

FOREST VISITOR SURVEYS 2014

Jackie Watson
IFOS-Statistics
Forest Research
February 2017

CONTENTS

1. INTRODUCTION	3
2 LOCAL VISITOR SURVEYS	4
2.1. SCOTLAND	4
EVENTS EVALUATION	4
VISITOR CENTRE FEEDBACK.....	5
CHRISTMAS QUESTIONNAIRE	6
3. OTHER SURVEYS	7
3.1. QUALITY OF EXPERIENCE - ENGLAND	7
BEDGEBURY (QoE).....	7
DELAMERE (QoE)	8
FOREST OF DEAN (QoE).....	9
HAMSTERLEY (QoE).....	10
HIGH LODGE, THETFORD (QoE)	11
SALCEY (QoE).....	12
WHINLATTER (QoE).....	13
3.2. QUALITY OF EXPERIENCE - WALES	14
ALWEN (QoE)	14
BWLCH NANT YR ARIAN (QoE)	15
CLOCAENOG (QoE).....	16
COED y BRENIN (QoE)	17
CORS CARON (QoE).....	18
CRYCHAN (QoE).....	19
GARWNANT (QoE)	20
3.3 MONITOR OF ENGAGEMENT WITH THE NATURAL ENVIRONMENT	21
3.4 WALES OUTDOOR RECREATION SURVEY 2014	22

1. INTRODUCTION

This report presents summary information on surveys of visitors to forests in Great Britain that took place in 2014.

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 [Monitor of Engagement with the Natural Environment \(MENE\) 2014-15](#) and the [Welsh Outdoor Recreation Survey 2014](#).

For more information about this or other visitor survey work please contact IFOS- Statistics, Forest Research at the address below.

Prepared by: Jackie Watson
IFOS-Statistics, Forest Research,
231 Corstorphine Road, Edinburgh, EH12 7AT

Enquiries: Jackie Watson 0300 067 5238
statistics@forestry.gsi.gov.uk

Statistician: Sheila Ward

Website: www.forestry.gov.uk/statistics

2. LOCAL VISITOR SURVEYS

2.1. SCOTLAND

EVENTS EVALUATION

General Information

The Events Evaluation survey took place within Cowal and Trossachs Forest District in Scotland; Across the locations a total of 51 questionnaires were completed.

Summary

All visitors (100%) were satisfied with the event they attended.

Results¹

	Total
Number of completed questionnaires	51
Visit profile	
% of male visitors	30
% of female visitors	70
% of adults 65+	9
% of adults aged 45 – 64	18
% of adults aged 25 – 44	64
% of young adults and children (aged 24 and under)	9
% of groups including someone with a long-term illness, health problem or disability	4
Visit details	
% who had attended an event before	51
% who had travelled more than 10 miles to attend the event	39
% who found out about the event through a Poster	25
Ratings²	
% satisfied with the event	100

Timing of survey: March - December 2014.
 Type of survey: Self-completion questionnaire.
 Data Tables: Information available on request.

¹ Results are based only on those who responded to the question.

² 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 2014 at Clatteringshaws Visitor Centre (92 completed questionnaires), Glenmore (66), Glentress (23), Glentrool (137), Kirroughtree (159) and Queen Elizabeth Forest Park (181). A total of 658 questionnaires were completed across the six sites with ratings of Excellent to Very Poor.

Summary

Two thirds of respondents (66%) were female. 16% of groups included someone with a long-term illness, health problem or disability. Around nine in ten visitors (92%) were satisfied with the overall quality of the visit.

Results¹

	Total
Number of completed questionnaires	658
Visitor Profile	
% of male visitors	34
% of female visitors	66
% of senior citizens (aged 65+)	17
% of adults aged 45 – 64	37
% of adults aged 25 – 44	35
% of young adults and children (aged 24 and under)	12
% of non-white visitor	4
% of groups including someone with a long-term illness, health problem or disability	16
Ratings²	
% satisfied with the parking facilities	91
% satisfied with the signage	85
% satisfied with picnic area	93
% satisfied with opening hours	92
% satisfied with quality of food	92
% satisfied with the quality of service	93
% satisfied with the value for money of food	81
% satisfied with the cycling facilities	91
% satisfied with the walking facilities	92
% satisfied with the visitor information	92
% satisfied with the Environmental and recycling practices	89
% satisfied with the overall quality of visit	92

Timing of survey: March – December 2014.
 Type of survey: Self-completion questionnaires.
 Data Tables: Information available on request.

