

# FOREST VISITOR SURVEYS 2011

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## 1. INTRODUCTION

This report presents a summary of results from surveys of visitors to woodland in 2011, covering both on-site and household surveys.

Section 2 of this report presents results from local visitor surveys that are carried out as 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 of the surveys in this section monitor visitor experience of events and satisfaction at visitor centres across a number of sites. Results should be interpreted with caution when sample sizes are small.

Section 3 presents summary information for other surveys that provide information about forest visitors. These include Quality of Experience Surveys with results from fifteen forest sites in England and Wales carried out in 2011, and results from household surveys of recreation in Scotland (Scottish Recreation Survey), in England (the Monitor of Engagement with the Natural Environment) and in Wales (the 2011 Wales Outdoor Recreation Survey).

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

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## 2. LOCAL VISITOR SURVEYS

### 2.1. SCOTLAND

#### EVENTS EVALUATION

##### General Information

The Events Evaluation survey took place in three forest districts within Scotland; Cowal and Trossachs (111 completed questionnaires), Moray and Aberdeenshire (30) and Galloway (23). Across the three districts a total of 164 questionnaires were completed.

##### Summary

Almost three quarters of respondents (73%) were female. Almost all visitors were satisfied with the event they attended (95% of those who responded).

##### Results<sup>1</sup>

	Total
Number of completed questionnaires	164
<b>Visit profile</b>	
% of male visitors	27
% of female visitors	73
% of senior citizens (aged 65+)	3
% of adults aged 45 – 64	23
% of adults aged 25 – 44	68
% of young adults and children (aged 24 and under)	6
% of non-white visitor	1
% of groups including someone with a long-term illness, health problem or disability	3
<b>Visit details</b>	
% who had attended an event before	34
% who had travelled more than 10 miles to attend the event	54
% who found out about the event through a poster	14
<b>Ratings<sup>2</sup></b>	
% satisfied with the event	95

Timing of survey: March - December 2011.  
 Type of survey: Self-completion questionnaire.  
 Data Tables: Information available on request.

<sup>1</sup> Results are based only on those who responded to the question.

<sup>2</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or good.

## VISITOR CENTRE FEEDBACK

### General Information

The Visitor Centre Feedback Survey was carried out in 2011 at Clatteringshaws Visitor Centre (234 completed questionnaires), Glentool Visitor Centre (219), Kirroughtree Visitor Centre (185) and David Marshall Lodge (168). A total of 806 questionnaires were completed across the four sites.

### Summary

Nearly two thirds of respondents (63%) were female. One fifth (21%) of groups included someone with a long-term illness, health problem or disability. Almost all visitors (99%) were satisfied with the overall quality of the visit.

### Results<sup>1</sup>

	Total
Number of completed questionnaires	806
<b>Visitor Profile</b>	
% of male visitors	37
% of female visitors	63
% of senior citizens (aged 65+)	17
% of adults aged 45 – 64	44
% of adults aged 25 – 44	30
% of young adults and children (aged 24 and under)	9
% of non-white visitor	2
% of groups including someone with a long-term illness, health problem or disability	21
<b>Ratings<sup>2</sup></b>	
% satisfied with the parking facilities	97
% satisfied with the signage	97
% satisfied with picnic area	99
% satisfied with the children's play area (David Marshall Lodge & Kirroughtree)	97
% satisfied with opening hours	97
% satisfied with quality of food	98
% satisfied with the quality of service	99
% satisfied with the value for money of food	96
% satisfied with the cycling facilities	98
% satisfied with the walking facilities	99
% satisfied with the visitor information	98
% satisfied with the overall quality of visit	99

Timing of survey: March – December 2011.  
 Type of survey: Self-completion questionnaires.  
 Data Tables: Information available on request.

<sup>1</sup> Results are based only on those who responded to the question.

<sup>2</sup> 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 QUESTIONNAIRE

### General Information

Christmas Surveys were carried out in 2011 at six sales centres in Scotland; Inver (269 completed questionnaires), Tyrebagger (193), Glenbranter (97), Kirroughtree (59), Dunoon Stadium (28) and David Marshall Lodge (25). Across all sites a total of 671 questionnaires were completed.

