

# FOREST VISITOR SURVEYS 2013

Jackie Watson  
Economics & Statistics  
Forestry Commission  
January 2015

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## 1. INTRODUCTION

This report presents a summary of results from surveys of visitors to woodland in 2013, 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 fourteen forest sites in England and Wales, and summary results from the Scotland's People and Nature Survey (SPANS) 2013 - 2014.

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

**Prepared by:** Jackie Watson  
Statistics, Forestry Commission,  
231 Corstorphine Road, Edinburgh, EH12 7AT

**Enquiries:** Jackie Watson 0300 067 5238  
[statistics@forestry.gsi.gov.uk](mailto:statistics@forestry.gsi.gov.uk)

**Statistician:** Jeremy Darot

**Website:** [www.forestry.gov.uk/statistics](http://www.forestry.gov.uk/statistics)

## 2. LOCAL VISITOR SURVEYS

### 2.1. SCOTLAND

#### VISITOR CENTRE FEEDBACK

##### General Information

The Visitor Centre Feedback Survey was carried out in 2013 at Glenmore Visitor Centre (89 completed questionnaires), Queen's View Visitor Centre (89), Glentroot Visitor Centre (59), Clatteringshaws Visitor Centre (43) and Kirroughtree Visitor Centre (11). A total of 291 questionnaires were completed across the five sites.

##### Summary

Over two thirds of respondents (68%) were female. One in ten groups (11%) included someone with a long-term illness, health problem or disability. Almost all visitors (95%) were satisfied with the overall quality of the visit.

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

	Total
Number of completed questionnaires	291
<b>Visitor Profile</b>	
% of male visitors	32
% of female visitors	68
% of senior citizens (aged 65+)	17
% of adults aged 45 – 64	38
% of adults aged 25 – 44	37
% of young adults and children (aged 24 and under)	7
% of non-white visitor	3
% of groups including someone with a long-term illness, health problem or disability	11
<b>Ratings<sup>2</sup></b>	
% satisfied with the parking facilities	97
% satisfied with the signage	95
% satisfied with picnic area	98
% satisfied with the children's play area (Kirroughtree & Queen Elizabeth FP Only)	81
% satisfied with opening hours	98
% satisfied with quality of food	96
% satisfied with the quality of service	95
% satisfied with the value for money of food	94
% satisfied with the cycling facilities	95
% satisfied with the walking facilities	98
% satisfied with the visitor information	90
% satisfied with the Environmental and recycling practices	94
% satisfied with the overall quality of visit	95

Timing of survey: March – December 2013.

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 2013 at five sales centres within Scotland: Tyrebagger (242 completed questionnaires), Inver (191), Kinnoull (185), Kirn (82) and Glenbranter (50). Across all sites a total of 750 questionnaires were completed.

### Summary

Over four fifths (83%) of visitors were returning customers and nearly three fifths of the respondents (58%) had heard about the centre through word of mouth. Almost a third (32%) of visitors came to buy a tree from the centre because of quality of the tree, while a quarter of visitors (26%) wanted a sustainably grown tree. Only 15% of visitors came to buy a tree because of the value for money.

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

	Total
Number of completed questionnaires	750
<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	32
% of visitors who came to buy a sustainably grown tree	26
% of visitors who came because of the atmosphere of the forest/sales centre	16
% of visitors who came to buy a tree because of the value for money	15
% of visitors who had visited sales centres before	83

Timing of survey: Christmas 2013.  
 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.

## 3. OTHER SURVEYS

### 3.1. QUALITY OF EXPERIENCE SURVEYS

#### ALICE HOLT (QoE)

##### General Information

This survey took place at Alice Holt during 2013. A total of 241 visitors were interviewed face to face at the end of their visit.

##### Summary

Over three quarters of visitors (78%) had visited the forest before. Nine in ten visitors (89%) were on a short day trip from home. Eight out of ten visitors (80%) took part in walking activities and used the play area (82%) while visiting the site. One in seven (71%) felt that the play areas and equipment were the most important facilities in deciding to visit the site.