¹Results are based only on those who responded to the question.

² Satisfaction rating, 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.

CHRISTMAS QUESTIONNAIRE

General Information

Christmas Surveys were carried out in 2014 at one sales centres within Scotland: Tyrebagger (36 completed questionnaires).

Results¹

	Total
Number of completed questionnaires	36
Visitor Profile	
% of visitors who heard about Christmas tree centre via word of mouth	81
% of visitors who came to buy a sustainably grown tree	69
% of visitors who came to buy a tree because of the quality of tree	67
% of visitors who came because of the atmosphere of the forest/sales centre	67
% of visitors who came to buy a tree because of the value for money	50
% of visitors who had visited sales centres before	94

Timing of survey: Christmas 2014.
 Type of survey: Self-completion questionnaires.
 Data Tables: Information available on request.

¹ Results are based only on those who responded to the question.

3. OTHER SURVEYS

3.1. QUALITY OF EXPERIENCE - ENGLAND

BEDGEBURY (QOE)

General Information

This survey took place at Bedgebury during 2014. Bedgebury Forest, South East England. A total of 236 visitors were interviewed face to face at the end of their visit.

Summary

Around three quarters of visitors (77%) had visited the forest before. Most visitors (93%) were on a short day trip from home. Seven out of ten visitors (70%) took part in walking activities while visiting the site. Two thirds (67%) of respondents visited with children.

Results

	Total
Number of interviews	236
Visitor Profile	
% of male visitors	53
% of female visitors	47
% of senior citizens (aged 65+)	5
% of adults aged 45-64	32
% of adults aged 25-44	60
% of young adults (aged 16-24)	3
% of groups with children	67
Visit Details	
% who were on a short day trip from home (less than 3 hours)	93
% who were on an overnight or holiday trip	5
% of visitors who have visited before	77
% of visitors who took part in walking	70
% of visitors who took part in cycling	42
% of visitors using café / restaurant / other catering	59
% of visitors who used the play area	31
% of visitors who used the picnic or barbeque	20
Average length of stay on site	3 hrs 16 m
Ratings¹	
% satisfied with site as a place to visit	88
Most important facilities in decision to visit	
Walking trails	38
Cycle Trails	34
Play areas and equipment	20

Timing of survey: March - October 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Bedgebury' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

DELAMERE (QoE)

General Information

This survey took place at Delamere, North West England during 2014. A total of 240 visitors were interviewed face to face at the end of their visit.

Summary

Three fifths (60%) of respondents were male and 60% were accompanied by children while visiting the site. Most respondents were on a short day trip from home (83%). Four fifths (80%) of visitors had visited the forest before. Almost three quarters of respondents took part in walking (73%) and 63% felt that the walking trails were the most important facilities in deciding to visit the site.

Results

	Total
Number of interviews	240
Visitor Profile	
% of male visitors	60
% of female visitors	40
% of senior citizens (aged 65+)	8
% of adults aged 45-64	36
% of adults aged 25-44	52
% of young adults (aged 16-24)	4
% of groups with children	60
Visit Details	
% who were on a short day trip from home (less than 3 hours)	83
% who were on an overnight or holiday trip	11
% of visitors who have visited before	80
% of visitors who took part in walking	73
% of visitors who took part in cycling	25
% of visitors using café / restaurant / other catering	60
% of visitors who used the picnic or barbeque	19
% of visitors who admired the views	12
Average length of stay on site	2 hrs 41 m
Ratings¹	
% satisfied with site as a place to visit	93
Most important facilities in decision to visit	
Walking trails	63
Café / restaurant / catering	42
Toilets	36
Car parking	36

Timing of survey: March - September 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Delamere' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

FOREST OF DEAN (QoE)

General Information

This survey took place at Forest of Dean, South West England during 2014. A total of 230 visitors were interviewed face to face at the end of their visit.

Summary

Over one half (56%) of visitors were female. Around eight in ten visitors had visited the forest before (79%) with 63% taking part in a walking activity. One fifth of visitors were on a short day trip from home (20%) and 62% of visitors used the café, restaurant and other catering facilities.