### Summary

Over four fifths (84%) of respondents were returning customers. More than half of the respondents (58%) had heard about the centre through word of mouth. Nearly two thirds (62%) of visitors came to buy a tree from the centre because of the tree quality while half of visitors (50%) wanted a sustainably grown tree.

### Results<sup>1</sup>

	Total
Number of completed questionnaires	671
<b>Visitor Profile</b>	
% of visitors who heard about Christmas tree centre via word of mouth	58
% of visitors who came to buy a tree because of the quality of tree	62
% of visitors who came to buy a sustainably grown tree	50
% of visitors who came because of the atmosphere of the forest/sales centre	35
% of visitors who came to buy a tree because of the value for money	32
% of visitors who had visited sales centres before	84

Timing of survey: Christmas 2011.  
 Type of survey: Self-completion questionnaires.  
 Data Tables: Information available on request.

<sup>1</sup> Results are based only on those who responded to the question.

## AROS PARK

### General Information

The Visitor Survey was carried out in Aros Park, West Argyll Forest District during 2011. A total of 56 questionnaires were completed.

### Summary

Over two thirds of respondents (71%) were female and almost two thirds had visited the site before.

### Results<sup>1</sup>

	Total
Number of completed questionnaires	56
<b>Visitor Profile</b>	
% of male visitors	29
% of female visitors	71
% of senior citizens aged 60 years and above	34
% of adults aged 40 – 59	41
% of adults aged 25 – 39	25
% of groups including someone with a long-term illness, health problem or disability	10
<b>Visit details</b>	
% who had travelled from home	46
% who had visited before	63
% who had used waymarked routes/trails for walking	80
% who had read any information panels	77
Average length of stay on site	1 hr
<b>Ratings<sup>2</sup></b>	
% satisfied with the parking facilities	93
% satisfied with the signage on footpaths	94
% satisfied with the choice of trails for cycling	34
% satisfied with the choice of paths for walking	85
% satisfied with the visitor information about the site's history and conservation	80

Timing of survey: September & October 2011.  
 Type of survey: Self-completion questionnaires.  
 Data Tables: Information available on request.

<sup>1</sup> Results are based only on those who responded to the question.

<sup>2</sup> Satisfaction rating, as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of very important or fairly important.

## 3. OTHER SURVEYS

### 3.1. QUALITY OF EXPERIENCE SURVEYS

#### BEDGEBURY (QoE)

##### General Information

This survey took place at Bedgebury during 2011. A total of 260 visitors were interviewed face to face at the end of their visit.

##### Summary

Around three quarters of respondents (76%) had visited the forest before. Around two thirds of groups included children (65%). Over four fifths of respondents (85%) were on a short day trip of less than three hours.

##### Results

	Total
Number of interviews	260
<b>Visitor Profile</b>	
% of Male	53
% of Female	47
% of senior citizens (aged 65+)	7
% of adults aged 45-64	23
% of adults aged 25-44	65
% of young adults (aged 16-24)	4
% of groups with children	65
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	85
% who were on an overnight or holiday trip	5
% of visitors who have visited before	76
% of visitors who took part in walking	44
% of visitors who took part in cycling	60
% of visitors using café / restaurant / other catering	39
% of visitors who used the play area	38
Average length of stay on site	2 hrs 58 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	100
<b>Most important facilities in decision to visit</b>	
Cycling tracks or trails	56
Car parking	40
Choices of paths for walking	25

Timing of survey: 30<sup>th</sup> April & 1<sup>st</sup> May, 24<sup>th</sup> & 25<sup>th</sup> August and 15<sup>th</sup> & 16<sup>th</sup> October 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Bedgebury by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.



## DELAMERE (QoE)

### General Information

This survey took place at Delamere Forest during 2011. A total of 233 visitors were interviewed face to face at the end of their visit.