##### Results

	Total
Number of interviews	241
<b>Visitor Profile</b>	
% of male visitors	34
% of female visitors	66
% of senior citizens (aged 65+)	6
% of adults aged 45-64	20
% of adults aged 25-44	72
% of young adults (aged 16-24)	2
% of groups with children	88
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	89
% who were on an overnight or holiday trip	2
% of visitors who have visited before	78
% of visitors who took part in walking	80
% of visitors who took part in cycling	20
% of visitors using café / restaurant / other catering	50
% of visitors who used the play area	82
Average length of stay on site	2 hrs 27 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>	
Play areas and equipment	71
Choice of paths for walking	27
Parking	22

Timing of survey: Between 1<sup>st</sup> August and 30<sup>th</sup> October 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Alice Holt by Beaufort 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.

## CANNOCK CHASE (QoE)

### General Information

This survey took place at Cannock Chase during 2013. A total of 223 visitors were interviewed face to face at the end of their visit.

### Summary

Nearly two thirds (65%) of respondents were male. Almost nine in ten respondents were on a short day trip from home (88%) and 81% had visited the forest before. Seven in ten respondents took part in cycling (72%) and felt that the cycling tracks or trails were the most important facilities in deciding to visit the site (70%).

### Results

	Total
Number of interviews	223
<b>Visitor Profile</b>	
% of male visitors	65
% of female visitors	35
% of senior citizens (aged 65+)	4
% of adults aged 45-64	29
% of adults aged 25-44	61
% of young adults (aged 16-24)	6
% of groups with children	26
<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	2
% of visitors who have visited before	81
% of visitors who took part in walking	28
% of visitors who took part in cycling	72
% of visitors using café / restaurant / other catering	60
% of visitors who used the play area	8
Average length of stay on site	2 hrs 31 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	70
Cafe	22
Choices of paths for walking	20

Timing of survey: Between 3<sup>rd</sup> August and 27<sup>th</sup> October 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Cannock Chase by Beaufort 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.

## CARDINHAM WOODS (QoE)

### General Information

This survey took place at Cardinham Woods during 2013. A total of 237 visitors were interviewed face to face at the end of their visit.

### Summary

Over four fifths (88%) of visitors were on a short day trip from home and almost four fifths had visited the forest before (78%). Two thirds (66%) took part in walking activities.

### Results

	Total
Number of interviews	237
<b>Visitor Profile</b>	
% of male visitors	52
% of female visitors	48
% of senior citizens (aged 65+)	9
% of adults aged 45-64	38
% of adults aged 25-44	49
% of young adults (aged 16-24)	4
% of groups with children	41
<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	2
% of visitors who have visited before	78
% of visitors who took part in walking	66
% of visitors who took part in cycling	40
% of visitors using the café / restaurant / other catering	55
% of visitors who used the play area	21
Average length of stay on site	2 hrs 8 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	49
Cafe	43
Cycling tracks or trails	38

Timing of survey: Between 4<sup>th</sup> August and 27<sup>th</sup> October 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Cardinham Woods by Beaufort 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.



## GRIZEDALE (QoE)

### General Information

This survey took place at Grizedale during 2013. A total of 211 visitors were interviewed face to face at the end of their visit.

### Summary

Almost two thirds (62%) of visitors had visited the forest before and were also on an overnight or holiday trip (64%). The majority of visitors (97%) were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	211
<b>Visitor Profile</b>	
% of male visitors	47
% of female visitors	53
% of senior citizens (aged 65+)	9
% of adults aged 45-64	30
% of adults aged 25-44	54
% of young adults (aged 16-24)	6
% of groups with children	41
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	24
% who were on an overnight or holiday trip	64
% of visitors who have visited before	62
% of visitors who took part in walking	59
% of visitors who took part in cycling	38
% of visitors using the café / restaurant / other catering	55
% of visitors who used the play area	17
Average length of stay on site	1 hr 43 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	97
<b>Most important facilities in decision to visit</b>	
Choices of paths for walking	39
Cycling tracks or trails	31
Cafe	24

Timing of survey: Between 31<sup>st</sup> July and 26<sup>th</sup> October 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Grizedale by Beaufort 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.

## SHERWOOD PINES (QoE)

### General Information

This survey took place at Sherwood Pines during 2013. A total of 207 visitors were interviewed face to face at the end of their visit.

