

# FOREST VISITOR SURVEYS 2012

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## 1. INTRODUCTION

This report presents a summary of results from surveys of visitors to woodland in 2012, 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 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 2012, results from the Monitor of Engagement with the Natural Environment in England and the Scottish 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; Galloway (123 completed questionnaires), Moray and Aberdeenshire (7) and West Argyll (4). Across the three districts a total of 134 questionnaires were completed.

##### Summary

All visitors (100%) visited more than once a year and were satisfied with the event they attended.

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

	Total
Number of completed questionnaires	134
<b>Visit profile</b>	
% of male visitors	45
% of female visitors	55
% of adults aged 45 – 64	64
% of adults aged 25 – 44	36
% of groups including someone with a long-term illness, health problem or disability	9
<b>Visit details</b>	
% who had attended an event before	24
% who had travelled more than 10 miles to attend the event	54
% who had visited more than once a year	100
% who found out about the event through FCS Events Guide	23
<b>Ratings<sup>2</sup></b>	
% satisfied with the event	100
% satisfied with the overall quality of the event	100
% satisfied with the service provided by staff	100

Timing of survey: March - December 2012.  
 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 2012 at Kirroughtree Visitor Centre (406 completed questionnaires), Glentool Visitor Centre (209), Clatteringshaws Visitor Centre (177), Glenmore Visitor Centre (110) and Queen's View Visitor Centre (66). A total of 968 questionnaires were completed across the five sites.

### Summary

Over three fifths of respondents (61%) were female. Around one fifth (17%) 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	968
<b>Visitor Profile</b>	
% of male visitors	39
% of female visitors	61
% of senior citizens (aged 65+)	14
% of adults aged 45 – 64	41
% of adults aged 25 – 44	33
% of young adults and children (aged 24 and under)	11
% of non-white visitor	2
% of groups including someone with a long-term illness, health problem or disability	17
<b>Ratings<sup>2</sup></b>	
% satisfied with the parking facilities	97
% satisfied with the signage	96
% satisfied with picnic area	98
% satisfied with the children's play area (Kirroughtree Only)	99
% satisfied with opening hours	97
% satisfied with quality of food	99
% 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	98
% satisfied with the visitor information	99
% satisfied with the Environmental and recycling practices	97
% satisfied with the overall quality of visit	99

Timing of survey: March – December 2012.  
 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 2012 at six sales centres within Scotland; Tyrebagger (580 completed questionnaires), Inver (246), Kinnoull (198), Glenbranter (113), David Marshall Lodge (55) and Blairadam (22). Across all sites a total of 1214 questionnaires were completed.

### Summary

Over four fifths (85%) of visitors were returning customers. Two thirds of the respondents (66%) had heard about the centre through word of mouth. Over three fifths (61%) of visitors came to buy a tree from the centre because of quality of the tree while almost half of visitors (49%) wanted a sustainably grown tree. Only 27% of visitors came to buy a tree because of the value for money.

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

	Total
Number of completed questionnaires	1214
<b>Visitor Profile</b>	
% of visitors who heard about Christmas tree centre via word of mouth	66
% of visitors who came to buy a tree because of the quality of tree	61
% of visitors who came to buy a sustainably grown tree	49
% of visitors who came because of the atmosphere of the forest/sales centre	40
% of visitors who came to buy a tree because of the value for money	27
% of visitors who had visited sales centres before	85

Timing of survey: Christmas 2012.  
 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.

## EASTER EXTRAVAGANZA QUESTIONNAIRE

### General Information

The Survey was carried out in Roseisle Forest, Moray and Aberdeenshire Forest District during 2012. A total of 136 questionnaires were completed.

### Summary

Half of visitors consisted of two adults (49%) with two-fifths consisting of two children (38%). Ninety two percent of visitors were satisfied with the event.

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

	Total
Number of completed questionnaires	136
<b>Visitor Profile</b>	
% of visitors consisting of two adults	49
% of visitors consisting of two children	38
<b>Visit details</b>	
% of visitors who had travelled more than 15 miles	18
% of visitors who found out about the event through visiting previously	31
% of visitors who found out about the event through the newspaper	27
% of visitors who found out about the event through posters/banners	18
<b>Ratings<sup>2</sup></b>	
% satisfied with the event	92

Timing of survey: Easter 2012.  
 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 excellent.