Results

	Total
Number of interviews	230
Visitor Profile	
% of male visitors	44
% of female visitors	56
% of senior citizens (aged 65+)	11
% of adults aged 45-64	36
% of adults aged 25-44	47
% of young adults (aged 16-24)	6
% of groups with children	44
Visit Details	
% who were on a short day trip from home (less than 3 hours)	20
% who were on an overnight or holiday trip	29
% of visitors who have visited before	79
% of visitors who took part in walking	63
% of visitors who took part in cycling	40
% of visitors using the café / restaurant / other catering	62
% of visitors who admired the views	30
% of visitors who used the picnic and barbeque	21
Average length of stay on site	3 hrs 10 m
Ratings¹	
% satisfied with site as a place to visit	91
Most important facilities in decision to visit	
Toilets	53
Café / restaurant / catering	50
Walking trails	46

Timing of survey: March - September 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Forest of Dean' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

HAMSTERLEY (QoE)

General Information

This survey took place at Hamsterley, North East England during 2014. A total of 234 visitors were interviewed face to face at the end of their visit.

Summary

Over half of visitors (55%) were male and 57% were accompanied by children while visiting the site. Almost three quarters of respondents (74%) had visited the forest before. Very few visitors (2%) were on an overnight or holiday trip. Around half of visitors (48%) had used the café, restaurant and other catering facilities.

Results

	Total
Number of interviews	234
Visitor Profile	
% of male visitors	55
% of female visitors	45
% of senior citizens (aged 65+)	4
% of adults aged 45-64	25
% of adults aged 25-44	65
% of young adults (aged 16-24)	6
% of groups with children	57
Visit Details	
% who were on a short day trip from home (less than 3 hours)	44
% who were on an overnight or holiday trip	2
% of visitors who have visited before	74
% of visitors who took part in walking	44
% of visitors who took part in cycling	42
% of visitors using the café / restaurant / other catering	48
% of visitors who used the Gruffalo trail	17
% of visitors who used the play area	16
Average length of stay on site	3 hrs 10 m
Ratings¹	
% satisfied with site as a place to visit	95
Most important facilities in decision to visit	
Walking trails	34
Café / restaurant / catering	23
Mountain bike trails	22

Timing of survey: March - September 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Hamsterley' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

HIGH LODGE, THETFORD (QoE)

General Information

This survey took place at High Lodge, Thetford Forest in East England during 2014. A total of 246 visitors were interviewed face to face at the end of their visit.

Summary

Most respondents (83%) were on a short day trip from home. Around three quarters (73%) of respondents had visited the forest before and 63% were accompanied by children while visiting the site. Two thirds (66%) of respondents took part in a walking activity and 43% of respondents had used the café, restaurant and other catering facilities.

Results

	Total
Number of interviews	246
Visitor Profile	
% of male visitors	40
% of female visitors	60
% of senior citizens (aged 65+)	5
% of adults aged 45-64	32
% of adults aged 25-44	56
% of young adults (aged 16-24)	7
% of groups with children	63
Visit Details	
% who were on a short day trip from home (less than 3 hours)	83
% who were on an overnight or holiday trip	8
% of visitors who have visited before	73
% of visitors who took part in walking	66
% of visitors who took part in cycling	24
% of visitors using the café / restaurant / other catering	43
% of visitors who used the play area	34
% of visitors who used the picnic and barbeque	24
Average length of stay on site	2 hrs 59 m
Ratings¹	
% satisfied with site as a place to visit	93
Most important facilities in decision to visit	
Walking trails	39
Play areas and equipment	25
Go ape!	20

Timing of survey: March - October 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – High Lodge, Thetford' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

SALCEY (QoE)

General Information

This survey took place at Salcey Forest, Northampton during 2014. A total of 239 visitors were interviewed face to face at the end of their visit.

Summary

Over four fifths (84%) of visitors had visited the site before. The majority of visitors (97%) were on a short day trip from home. Most visitors took part in a walking activity (93%) and around three quarters (74%) cited walking trails as the most important reason for visiting.