### Summary

Three quarters of respondents (75%) were on a short day trip from home. Two thirds (64%) of visitors had visited the forest before and almost all visitors (99%) were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	207
<b>Visitor Profile</b>	
% of male visitors	41
% of female visitors	59
% of senior citizens (aged 65+)	6
% of adults aged 45-64	26
% of adults aged 25-44	49
% of young adults (aged 16-24)	20
% of groups with children	44
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	75
% who were on an overnight or holiday trip	21
% of visitors who have visited before	64
% of visitors who took part in walking	53
% of visitors who took part in cycling	23
% of visitors using the café / restaurant / other catering	50
% of visitors who used the play area	23
Average length of stay on site	2 hr 38 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	32
Go Ape	23
Cycling track or trails	21
Play areas and equipment	19

Timing of survey: Between 5<sup>th</sup> August and 29<sup>th</sup> October 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Sherwood Pines by Beaufort 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.

## WENDOVER WOODS (QoE)

### General Information

This survey took place at Wendover Woods during 2013. A total of 216 visitors were interviewed face to face at the end of their visit.

### Summary

Over four fifths (85%) of visitors had visited the site before. The majority of visitors (94%) 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	216
<b>Visitor Profile</b>	
% of male visitors	42
% of female visitors	58
% of senior citizens (aged 65+)	13
% of adults aged 45-64	41
% of adults aged 25-44	42
% of young adults (aged 16-24)	4
% of groups with children	42
<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	3
% of visitors who have visited before	85
% of visitors who took part in walking	78
% of visitors who took part in cycling	8
% of visitors using the café / restaurant / other catering	73
% of visitors who used the play area	20
Average length of stay on site	2 hrs 10m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	98
<b>Most important facilities in decision to visit</b>	
Cafe	71
Choice of paths for walking	35
Toilets	23

Timing of survey: Between 18<sup>th</sup> July and 29<sup>th</sup> October 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Wendover Woods by Beaufort 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.

## AFAN FOREST PARK (QoE)

### General Information

This survey took place at Afan Forest Park during 2013. A total of 192 visitors were interviewed face to face at the end of their visit.

### Summary

Over two thirds (70%) of respondents were male. Four fifths (79%) of respondents were on a short day trip from home and had visited the forest before. Nearly all respondents (96%) were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	192
<b>Visitor Profile</b>	
% of male visitors	70
% of female visitors	30
% of senior citizens (aged 65+)	14
% of adults aged 45-64	32
% of adults aged 25-44	45
% of young adults (aged 16-24)	8
% of groups with children	26
<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	17
% of visitors who have visited before	79
% of visitors who took part in walking	43
% of visitors who took part in cycling	54
% of visitors using the café / restaurant	26
% of visitors who admired the views	10
% of visitors who had a picnic or barbecue or nature	7
% of visitors who had taken part in photography	3
Average length of stay on site	2 hrs 32 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	96
<b>Most important facilities in decision to visit</b>	
Cycling tracks or trails	56
Choices of paths for walking	39
Parking	34

Timing of survey: Between 18<sup>th</sup> July and 29<sup>th</sup> September 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Afan Forest Park by Beaufort 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.

## BRECHFA (QoE)

### General Information

This survey took place at Brechfa during 2013. A total of 138 visitors were interviewed face to face at the end of their visit.

### Summary

Nearly four fifths (79%) of visitors to the forest were male. Seven out of ten respondents (72%) had visited the forest before and over three quarters took part in a cycling activity (77%). All visitors were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	138
<b>Visitor Profile</b>	
% of male visitors	79
% of female visitors	21
% of senior citizens (aged 65+)	1
% of adults aged 45-64	34
% of adults aged 25-44	52
% of young adults (aged 16-24)	12
% of groups with children	18
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	57
% who were on an overnight or holiday trip	33
% of visitors who have visited before	72
% of visitors who took part in walking	28
% of visitors who took part in cycling	77
% of visitors who admired the views	12
% of visitors who had a picnic or barbecue	7
% of visitors who had taken part in photography	4
Average length of stay on site	2 hr 07 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 and trails	75
Parking	69
Choices of paths for walking	23

Timing of survey: Between 12<sup>th</sup> August and 13<sup>th</sup> October 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Brechfa by Beaufort 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.

## CWMCARN FOREST DRIVE (QoE)

### General Information

This survey took place at Cwmcarn Forest Drive during 2013. A total of 164 visitors were interviewed face to face at the end of their visit.