## KYLERHEA VISITOR QUESTIONNAIRE

### General Information

The Survey was carried out in Kylerhea Forest, Inverness, Ross and Skye Forest District during 2012. A total of 47 questionnaires were completed.

### Summary

Over 90% of visitors were satisfied with the panels they read and leaflets they used.

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

	Total
Number of completed questionnaires	134
<b>Visit profile</b>	
% of senior citizens (aged 60+)	13
% of adults aged 40 – 59	46
% of adults aged 25 – 39	36
% of young adults and children (aged 24 and under)	5
<b>Visit details</b>	
% who had attended an event before	21
% who had travelled from home	6
% who had travelled more than 15 miles	57
% who had visited more than once a year	50
% who had found out about the event through a local guide book or map	38
% who had stayed on site over an hour	62
<b>Ratings<sup>2</sup></b>	
% satisfied with the panels	100
% satisfied with leaflets	93
<b>Main purpose of visit</b>	
Watch wildlife from the hide	62

Timing of survey: August 2012.  
 Type of survey: On-site face to face interview.  
 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 and good.



## 3. OTHER SURVEYS

### 3.1. QUALITY OF EXPERIENCE SURVEYS

#### DALBY (QoE)

##### General Information

This survey took place at Dalby during 2012. A total of 246 visitors were interviewed face to face at the end of their visit.

##### Summary

Nine in ten visitors (89%) had visited the forest before. Around three quarters of visitors took part in any cycling (72%). Over two thirds of visitors (69%) felt that the cycling tracks or trails were the most important facilities in deciding to visit the site.

##### Results

	Total
Number of interviews	246
<b>Visitor Profile</b>	
% of male visitors	72
% of female visitors	28
% of senior citizens (aged 65+)	4
% of adults aged 45-64	27
% of adults aged 25-44	60
% of young adults (aged 16-24)	9
% of groups with children	39
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	60
% who were on an overnight or holiday trip	18
% of visitors who have visited before	89
% of visitors who took part in walking	28
% of visitors who took part in cycling	72
% of visitors using café / restaurant / other catering	43
% of visitors who used the play area	15
Average length of stay on site	3 hrs 40 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	69
Car parking	43
Toilets	22

Timing of survey: 28<sup>th</sup> & 29<sup>th</sup> April, 19<sup>th</sup> & 20<sup>th</sup> August and 20<sup>th</sup> & 21<sup>st</sup> October 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Dalby Forest 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 on 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.

## HALDON (QoE)

### General Information

This survey took place at Haldon during 2012. A total of 248 visitors were interviewed face to face at the end of their visit.

### Summary

Over four fifths of respondents were on a short day trip from home (85%) and had visited the forest before (83%). Two thirds of groups included males aged between 25 and 44 years old.

### Results

	Total
Number of interviews	248
<b>Visitor Profile</b>	
% of male visitors	65
% of female visitors	35
% of senior citizens (aged 65+)	3
% of adults aged 45-64	25
% of adults aged 25-44	66
% of young adults (aged 16-24)	4
% of groups with children	52
<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	10
% of visitors who have visited before	83
% of visitors who took part in walking	36
% of visitors who took part in cycling	72
% of visitors using café / restaurant / other catering	44
% of visitors who used the play area	18
Average length of stay on site	2 hrs 41 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	64
Car parking	44
Toilets	35

Timing of survey: 14<sup>th</sup> & 15<sup>th</sup> April, 5<sup>th</sup> & 6<sup>th</sup> August and 6<sup>th</sup> & 7<sup>th</sup> October 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Haldon Forest 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 on 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.

## KIELDER FOREST (QoE)

### General Information

This survey took place at Kielder Forest during 2012. A total of 157 visitors were interviewed face to face at the end of their visit.

### Summary

Over two thirds of respondents were male (68%). Almost four fifths (77%) had visited the forest before and half made use of the cycling facilities (50%).

### Results

	Total
Number of interviews	157
<b>Visitor Profile</b>	
% of male visitors	68
% of female visitors	32
% of senior citizens (aged 65+)	9
% of adults aged 45-64	46
% of adults aged 25-44	41
% of young adults (aged 16-24)	3
% of groups with children	31
<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	37
% of visitors who have visited before	77
% of visitors who took part in walking	45
% of visitors who took part in cycling	50
% of visitors using the café / restaurant / other catering	57
% of visitors who used the play area	10
Average length of stay on site	3 hrs 9 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	51
Car parking	46
Toilets	39

Timing of survey: 21<sup>st</sup> & 22<sup>nd</sup> April, 12<sup>th</sup> & 13<sup>th</sup> August and 13<sup>th</sup> & 14<sup>th</sup> October 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Kielder Forest 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 on 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.

