
Visit Barriers		
% who thought that the weather was a barrier to using the forest for more physical activity	9	17
% who didn't have enough time to use the forest for more physical activity	2	13
% thought the site was too far to use for more physical activity	3	9

Timing of survey: Autumn/Winter 2005 and 2006

Type of survey: On site survey

Publication: Active England: 'Get Active in the Forest' – Rosliston Forestry Centre

¹ Low Income – household with income of £20k or less per annum

² Respondents who said they were either 'very fit' or 'fit'

³ Respondents who said they were either 'very unfit' or 'unfit'

⁴ Only asked in 2006 survey

3.3 WALES OUTDOOR RECREATION SURVEY 2008

Fieldwork for the Wales Outdoor Recreation Survey (WORS) commenced in January 2008 and ran for one year. The survey provides data on Welsh residents' participation in informal outdoor activities and visits to the outdoors, including woodland. Countryside Council for Wales (CCW) and Forestry Commission Wales (FCW) plan to run the survey again in 2011.

Summary

From the 6,045 telephone interviews carried out it has been estimated that of the visits made to woodlands or forest by the Welsh population in 2008 the majority said walking was their main activity when there (68%). Nearly half of visits were made using a car or van to get to the woodlands/forest (47%), while four in ten visits (43%) involved walking to the destination. Well over half of woodland visits included a dog accompanying the visitor on their trip (60%). Results of the survey are presented below.

Results ¹

Main activity during visit	
% Walking	68
% Off road cycling, mountain biking	8
% Sightseeing or visiting an attraction	4
Main transport	
% Car/ Van	47
% On foot	43
Bicycle/ mountain bike	7
Distance travelled	
% 0 distance, up to 1 mile	44
% Over 1 mile, up to 5 miles	26
% Over 5 miles, up to 20 miles	18
% Over 20 miles	12
Duration	
% Up to 1 hour	10
% Over 1 hour, up to 2 hours	29
% Over 2 hours, up to 3 hours	25
% 3 hours or more	36
Frequency of visit to main destination (in last 4 weeks)	
% 1-5 visits	28
% 6-10 visits	18
% 11-20 visits	16
% 21-30 visits	24
% 31+ visits	14
% Accompanied by a dog	60

1. Per cent of visits where the main destination was woodland.