### Summary

Over half of respondents (55%) were on a short day trip from home of less than three hours. Over two thirds of visitors had visited the forest before. Nearly all visitors (98%) were satisfied with site as a place to visit.

### Results

	Total
Number of interviews	164
<b>Visitor Profile</b>	
% of male visitors	48
% of female visitors	52
% of senior citizens (aged 65+)	5
% of adults aged 45-64	20
% of adults aged 25-44	70
% of young adults (aged 16-24)	4
% of groups with children	77
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	55
% who were on an overnight or holiday trip	9
% of visitors who have visited before	68
% of visitors who took part in walking	48
% of visitors using the café / restaurant	-
% of visitors who admired the views	40
% of visitors who had a picnic or barbecue	60
% of visitors who had taken part in photography	9
Average length of stay on Forest Drive site	2 hrs 23 m
<b>Ratings<sup>1</sup></b>	
% satisfied with site as a place to visit	98

Timing of survey: Between 24<sup>th</sup> August and 6<sup>th</sup> October 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Cwmcarn Forest Drive by Beaufort 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.

## GWYDYR (QoE)

### General Information

This survey took place at Gwydyr during 2013. A total of 147 visitors were interviewed face to face at the end of their visit.

### Summary

Over two thirds of visitors (70%) had visited the site before. The majority of respondents took part in walking (92%) while all respondents were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	147
<b>Visitor Profile</b>	
% of male visitors	56
% of female visitors	44
% of senior citizens (aged 65+)	22
% of adults aged 45-64	45
% of adults aged 25-44	29
% of young adults (aged 16-24)	3
% of groups with children	18
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	35
% who were on an overnight or holiday trip	40
% of visitors who have visited before	70
% of visitors who took part in walking	92
% of visitors who took part in cycling	5
% of visitors using the café / restaurant	8
% of visitors who admired the views	29
% of visitors who had a picnic or barbecue	16
% of visitors who had taken part in photography	16
Average length of stay on site	2 hrs 38 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	61
Parking	43
Toilets	27

Timing of survey: Between 3<sup>rd</sup> August and 13<sup>th</sup> October 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Gwydyr by Beaufort 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.

## HAFREN (QoE)

### General Information

This survey took place at Hafren during 2013. A total of 130 visitors were interviewed face to face at the end of their visit.

### Summary

Over two thirds of respondents (68%) had visited the forest before. Three fifths (58%) were on a short day trip from home of less than three hours. Most of the respondents took part in walking (94%) during their visit and all respondents were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	130
<b>Visitor Profile</b>	
% of male visitors	60
% of female visitors	40
% of senior citizens (aged 65+)	20
% of adults aged 45-64	41
% of adults aged 25-44	38
% of young adults (aged 16-24)	1
% of groups with children	28
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	58
% who were on an overnight or holiday trip	38
% of visitors who have visited before	68
% of visitors who took part in walking	94
% of visitors who admired the views	8
% of visitors who had taken part in photography	5
% of visitors who had a picnic or barbecue	7
Average length of stay on site	2 hrs 24 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>	
Choice of paths for walking	42
Picnic areas	12
Parking	11

Timing of survey: Between 29<sup>th</sup> July and 3<sup>rd</sup> November 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Hafren by Beaufort 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.



## MOEL FAMAU (QoE)

### General Information

This survey took place at Moel Famau during 2013. A total of 190 visitors were interviewed face to face at the end of their visit.

### Summary

Three fifths of respondents (60%) were on a day trip from home. Four fifths (82%) had visited before while nine in ten respondents (91%) took part in walking while on the site. All visitors were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	190
<b>Visitor Profile</b>	
% of male visitors	57
% of female visitors	43
% of senior citizens (aged 65+)	12
% of adults aged 45-64	34
% of adults aged 25-44	44
% of young adults (aged 16-24)	7
% of groups with children	26
<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	7
% of visitors who have visited before	82
% of visitors who took part in walking	91
% of visitors who took part in cycling	4
% of visitors who admired the views	31
% of visitors who had taken part in photography	5
% of visitors who had a picnic or barbecue	18
Average length of stay on site	2 hr 20 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	54
Parking	43
Viewpoint	34

Timing of survey: Between 4<sup>th</sup> August and 28<sup>th</sup> September 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Moel Famau by Beaufort 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.