Results

	Total
Number of interviews	239
Visitor Profile	
% of male visitors	35
% of female visitors	65
% of senior citizens (aged 65+)	6
% of adults aged 45-64	22
% of adults aged 25-44	68
% of young adults (aged 16-24)	3
% of groups with children	67
Visit Details	
% 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	84
% of visitors who took part in walking	93
% of visitors who took part in cycling	7
% of visitors using the café / restaurant / other catering	79
% of visitors who used the play area	62
% of visitors who admired the views	15
Average length of stay on site	1 hr 53 m
Ratings¹	
% satisfied with site as a place to visit	92
Most important facilities in decision to visit	
Walking trails	74
Treetop walkway	23
Café / restaurant / other catering	19

Timing of survey: March - October 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Salcey' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

WHINLATTER (QoE)

General Information

This survey took place at Whinlatter Forest, Lake District during 2014. A total of 229 visitors were interviewed face to face at the end of their visit.

Summary

Around one half (52%) of respondents were accompanied by children. 54% of respondents were on an overnight or holiday trip. Three fifths (62%) of respondents had visited the forest before and 63% took part in walking while on site.

Results

	Total
Number of interviews	229
Visitor Profile	
% of male visitors	50
% of female visitors	50
% of senior citizens (aged 65+)	15
% of adults aged 45-64	33
% of adults aged 25-44	47
% of young adults (aged 16-24)	4
% of groups with children	52
Visit Details	
% who were on a short day trip from home (less than 3 hours)	45
% who were on an overnight or holiday trip	54
% of visitors who have visited before	62
% of visitors who took part in walking	63
% of visitors who took part in cycling	21
% of visitors using the café / restaurant / other catering	56
% of visitors who used the Visitor centre/shop	40
% of visitors who used the play area	30
Average length of stay on site	2 hrs 28 m
Ratings¹	
% satisfied with site as a place to visit	91
Most important facilities in decision to visit	
Walking trails	34
Play areas and equipment	18
Play trails	17

Timing of survey: March - October 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Whinlatter' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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. QUALITY OF EXPERIENCE – WALES

ALWEN (QoE)

General Information

This survey took place at Alwen, North Wales during 2014. A total of 133 visitors were interviewed face to face at the end of their visit.

Summary

Over half (55%) of visitors to the forest were male. Four fifths of respondents (80%) had visited the forest before and around two thirds took part in a walking activity while on site (68%). Around two thirds (65%) of visitors cited the car parking facilities and 53% cited walking trails as the most important reason for visiting.

Results

	Total
Number of interviews	133
Visitor Profile	
% of male visitors	55
% of female visitors	45
% of senior citizens (aged 65+)	17
% of adults aged 45-64	45
% of adults aged 25-44	34
% of young adults (aged 16-24)	5
% of groups with children	25
Visit Details	
% who were on a short day trip from home (less than 3 hours)	34
% who were on an overnight or holiday trip	10
% of visitors who have visited before	80
% of visitors who took part in walking	68
% of visitors who took part in cycling	17
% of visitors who had a picnic or barbecue	17
% of visitors who admired the views	17
% of visitors using the café / restaurant / other catering	9
% of visitors who took part in fishing	9
Average length of stay on site	2 hrs 42 m
Ratings¹	
% satisfied with site as a place to visit	96
Most important facilities in decision to visit	
Car parking	65
Walking trails	53
View point	32

Timing of survey: March - September 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Alwen' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

BWLCH NANT YR ARIAN (QoE)

General Information

This survey took place at Bwlch Nant Yr Arian, Mid Wales during 2014. A total of 190 visitors were interviewed face to face at the end of their visit.

Summary

Over one half of respondents (52%) visiting the forest were male. Half of respondents were on an overnight or holiday trip. Around three quarters of respondents (76%) had visited the forest before. 62% took part in a walking activity while on site.