## ROSLISTON AND HICKS LODGE (QoE)

### General Information

This survey took place at Rosliston and Hicks Lodge during 2012. A total of 198 visitors were interviewed face to face at the end of their visit.

### Summary

Almost three fifths of respondents (57%) were male. Over three quarters of respondents (76%) had visited the forest before and nine out of ten (93%) were on a short day trip from home.

### Results

	Total
Number of interviews	198
<b>Visitor Profile</b>	
% of male visitors	57
% of female visitors	43
% of senior citizens (aged 65+)	9
% of adults aged 45-64	27
% of adults aged 25-44	62
% of young adults (aged 16-24)	2
% of groups with children	64
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	93
% who were on an overnight or holiday trip	4
% of visitors who have visited before	76
% of visitors who took part in walking	45
% of visitors who took part in cycling	67
% of visitors using the café / restaurant / other catering	46
% of visitors who used the play area	7
Average length of stay on site	1 hr 44 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	64
Café / Restaurant / Catering	38
Car parking	30

Timing of survey: 6<sup>th</sup> & 7<sup>th</sup> April, 29<sup>th</sup> & 30<sup>th</sup> July and 29<sup>th</sup> & 30<sup>th</sup> September 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Rosliston and Hicks Lodge 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 on 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.

## ABERGYNOLWYN (QoE)

### General Information

This survey took place at Abergynolwyn during 2012. A total of 43 visitors were interviewed face to face at the end of their visit.

### Summary

Nearly three quarters of respondents (74%) were on an overnight or holiday trip and nearly all (98%) took part in walking activities.

### Results

	Total
Number of interviews	43
<b>Visitor Profile</b>	
% of male visitors	65
% of female visitors	35
% of senior citizens (aged 65+)	7
% of adults aged 45-64	49
% of adults aged 25-44	39
% of young adults (aged 16-24)	5
% of groups with children	42
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	21
% who were on an overnight or holiday trip	74
% of visitors who have visited before	47
% of visitors who took part in walking	98
% of visitors who admired the views	37
% of visitors who had taken part in photography	28
% of visitors who had a picnic	21
Average length of stay on site	1 hr 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>	
Choices of paths for walking	37
Clear sign posting of paths and trails	21
Printed information available	14
Information boards and panels	14

Timing of survey: 21<sup>st</sup> & 22<sup>nd</sup> April, 15<sup>th</sup> & 16<sup>th</sup> August and 1<sup>st</sup> & 2<sup>nd</sup> September 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Abergynolwyn 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 on 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.

## CRAIG Y DINAS (QoE)

### General Information

This survey took place at Craig y Dinas during 2012. A total of 98 visitors were interviewed face to face at the end of their visit.

### Summary

Almost three quarters (71%) of respondents were male. Over two thirds (68%) were on a short day trip from home. Over half (55%) of visitors took part in walking and had visited the site before (53%). The majority of visitors (97%) were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	98
<b>Visitor Profile</b>	
% of male visitors	71
% of female visitors	29
% of senior citizens (aged 65+)	8
% of adults aged 45-64	27
% of adults aged 25-44	49
% of young adults (aged 16-24)	12
% of groups with children	37
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	68
% who were on an overnight or holiday trip	24
% of visitors who have visited before	53
% of visitors who took part in walking	55
% of visitors who took part in cycling	1
% of visitors who admired the views	20
% of visitors who had taken part in photography	7
% of visitors who had a picnic or barbecue	6
Average length of stay on site	2 hrs 31m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	97
<b>Most important facilities in decision to visit</b>	
Car parking	34
Choice of paths for walking	28
Clear sign posting of paths and trails	22

Timing of survey: 13<sup>th</sup> & 14<sup>th</sup> April, 25<sup>th</sup> & 26<sup>th</sup> July, 22<sup>nd</sup> & 23<sup>rd</sup> September 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Craig y Dinas 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 on 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.

## CWM RHAEADR (QoE)

### General Information

This survey took place at Cwm Rhaeadr during 2012. A total of 54 visitors were interviewed face to face at the end of their visit.