### Summary

Over four fifths of respondents (82%) had visited the forest before. Most groups included children (53%). Most visitors were on a short day trip from home (94%).

### Results

	Total
Number of interviews	233
<b>Visitor Profile</b>	
% of Male	52
% of Female	48
% of senior citizens (aged 65+)	6
% of adults aged 45-64	24
% of adults aged 25-44	64
% of young adults (aged 16-24)	3
% of groups with children	58
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	94
% who were on an overnight or holiday trip	5
% of visitors who have visited before	82
% of visitors who took part in walking	67
% of visitors who took part in cycling	36
% of visitors using café / restaurant / other catering	30
Average length of stay on site	2 hrs 32 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	100
<b>Most important facilities in decision to visit</b>	
Choices of paths for walking	43
Car parking	33
Cycling tracks or trails	33

Timing of survey: 22<sup>nd</sup> & 23<sup>rd</sup> April, 27<sup>th</sup> & 28<sup>th</sup> July and 17<sup>th</sup> & 18<sup>th</sup> September 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Delamere by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## TOP LODGE FINESHADE WOOD (QoE)

### General Information

This survey took place at Top Lodge Fineshade Wood during 2011. A total of 246 visitors were interviewed face to face at the end of their visit.

### Summary

Over half of respondents were male (54%). Almost four fifths (78%) had visited the forest before and nearly all were on a short day trip from home (97%).

### Results

	Total
Number of interviews	246
<b>Visitor Profile</b>	
% of Male	54
% of Female	46
% of senior citizens (aged 65+)	20
% of adults aged 45-64	39
% of adults aged 25-44	39
% of young adults (aged 16-24)	3
% of groups with children	38
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	97
% who were on an overnight or holiday trip	2
% of visitors who have visited before	78
% of visitors who took part in walking	77
% of visitors who took part in cycling	26
% of visitors using the café / restaurant / other catering	62
% of visitors who used the play area	17
Average length of stay on site	2 hrs 33 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	99
<b>Most important facilities in decision to visit</b>	
Choices of paths for walking	44
Café/Restaurant/Catering	30
Cycling tracks or trails	22

Timing of survey: 23<sup>rd</sup> & 24<sup>th</sup> April, 10<sup>th</sup> & 11<sup>th</sup> August and 1<sup>st</sup> & 2<sup>nd</sup> October 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Top Lodge Fineshade Wood by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## HIGH LODGE THETFORD (QoE)

### General Information

This survey took place at High Lodge Thetford during 2011. A total of 260 visitors were interviewed face to face at the end of their visit.

### Summary

Over half of respondents (51%) were male. Over two thirds (68%) had visited the forest before and almost four fifths (78%) were on a short day trip from home.

### Results

	Total
Number of interviews	260
<b>Visitor Profile</b>	
% of Male	51
% of Female	49
% of senior citizens (aged 65+)	5
% of adults aged 45-64	22
% of adults aged 25-44	62
% of young adults (aged 16-24)	10
% of groups with children	63
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	78
% who were on an overnight or holiday trip	3
% of visitors who have visited before	68
% of visitors who took part in walking	44
% of visitors who took part in cycling	38
% of visitors using the café / restaurant / other catering	25
% of visitors who used the play area	35
Average length of stay on site	2 hrs 53 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	99
<b>Most important facilities in decision to visit</b>	
Cycling tracks or trails	33
Play areas and equipment	30
Car parking	29

Timing of survey: 7<sup>th</sup> & 8<sup>th</sup> May, 17<sup>th</sup> & 18<sup>th</sup> August and 8<sup>th</sup> October 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – High Lodge Thetford by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## WYRE (QoE)

### General Information

This survey took place at Wyre during 2011. A total of 201 visitors were interviewed face to face at the end of their visit.

### Summary

Over four fifths of respondents (87%) had visited the forest before and nearly all (95%) were on a short day trip from home. Almost three quarters of respondents (73%) took part in walking.