## NEWBOROUGH (QoE)

### General Information

This survey took place at Newborough during 2013. A total of 182 visitors were interviewed face to face at the end of their visit.

### Summary

Nearly three quarters of respondents (70%) had visited the forest before. Most of the visitors were satisfied with the site as a place to visit (98%). Access to the beach was the most important facility in the decision to visit for 61% of visitors.

### Results

	Total
Number of interviews	182
<b>Visitor Profile</b>	
% of male visitors	45
% of female visitors	55
% of senior citizens (aged 65+)	16
% of adults aged 45-64	43
% of adults aged 25-44	35
% of young adults (aged 16-24)	5
% of groups with children	29
<b>Visit Details</b>	
% who were on a short day trip from home (less than 3 hours)	32
% who were on an overnight or holiday trip	50
% of visitors who have visited before	70
% of visitors who took part in walking	81
% of visitors who took part in cycling	10
% of visitors who admired the views	27
% of visitors who had taken part in photography	11
% of visitors who had a picnic or barbecue	20
Average length of stay on site	2 hrs 28 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>	
Access to the beach	61
Parking	56
Choices of paths for walking	53

Timing of survey: Between 7<sup>th</sup> August and 19<sup>th</sup> October 2013.  
 Type of survey: On site face to face interview.  
 Publication: 'Monitoring the quality of experience in forests' – Newborough by Beaufort 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 WHITESTONE (QoE)

### General Information

This survey took place at Whitestone during 2013. A total of 135 visitors were interviewed face to face at the end of their visit.

### Summary

Three quarters of respondents (74%) had visited the site before. Almost nine out of ten visitors (89%) had taken part in walking and all were satisfied with the site as a place to visit.

### Results

	Total
Number of interviews	135
<b>Visitor Profile</b>	
% of male visitors	49
% of female visitors	51
% of senior citizens (aged 65+)	20
% of adults aged 45-64	41
% of adults aged 25-44	35
% of young adults (aged 16-24)	3
% of groups with children	39
<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	17
% of visitors who have visited before	74
% of visitors who took part in walking	89
% of visitors who admired the views	32
% of visitors who had taken part in photography	10
% of visitors who had a picnic or barbecue	27
Average length of stay on site	1 hr 56 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	50
Parking	41
Viewpoint	39

Timing of survey: Between 5<sup>th</sup> August and 26<sup>th</sup> October 2013.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests' – Whitestone by Beaufort 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 SCOTLAND'S PEOPLE AND NATURE SURVEY (SPANS) 2013 - 2014

### General Information

This is the first year report of the [Scotland's People and Nature Survey \(Spans\)](#) , which measures and collects details about the Scottish adult population's participation in outdoor recreation in Scotland, ran from March 2013 until February 2014.

### Summary

Around two thirds (63%) of respondents had visited woodland at least once in the previous year. One third (34%) of respondents had visited woodland at least once a month in the previous 12 months

### Results

	2013
<b>Number of visits (millions)</b>	
All visits including woodland	90
<b>Frequency of visits to woodland<sup>1</sup></b>	
% of visitors who visited at least once a week	18
% of visitors who visited once or twice a month	16
% of visitors who visited once every 2 – 3 months	13
% of visitors who visited once or twice	16
% of visitors who never visited	37

Timing of survey: March 2013 to February 2014.

Type of survey: On site face to face interview.

Publication: Scotland's People and Nature Survey (Spans) - Research by TNS

Topic covered: The number of people in Scotland taking part in outdoor recreation, including the sorts of activities they enjoy and the types of places they visit; The other ways in which people enjoy the outdoors, the types of benefits people feel they get from visiting the outdoors; how informed or concerned people feel about Scotland's natural environment, how people living in towns and cities rate their local greenspace, recreational use of woods and forests, what people think of our national parks, and how much people value our national and local landscapes.

All trips that include a visit to woodland

## 3.3 MONITOR OF ENGAGEMENT WITH THE NATURAL ENVIRONMENT

### General Information

The fifth year of fieldwork for the "[Monitor of Engagement with the Natural Environment](#)" (MENE) survey started in March 2013, 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 46,785 interviews were conducted in English homes between March 2013 and February 2014.

### Summary

It is estimated that in 2013 there were 378 million trips made in England that included a visit to a woodland or forest.