### Summary

Seven out of ten respondents (69%) had visited the forest before and almost two thirds (65%) were on an overnight or holiday trip. All respondents (100%) were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	54
<b>Visitor Profile</b>	
% of male visitors	76
% of female visitors	24
% of senior citizens (aged 65+)	15
% of adults aged 45-64	37
% of adults aged 25-44	41
% of young adults (aged 16-24)	4
% of groups with children	7
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	65
% who were on an overnight or holiday trip	35
% of visitors who have visited before	69
% of visitors who took part in walking	54
% of visitors who took part in cycling	28
% of visitors who admired the views	35
% of visitors who had taken part in photography	13
% of visitors who had a picnic or barbecue or nature	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	100
<b>Most important facilities in decision to visit</b>	
Cycling tracks or trails	41
Car parking	30
Clear sign posting of paths and trails	24

Timing of survey: 2<sup>nd</sup> & 3<sup>rd</sup> June, 30<sup>th</sup> & 31<sup>st</sup> July and 15<sup>th</sup> & 16<sup>th</sup> September 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Cwm Rhaeadr 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 on 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.

## FFOREST FAWR (QoE)

### General Information

This survey took place at Fforest Fawr during 2012. A total of 213 visitors were interviewed face to face at the end of their visit.

### Summary

Nine out of ten respondents (91%) had visited the forest before and over three quarters took part in some kind of walking activity (79%). Most respondents (97%) were on a short day trip from home and were satisfied with the site as a place to visit (98%).

### Results

	Total
Number of interviews	213
<b>Visitor Profile</b>	
% of male visitors	58
% of female visitors	42
% of senior citizens (aged 65+)	15
% of adults aged 45-64	40
% of adults aged 25-44	37
% of young adults (aged 16-24)	5
% of groups with children	27
<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	91
% of visitors who took part in walking	79
% of visitors who took part in cycling	13
% of visitors who admired the views	23
% of visitors who had taken part in photography	9
% of visitors who had a picnic or barbecue	8
Average length of stay on site	1 hr 22 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	38
Choices of paths for walking	34
Cycling tracks or trails	14

Timing of survey: 26<sup>th</sup> & 27<sup>th</sup> May, 23<sup>rd</sup> & 24<sup>th</sup> July and 13<sup>th</sup> & 14<sup>th</sup> October 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Fforest Fawr 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 on 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.



## GWAUN HEPSTE (QoE)

### General Information

This survey took place at Gwaun Hepste during 2012. A total of 213 visitors were interviewed face to face at the end of their visit.

### Summary

Over half of respondents (51%) were male. Two thirds of respondents (66%) were on a short day trip from home of less than three hours. The majority of visitors (94%) took part in walking at the site.

### Results

	Total
Number of interviews	213
<b>Visitor Profile</b>	
% of male visitors	51
% of female visitors	49
% of senior citizens (aged 65+)	4
% of adults aged 45-64	34
% of adults aged 25-44	52
% of young adults (aged 16-24)	6
% of groups with children	40
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	66
% who were on an overnight or holiday trip	35
% of visitors who have visited before	37
% of visitors who took part in walking	94
% of visitors who took part in cycling	1
% of visitors who admired the views	39
% of visitors who had taken part in photography	20
% of visitors who had a picnic or barbecue	11
Average length of stay on site	2 hrs 42 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>	
Clear sign posting of paths and trails	29
Car parking	16
Choice of paths for walking	3

Timing of survey: 12<sup>th</sup> & 13<sup>th</sup> May, 27<sup>th</sup> & 28<sup>th</sup> July and 6<sup>th</sup> & 7<sup>th</sup> October 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Gwaun Hepste 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 on 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.

## HAFOD (QoE)

### General Information

This survey took place at Hafod during 2012. A total of 92 visitors were interviewed face to face at the end of their visit.

### Summary

Around three fifths of visitors (60%) had visited the site before. The majority of respondents took part in walking (99%) while all respondents were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	92
<b>Visitor Profile</b>	
% of male visitors	58
% of female visitors	42
% of senior citizens (aged 65+)	13
% of adults aged 45-64	43
% of adults aged 25-44	41
% of young adults (aged 16-24)	3
% of groups with children	35
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	42
% who were on an overnight or holiday trip	46
% of visitors who have visited before	60
% of visitors who took part in walking	99
% of visitors who took part in cycling	1
% of visitors who admired the views	11
% of visitors who had taken part in photography	10
% of visitors who had a picnic or barbecue	5
Average length of stay on site	2 hrs 11 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>	
Clear sign posting of paths and trails	45
Car parking	40
Choices of paths for walking	36

Timing of survey: 6<sup>th</sup> & 7<sup>th</sup> April, 1st & 2nd August and 28<sup>th</sup> & 29<sup>th</sup> August 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Hafod 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 on 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.