### Results

	Total
Number of interviews	201
<b>Visitor Profile</b>	
% of Male	46
% of Female	54
% of senior citizens (aged 65+)	11
% of adults aged 45-64	29
% of adults aged 25-44	55
% of young adults (aged 16-24)	3
% of groups with children	57
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	95
% who were on an overnight or holiday trip	3
% of visitors who have visited before	87
% of visitors who took part in walking	73
% of visitors who took part in cycling	16
% of visitors using the café / restaurant / other catering	41
% of visitors who used the play area	35
Average length of stay on site	1 hrs 57 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	100
<b>Most important facilities in decision to visit</b>	
Car parking	52
Choices of paths for walking	51
Play areas and equipment	34

Timing of survey: 30<sup>th</sup> April & 1<sup>st</sup> May, 3<sup>rd</sup> & 4<sup>th</sup> August and 8<sup>th</sup> & 9<sup>th</sup> October 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Wyre by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## CWMCARN (QoE)

### General Information

This survey took place at Cwmcarn during 2011. A total of 141 visitors were interviewed face to face at the end of their visit.

### Summary

Almost three quarters (74%) of respondents were male. Over four fifths (85%) had visited the forest before and a similar proportion were on a short day trip from home (82%). Over three quarters (77%) of visitors had cycled at the site.

### Results

	Total
Number of interviews	141
<b>Visitor Profile</b>	
% of Male	74
% of Female	26
% of senior citizens (aged 65+)	3
% of adults aged 45-64	18
% of adults aged 25-44	53
% of young adults (aged 16-24)	23
% of groups with children	26
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	82
% who were on an overnight or holiday trip	4
% of visitors who have visited before	85
% of visitors who took part in walking	11
% of visitors who took part in cycling	77
% of visitors using the café / restaurant / other catering	12
% of visitors who used the play area	11
Average length of stay on site	2 hrs 40 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	100
<b>Most important facilities in decision to visit</b>	
Cycling tracks or trails	67
Car parking	38
Toilets	18

Timing of survey: 28<sup>th</sup> & 29<sup>th</sup> May, 3<sup>rd</sup> & 4<sup>th</sup> August and 22<sup>nd</sup> & 23<sup>rd</sup> October 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests –Cwmcarn by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## NANT YR ARIAN (QoE)

### General Information

This survey took place at Nant yr Arian during 2011. A total of 204 visitors were interviewed face to face at the end of their visit.

### Summary

Over two thirds of respondents (67%) had visited the forest before and one half (50%) were on an overnight or holiday trip. Almost two thirds of respondents (61%) took part in some kind of walking activity.

### Results

	Total
Number of interviews	204
<b>Visitor Profile</b>	
% of Male	58
% of Female	42
% of senior citizens (aged 65+)	9
% of adults aged 45-64	52
% of adults aged 25-44	29
% of young adults (aged 16-24)	10
% of groups with children	23
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	47
% who were on an overnight or holiday trip	50
% of visitors who have visited before	67
% of visitors who took part in walking	61
% of visitors who took part in cycling	16
% of visitors who used the café/restaurant	70
% of visitors who used the play area	10
Average length of stay on site	1 hrs 46 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	99
<b>Most important facilities in decision to visit</b>	
Car parking	66
Café/Restaurant/Catering	57
Toilets	50

Timing of survey: 7<sup>th</sup> & 8<sup>th</sup> May, 12<sup>th</sup> & 13<sup>th</sup> July 2011 and 8<sup>th</sup> & 9<sup>th</sup> October 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Nant yr Arian by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## ALWEN (QoE)

### General Information

This survey took place at Alwen during 2011. A total of 137 visitors were interviewed face to face at the end of their visit.

### Summary

Nearly three quarters of respondents (72%) had visited the forest before and around three quarters took part in some kind of walking activity (74%). Most respondents (88%) were on a short day trip from home.