Results

	Total
Number of interviews	190
Visitor Profile	
% of male visitors	52
% of female visitors	48
% of senior citizens (aged 65+)	27
% of adults aged 45-64	41
% of adults aged 25-44	31
% of young adults (aged 16-24)	2
% of groups with children	37
Visit Details	
% who were on a short day trip from home (less than 3 hours)	27
% who were on an overnight or holiday trip	50
% of visitors who have visited before	76
% of visitors who took part in walking	62
% of visitors who took part in cycling	16
% of visitors using the café / restaurant /other catering	75
% of visitors who admired the views	47
% of visitors who took part in bird watching	44
Average length of stay on Forest Drive site	1 hr 50 m
Ratings¹	
% satisfied with site as a place to visit	96
Most important facilities in decision to visit	
Café / restaurant / catering	58
Walking trails	48
Toilets	46

Timing of survey: March - October 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Bwlch Nant Yr Arian' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

CLOCAENOG (QoE)

General Information

This survey took place at Clocaenog Forest, North Wales during 2014. A total of 136 visitors were interviewed face to face at the end of their visit.

Summary

Two thirds of visitors (67%) were on a short day trip from home. Three quarters of visitors (75%) had visited the site before. Most visitors took part in walking (88%). Most of visitors cited walking trails (82%) and/or the car parking facilities (81%) as the most important reason for visiting.

Results

	Total
Number of interviews	136
Visitor Profile	
% of male visitors	54
% of female visitors	46
% of senior citizens (aged 65+)	21
% of adults aged 45-64	39
% of adults aged 25-44	35
% of young adults (aged 16-24)	4
% of groups with children	30
Visit Details	
% who were on a short day trip from home (less than 3 hours)	67
% who were on an overnight or holiday trip	17
% of visitors who have visited before	75
% of visitors who took part in walking	88
% of visitors who took part in cycling	6
% of visitors who had a picnic or barbecue	25
% of visitors who admired the views	23
% of visitors who took part in a nature/natural history visit	10
% of visitors who took part in bird watching	10
Average length of stay on site	1 hr 30 m
Ratings¹	
% satisfied with site as a place to visit	90
Most important facilities in decision to visit	
Walking trails	82
Car parking	81
Wildlife viewing	26

Timing of survey: April - October 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests - Clocaenog' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

COED y BREININ (QoE)

General Information

This survey took place at Coed y Brenin, North West Wales during 2014. A total of 205 visitors were interviewed face to face at the end of their visit.

Summary

Around two thirds (65%) of respondents were male. 56% of respondents were young adults aged between 25-44. Two thirds of respondents (66%) had visited the forest before and 67% were on an overnight or holiday trip. Seven in ten respondents took part in cycling (72%) during their visit. Two thirds (67%) of respondents cited the cycling trails as the most important reason for visiting.

Results

	Total
Number of interviews	205
Visitor Profile	
% of male visitors	65
% of female visitors	35
% of senior citizens (aged 65+)	2
% of adults aged 45-64	35
% of adults aged 25-44	56
% of young adults (aged 16-24)	6
% of groups with children	29
Visit Details	
% who were on a short day trip from home (less than 3 hours)	20
% who were on an overnight or holiday trip	67
% of visitors who have visited before	66
% of visitors who took part in walking	34
% of visitors who took part in cycling	72
% of visitors using the café / restaurant / catering	57
% of visitors who used the Visitor centre / shop	25
% of visitors who admired the views	24
Average length of stay on site	3 hrs 35 m
Ratings¹	
% satisfied with site as a place to visit	96
Most important facilities in decision to visit	
Cycling trails	67
Café / restaurant / catering	43
Toilets	28

Timing of survey: March - September 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests - Coed y Brenin' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

CORS CARON (QoE)

General Information

This survey took place at Cors Caron National Nature Reserve, Tregaronin South West Wales, during 2014. A total of 176 visitors were interviewed face to face at the end of their visit.

Summary

Over three fifths of respondents (63%) were on a short day trip from home. Three quarters (75%) of respondents had visited before. Almost nine in ten respondents (88%) took part in walking while on the site. Three in ten (31%) of respondents took part in bird watching and 19% took part in photography during their visit.