## LLANGWYFAN (QoE)

### General Information

This survey took place at Llangwyfan during 2012. A total of 136 visitors were interviewed face to face at the end of their visit.

### Summary

Over three quarters of respondents (76%) had visited the forest before and were on a short day trip from home of less than three hours (79%). Most of the respondents took part in walking (93%).

### Results

	Total
Number of interviews	136
<b>Visitor Profile</b>	
% of male visitors	65
% of female visitors	35
% of senior citizens (aged 65+)	17
% of adults aged 45-64	53
% of adults aged 25-44	25
% of young adults (aged 16-24)	5
% of groups with children	13
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	79
% who were on an overnight or holiday trip	13
% of visitors who have visited before	76
% of visitors who took part in walking	93
% of visitors who took part in cycling	4
% of visitors who admired the views	58
% of visitors who had taken part in photography	21
% of visitors who had a picnic or barbecue	18
Average length of stay on site	2 hrs 15 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	70
Clear sign posting of paths and trails	43
Choice of paths for walking	40

Timing of survey: 6<sup>th</sup> May & 7<sup>th</sup> May, and 13<sup>th</sup> & 14<sup>th</sup> August and 8<sup>th</sup> & 9<sup>th</sup> September 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Llangwyfan 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 on 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.

## NERCWYS (QoE)

### General Information

This survey took place at Nercwys during 2012. A total of 81 visitors were interviewed face to face at the end of their visit.

### Summary

Most respondents (93%) were on a day trip from home. Four fifths (81%) had visited before and the same number took part in walking while on the site.

### Results

	Total
Number of interviews	81
<b>Visitor Profile</b>	
% of male visitors	52
% of female visitors	48
% of senior citizens (aged 65+)	11
% of adults aged 45-64	51
% of adults aged 25-44	33
% of young adults (aged 16-24)	4
% of groups with children	22
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	93
% who were on an overnight or holiday trip	3
% of visitors who have visited before	81
% of visitors who took part in walking	81
% of visitors who took part in cycling	11
% of visitors who admired the views	19
% of visitors who had taken part in photography	6
% of visitors who had a picnic or barbecue	2
Average length of stay on site	1 hr 14 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	72
Choices of paths for walking	31
Clear sign posting of paths and trails	17

Timing of survey: 28<sup>th</sup> & 29<sup>th</sup> April, 9<sup>th</sup> & 10<sup>th</sup> August and 29<sup>th</sup> & 30<sup>th</sup> September 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Nercwys 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 on 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.

## TAN Y COED (QoE)

### General Information

This survey took place at Tan y Coed during 2012. A total of 118 visitors were interviewed face to face at the end of their visit.

### Summary

Over half of respondents were male (61%) and had visited the forest before (69%). All visitors were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	118
<b>Visitor Profile</b>	
% of male visitors	61
% of female visitors	39
% of senior citizens (aged 65+)	20
% of adults aged 45-64	48
% of adults aged 25-44	25
% of young adults (aged 16-24)	5
% of groups with children	24
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	50
% who were on an overnight or holiday trip	47
% of visitors who have visited before	69
% of visitors who took part in walking	46
% of visitors who took part in cycling	1
% of visitors who admired the views	19
% of visitors who had taken part in photography	7
% of visitors who had a picnic or barbecue	31
Average length of stay on site	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	67
Toilets	53
Picnic areas	37

Timing of survey: 15<sup>th</sup> & 16<sup>th</sup> April, 7<sup>th</sup> & 8<sup>th</sup> August and 20<sup>th</sup> & 21<sup>st</sup> October 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Tan y Coed Forest 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 on 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.

## THE ARCH (QoE)

### General Information

This survey took place at The Arch during 2012. A total of 32 visitors were interviewed face to face at the end of their visit.