### Results

	Total
Number of interviews	137
<b>Visitor Profile</b>	
% of Male	64
% of Female	36
% of senior citizens (aged 65+)	12
% of adults aged 45-64	48
% of adults aged 25-44	32
% of young adults (aged 16-24)	8
% of groups with children	18
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	88
% who were on an overnight or holiday trip	12
% of visitors who have visited before	72
% of visitors who took part in walking	74
% of visitors who took part in cycling	17
% of visitors who used the café/restaurant/other catering	7
Average length of stay on site	2 hrs 33 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	98
<b>Most important facilities in decision to visit</b>	
Car parking	69
Choices of paths for walking	59
Clear sign posting of paths and trails	36

Timing of survey: 21<sup>st</sup> & 22<sup>nd</sup> May, 2<sup>nd</sup> & 3<sup>rd</sup> August and 29<sup>th</sup> & 30<sup>th</sup> October 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Alwen by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## BRECHFA (QoE)

### General Information

This survey took place at Brechfa during 2011. A total of 116 visitors were interviewed face to face at the end of their visit.

### Summary

Over three quarters of respondents (78%) were male. Three quarters of respondents (75%) had visited the forest before. Over four fifths (84%) cycled at the site.

### Results

	Total
Number of interviews	116
<b>Visitor Profile</b>	
% of Male	78
% of Female	22
% of senior citizens (aged 65+)	2
% of adults aged 45-64	27
% of adults aged 25-44	43
% of young adults (aged 16-24)	28
% of groups with children	11
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	64
% who were on an overnight or holiday trip	27
% of visitors who have visited before	75
% of visitors who took part in walking	20
% of visitors who took part in cycling	84
Average length of stay on site	2 hrs 31 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	100
<b>Most important facilities in decision to visit</b>	
Cycling tracks or trails	84
Car parking	41
Clear sign posting of paths and trails	13

Timing of survey: 21<sup>st</sup> & 22<sup>nd</sup> May, 25<sup>th</sup> July and 15<sup>th</sup> & 16<sup>th</sup> October 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Brechfa by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.



## CLOCAENOG (QoE)

### General Information

This survey took place at Clocaenog during 2011. A total of 65 visitors were interviewed face to face at the end of their visit.

### Summary

The majority of groups (88%) did not include children. Three quarters of respondents (75%) had visited the forest before. Three quarters (75%) took part in some kind of walking activity.

### Results

	Total
Number of interviews	65
<b>Visitor Profile</b>	
% of Male	58
% of Female	42
% of senior citizens (aged 65+)	8
% of adults aged 45-64	35
% of adults aged 25-44	45
% of young adults (aged 16-24)	12
% of groups with children	22
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	77
% who were on an overnight or holiday trip	13
% of visitors who have visited before	75
% of visitors who took part in walking	75
% of visitors who took part in cycling	20
Average length of stay on site	1 hrs 10 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	99
<b>Most important facilities in decision to visit</b>	
Choices of paths for walking	62
Car parking	60
Cycling tracks or trails	15

Timing of survey: 14<sup>th</sup> & 15<sup>th</sup> May, 9<sup>th</sup> & 10<sup>th</sup> July and 17<sup>th</sup> & 18<sup>th</sup> September 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Clocaenog by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## CRYCHAN (QoE)

### General Information

This survey took place at Crychan during 2011. A total of 36 visitors were interviewed face to face at the end of their visit.

### Summary

Three quarters of respondents (75%) had visited the forest before.

### Results

	Total
Number of interviews	36
<b>Visitor Profile</b>	
% of Male	42
% of Female	58
% of senior citizens (aged 65+)	19
% of adults aged 45-64	44
% of adults aged 25-44	28
% of young adults (aged 16-24)	8
% of groups with children	25
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	64
% who were on an overnight or holiday trip	31
% of visitors who have visited before	75
% of visitors who took part in walking	64
% of visitors who took part in cycling	3
% of visitors who used the café/restaurant/other catering	8
Average length of stay on site	1 hrs 13 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	95
<b>Most important facilities in decision to visit</b>	
Car parking	72
Choice of paths for walking	44
Picnic areas	28

Timing of survey: 16<sup>th</sup> & 17<sup>th</sup> April, 27<sup>th</sup> July and 1<sup>st</sup> October 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Crychan by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## DYFNANT (QoE)

### General Information

This survey took place at Dyfnant during 2011. A total of 46 visitors were interviewed face to face at the end of their visit.