Results

	Total
Number of interviews	176
Visitor Profile	
% of male visitors	52
% of female visitors	48
% of senior citizens (aged 65+)	28
% of adults aged 45-64	42
% of adults aged 25-44	26
% of young adults (aged 16-24)	4
% of groups with children	31
Visit Details	
% who were on a short day trip from home (less than 3 hours)	63
% who were on an overnight or holiday trip	32
% of visitors who have visited before	75
% of visitors who took part in walking	88
% of visitors who took part in cycling	14
% of visitors who took part in bird watching	31
% of visitors who admired the views	26
% of visitors who took part in photography	19
Average length of stay on site	1 hr 26 m
Ratings¹	
% satisfied with site as a place to visit	96
Most important facilities in decision to visit	
Walking trails	60
Car parking	41
Easy / all ability access	35
Wildlife viewing	35

Timing of survey: March - October 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Cors Caron' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

CRYCHAN (QoE)

General Information

This survey took place at Crychan Forest, Llandovery, South West Wales during 2014. A total of 125 visitors were interviewed face to face at the end of their visit.

Summary

Over half of respondents (56%) were on a short day trip from home. Over four fifths (85%) of visitors took part in walking while visiting the site. 70% of respondents cited the car parking and two thirds of respondents (65%) cited the walking trails as the most important reason for their visit.

Results

	Total
Number of interviews	125
Visitor Profile	
% of male visitors	50
% of female visitors	50
% of senior citizens (aged 65+)	16
% of adults aged 45-64	47
% of adults aged 25-44	36
% of young adults (aged 16-24)	2
% of groups with children	20
Visit Details	
% who were on a short day trip from home (less than 3 hours)	56
% who were on an overnight or holiday trip	38
% of visitors who have visited before	56
% of visitors who took part in walking	85
% of visitors who took part in cycling	7
% of visitors who had a picnic or barbecue	21
% of visitors who admired the views	10
Average length of stay on site	1 hr 19 m
Ratings¹	
% satisfied with site as a place to visit	82
Most important facilities in decision to visit	
Car parking	70
Walking trails	65
Picnic areas / BBQ	27

Timing of survey: March - October 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests – Crychan' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

GARWNANT (QoE)

General Information

This survey took place at Garwnant, South Wales during 2014. A total of 189 visitors were interviewed face to face at the end of their visit.

Summary

Three fifths of respondents (60%) visiting the forest were female. Most of respondents (83%) were on a short day trip from home. Three quarters of respondents (75%) visited with children. Over three quarters of respondents took part in a walking activity. Over six in ten (62%) respondents used the play area and around half (49%) cited the play areas and equipment as the most important reason for their visit.

Results

	Total
Number of interviews	189
Visitor Profile	
% of male visitors	40
% of female visitors	60
% of senior citizens (aged 65+)	12
% of adults aged 45-64	37
% of adults aged 25-44	49
% of young adults (aged 16-24)	1
% of groups with children	75
Visit Details	
% who were on a short day trip from home (less than 3 hours)	83
% who were on an overnight or holiday trip	12
% of visitors who have visited before	68
% of visitors who took part in walking	77
% of visitors who took part in cycling	9
% of visitors who used the play area	62
% of visitors using the café / restaurant / other catering	59
% of visitors who had a picnic or barbecue	31
Average length of stay on site	2 hrs 01 m
Ratings¹	
% satisfied with site as a place to visit	91
Most important facilities in decision to visit	
Play areas and equipment	49
Walking trails	41
Toilets	38

Timing of survey: March - September 2014.

Type of survey: On site face to face interview.

Publication: ['Monitoring the quality of experience in forests - Garwnant' by Beaufort Research](#)

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or very 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.

3.3 MONITOR OF ENGAGEMENT WITH THE NATURAL ENVIRONMENT

General Information

The sixth year of fieldwork for the "[Monitor of Engagement with the Natural Environment](#)" (MENE) survey started in March 2014, with information on visits to the outdoors collected in England. The survey was commissioned from TNS by Natural England with support from the Department for Environment, Food and Rural Affairs and the Forestry Commission. A total of 45,225 interviews were conducted in English homes between March 2014 and February 2015.

Summary

It is estimated that in 2014 there were 417 million trips made in England that included a visit to a woodland or forest.

3.4 WALES OUTDOOR RECREATION SURVEY 2014

General Information

Natural Resources Wales (NRW), commissioned a third [Wales Outdoor Recreation Survey \(WORS\) in 2014](#). The survey provides data on Welsh residents' participation in informal outdoor activities and visits to the outdoors, including woodland. A total of 5,995 telephone interviews were carried out.

Summary

It is estimated that there were 68 million visits to woodlands in Wales where woodland was the main destination.