### Summary

Two thirds of respondents (66%) had visited the site before. Nearly all visitors (91%) had taken part in walking and all were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	32
<b>Visitor Profile</b>	
% of male visitors	59
% of female visitors	41
% of senior citizens (aged 65+)	22
% of adults aged 45-64	47
% of adults aged 25-44	29
% of young adults (aged 16-24)	3
% of groups with children	13
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	44
% who were on an overnight or holiday trip	44
% of visitors who have visited before	66
% of visitors who took part in walking	91
% of visitors who admired the views	28
% of visitors who had taken part in photography	3
% of visitors who had a picnic or barbecue	13
Average length of stay on site	1 hr 39 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	53
Choices of paths for walking	41
Clear sign posting of paths and trails	34

Timing of survey: 8<sup>th</sup> & 9<sup>th</sup> April, 3<sup>rd</sup> & 4<sup>th</sup> August and 30<sup>th</sup> & 31<sup>st</sup> August 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – The Arch 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 on 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.

## WARREN (QoE)

### General Information

This survey took place at Warren during 2012. A total of 56 visitors were interviewed face to face at the end of their visit.

### Summary

Almost three quarters of visitors (73%) had visited the site before and the same proportion were on a short day trip from home (less than 3 hours). Nearly all visitors (95%) had taken part in walking and all were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	56
<b>Visitor Profile</b>	
% of male visitors	55
% of female visitors	45
% of senior citizens (aged 65+)	13
% of adults aged 45-64	40
% of adults aged 25-44	41
% of young adults (aged 16-24)	7
% of groups with children	34
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	73
% who were on an overnight or holiday trip	27
% of visitors who have visited before	73
% of visitors who took part in walking	95
% of visitors who took part in cycling	7
% of visitors who admired the views	46
% of visitors who had taken part in photography	32
% of visitors who had a picnic or barbecue	16
Average length of stay on site	1 hr 16 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	73
Clear sign posting of paths and trails	43
Choices of paths for walking	21

Timing of survey: 19<sup>th</sup> & 20<sup>th</sup> May, 22<sup>nd</sup> & 23<sup>rd</sup> August and 27<sup>th</sup> & 28<sup>th</sup> October 2012.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Warren 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 on 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 fourth year of fieldwork for the "Monitor of Engagement with the Natural Environment" (MENE) survey started in March 2012, 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 46,749 interviews were conducted in English homes between March 2012 and February 2013.

### Summary

It is estimated that in 2012 there were 357 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)	357
<b>Woodland visit characteristics<sup>1</sup></b>	
<b>Activities</b>	
% whose activities included walking with a dog	67
% 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	31
% whose main means of transport was by bicycle	3
<b>Distance travelled (one way)</b>	
% who travelled less than 1 mile	31
% who travelled 1 to 5 miles	52
% who travelled over 5 miles	17
<b>Duration of visit (round trip)</b>	
% who made visits up to 1 hour	..
% who made visits of 1 hour - less than 2 hours	..
% who made visits of 2 hours or more	..

Timing of survey: March 2012 – February 2013.

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.

.. Denotes data not available



## 3.3 SCOTTISH RECREATION SURVEY 2012

### General Information

Scottish Natural Heritage (SNH) and the 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 12,119 interviews were conducted in Scottish homes in 2012.

### Summary

It is estimated that there were 62 million recreation visits made by Scottish residents to woodland in Scotland in 2012.

### Results

	2012
<b>Number of visits (millions)</b>	
All visits including woodland	62
Number of visits to woodlands as main destination	45
<b>Woodland visit characteristics<sup>1</sup></b>	
<b>Main activity</b>	
% whose main activity was walking	81
% whose main activity was cycling	6
% whose main activity was family outing	3
<b>Main transport</b>	
% whose main means of transport was on foot	54
% whose main means of transport was by car / van	39
% whose main means of transport was by bicycle	4
<b>Distance travelled (round trip)</b>	
% who travelled up to 2 miles	34
% who travelled over 2 miles, up to 5 miles	38
% who travelled over 5 miles	28
<b>Duration of visit (round trip)</b>	
% who made visits up to 1 hour	18
% who made visits of 1 hour - less than 2 hours	48
% who made visits of 2 hours or more	34
% Accompanied by a dog	63

Timing of survey: January – December 2012.

Type of survey: In-home interviews.

Publication: Scottish Recreation Survey: annual summary report 2012. Scottish Natural Heritage Commissioned Report No. 604.

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.