### Summary

Most respondents (87%) had visited the forest before.

### Results

	Total
Number of interviews	46
<b>Visitor Profile</b>	
% of Male	52
% of Female	48
% of senior citizens (aged 65+)	7
% of adults aged 45-64	72
% of adults aged 25-44	18
% of young adults (aged 16-24)	4
% of groups with children	13
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	72
% who were on an overnight or holiday trip	26
% of visitors who have visited before	87
% of visitors who took part in walking	78
% of visitors who took part in cycling	9
Average length of stay on site	1 hr 34 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	99
<b>Most important facilities in decision to visit</b>	
Car parking	70
Choices of paths for walking	57
Clear sign posting of paths and trails	54

Timing of survey: 29<sup>th</sup> & 30<sup>th</sup> April, 16<sup>th</sup> & 17<sup>th</sup> August and 22<sup>nd</sup> & 23<sup>rd</sup> October 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Dyfnant by BMG Research

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## DIMBATH (QoE)

### General Information

The Quality of Visitor Experience Survey conducted 181 interviews with residents in the area surrounding Dimbath Forest.

### Summary

The majority of residents interviewed (91%) were aware of the forest. Of those, around four fifths (82%) had visited the site.

### Results

	Total
Number of interviews	181
<b>Resident Profile</b>	
% of Male	37
% of Female	63
% of senior citizens (aged 65+)	35
% of adults aged 45 - 64	32
% of adults aged 25 - 44	22
% of young adults (aged 16-24)	10
% with children in household	25
<b>Woodland visit characteristics</b>	
% of residents who are aware of forest	91
of which:	
% who have visited before	82
% who have participated in walking in the last 12 months	92
% who have participated in cycling in the last 12 months	17
<b>Ratings<sup>1,2</sup></b>	
% satisfied with site as a place to visit	92

Timing of survey: 10<sup>th</sup> & 11<sup>th</sup> May, 21<sup>st</sup> & 25<sup>th</sup> July and 17<sup>th</sup> & 18<sup>th</sup> September 2011.

Type of survey: Interviews with residents in the forest area.

Publication: 'Monitoring the quality of experience in forests – Dimbath Forest by BMG Research

<sup>1</sup> Results are based only on those who had visited the forest before.

<sup>2</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good & good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## GARW (QoE)

### General Information

The Quality of Visitor Experience Survey conducted 180 interviews with residents in the area surrounding Garw Forest.

### Summary

Almost all residents interviewed (99%) were aware of the forest. Of those, most (89%) had visited the site.

### Results

	Total
Number of interviews	180
<b>Resident Profile</b>	
% of Male	51
% of Female	49
% of senior citizens (aged 65+)	38
% of adults aged 45 - 64	25
% of adults aged 25 - 44	26
% of young adults (aged 16-24)	10
% with children in household	30
<b>Woodland visit characteristics</b>	
% of residents who are aware of forest	99
of which:	
% who have visited before	89
% who have participated in walking in the last 12 months	94
% who have participated in cycling in the last 12 months	10
<b>Ratings<sup>1,2</sup></b>	
% satisfied with site as a place to visit	97

Timing of survey: 24<sup>th</sup> & 25<sup>th</sup> May, 19<sup>th</sup> & 20<sup>th</sup> July and 26<sup>th</sup> & 27<sup>th</sup> September 2011.

Type of survey: Interviews with residents in the forest area.

Publication: 'Monitoring the quality of experience in forests – Garw Forest by BMG Research

<sup>1</sup> Results are based only on those who had visited the forest before.

<sup>2</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good & good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## RHEOLA (QoE)

### General Information

The Quality of Visitor Experience Survey conducted 179 interviews with residents in the area surrounding Rheola Forest.

### Summary

Almost all of residents interviewed (97%) were aware of the forest. Of those, most (88%) had visited the site.

### Results

	Total
Number of interviews	179
<b>Resident Profile</b>	
% of Male	43
% of Female	56
% of senior citizens (aged 65+)	32
% of adults aged 45 - 64	37
% of adults aged 25 - 44	22
% of young adults (aged 16-24)	9
% with children in household	23
<b>Woodland visit characteristics</b>	
% of residents who are aware of forest	97
of which:	
% who have visited before	88
% who have participated in walking in the last 12 months	97
% who have participated in cycling in the last 12 months	21
<b>Ratings<sup>1,2</sup></b>	
% satisfied with site as a place to visit	95

Timing of survey: 17<sup>th</sup> & 18<sup>th</sup> May, 26<sup>th</sup> & 27<sup>th</sup> July and 24<sup>th</sup> & 25<sup>th</sup> September 2011.

Type of survey: Interviews with residents in surrounding areas.

Publication: 'Monitoring the quality of experience in forests – Rheola Forest' by BMG Research

<sup>1</sup> Results are based only on those who had visited the forest before.

<sup>2</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good & good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

## 3.2 MONITOR OF ENGAGEMENT WITH THE NATURAL ENVIRONMENT

### General Information

The third year of fieldwork for the "Monitor of Engagement with the Natural Environment" (MENE) survey started in March 2011, with information on visits to the outdoors collected in England. The survey was commissioned from TNS by Natural England with support from Defra and the Forestry Commission. A total of 47,418 interviews were conducted in English homes between March 2011 and February 2012.

### Summary

It is estimated that in 2011 there were 358 million trips made in England that included a visit to a woodland or forest.

### Results

	Total
Number of visits made to woodland or forest (millions)	358
<b>Woodland visit characteristics<sup>1</sup></b>	
<b>Activities</b>	
% whose activities included walking with a dog	70
% whose activities included other walking	21
% whose activities included off road cycling or mountain biking	2
<b>Main transport</b>	
% whose main means of transport was on foot	65
% whose main means of transport was by car / van	32
% whose main means of transport was by bicycle	2
<b>Distance travelled (one way)</b>	
% who travelled less than 1 mile	30
% who travelled 1 to 5 miles	54
% who travelled over 5 miles	16
<b>Duration of visit (round trip)</b>	
% who made visits up to 1 hour	28
% who made visits of 1 hour - less than 2 hours	41
% who made visits of 2 hours or more	31

Timing of survey: March 2011 – February 2012.

Type of survey: In-home interviews.

Publication: Monitor of Engagement with the Natural Environment (MENE).

Topics covered: People's visits to the natural environment, type of destination, duration of the visit, mode of transport, distance travelled, spend, main activities and motivations for the visit. Data on people who do not visit the natural environment and the reasons for not visiting are also collected.

<sup>1</sup> Per cent of visits that included woodland.

## 3.3 SCOTTISH RECREATION SURVEY 2011

### General Information

Scottish Natural Heritage (SNH) and Forestry Commission have jointly commissioned the Scottish Recreation Survey since 2003, to measure participation in outdoor recreation. Over a 12 month period questions were inserted into the Scottish Opinion Survey – a monthly Computer Aided Personal interview (CAPI) omnibus. A total of 12,356 interviews were conducted in Scottish homes in 2011.

### Summary

It is estimated that there were 65 million recreation visits made by Scottish residents to woodland in Scotland in 2011.

### Results

	2011
<b>Number of visits (millions)</b>	
All visits including woodland	65
Number of visits to woodlands as main destination	48
<b>Woodland visit characteristics<sup>1</sup></b>	
<b>Main activity</b>	
% whose main activity was walking	84
% whose main activity was cycling	6
% whose main activity was family outing	2
<b>Main transport</b>	
% whose main means of transport was on foot	58
% whose main means of transport was by car / van	37
% whose main means of transport was by bicycle	4
<b>Distance travelled (round trip)</b>	
% who travelled up to 2 miles	35
% who travelled over 2 miles, up to 5 miles	35
% who travelled over 5 miles	30
<b>Duration of visit (round trip)</b>	
% who made visits up to 1 hour	27
% who made visits of 1 hour - less than 2 hours	44
% who made visits of 2 hours or more	29
% Accompanied by a dog	66

Timing of survey:	January – December 2011.
Type of survey:	In-home interviews.
Publication:	Scottish Recreation Survey: annual summary report 2011. Scottish Natural Heritage Commissioned Report No. 535.
Topics covered:	Number, frequency and location of visits to the outdoors, activities, transport and distances travelled to visit, party composition, expenditure on visit, awareness and understanding of the SOAC and access to the countryside.

<sup>1</sup> Per cent of visits that included woodland.



## 3.4 WALES OUTDOOR RECREATION SURVEY 2011

### General Information

Countryside Council for Wales (CCW) and Forestry Commission Wales (FCW) commissioned a second Wales Outdoor Recreation Survey (WORS) in 2011. The survey provides data on Welsh residents' participation in informal outdoor activities and visits to the outdoors, including woodland. A total of 6,393 telephone interviews were carried out.

### Summary

It is estimated that there were 86 million visits to woodlands in Wales where woodland was the main destination.

### Results

	2011
<b>Number of visits (millions)</b>	
All visits including woodland	250
Number of visits to woodlands as main destination	86
<b>Woodland visit characteristics<sup>1</sup></b>	
<b>Main activity during visit</b>	
% Walking	68
% Off road cycling, mountain biking	7
% Sightseeing or visiting an attraction	3
<b>Main transport</b>	
% Car/ Van	57
% On foot	37
% Bicycle/ mountain bike	1
<b>Distance travelled</b>	
% 0 distance, up to 1 mile	48
% Over 1 mile, up to 5 miles	30
% Over 5 miles, up to 20 miles	14
% Over 20 miles	8
<b>Duration</b>	
% Up to 1 hour	8
% Over 1 hour, up to 2 hours	34
% Over 2 hours, up to 3 hours	21
% 3 hours or more	37
% Accompanied by a dog	53

Timing of survey: January 2011 - January 2012.

Type of survey: In-home interviews.

Publication: Wales Outdoor Recreation Survey 2011

Topics covered: Residents use of the outdoors, places visited, including woodlands, motivations for using the outdoors, barriers to visiting the outdoors and the 'latent demand' for outdoor recreation.

<sup>1</sup>Per cent of visits where the main destination was woodland.

## 3.5 RALLY OF SCOTLAND 2011 ECONOMIC IMPACT ASSESSMENT

### General Information

The RACMSA Rally of Scotland event was held in Stirlingshire and Perthshire over three days during October 2011. A total of 408 spectators were interviewed.

### Summary

The majority of respondents 85% were male and almost all 95% travelled to the event by car.

### Results<sup>1</sup>

	Total
Number of completed questionnaires	408
<b>Group composition</b>	
% of male visitors	85
% of female visitors	15
% of senior citizens aged 65 years and above	3
% of adults aged 45 – 64	30
% of adults aged 25 – 44	53
% of young adults and children aged 16 – 24	15
% of groups with children	23
<b>Visit details</b>	
% who were on an overnight stay	35
% who had travelled to the event by car or van	95
<b>Ratings</b>	
% rating the overall quality of the event as very good or good	97

Timing of survey: 7<sup>th</sup> – 9<sup>th</sup> October 2011.

Type of survey: Face to face interviews (includes non-Forestry Commission locations)..

Publication: Rally of Scotland 2011 Economic Impact Assessment: Report for Event Scotland November 2011.

Topics covered: Visitor origin, the spend of visitors during their stay, length of visitors' stay, quality of experience at the event and suggested improvements, motivation for attending the event and if they would attend in future years, how they heard of the event and basic information about visitors including age, gender and residence.

<sup>1</sup> Results are based only on those who responded to the question.